



AUTOMOBILE NEWS



SWEEPING PRICE REDUCTIONS MADE

Studebaker Makes Cut in Celebrating Its 75th Anniversary

SOUTH BEND, Feb. 19.—Sweeping price reductions ranging up to \$200 have been announced by The Studebaker Corporation in celebration of its seventy-fifth birthday. The new prices, which go into effect immediately, reflect the aggressive spirit of the corporation and the confidence with which it looks forward to what, in the opinion of its president, A. R. Eberline,

will be the greatest year in its history. The success of the recently introduced custom cars, and the remarkable economies effected by Studebaker's unique facilities for one-profit manufacture make possible reductions that bring Studebaker cars to a new level of value. The new prices represent savings approximately passed on to the public on the occasion of the corporation's diamond jubilee anniversary.

The price reductions affect the sport roadster, the custom victoria, the custom sedan, and four models mounted on the big six chassis—The Chancellor, The Commander, The Sheriff, and The Big Six Sport Roadster.

Reductions were made without changes in equipment, all the models being equipped with bump-

ers front and rear, disc, wheels, and four wheel brakes in addition to the unusually complete list of fittings that characterize Studebaker custom cars.

FINDS NOBODY EQUAL TO ENGLISH WRITERS

Miss Rebecca West, English author and lecturer, likes American novels, but she said "there is no body over 50 years of age in the United States who writes as well as the big writers over 50 writing in England." There is nobody who can be considered the equal of Thomas Hardy, Henry James, Arnold Bennett, H. G. Wells and John Galsworthy, she said in a public lecture after a visit to the United States. In political writing and general literature, she believes, England still has a monopoly.

Chrysler Export Sales Expected To Mount Higher

Before leaving Detroit on an extended tour during which he will visit the "hazy cities of England, Continental Europe and South America," R. T. Morse, director of export sales for the Chrysler Sales Corporation, expressed confidence and optimism in the development of export sales.

"Chrysler business abroad has never been better than it is today," said Morse. "In England and her colonies, South America, Continental Europe and, in fact, in every country where Chrysler is represented, our business has grown by leaps and bounds. In 1926 our export business increased approximately 60 per cent, and our prospects for the current year are even better."

Morse sailed for Havre on Jan. 25. In company with S. D. Briggs, European director, he will visit practically every large city in Europe, and will then sail for South America about March 15. He will return to Detroit sometime in May.

"Chrysler's unusual sales record in the United States, in which this company has risen from 27th to 4th place in three short years, in comparison with the phenomenal strides of our organization in the export field.

"In Continental Europe alone Chrysler stands first in sales among American companies holding more than one line of cars. In every foreign country where Chrysler is represented we have received a similar public reception.

"Among the American-made cars competing in the European luxury car group, the Chrysler Imperial '30' has secured a tremendous following since its introduction last year, because it so accurately portrays the acme of performance, comfort and quality to which foreign buyers have been accustomed in the higher priced cars of foreign make.

"With the tremendous expansion in Chrysler's business abroad, I have every reason to believe that 1927 will see an even greater increase in our export business over that of 1926."

104 Salesmen Now Generals in Franklin Co.

One hundred and four salesmen, each of whom sold during the year 1926 Franklin cars ranging in value from \$45,000 to \$145,000, were awarded titles of general and paid cash bonuses that amounted in some instances to more than \$1,000 in the Franklin Automobile company's 25th anniversary sales contest, the final winners in which were just announced.

Two of the men, Wallace L. Wilcox, of Providence, R. I., and Phillip Orr of Hollywood, Cal., succeeded in making individual sales of more than 52 cars each during the 12 months of the contest, winning through the feat membership in the exclusive Car-a-Week club of the Franklin sales organization.

Organization of the contest was modeled on regular army lines, the country being separated with regard to population and sales possibilities into five divisions. Each salesman started the year 1926 as a rookie with a certain quota varying with his division that he was required to average three months. Promotions ranged through the ordinary army grades from corporals up through captains, colonels, brigadiers, major generals and generals.

Advance in grade was attained only through making a specified number of sales. Special bonuses were paid for reaching the rank of captain before June 30, for leading in the quarterly totals, for highest percentage of sales to former water-cooled car owners and for becoming a general before Dec. 31.

New York state salesman won the greatest number of general's commissions with Ohio following a close second and Pennsylvania, California, New Jersey and Illinois trailing in the order named.

Wells' Letters Intrigued Police

GRASSE, France, Feb. 19 (AP).—H. G. Wells gets such a batch of mail each day that he found himself recently under police suspicion.

The celebrated British novelist came to this Riviera resort to spend the winter and spring. Shortly afterward, a high police official, with the Charibald and Macia "plots" fresh in his mind, began to inquire why scores of letters arrived for him by each post. The thing smacked of espionage to the detective mind.

Faced with a direct question Mr. Wells only replied: "I don't know why I get so many letters," and returned to his work.

The reply didn't appease the police official, who told his colleagues that he would keep an eye on Monsieur Wells.

The tenant of the Poulis estates in Scotland in accordance with an old feudal agreement, is supposed to pay for his lands with a bucketful of snow.

Speaking of practical gifts, a road map and flashlight should be very acceptable to the careful girl who likes motoring.

Starting as a maid-servant, Miss Sillanpaa is now assistant minister of industry in the new Socialist Cabinet of Finland.

Europe Has Little To Teach U. S. Is Opinion of Automobile Expert

Europe has little to teach the United States in motor car design and manufacturing in the opinion of Col. J. G. Vincent, vice president of engineering of the Packard Motor Car company. Col. Vincent has just returned from a trip abroad for the study of automotive practices. He spent considerable time in French and English automobile factories and in both the Paris Salon and the London Olympia motor car exhibitions.

"There is really nothing new," he said. "The automobile has now reached a stage in its development where it is practically a standardized product. Automobile engineers from now on expect little more than refinements in design and improvements in bodies. That has been my view for some time and what I saw in Paris and London has only served to strengthen the opinion."

"What surprised me most at the Paris Salon was the number of fabric-covered bodies. I can't believe that they would take well in the United States, at least at the present time. It is difficult to make them as good looking as cars of the American standard because of an inherent difficulty in obtaining as good looking lines or the finish required to meet the present public demand here for expressions of individualized color tastes."

"The nitro cellulose type of finish has very largely eliminated one of the chief reasons for building such bodies. It is as good in appearance as the old varnish finish, wears as well or better and is much easier to replace.

"Probably one of the main reasons that the fabric covered body is popular right now in France is that the typical French body is made in small quantities and for that reason is not as well made as ours. The French rigid type body won't stay put. However, because of its lightness and probable inherent cheapness, the fabric type body may come into use in this country, particularly on low priced cars.

"Some of the new spring suspensions shown in Paris are interesting but I don't think they ever got far. I don't look for them to influence American design greatly. They are too complicated and have too many parts. They accomplish nothing. Our modern springs of proper strength and equipped with proper shock absorbing devices produce just as good, or better, results. Some of the French engineers with whom I talked said they didn't believe anything particular was accomplished by their new springs.

"Problems presented French engineers by the condition of highways are the same as ours. Like ours, French roads are either very good or very bad. All the main highways are in a splendid state of repair. Most of the side roads, however, have gone to pieces and are full of holes because there is not enough money to maintain them properly. On good roads our springs are quite satisfactory and on bad roads their strength and rigidity are most necessary.

"There was a new type of steering shown at the Paris Salon, designed, it was said, to eliminate shimmying and to hold the car on the road in case of a blowout or puncture. I don't believe it will do the work. Also personally I wouldn't feel safe with it. There is too much chance for something to go wrong and one doesn't want anything to go wrong with the steering apparatus.

"Speaking generally I think the day is past when European engineers can teach us much about automobile design. They can often get an improvement into production faster than we can because all that is required in a European automobile factory to make a change is to give new orders to the workmen while in an American factory it is sometimes necessary to install a vast amount of new machinery, new jigs, fixtures, gauges and dies.

"One is struck, on entering an automobile factory in Europe, with the batteries of engine lathes and ordinary milling machines where in this country one would find quantities of automatic screw machines and other automatic equipment. Of course the old engine lathes and old milling machines are all right if the workmen handling them are beyond question but the quality of the work they produce depends all the time on the skill and the mental and physical condition of the individuals operating them.

