



AUTOMOBILE NEWS



Spark Plug To Have Own 'Week' Dealers Declare

Local automotive equipment dealers, from May 1 to 7, are uniting with the Champion Spark Plug Co. in pointing out to motor car owners the actual economy of installing a complete new set of

spark plugs in their cars if their present plugs have been used 10,000 or more miles, or have been in use more than a year, according to Roy Farron, manager of the Spark Allen Murphy company here. The occasion is the Champion company's third annual "National Change Week." During the same week a year ago nearly a million owners are estimated to have made the change.

Free Inspection

Local dealers also announce they

LOOKS LIKE THEY MIGHT BE RIGHT, AFTER ALL



will give free spark plug inspection service throughout the week to all motor car owners.

Proof of the increased general effectiveness of a motor car engine, to a degree more than sufficient to pay for the cost of the new spark plugs, has been definitely determined by more than 2000 laboratory and road tests conducted by the Champion Spark Plug Co.

According to local dealers the difference between an old and a new set of spark plugs is the difference between a weak spark and one of full strength—between only a partial combustion of the gas mixture, loss of power, engine sluggishness, greater oil consumption, slower speed and actual loss in fuel, as against a hot, intense spark of full strength, which causes com-

plete combustion and consequent development of maximum power from the fuel used.

Studebaker Used Car Pledge Plan Proves Success

That the merchandising of used cars is no longer a "hoss train" game, has been most conclusively shown by the results obtained by Studebaker dealers all over the country through the sale of used cars under the "Studebaker Used Car Pledge," according to an announcement received by M. J. Goess, local Studebaker distributor.

Against the predictions of the entire automobile fraternity, Studebaker dealers, two years ago, began selling used cars under the terms of this pledge. For the year 1926 records show that 160,000 cars were sold under this pledge plan. Moreover they were so honestly sold that less than 200 complaints were registered at the factory.

The terms of the "Studebaker Used Car Pledge" read as follows: 1. Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.

2. All Studebaker automobiles which are sold as certified cars have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.

3. Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and apply the money paid as a credit on the purchase of any other car in stock—new or used. (It is assumed that the car has not been damaged in the meantime.)

Shipments Break Records of 1926

SYRACUSE, N. Y., April 23.—Shipments of Franklin cars to dealers during the first quarter of 1927 were 29 per cent greater than for the first quarter of 1926, officials at the factory revealed today, stating that the record was in advance of the shipping rate of the industry as a whole.

Decided increase in shipments to dealers started with the introduction of the 25th Anniversary Franklin last November. It was pointed out, and each month since then has shown a gain over the corresponding month of 1926. Retail deliveries for the same five months have shown an increase over the corresponding period of last year.

Right Wheel Tires Wear Out First

Tires on the right wheels of a car wear faster than those of the left because the car is driven on the right-hand side of the road. The right wheels support most of the car's weight and come in contact with ruts, debris and the curbing of the highway.

Grease is said to be better than chamois as a cylinder head gasket binder or seal. The theory with grease is that heat causes it to change to a hard binder. Even in its natural state grease makes a good water seal, provided it is the kind that will stand hot water. For cylinder heads always use water pump grease, not the soft kind that is used for spring bolts and steering connections.

Sale of Buicks Shows Big Gain Over Last Year

With production of 1927 models well past the 260,000 mark on April 1, the Buick Motor company is over 20,000 cars ahead of its best previous output record for this time of the year. According to C. B. Dugham, vice-president and assistant general manager, this new record was made possible by the partial completion of a \$75,000,000 expansion program which was launched over a year ago, and which materially increased the facilities of the plant.

Among the features of the program is the new, efficient unified assembly system which takes care

of any normal output of Buick cars, which was planned and built by Dugham and his corps of plant engineers. This assembly system is capable of receiving and assembling 225 tons of materials an hour, most of which are delivered to the line by a system of conveyors. The new cranks, shafts, and pistons, has also been completed.

Workmen are now building the new \$5,000,000 gray iron foundry which will have a daily capacity of 600 tons of castings. It is expected that this unit will be in operation some time during the summer.

The present capacity of the plant is 1200 cars a day. Car building has proceeded at or near the figure ever since the 1927 models were introduced Dugham says. At present production is 1100 cars a day, the highest rate ever reached

at this time of the year. The schedule was increased a hundred cars a day in March when it was found necessary to revise the original plan for the month, due to the demand for cars.

Every motorist should begin to prepare for the change in seasons. If the car is not equipped with windshield wiper, and a clear vision of the entire shield is desired, mix a solution of two ounces of glycerine, one ounce of water and one dram of salt. Mix the solution thoroughly and apply with a soft cloth, with an up-and-down motion. The solution should be applied when the glass is wet.

