

AT THE ANNUAL AUTOMOBILE SALON IN NEW YORK CITY

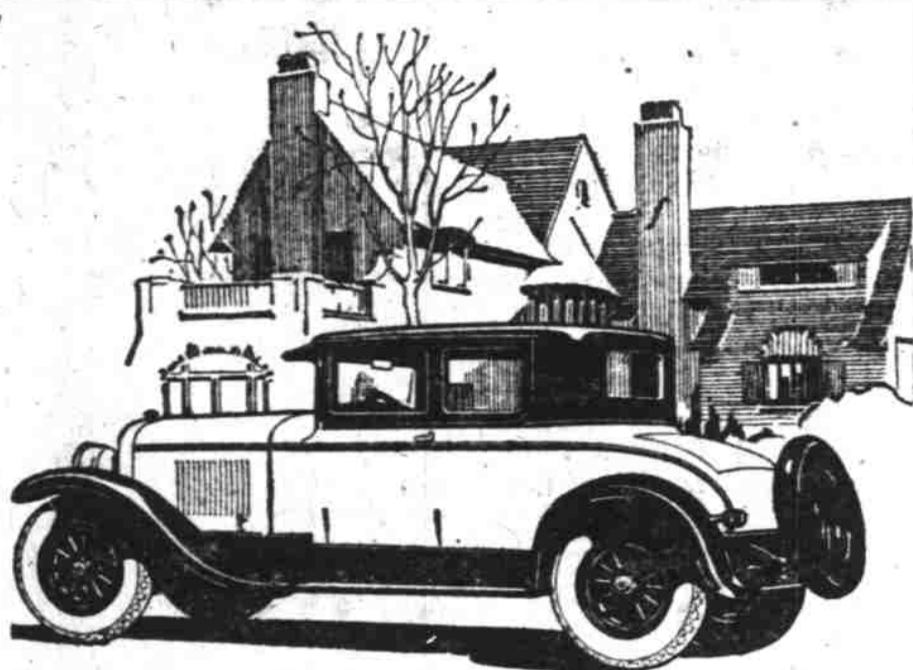
From the Automotive Daily News
To some of the visitors to the salon at the Commodore in New York the general effect must have been a trifle overwhelming. Such magnificence makes the ordinary pocketbook develop an inferiority complex. At that there were cars present within the reach of reasonably modest means.

The little French Amilear, a sporty two-seater, stream lined and wind shaving, is having its first American showing. Seventy-five miles per hour and forty miles to the gallon on the road are claimed for this little visitor. For the young blood with sporting proclivities, this little, speedy dragon fly ought to be the car of his dream. One model is priced at \$1500 delivered in New York.

Renault made its usual showing of handsome jobs, with bodies by Kellner and other famous French bodymakers.

American body builders made a remarkable showing of the finest class of coach work. Brewster, Brunn, Derham, De Cause, Dietrich, Fisher, Fleetwood, Holbrook, Judkins, Le Baron, Locke and Willoughby all exhibited bodies on American chassis which gave the famous builders of Europe something to think about.

Color was everywhere. In past years sombre black was the pre-



A Wonderful Car to Own

Owners of the new 90-degree Cadillac revel in the fleet, alluring miles of perfect motor comfort.

The loyalty of Cadillac owners comes from complete satisfaction in the possession of the finest thing of its kind in the world.

To produce the advantages which they enjoy has always been Cadillac's aim and determination—to make and to keep Cadillac motoring a thing apart.

The new 90-degree Cadillac is quite the finest car that even Cadillac has ever produced—deserving of the patronage and friendship of those who can be satisfied with nothing less than the finest.



NEW 90 DEGREE

F. W. Pettyjohn Co.
385 North Commercial Street
CADILLAC
DIVISION OF GENERAL MOTORS CORPORATION

pal garb of these magnificent salon cars. This year they have blossomed out into every color of the spectrum. Lincoln has made a special effort along this line, and the result is truly delightful. Also there are new colors, or rather shades, such as ring-billed gull and purple chatterer, not to mention oriole orange and grass green tanager, which lend a picturesque touch to body nomenclature.

A Pierce-Arrow limousine is being shown with a new feature, in the shape of a division of the rear seat, which permits it to be turned from a double seat into one holding three passengers very comfortably.