"In the body shops are great numbers of men working out the wood pieces with hand tools and quantities of other workmen hammering out each individual metal piece to cover the wood frame work. In our factories on the other hand highly developed wood working machinery turn out the frame pieces more rapidly, more accurately, with less waste and at lower cost. Metal parts of our bodies, no matter what their size or shape, are produced by one quick movement of a giant press or hammer and such is easily the same as the next one with all held to a rigid standard of perfection impossible with the European method.

"Results obtained by our mechanical but rigidly precise methods I believe are much superior to the hand methods abroad and are found in the cars themselves. I believe that our finest cars will out-perform their finest machines.

"The European public, through experience, has learned the necessity for four wheel brakes and has turned thumbs down on cars not so equipped. Nothing has been developed, however, which exceeds our own American designed mechanical four wheel brakes in softness and positiveness of action."

Holds Record as Funeral Preacher

DENVER, Jan. 19 (AP).—Denver lays claim to having developed the champion funeral preacher. To the Rev. Gustav G. Barth, "retired" minister, has been given the wreath of champion for his record in preaching at funeral services. He is 84 and has been in active service for more than half a century. He has officiated at more than

1,000 funerals in the last two years. In addition, on January 1 of this year, the "burial parson" established a day's record by officiating at eight services.

For more than 30 years Rev. Mr. Barth held pastorates in Kansas, before removing to Denver to go into "retirement." But a short time afterward he stopped at a legal mortuary, was pressed into emergency service as officiating minister and since has become probably the hardest working minister in Denver.

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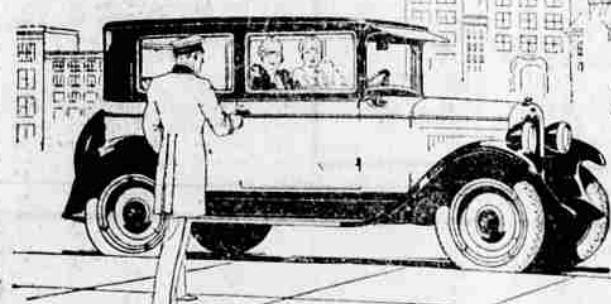
The seven body styles created for the new Hudson Super-Six have shared equally with its brilliant new performance in its enormously successful reception everywhere shown. At the New York Show and all subsequent Automobile Shows the Hudson-Six exhibit has outdrawn any other by two and three to one. It is the high point of the year in interest, discussion and sales activity.

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COACH	\$1295
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7-PASS. PHAETON	\$1590
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You need only to see these supremely beautiful cars to realize why all America is proclaiming them as the greatest sensation of America's greatest industry! You need only to compare them with the finest the market affords to see that they represent the biggest dollar-for-dollar value ever offered! Come in today and get a demonstration!

The Touring or Roadster	\$525
The Coupe	\$625
The Sedan	\$695
Sport Cabriolet	\$715
The Landau	\$745
1-Ton Truck (Chassis Only)	\$495
1/2-Ton Truck (Chassis Only)	\$395
Balloon Tires Now Standard On All Models	
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- A New Clutch—Simple, Prompt, Sure and Silent.
- Softer Pedal Action
- Easier Gear Shifting
- New Body Lines—as smart and graceful as any on the boulevards
- New Color Combinations of Striking Beauty
- Still Sturdier Bodies
- Seats Re-designed for greater comfort
- New Silent-Type Muffler
- Improved Universal Joint, Propeller Shaft, Differential and Axle Shaft—creating greater sturdiness and resistance to wear
- And Many Other Smart New Refinements of Detail.

Remember, too, that all these are in addition to many important improvements recently announced, including the five-bearing crank shaft and the two-unit starting, lighting and ignition system that inspired owners to new expressions of enthusiasm and satisfaction.

Look at these big roomy cars and you will realize that it is not possible to invest more wisely in dependable transportation.

Standard Sedan	\$1,085
Special Sedan	1,140
Deluxe Sedan	1,275

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