

# Cook County Has \$32,000,000 Road Program

## 41 AUTO MAKERS TO EXHIBIT IN CHICAGO

**Georgious Decorations Will Depict Earliest Use of Vehicles**

After exhaustive research and considerable expense, decorations, Persian in motif, have been prepared for the twenty-seventh annual national automobile show to be held in the Coliseum, Chicago, January 29 to February 5, under the auspices of the National Automobile Chamber of Commerce, Inc.

Manager Samuel A. Miles and members of the show committee promise the most ornate setting in the history of the exposition. The decorations are in the hands of an army of scenic painters under the direction of Samuel Asch, noted exposition decorator, who provided the artistic dress for last year's show.

Visitors will not only see the largest automobile show in history, but also the most marvelous scenic display ever offered.

### To Show 300 Cars

Forty-one manufacturers will show more than 300 cars, while nine makers of light commercial vehicles will display from two to four models each of their latest designs. Two exhibitors will show taxicabs.

Shop equipment and light motor trucks constitute two entirely new sections this year. In the former section will be shown modern machines, devices and materials for service shops, garages and repair shops. The accessory and parts exhibit will be a complete display, with approximately 150 manufacturers, jobbers and dealers showing the newest things in these lines.

During the week of the show, Jan 31 and Feb. 1, will be known as trade days. The sessions will last from 10 A. M. to 1 P. M., each day.

Persian effects were decided on for the decorations after a historical examination as to the origin of practical transportation which dates back from the time of King Darius. The Persians not only developed vehicles to a practical point for war pursuits, but also in their domestic and agricultural life.

### To Portray Early Persians

The entire dome of the Coliseum will be covered with 15,000 yards of Persian cloth and other fabricated materials in Persian design. At both ends of the Coliseum will be portrayed in giant figures the war and peaceful pursuits of the early Persians.

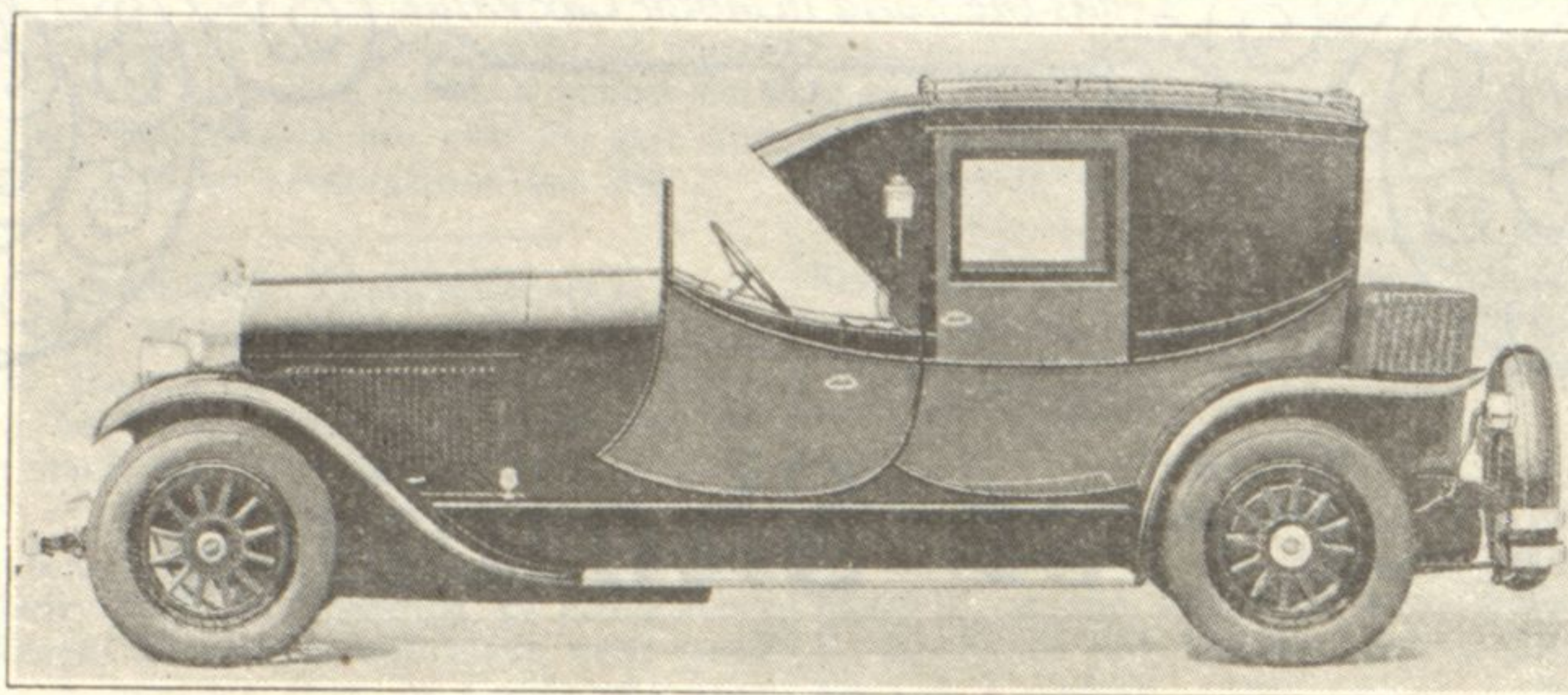
King Darius will be shown in his famous chariot at one end of the huge exposition building, while the typical chariots used and the lion hunt, will be pictured at the other end.

The balconies of the Coliseum will be so reconstructed as to give the effect of the great colonnade of King Darius within the Court of his Palace, looking out upon the broad horizon. The outdoor motif will even be carried to the annex and adjoining buildings, making this the most luxurious decorations ever attempted for the national automobile show.

### SELLS FIRST AUTO IN 1898

The first automobile sold in the United States was shipped by Alexander Winton, pioneer manufacturer in the industry, on April Fool's day in 1898. He shipped it from his little factory in Cleveland.

## Lincoln Introduces New Brougham



Emblematic of the days when the early American gentry traversed the countryside behind prancing horses, the above coaching brougham by Judkins, on the Lincoln chassis, proved a decided sensation at the recent New York designers' salon. This brougham, together with numerous other period bodies, will be shown as a feature of the Chicago automobile salon at the Drake hotel January 29 to February 5.

## Franklin Series 11 Attains High Place in Automobile World

Since the introduction of its Series 11 model early in 1925 the Franklin reputation for leadership has continued unabated. To date this great car has added over 100 betterments since it first took the field and now the Franklin policy of constant striving for higher perfection in each succeeding year has reached a new climax.

All the new Franklin models including the sedan, the sport touring, the coupe, the sport runabout and the cabriolet may be seen in the Franklin-Butler Motors Inc., at 808 Grove street, Evanston. B. W. Kellogg is manager of the concern which has placed the Franklin among the leaders in the automotive industry on the north shore.

The 25th Anniversary Franklin is the Series 11 greater than ever. This car is now offered at the most favorable prices that have ever been applied.

A new design of intake manifold in cast aluminum, and increases in the size of the cylinder inlet valve port, fuel transformer and carburetor are the main factors in an increase in ability which pushes Franklin to the top ranks. This advance is particularly noticeable in acceleration within the touring range from thirty-five to fifty miles an hour.

The remarkable smoothness of the Series 11 motor is now brought to a point where it is almost without equal. The absence of roar at high speeds is especially apparent, and the reverberating rumble commonly experienced when decelerating throughout the speed range are conspicuous by their absence. A giant seven-bearing crankshaft is the latest detail added to numerous other design and structural features to reduce vibration to the vanishing point.

The clear-vision narrow front pillar construction which Franklin first introduced to the industry in its coupe is now extended to every closed body in the line. It makes accidents due to "blind spots" impossible. A second new element in safety is the double-filament headlights with Twin-Beam lenses.



**B. W. Kellogg**

## Constant Growth Is Story of Packard Car Co. Here

Constant growth has marked the history of the Packard Motor Car company in Evanston and the north shore. Since the branch was established in Evanston in 1923 it has grown from a small sales room and service station to its present large building on East Railroad with 21,000 square feet of floor space. The new structure was erected in 1925 and at first had only one floor. Last year the business increased at such rapid strides that another floor was added.

Plans are under way at the present time to erect a new branch at 925 Linden avenue in Hubbard Woods. The property has been purchased and work is to start at once on the building. It will be opened for business in the spring.

Eighty persons are employed at the local branch at the present time. Four years ago the staff numbered only eleven.

C. E. Stube, manager of the Evanston branch of the Packard company has been with the company here for four years. He is a graduate of Northwestern university and has resided here for thirteen years. He has been largely responsible for the growth of the concern here and has worked industriously to build up both the sales and service end of the business. At present the service station is capable of serving from 70 to 85 cars a day.

## Export Sales of Auburn Co. Increased 141% in '26

E. L. Cord, president of Auburn and the man credited with that company's spectacular rise in the industry during 1926, announced recently that export sales of his concern in the year just past showed an increase of 141 per cent over their volume in 1925. The industry generally averaged a gain of 3 per cent in export business. He added that between 3,500 and 4,000 Auburn cars will figure in export sales during 1927.



Toloff Photo  
**C. E. Stube**

## VOTE BONDS FOR NEW AND WIDER PAVEMENTS

**North Shore Roads Listed for Improvement by County Board**

North shore motorists are assured highly improved thoroughfares in the north shore region in the near future, according to the report on "Wider Pavement Recommendations for Cook County" prepared by the Highway Advisory committee appointed by Anton Cermak, president of the county board.

This report of suggestions based on recommendations of the Chicago Regional Planning commission and kindred groups contains proposed changes and additions to a number of roads that affect the north shore. A bond issue for the purpose was voted by the county last fall, making available \$32,000,000 for paved roads.

### Plan 40-foot Roads

Railroad avenue, Evanston, from Asbury avenue north to the county line is to be made a 40 foot highway, according to the plan. This strip, which is seven miles long, includes the portion from Wilmette through Glencoe. Already construction has started on the northern portion from Winnetka to Glencoe.

Central road from Rand road to Sheridan is another plan under consideration. The plan is to make this thoroughfare a 20 foot highway. Since Central has a car line it is possible that the new route will go through Harrison or Isabella.

### Winnetka Leads the Way

Winnetka has contributed richly to her share of this general improvement in the completion, recently, of the extension of Center street southward to Winnetka avenue. This stretch of road stands as a glowing example of just what the entire new through highway west of and adjacent to the North Western right-of-way should be when completed from McCormick boulevard on the south to the county line on the north.

## Veteran Automobile Man Cadillac Manager Here

Don E. Ahrens, manager of the Evanston branch of the Cadillac Motor company, is a veteran of 15 years service in the automobile industry. Eight years of that period was spent as a Cadillac distributor on the Pacific coast. He returned east a year ago and took over the management of the local branch.

The Cadillac has been represented on the north shore for ten years and at

Don E. Ahrens Toloff Photo present has one of the finest show rooms and service stations in the country. It was erected at a cost of \$190,000, and has 30,000 square feet of floor space. From this home over \$2,000,000 worth of automobiles were sold last year.

### RADIATOR PLANT IS LARGE

The Highland Park plant of the Ford Motor company houses the largest radiator factory in the world. It is capable of producing approximately 9,000 radiators in a day. There being a very large number of parts in a radiator and 140 operations required in its manufacture, a production of this volume is no small achievement.

