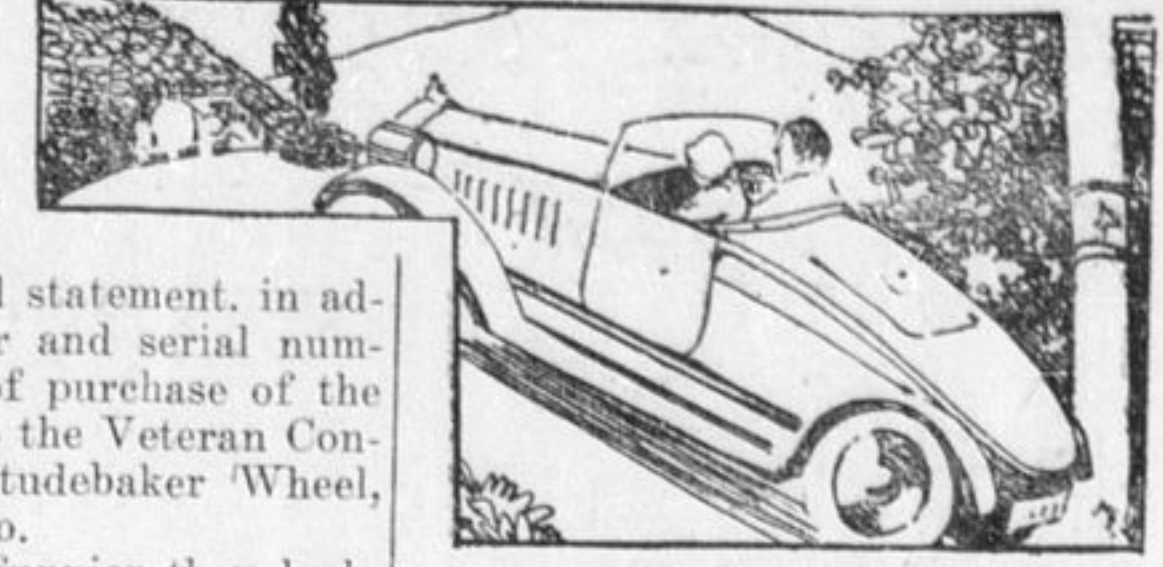
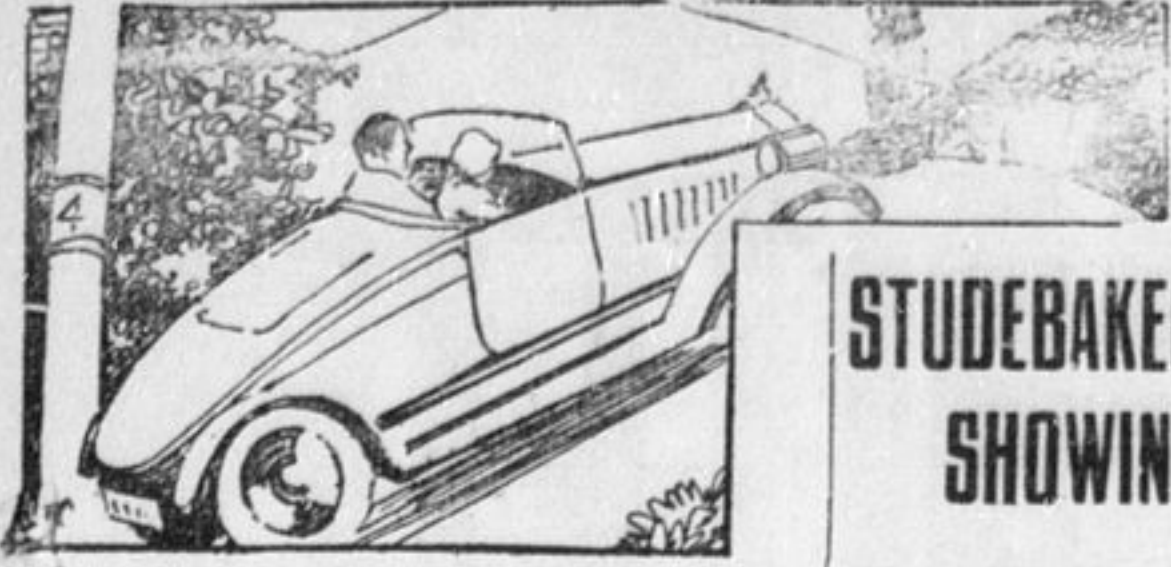


- Special Automobile Number -



STUDEBAKER CAR SALES SHOWING BIG INCREASE

First Month This Year Showed 60 per cent. Increase Over Same Month of 1927

January retail orders and sales of Studebaker and Erskine cars in the Dominion showed an increase of approximately 60 per cent. over January, 1927, it was estimated by D. R. Grossman, Sales Manager for the Studebaker Corporation of Canada, Limited. Mr. Grossman's statement followed an announcement made Jan. 31 by A. R. Erskine, President of the Studebaker Corporation, that retail sales of Studebaker and Erskine cars in the United States during the first 20 days of January were the largest for any similar period in Studebaker history, exceeding by 51 per cent. the corresponding period of 1927. Of the 23 Studebaker branches in the United States, all but one contributed to this increase, which shows that gains are nationwide.

The figures from which these reports were compiled are based upon the actual delivery of Studebaker cars to the public rather than factory production or sales to dealers, it was stated. This report follows closely upon increased retail deliveries during the last twelve ten-day periods of 1927, in eleven of which Studebaker and Erskine deliveries by dealers were substantially higher than during the corresponding periods of 1926.

SHIP-OWNERS PREFER OIL-ENGINED LINERS

Although oil-engined liners have been in operation for a few years only they are already more popular with owners than steam-driven vessels. According to the "Motor Ship" there are now eighteen big motor passenger ships on order for twelve different owners who, between them, already possess twenty-two liners of this class. As only two steam-driven liners are being built for these particular concerns, it would seem that ship-owners generally are showing a marked preference for the oil-engine drive. A short time ago, when a similar analysis was made with reference to cargo ships, it was found that 28 different ship-owning firms had, between them, ordered 279 motor ships since they had first gained experience with such craft, and, in the same period, had only constructed thirty-three steamers.

RUBBER SPRINGS SOLVE ROUGH ROADS PROBLEM.

A pleasure trip over the roughest country road, chuck holes at every six feet, miniature mountains and valleys, and never a bounce or jolt, in an automobile without springs! The latest invention of W. Lawson Adams, British engineer—a set of two steel discs enclosing a rubber cushion—it is claimed will make such a trip possible. This device has one steel disc mounted on the frame of the automobile. Another disc similar to the first is connected to the end of the axle by a heavy steel arm. Both discs are toothed, the teeth meshing into similar teeth on a soft rubber cushion which fits between the two discs when they are bolted together. As the car passes over ruts or irregularities in the road, this rubber cushion absorbs the impact from the teeth of the two steel discs. In a test over a water-worn potholed road, a car equipped with these springs travelled 40 miles an hour in comparative ease.

TRAFFIC MILITIA

Because of a big increase in automobile accidents in Italy, the Fascisti party is organizing a special rural traffic militia. The traffic cops will have control of country roads with orders to enforce traffic rules strictly. They will also patrol grade crossings. The initial strength will be approximately 2,500 and will be increased if the experiments are a success. They will be chosen from the road repair gangs and the regular militia.

FIRST AUTOMOBILES WITHOUT SPARK PLUGS

The first automobiles sold in America were not equipped with spark plugs. This sounds odd, but it's a fact. In the original one-cylinder, ignition was accomplished by a "hot-tube" which had to be pre-heated, usually with a blow-torch, by the motorists. This "hot-tube" was one of the chief causes of uncertainty in pioneer motoring.

It was slow in reaching the right temperature, uncertain in its functioning, its use fraught with difficulty and danger to the owner.

The first spark plugs introduced were surprisingly bad. The plug that actually did its work was the rare exception.

In the intervening years of automotive progress spark plugs, like other component parts of the automobile, have been gradually developed and improved to the end that they might be dependable, trouble-free and long-lived. As a consequence, spark plugs to-day are as nearly perfect as it is possible for men and machines to make them.

It used to be that a fool was a person who didn't know anything, but now a fool is the fellow who knows it all.



MR. FRANK PAIGE

Manager, Wholesale Division The Packard-Ontario Motor Company Limited, who has accepted an invitation extended by The Timmins Garage Co. Limited, to be present at the first showing of Packard Motor Cars "in the North."

Mr. Paige is one of Canada's best informed authorities on the better makes of automobiles, and his expert knowledge enables him to answer any query relating to cars in this class. He will arrive here in time for the opening of the show Thursday, Friday and Saturday, March 8th, 9th and 10th.

Prizes Offered for Oldest Studebaker Car Still in Use

Makers of Up-to-date Automobiles Looking for the Oldest Studebaker in Captivity. "The Older and Funnier They Look, the Better," Says Local Distributor.

A veteran car contest, its purpose to discover the oldest Studebaker car still in active service, has just been launched by The Studebaker Corporation through the medium of The Studebaker Wheel, a monthly magazine for motorists.

This was the statement made here to-day by Mr. Jos. Berini, of the Timmins Garage, local Studebaker-Erskine distributor.

"Studebaker already boasts a little more than 1000 members in its famous Hundred Thousand Mile Club—a unique organization composed entire-

ly of owners who have driven their Studebaker cars over 100,000 miles," said Mr. Berini. "But they are now looking for the oldest Studebaker in captivity that is still carrying on."

The contest is restricted to Studebaker owners or members of their families—no Studebaker dealer or employee being allowed to enter a car. All that is necessary to enter the contest, according to the local dealer, is to take a picture of the car with the owner and have either a notary public or a Studebaker dealer attest to the fact that it is still running.

The photograph and statement, in addition to the motor and serial numbers and the date of purchase of the car are to be sent to the Veteran Contest Editor, The Studebaker Wheel, Walkerville, Ontario.

"The older and funnier they look, the better—just so they are Studebakers and are still running," said Mr. Berini.

There are five cash prizes offered the winners. First prize, for the oldest car, will receive \$50; second prize, \$25, and three honourable mention prizes of \$10 each. The contest closes midnight, April 30.

"Man is the only animal that can remain on friendly terms with the victims he intends to eat until he eats them."

Aberdonian (to friend who has just accepted a cigarette): "But I thoct you'd gien up cigarettes."

"So I have: I'm no' buying them noo."

—Exchange.

BRITISH PIANO FACTORIES OBJECT TO MOTOR TRADE

British piano manufacturers are complaining that their business has been ruined by the radio and the motor car. Only a few years ago, it was pointed out, no newly-married couple considered their household complete without at least an upright piano. Now, piano men say, they buy instead motor cars, which cost only \$250 more and apparently afford them greater enjoyment.

Patient (nervously)—And will the operation be dangerous, Doctor? Doe—Nonsense! You couldn't buy a dangerous operation for forty dollars.

—Exchange.

STUDEBAKER

Made in Canada

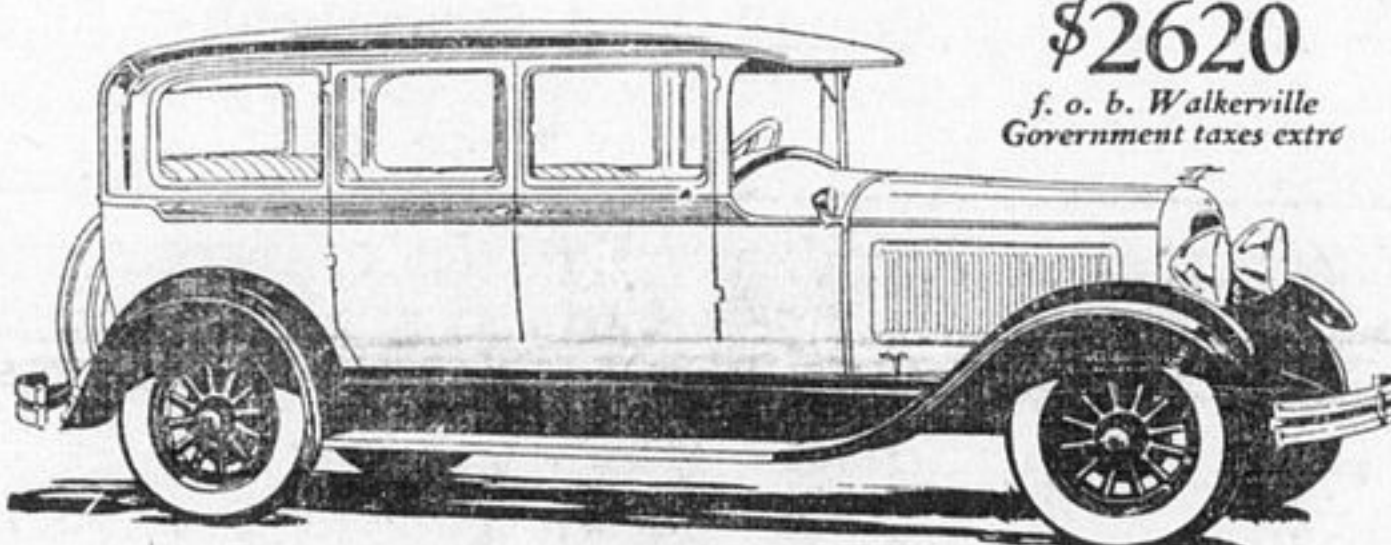
Engineering Genius in Four Price Fields!

\$995 to \$3235

These 4 lines of Studebaker cars reflect the engineering genius of Studebaker's great staff of automotive technicians—men who have brought to Studebaker every official endurance and speed record for fully equipped stock cars, regardless of power or price.

The Studebaker tradition of quality manufacture—maintained for 76 years—has never before been so strikingly exemplified as in these cars of superior performance and dominant value. We invite you to inspect them at the automobile show—or in our showroom.

The New President Straight Eight—100 Horsepower



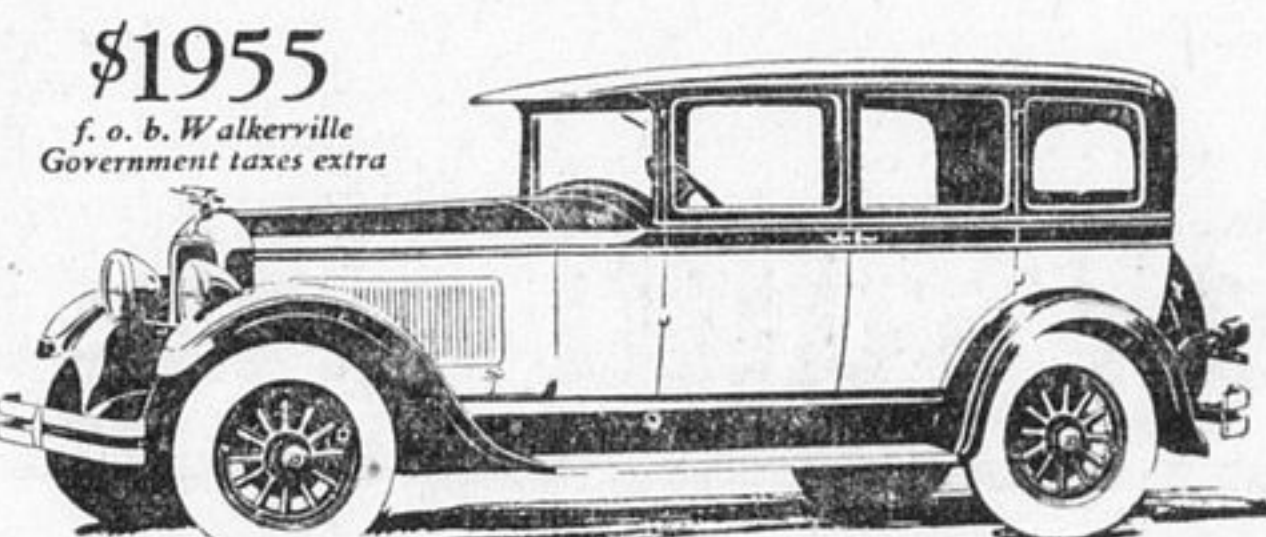
\$2620
f. o. b. Walkerville
Government taxes extra

Hydraulic shock absorbers standard equipment

STUDEBAKER engineers have built into the great engine of the new President Eight the smoothest performance in speeds up to 80-miles-an-hour that you have ever experienced. Yet this 131-inch wheelbase car with its great power is so docile that a woman may drive it with ease. Though sold at a low, One-Profit price, it concedes not one iota to any car selling up to \$4,000. It will lead the fine car field—supremely the "eight" of 1928! A Studebaker super-value at \$2620 to \$3235, f. o. b. Walkerville.

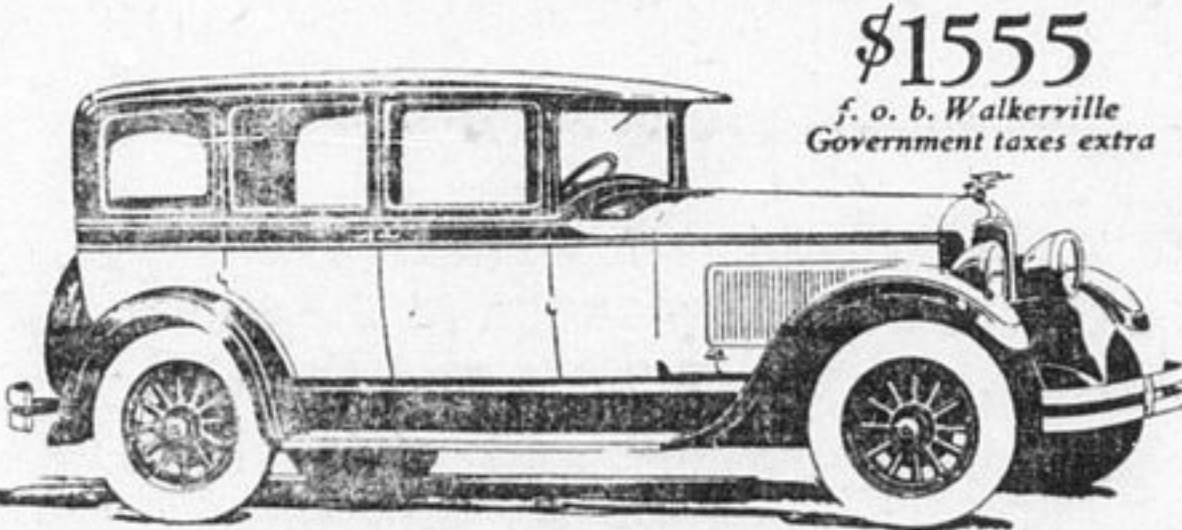
The Commander—World's Champion Car

THIS is the car that startled all motordom in October by traveling 25,000 miles in less than 23,000 minutes—nothing on earth or in the sky ever traveled so far so fast. No more conclusive proof could be furnished that The Commander is the greatest achievement of post-war automotive engineering. You will find The Commander a handsome car—possessing every attribute you would rightfully expect in a World's Champion Car. A champion value, too, at \$1955 to \$2215, f. o. b. Walkerville.



