

GREAT FORD EXHIBIT

Public Urged to View Vast Display of Ford Products at Armory Expo. Which Opens Monday, January 30

From January 30 to February 4, inclusive, the Ford Industrial Exposition week will be open to the public at the Armory at 16th and Michigan ave., Chicago, from 10:30 A. M., to 12 P. M.

The Ford company extends to the public through its dealerships an invitation to visit this display of Ford products to see how the Ford Motor company reaches back to the source of raw materials and then turns these raw materials into finished parts.

To give one an idea of what one will find in visiting this show, there are listed a few of the exhibits:

Complete line of model-A cars, including the Fordor; Lincolns, Trimotor plane, Physical testing laboratory, Johanssen-gauge display, Mr. Ford's first shop lathe.

Forgings and exhibition tables, showing all forgings and parts of the new car—Coke-Oven models, Open-hearth model, Rolling mills—steel exhibit, Crankshaft—static and dynamic balancer.

A very comprehensive electric welding exhibition—axle test, cold-header, tilted chassis showing underneath-construction, cut-away motor and axle, cut-away body showing steel construction, exhibits of all by-products.

A visit to this exhibit is designed to impress the public concerning what this complete industrial cycle means to every purchaser of Ford products. It gives one of the principal reasons why Mr. Ford can build so much quality into every part and still maintain a low price, it is explained.

The set-up gives the idea of a huge industrial plant where one will hear the hammers of the workmen and the hum of the operating machinery.

There will be no admission charge. The company has gone to this expense for the purpose of showing the Ford industries to its dealers and the public.

Packard Airplane Motor Excels in Crashing Records

A bulletin just issued by the National Aeronautical association shows that the Packard 600 horse power airplane motor far excels any other airplane motor in America as a holder of world records. The Packard engine, the bulletin shows, is approached by only one other motor in the world as a breaker of world records.

In addition to the nine world records held by the Packard airplane engine, the same motor, used as a marine power plant, holds a world's record for boats of any size or description for 150 miles. With this mark the Packard motor is easily first among the motors of the entire world.

The bulletin of the aeronautical association officially gives the Packard 600 horse power engine 20 American records in addition to the nine world marks.

A review of the feats accomplished by Packard engines shows that, with new marks made in other fields, either on land, in the air, or on the water, they have held 20 world records and have established many other records in contests confined to America alone. Among the most important world marks held by Packard, officially recognized internationally, are those for distance, altitude with load and duration made by seaplanes.

In 1927, 23,125,000 motor vehicles were registered in the United States.

Eighty per cent of the cars manufactured in 1927 were closed models.

Where Nash Models Are Displayed



Here we view the new salesroom of the Suburban Nash Sales, 549 Linden avenue, Winnetka, one of the largest and best lighted automobile showrooms on the north shore. Here are displayed eight of the twenty-six models of the Nash 1928 line, including an advance showing of the new Royal and Regal models, which were the sensation of the New York show. Other models are carried by the Nash Motor Sales at its Service department, 728 Elm street.

Richardson Reports Brisk Sales in New Chevrolets

The latest installation in Richardson's garage at 726 Elm street, Winnetka, is one of the new Chevrolet models, which Fred Richardson is displaying in his east show window, and in the demonstration of which he is enjoying the keenest pleasure.

He reports the sale of many new Chevrolets this winter, and anticipates one of the best seasons he has ever enjoyed.

In his garage, Mr. Richardson says, 1927 has been one of the best years since he has been in business. With a storage capacity of one hundred cars, and service and repair equipment to handle this volume of business, he continues to give his personal supervision to the needs of his customers.

The automobile industry uses 14% of all the iron and steel produced in this country, 50% of the plate glass, 83% of the leather upholstery, 84% of the rubber, 25% of the aluminum, about 13% of the copper, 20% of the tin, more than 25% of the nickle and 80% of the gasoline.

The New
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"68"

\$1395 F. O. B.
Factory

"78"

\$1895 F. O. B.
Factory

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