And the radiator ornaments. There were Minervas, Mercurys, speed typified in half a dozen winged females, grey hounds, winged horses, arrows and almost everything that could be made to symbolize rapidity of motion. We offer free of charge a suggestion—let some ambitious manufacturer try Red Grange. We ought to make a good symbol for a car threading its way through traffic.

In Any Dialect "Bat" in China Means US Tobacco

SHANGHAI—There are many dialects in China, but in all of them B-A-T spells British-American Tobacco company. The firm has come to hold a unique place in the life of the Chinese people. Its name is a household word.

This conquest of the country has been achieved with the cigarette. Directly or indirectly the company employs 25,000 people in growing, manufacturing and distributing its products.

From the beginning China took kindly to the soothing cigarette imported from America. As long as 35 years ago it became apparent to one leading importing house that some means to manufacture cigarettes in China must be devised to cope with the swiftly expanding demand. It was then that the first cigarette manufacturing machinery was brought from America.

From a little factory with a handful of workers, established in 1891 across the river from Shanghai, the British-American Tobacco company has grown to its present magnitude, outstripping the parent that created it, which now is a subsidiary concern. The company's business is confined to China, an dits remarkable success, its officials assert, may be attributed to a policy of meriting the good will of the Chinese people.

Gunnybags Still Made Where Troops Had Ft. Gunnybags

SAN FRANCISCO—A company on lower Sacramento street manufactures gunnybags on the site of old Fort Gunnybags, of sinister memory in the stirring gold rush years at the threshold of San Francisco's history.

Fort Gunnybags was the place where the vigilantes hanged criminals in 1851, when for a few months these dispensers of summary justice had entire control of the city. The year preceding had been lawless and the histories say that 100 murderers have gone unpunished. The Vigilance Committee was organized, enrolling 5,000 men on a military plan. Arms were seized from the state. Sacks were filled with sand and piled high in a building, over which guns were mounted—hence Fort Gunnybags.

HUPP SIX SEDAN SETS NEW RECORD

Trip From Detroit to Phoenix Is Made in 84 1-2 Hours, Running Time

From Detroit to Phoenix, 2669 miles, in 84 1/2 hours running time is the feat performed by a Hupp Six sedan—brand new when it left the former city.

This run was made by H. H. Lahr, president of Arrow Motors, Inc., of Phoenix, Huppmobile distributor for Arizona, for the purpose of checking, personally, the capabilities of the newly announced car.

After driving at slow speeds until past Chicago to allow the car to be broken in properly Mr. Lahr began setting a faster pace, hanging up an average of approximately 35 miles an hour for the last 2100 miles. This is higher than the average speed of the transcontinental motor car record and was made through those parts of the country generally considered to be the severest test of an automobile's ability.

Many of the car's outstanding capabilities were forcibly brought out during the trip. Despite the high speed at which it was driven after being broken in, slightly more than 18 miles were made per gallon of gasoline after 500 miles were reached. Oil was changed regularly each 500 miles with actual consumption estimated by Mr. Lahr at not more than a gallon. Four quarts of water were used.

Roads were generally bad from St. Louis until well into Arizona, he told Hupp executives. "Heavy rains had made them muddy or slimy, and treacherous. Many of the paved roads were quite rough."

STUDEBAKER CARS USED BY SHERIFFS

Arizona Peace Officers Pick Sturdy Machines for Extreme Hard Service

There are fourteen counties in Arizona. Twelve of them supply their sheriff's offices with automobiles. In every county of the twelve a Studebaker car is used.

When this information came to South Bend, Studebaker commissioned Major Grover F. Sexton to go to Arizona and learn first hand the service which Studebaker cars were rendering in the maintenance of law and order.

The stories he gathered, portraying the adventures, the daring, the humor and philosophy of the soft-spoken hard driving men with nimble guns, are published in a book just off the press called "The Arizona Sheriff."

In four colors on fifty-two pages, the book gives these stories, described as tales of "Desert and sudden death; mountain and moonshine; cactus and cabalero; gulches and gun-fighting—how the Arizona sheriff brings swift justice to evildoers with an old-time 45 six-gun and a modern Big Six motor car."

They relate how the sheriffs make life and property more safe in the remote deserts and mountains of the "Copper State," where "summertime spends the winter," than in the streets of some great cities where thousands of police walk short beats night and day.

The books are issued by the Studebaker Corporation and can be obtained without cost by writing the corporation at South Bend, Indiana, or from any Studebaker dealer.

D'Annunzio and Duse Obits to Be Written by Traversi

ROME—Camillo Antona-Traversi, whose dramatic works were well known in Italy a generation ago, is embarking on the task of telling the life story of Gabriele d'Annunzio, as well as writing the biography of Eleonora Duse, the actress. Traversi for 35 years has been a resident in Paris.

Of the two works, that on d'Annunzio will be the more difficult, Traversi believes. "To write the life of such a great living author is a difficult, audacious and perhaps courageous enterprise," he said. "I do not know a life more varied, more beautiful or more romantic. My work will be in many volumes."

The book on Duse, which Traversi already has begun, will be called "Eleonora Duse, Her Life, Her Glory and Her Martyrdom."

Report President Cosgrave Spy During First Training

DUBLIN—Press reports credited President Cosgrave with unwittingly playing the role of spy during the first army maneuvers of the Free State, which showed the troops to be well trained and equipped.

When fighting was in the neighborhood of the Dublin mountains, not far from his home, President Cosgrave rode out to

look on. He was questioned by a young officer as to what cars he had passed on the roads and the information the president gave was sufficient to betray the Blue defending force.

After an umpire had reminded the president that civilians were not supposed to divulge valuable army news, President Cosgrave besought the young Red officer to make no use of the information. With all the affability of a Gilbertian soldier, he consented and put the president at ease.

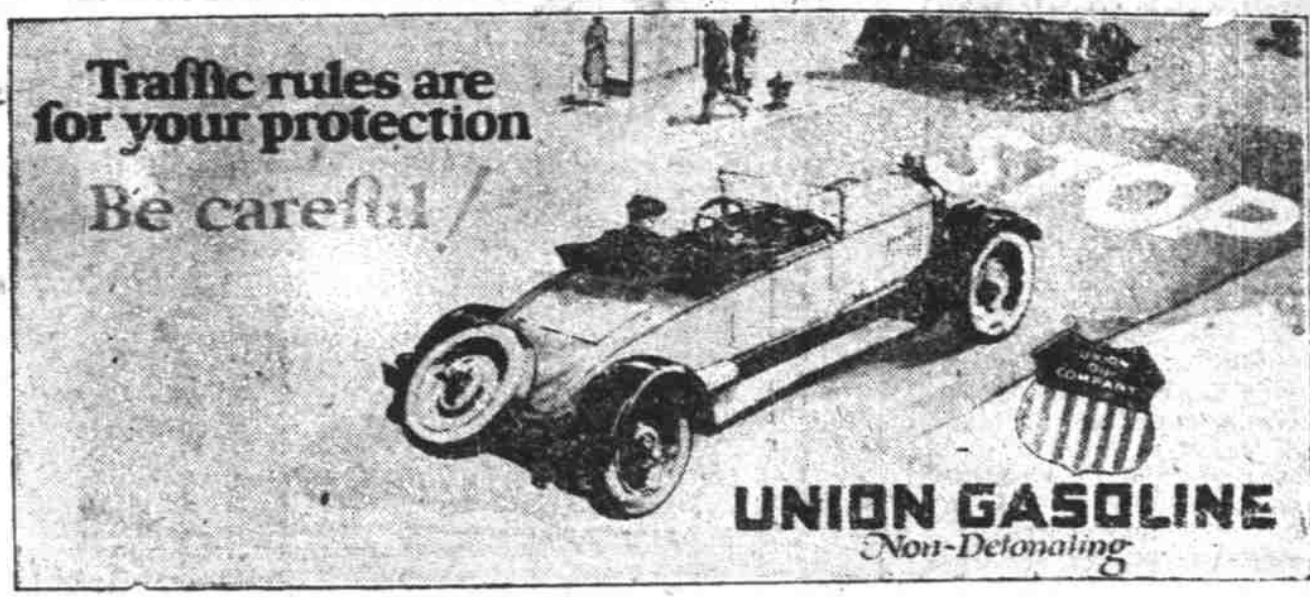
Means of Bettering Society of Man Sought by Students

CHICAGO—If the church is an inadequate means of contributing a better society for man, other agencies will be sought at a conference of 1,000 students from colleges and universities to be held in Evanston during the Christmas holidays.

Denominations to be represented include the Protestant Episcopal, Baptist, Presbyterian, Christian, Congregational, Universal, Evangelical, Quaker Methodist Episcopal and Methodist Episcopal South. Others are expected to participate.

Matters pertaining to the student and the church, reports from students who have been conducting investigations as to what the church is doing in various fields, and ways and means of the students acting through the church will be discussed.

"BE CAREFUL," CAUTION TO DRIVERS



Marking the second drive in the company's extensive "Be Careful" campaign, the second message in the series being broadcasted throughout Pacific coast states by the Union Oil Company of California, was displayed at 1500 prominent locations last week. The display will last one month.

For the subject of its second effort, the company has taken the tendency on the part of the drivers to overlook traffic rules. "Traffic Rules Are For Your Protection—Be Careful," is the text of the message which captions the design illustrating close observance of "Stop" signs.

"We are highly gratified by the results of our first broadcast, aimed at careless driving where

school children are likely to be out an officer in attendance, or who has been held up for hours because foolish motorists cut off driving in the opposite direction by filling up the left side of the road knows how important it is that motorists be guided at all times by the regulations laid down."

"The second phase of the safety need is just as important. Traffic rules are apt to be considered bothersome and their violation taken as a matter of course. As a matter of fact, the only hope, not only in safe driving, but of consistent speed, lies in the strict observance of traffic regulations by all drivers. Anyone who has been caught in a traffic jam with-

MOTORS SWEEP STREETS
A French company will "massage" the streets of Dublin, Ireland for the next ten years. The Irish city commissioners have let a contract for street cleaning to the Societe Auxiliaire de Service Municipaux, of Paris.

The contractors will install eight motor sweeping machines and thirty-four motor cars to be used in hauling refuse.



The Keys to Happiness

A Glorious Christmas Gift to Make Myriad Dreams Come True



THEY'RE in a simple, oddly mysterious jewel box, these keys to the car of her own she has wanted so much. There may be other gifts that approach but none that rivals an automobile at Christmas. It is the one gift every woman wants most in the world. Yet... today, it is one that even a man in moderate circumstances can give without financial strain.

For her—the Studebaker Standard Six Sedan is the ideal car. It is a car designed with the wishes of women in mind. Every convenience she could possibly wish for. An 8-day clock and gasoline gauge on the dash, improved one-piece windshield with automatic cleaner, sun visor and rear-view mirror, dome light, ash receiver, safety lighting control on the steering wheel, stop light, coincidental lock and full-size balloon tires. Its body is gracious and roomy, seating five passengers in comfort.

According to the rating of the Society of Automotive Engineers, the Standard Six engine is the most powerful in any car of its size and weight.

