

Chrysler Imperial "80" Is Sensation at New York Auto Show

The Imperial "80," Chrysler's new 1927 model created an unusual sensation at its first public display at the New York automobile show, according to W. D. Reagan, manager of Evanston Motor Sales, 1840 Ridge avenue, Evanston. This model is entirely new and presents a roomy five passenger standard sedan at a reasonable price.

The new car incorporates those easy riding features which have made this model one of the outstanding cars in the luxurious car group. The chassis is identical in detail of design and construction with that which in one year since its introduction has earned public appreciation as being "As fine as money can build."

Foremost among its features are these:

The new standard sedan has an attractive finish in Haig green with black upper structure. Italian green striping adds to the color with the car ensemble. Broadcloth upholstery is available in a similar shade at slight additional cost.

Seven-Bearing Crank Shaft

This new sedan incorporates all the outstanding quality features of the Imperial "80" model, of which these are a few:

Unusually sturdy and finely made chassis; firmly supported frame with seven cross mountings; seven bearing crankshaft designed far in excess of the demands of its engine; Chrysler specially constructed four-wheel hydraulic brakes; tubular front axle; spring shackles mounted in live rubber; and many others.

The body and interior fittings of the new five passenger standard sedan are of unusually high quality. These include: specially selected hardware in the new Butler type satin finish with dome light to match; walnut paneling throughout; velvet carpeting in rear compartments; curtains on rear quarter and back windows; carpeted foot rest; vanity case and smoker set in gray leather with gold design; swing type robe rail with highly polished nickel fittings; draught plates with felt padding around foot pedals and hand control lever—these and many other fine quality features are included in the unusual equipment in this fine car.

Paige Awards Prizes in \$10,000 Slogan Contest

The prize winners in the Paige-Detroit Motor Car company's \$10,000 Slogan Contest, in which there were more than 402,000 entries are announced as follows:

First prize, \$10,000, to J. Luther McFarland, Cairo, West Virginia.

Second prize, a Four-door Sedan, to Mrs. Walter F. Halleck, New Bern, North Carolina.

Third prize, a Four-door Sedan, to F. A. Dragoun, Peoria, Illinois.

Mr. McFarland's winning slogan is, "Built to win—without, within."

OPEN STUTZ BRANCH

The Stutz Evanston Factory branch opened its new salesroom at 1103-05 Chicago avenue today under the direction of R. A. Norris, manager. The local agency has a complete line of standard and custom built bodies by LeBaron, Fleetwood, and Locke. The new fabric body built by the Wayman Body Company of America is also on display.

DON'T PARK IN GEAR

It is bad policy to leave a parked car in gear on a main street, because if it is struck by another vehicle the transmission and engine may suffer.

FORD CO. GROWS FAST

During Last 24 Years the Company Acquires Interests All over the World

The Ford Motor company was incorporated June 16, 1903. The capital originally subscribed in the company was \$100,000, of which only \$28,000 in cash was paid into the treasury. There were 12 stockholders, including Henry Ford who held 25 per cent of the common stock.

Later, in 1906, Mr. Ford acquired

sufficient stock to bring his holdings up to 51 per cent, and shortly after purchased an additional 7½ per cent. In 1919 Edsel B. Ford, who had succeeded his father as president, purchased the remaining 41½ per cent of the outstanding stock.

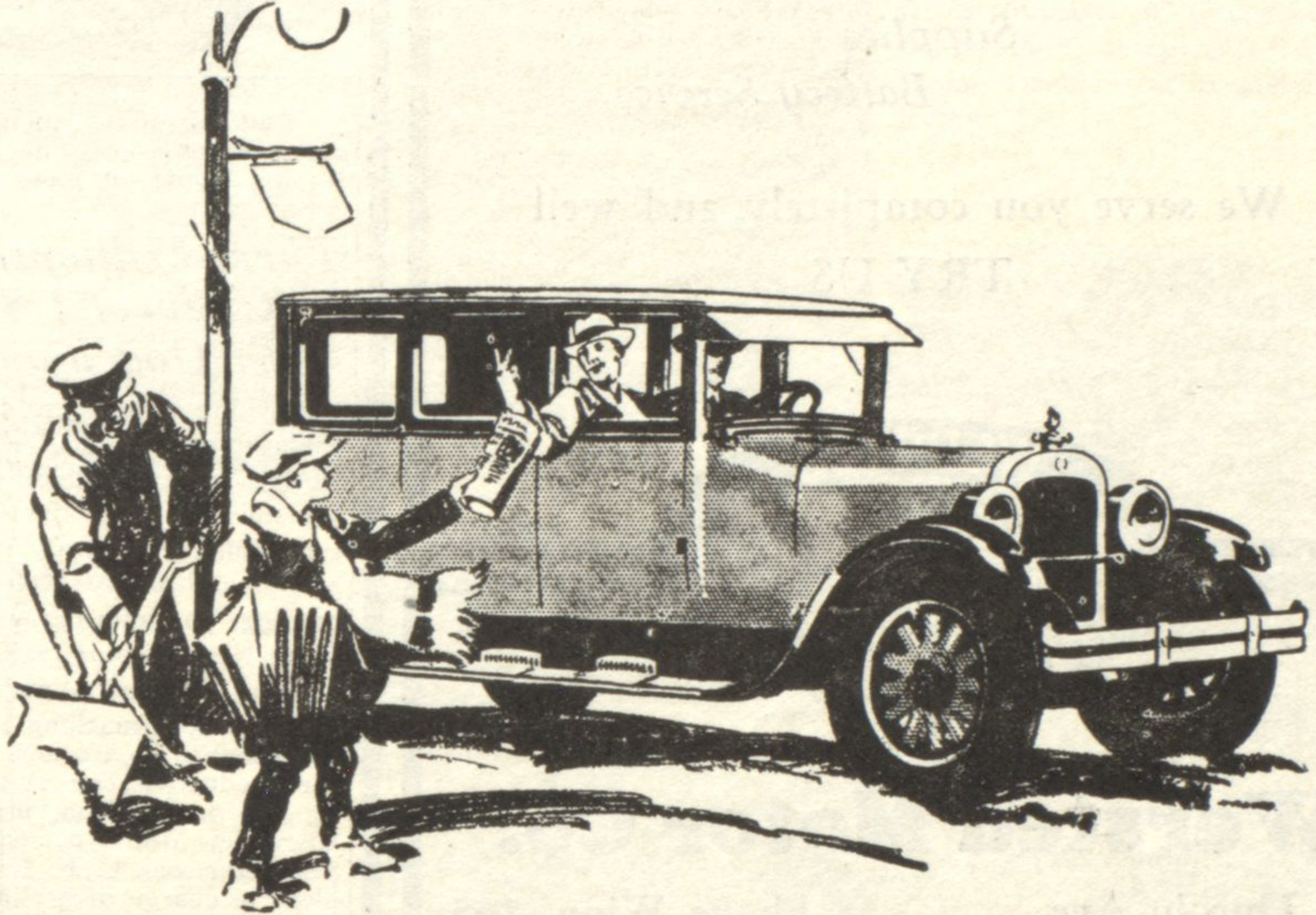
On July 9, 1919 the Ford Motor company was reorganized under the laws of Delaware for an authorized capitalization of \$100,000,000. The company is chartered to build automobiles, trucks, tractors, air craft, internal combustion engines, ships, locomotives and all allied products.

The Highland Park plant of the

Ford Motor company is one of the show places of the world. Thousands of visitors are conducted through it every year. In point of production it is the largest automobile plant. It covers 278 acres of which 105 are under roof.

USES MANY FREIGHT CARS

The Ford Motor company uses over half a million freight cars a year and the annual freight and express paid by the company and accrued through the instrumentality of the company is approximately \$150,000,000.



The Secret ... of Dodge Brothers Reputation

The secret of Dodge Brothers reputation for building a dependable product can be summarized briefly and forcefully in two sentences:

Never a type that had to be withdrawn.

Never a fundamental mistake that the public was asked to forget.

Touring Car	\$870.00
Coupe	925.00
Special Sedan	975.00

Delivered

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Patronize Your Nearest Dodge Brothers Dealer

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