\$1955
f. o. b. Walkerville
Government taxes extra

The New Dictator—Champion of Its Class

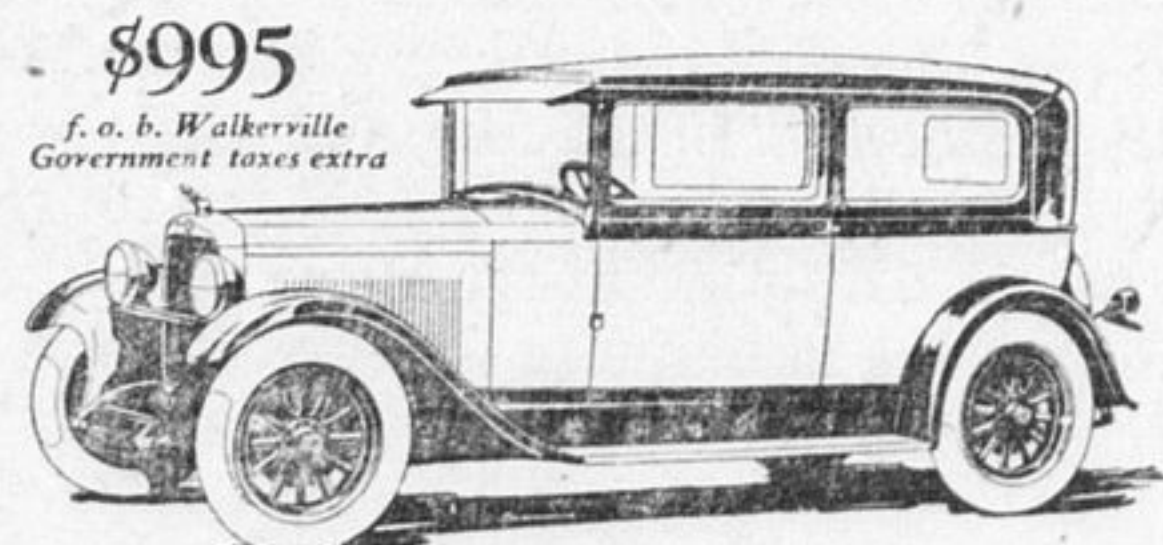


\$1555
f. o. b. Walkerville
Government taxes extra

WHEN a stock model Dictator sedan went 1483 miles at better than a mile-a-minute speed for 24 consecutive hours at the Atlantic City Speedway on October 11th and 12th, it eclipsed every record for speed and endurance for cars in its price class. Because practically every vital part of The Dictator is made by Studebaker, parts makers' profits are reduced to a minimum. Savings are passed on to you in finer materials and precision workmanship. Compare its value at \$1555 to \$1685, f. o. b. Walkerville.

The New Canadian Edition of the Erskine Six

NOW a roomier, bigger, more powerful Erskine Six, designed expressly for Canada. A car of brilliant 6-cylinder performance—greater flexibility—instantaneous acceleration! On October 12-13, a stock Erskine Sedan in 24 hours of continuous running averaged better than 54 miles per hour—establishing a new record for cars in its price class. A beautiful car. Complete in refinements—shock absorbers, arm rests, ash receiver, etc. First in performance, quality and value at its new low prices—\$995 to \$1205, f. o. b. Walkerville.



\$995
f. o. b. Walkerville
Government taxes extra

See Them at the Show!

Timmins Garage Co. Ltd.

JOSEPH BERINI, Manager
Next to Subway Opposite Park

76 years of manufacturing integrity and experience stand back of Studebaker-Erskine Cars

EN-AR-CO MOTOR OIL

White Rose Gasoline

Costs Less per Mile

WHITE ROSE GASOLINE

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