

NEW COLORS A FEATURE OF CHICAGO AUTO SHOW

Something Different Is Advance Dope for Benefit of Motoring Public—Opens Jan. 26

When the annual automobile show opens in Chicago on January 26, the motor fans will get an eyeful if advance information can be relied on for it is stated that this show will be featured by radical departures from exhibits of other years. New and different are a couple of the terms used in explaining what the motor fans are going to see.

The modern use of color on cars promises attractive displays. Numerous new color combinations and departures in handling the color masses of bodies, with certain modernistic touches, will be noted.

Another element is the change in silhouette, both front and side view, of the new models, which is refreshing to the eye. The application of symmetry to low hung car bodies and chassis—most appropriate for such dynamic things as motor cars—and the tendency to make the lines rhythmic and simple, will be apparent on many show models.

Another feature is to be the international aspect, foreign makers being invited to exhibit this year for the first time. British, German, and French cars will be shown.

At the New York show, opening January 5, there will be shown more than 200 passenger cars, 44 American and 5 foreign. There will be several hundred exhibits of parts and accessories. The shop equipment section again will be featured, with 60 or more exhibitors.

Hupp Sets a Record for Day's Shipment to Foreign Fields

The largest single day's export shipment by the Hupp Motor Car Corporation in the twenty years of its history was reached on November 27, when 102 Hupmobile Century cars left the factory at Detroit for foreign delivery, according to Gould C. Davis, Winnetka Hupp dealer.

The shipment was consigned principally to South America and South Africa. Fifty cars were shipped to Buenos Aires alone, representing about one-quarter of orders on hand from that city. They were part of an order totalling 183 cars, the remainder of which are to follow as rapidly as they can be delivered.

South African cars, as is customary with orders from that Continent, were mostly of the closed type, about 98 per cent of all cars sent there being sedans. The consignment to Buenos Aires, however, was practically all open cars.

The record daily shipment comes as a fitting climax to a year of unprecedented Hupmobile activity in both domestic and foreign sales. According to figures announced December 1, exactly 500 Hupmobiles were shipped abroad during November, an increase of 118 per cent over exports in the same month of the preceding year. The November figures brought the total shipments since January 1 to 5,701 cars, compared with 2,745 cars in the entire twelve months of 1927, and representing 208 per cent of the total exports for last year.

Domestic shipments for November told a similar story, carrying the total for the first eleven months of the present year to 64,235 cars.

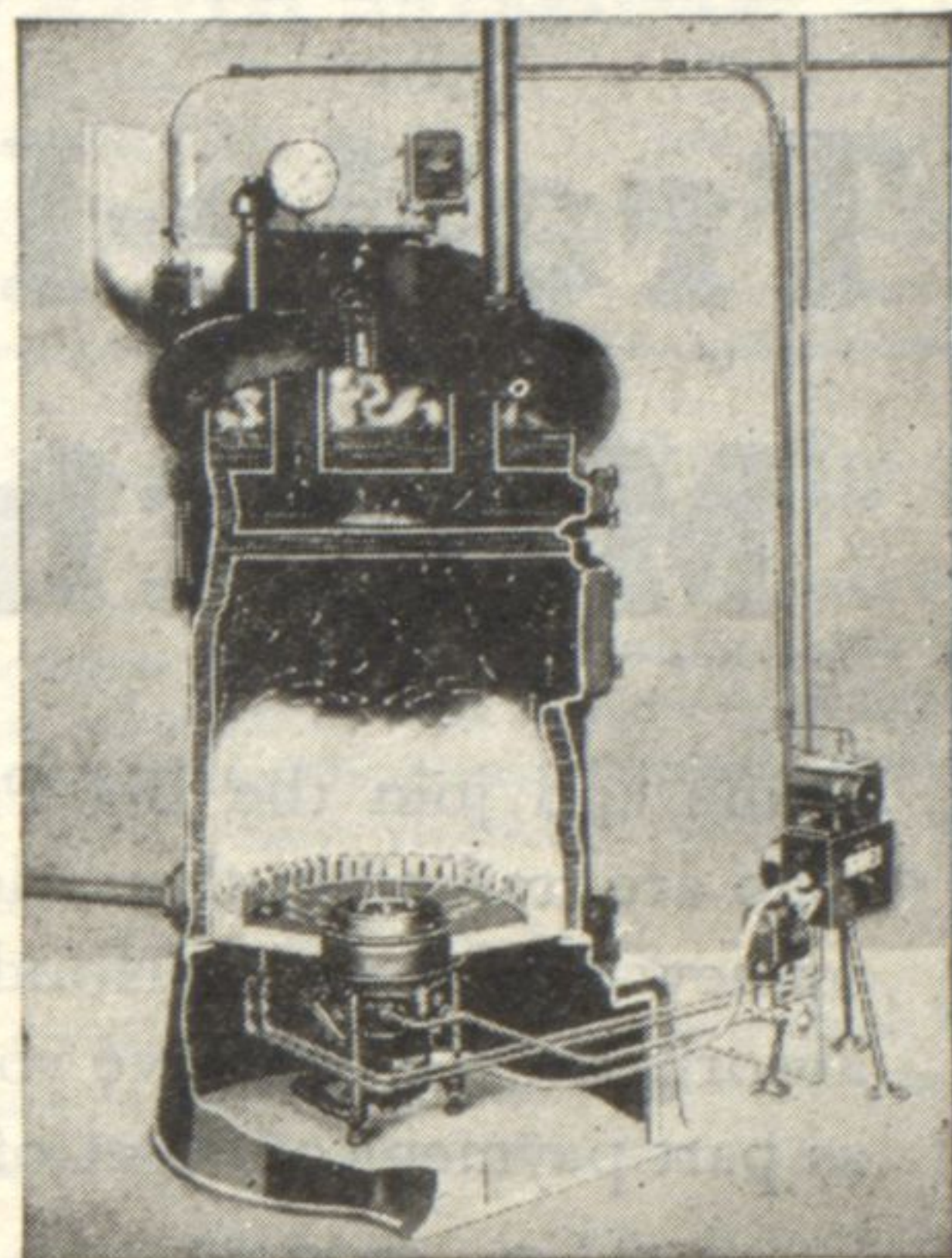
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