A clearing house for agricultural information from 90 countries is the International Institute of Agriculture at Rome.



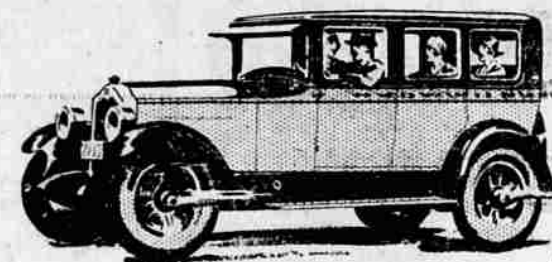
Buick is in a value class

BUICK'S position of leadership is founded on value. Its constant aim is to build each Buick better than the last.

The savings that Buick's tremendous volume provides are used to further enrich quality—by such improvements as the Sealed Chassis, the Torque-Tube-Drive, Mechanical Four-Wheel Brakes, an Engine vibrationless beyond

belief, and the increased luxury and refinement Buick offers in its Fisher Bodies.

And today, in keeping with its policy of continual advancement, Buick is constantly seeking to improve its design—constantly searching for the new and better thing—constantly striving still further to increase the value on which Buick's leadership is based.



SEDANS \$1195 TO \$1995

All prices are f.o.b. Flint, Michigan; government tax to be added. Buick delivered prices are lower because the smallest possible handling charge has been established by the

Buick factory. The G. M. A. C. financing plan, the most desirable, is also available. The model illustrated is the Five-Passenger Sedan, Series 115, \$1295.

JENNINGS & SHUMATE
Adams Avenue

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

COMPLETE-SATISFACTION SERVICE IN EVERY LANCASTER TIRE

Whatever your tire needs may be, you can always be sure that Lancaster has the kind of highest quality tire you want. For pleasure cars, motor buses or trucks, Lancaster makes a complete line of pneumatic tires that will give you unparalleled mileage devoid of tire trouble detours.

Lancaster tires are priced to give you "One of America's Best" at the lowest possible cost-per-mile. We carry a complete stock of these high grade tires. See us when you are ready to reduce your tire expense to rock bottom. Lancaster service assures you complete-satisfaction service in every respect.

JOHNS BROS.
Guaranteed Vulcanizing

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Corner Fir and Jefferson

Greater Performance Roominess Long Life Prove CHRYSLER "50" Greater Value

50 and more miles an hour.
5 to 25 miles in 8 seconds.
25 miles to the gallon.
Full-sized with ample seating capacity for all passengers.
Mohair plush upholstery.
Chrysler smartness and beauty.

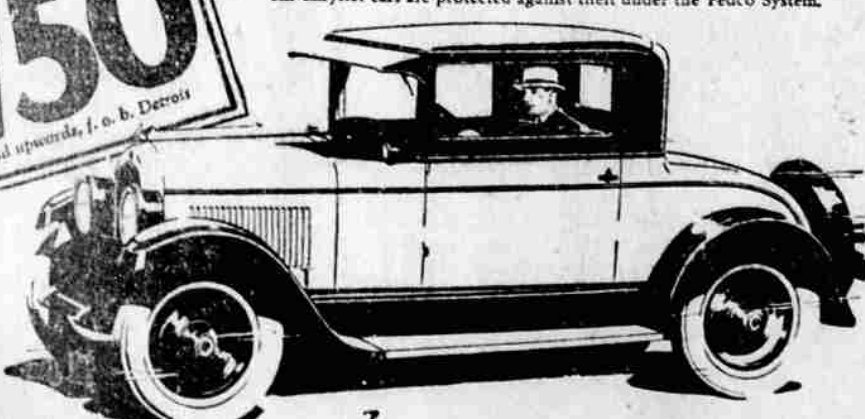
In its truly extraordinary results Walter P. Chrysler and his corps of engineers gave the public something immediate, something convincing, something final and conclusive with which to measure Chrysler "50" against and above anything around its class—either in six or four cylinders.

From its very introduction Chrysler "50" has won overwhelming public acceptance for what it was designed and built to be—the giant of its class in Standardized Quality, outstanding performance, full family size, complete appointment and every essential that makes for indisputable value.

Coupe, (Genuine leather upholstery) \$750; Coach, \$780; Roadster (with rumble seat), \$795; Sedan, \$830; Landau Sedan, \$885; f. o. b. Detroit, subject to current Federal excise tax.

Chrysler dealers are in a position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

All Chrysler cars are protected against theft under the Fedco System.



L. W. WEEKS
Jefferson Ave. Telephone 180-J

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR