

Double Drop Frame Adds to Safety and Stability of Cars

Balance and a low center of gravity, both of which contribute to motor car stability, have become factors of major importance with the steady increase in engine power and touring speeds. When a driver must swerve suddenly, when a car is forced partly into the ditch on the roadside, or even when the driver swings around a turn without realizing he is traveling faster than he should, a low center of gravity and good car balance become vital to safety.

Thus the announcement by Studebaker that the new President eight and Commander sixes and eights are built with double drop frames reveals a noteworthy development in both safety and appearance, for the new frame construction contributes a low over-all height as well as a low center of gravity.

The very real contribution made to driving safety by this new frame construction is illustrated by tests made on Studebaker's proving ground. The cars were tilted over on two wheels while engineers measured the angle at which they were tipped. It was found that every car in the line could be tipped more than 50 degrees from the horizontal before toppling over.

Adequate Lighting One of Big Features of Building

One glimpse of the interior of the new Studebaker and Pierce-Arrow building impresses the visitor that ample provisions have been made for lighting. Not only are windows located at almost every possible point but throughout the structure a battery of fixtures provides artificial light almost to daylight proportions.

At convenient points throughout the vast mechanical service rooms sockets have been installed for extension cords by means of which the mechanics may light the darkest and most inaccessible point in the interior of a car. Work benches and machines also are well taken care of.

In the display rooms, likewise, plugs are located at intervals and overhead, ten hanging fixtures in each room banish darkness for all time.

120 Erskines Used by India Taxi Company

Should you "call a taxi" in Calcutta, the chances are that an Erskine six will answer your summons. Furthermore, you will probably be riding in an Erskine operated by Radha Kishna Jaidka, the largest taxi operator in India. He chose Erskine only after it had met government tests covering a one year period.

In January of this year, Radha Kishna Jaidka placed an order for 70 Erskine six touring cars. Jaidka was so pleased with the performance of the first 70 Erskines that he ordered 50 more which were shipped from the factory, June 8, bringing the total to 120 cars.

TREND TO EIGHTS SHOWN

Introduction of the new Studebaker Dictator Eight emphasizes the trend of the fine car field toward eight cylinder cars. At the last Olympic show in London there were twenty-five makes of eight cylinder cars compared with thirteen in 1927, while the international motor show in Paris revealed twenty-seven eights against fifteen the year before.

FOR SUMMER COMFORT

Summer driving comfort is increased in Studebaker cars by a heavy layer of fibre behind the steel dash, which keeps the heat of the motor out of the driving compartment.

Pierce-Arrow Head



Bernie Photo

Robert Craighead is in charge of the Evanston branch of the Pierce-Arrow Sales company. Selected because of his executive ability, Mr. Craighead heads a large staff of trained salesmen, noted for their ability to please and provide for the desires of their patrons.

Ornamental Plaster Adds Finish to Display Rooms

The ornamental plaster work is by no means the least attractive of the many stellar accomplishments of the new Studebaker and Pierce-Arrow building. In the vaulted ceilings have been placed circular designs from the center of which are suspended the light fixtures and which add to these fixtures a touch that marks the difference between a finished and an incomplete job.

Too, the fluted pilasters and moulded beams that divide the room into bays are nothing less than a work of art, breaking what otherwise must inevitably have been a stern surface into a delicate creation that responds warmly as one studies it. All of this part of the work was done by the Fournier Studio, 854 North State street, Chicago.

Exact Cost of Repairs Available in Advance

Recognizing that the motorist before having work on his car undertaken desires to know what the charge will be, the Studebaker corporation conducted a survey of the cost of every conceivable type of service, adjusted the profit on the basis of a definite scale and then announced that exact information on the charge to be made on any job would be available to the motorist at any time. Thus work on a car may be arranged for on a contract basis, the service station agreeing to make the repairs at a definite price. For the motorist who desires the charge to be made on a strictly time and parts cost basis, this method of settlement is also available.

WITH ELK CARAVAN

Liason between the four Studebaker President Eight roadsters of the Elks' Purple and White Fleet was maintained by an aeroplane added to the caravan. The cars made a coast to coast goodwill tour from New York to Los Angeles. Each of the four cars made the trip over a different route.

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