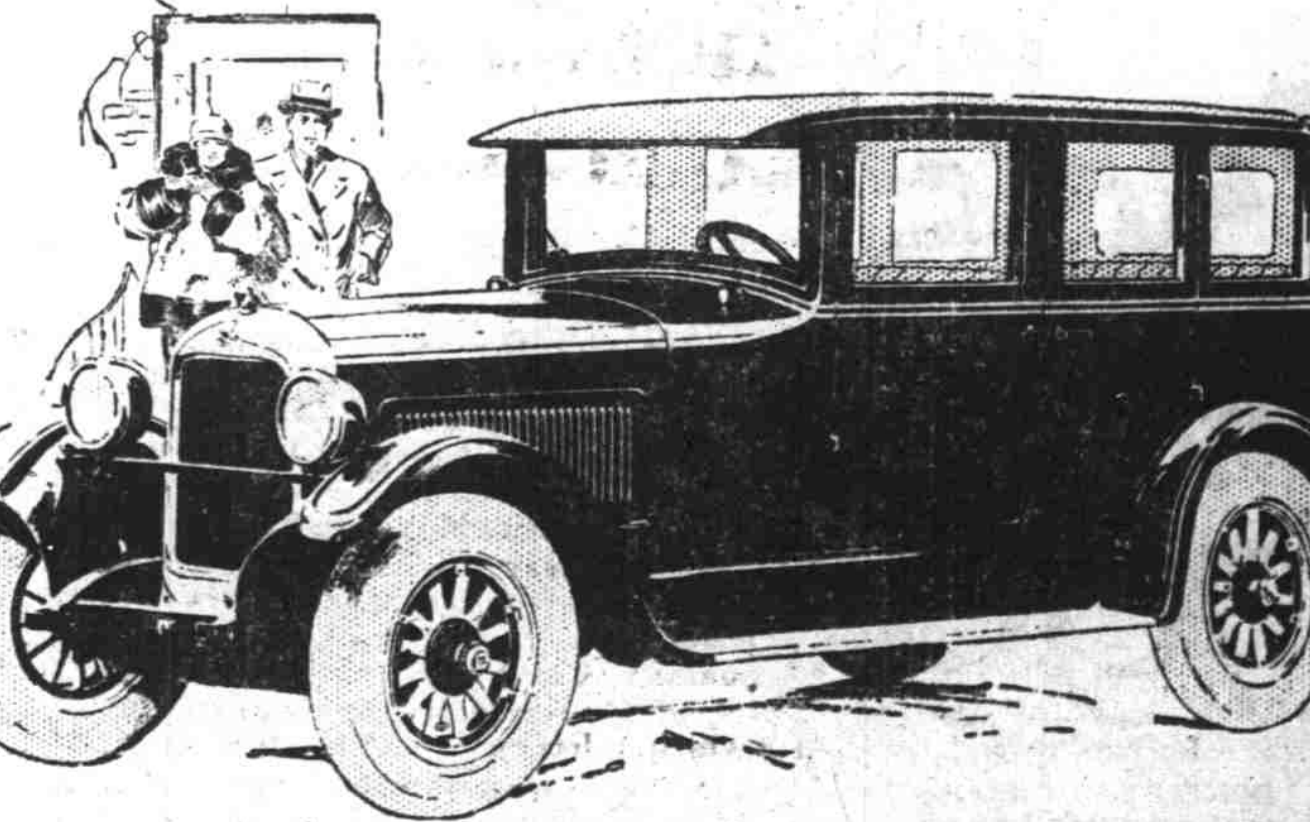
One-Profit manufacture enables you to buy this car of character and quality at the lowest price ever placed on a Sedan by Studebaker.

Why a Studebaker is a Safe Christmas Present

You may buy at once with confidence that no announcement of "new yearly models" at the January shows will make your Studebaker artificially obsolete.

Your Studebaker dealer has Keys to Happiness now. He will make car delivery Christmas morning, Christmas Eve, or any time you prefer. Under Studebaker's Budget Plan of Purchase you may pay for it out of income on terms to fit your individual requirements.

The Studebaker Standard Six Sedan
Four Doors—Ample Power—Wool Trimmed
\$1395
freight and war tax extra



MARION AUTOMOBILE CO.

235 SOUTH COMMERCIAL TELEPHONE 362
OPEN DAY AND NIGHT

A ONE-PROFIT VALUE WITH ENORMOUS EXCESS MILEAGE ASSURED BY UNIT-BUILT CONSTRUCTION

Rickenbacker

A CAR WORTHY OF ITS NAME



Six-Brougham \$1595
f. o. b. factory—plus war tax

Built Up To a Standard Not Down To a Price

A Pleasure That Increases with Time

Your first ride in a Rickenbacker Six will be the greatest surprise since the first ride you ever had in an automobile.

But your pleasure on that first ride will be only an introduction to a long series of delightful experiences and recurring surprises.

For those who have owned Rickenbackers longest, are most enthusiastic in their praise of this car.

F. W. Pettyjohn Company

385 North Commercial Street

Famous "Six" Prices		Vertical "Eight" Prices	
Brougham	\$1495	Phaeton	\$1995
Roadster	1595	Brougham	1895
Coupe-Roadster	1695	Roadster	1795
Sedan	1795	Coupe-Roadster	2095
De Luxe Coupe	1995	Sedan	2195
		De Luxe Coupe	2395

f. o. b. factory—plus war tax