



**LAFAYETTE**

New LaFayette Prices  
Open Cars  
\$3985 to \$4090  
f. o. b. Indianapolis  
Total reduction since Jan. 1, 1921—up to 30 percent  
A conspicuous motor car value  
LA FAYETTE MOTORS COMPANY  
at Mars Hill, Indianapolis

**H. H. FRANKLIN TO BUILD \$1,000 CAR**  
New Automobile Will Have Four Cylinder Air Cooled Motor.

A \$1,000 car is to be put on the market by the Franklin Automobile Company, it was announced yesterday by H. H. Franklin at a meeting of Eastern Franklin dealers. A chassis of the new car was exhibited privately on this occasion.

The car has a four cylinder air cooled engine, weighs 1,800 pounds and is of five passenger size.  
Production will commence early in 1923, the actual date depending upon completion of patterns, tools and the securing of machinery. Quantity deliveries are in prospect by April 1923, at which time output will be nearing the 100 car a day mark.

The new car was developed in 1918 and 1919 and was to have been produced in 1920, but was postponed when business depression hit the country. Franklin officials anticipate that the new car will come on the market at a time when general conditions will be most favorable for volume sale.

The outstanding features of the car, aside from its low price, will be its easy riding and handling, road ability, gasoline and tire economy and the air cooling system. It will be a "world-wide utility car," Mr. Franklin stated.

Besides the \$1,000 touring car, a sedan is also to be produced, price of which, although not yet fixed, will be equally low.

Merchandising of the \$1,000 car will extend to world markets and will mean considerable expansion of dealerships in this country, the meeting disclosed.

**SEVEN BIG PLANTS PRODUCE CHEVROLETS**

Of the five passenger car divisions in General Motors one of the largest in production and factory facilities is Chevrolet. Seven manufacturing and assembly plants are maintained by Chevrolet in the United States and one is located in Canada.

The largest Chevrolet plant is located at Flint, Mich., where all Chevrolet motors and axles are built and assembled. This plant was materially enlarged in 1920 and 1921 to take care of the increased demand for Chevrolet cars during the last five years.

The Eastern factory is located at Tarrytown on Hudson. The Pacific coast plant is located at Oakland, Cal. A Southern plant is located at Fort Worth, Tex., and other Chevrolet factories are located in St. Louis, Mo.; Toledo, Ohio, and Bay City, Mich.

Chevrolet officials point to the new superior Chevrolet as an example of what can be accomplished in design and construction of a quality car through quantity production and the control of manufacture of vital parts. It is pointed out that Chevrolet is following the best engineering practices in its plants and building cars of parts manufactured under supervision of Chevrolet's own engineers.

The present capacity of all Chevrolet factories places this division of General Motors in the front rank of volume producers among all manufacturers in the industry.

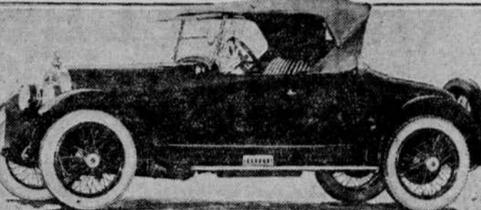
**MARMON CHASSIS ATTRACTS BIG CROWDS**

The chassis exhibit of the Marmon is among the centers of attraction at the show. The chassis which is being shown is a regular production chassis, with very little in the way of special finish. The painted parts are in gray, and outside of a few parts are nickel plated, but beyond this the chassis is identical to any chassis turned out in regular production at the Marmon plant.

This Marmon chassis is presided over by Bert Dingley, chief of the inspection department of the Nardye & Marmon Company and former automobile race driver.

"It is surprising the interest that is shown by the crowds in the mechanical details of automobiles," said Mr. Dingley yesterday. "The Marmon chassis is unique in many ways, although each and every feature has proven its worth by years of usage. Fundamentally the Marmon 34 chassis is the same to-day as it was when first introduced to the public at the 1916 show. Improvements in details have been made from time to time, however, until the present day Marmon chassis is, we believe, the finest example of automobile mechanism in the world in quantity production."

**Smart Buick Roadster**



**LOW PRICED GRAY INTERESTS PUBLIC**

Undoubtedly one of the sensations of show week has been the unveiling of the new Gray car in the Hotel Commodore lobby. This little car has attracted much attention.

This car is the product of the Gray Motor Corporation, of which Mr. Frank L. Kilgusmith is president. Mr. Kilgusmith was formerly vice-president and treasurer of the Ford Motor Company, and it was to be expected that when his own company was organized it would produce a low priced car. It is doubtful, however, if any one expected that a car of such high quality as is found in the Gray could be built for under \$500.

The car is remarkable in its completeness, a replica of high priced cars, except in size. It has Timken axles, Timken bearings, modern ignition starting and lighting, and other accessories and parts that have never before been found in a car of such a low price.

The Gray is designed by Frank F. Beal, and reflects throughout his mastery of general manufacturing processes and of refinements of automotive engineering. His long experience with Brown & Sharp and with Packard Motor Car Company, where he was vice-president in charge of production for twelve years, gave him the authoritative knowledge of manufacturing high

grade automobiles by which every feature of the Gray has been judged. His grasp of the entire field enabled him to put into the Gray many ideas and refinements heretofore unknown in a car of this price.

**LAVIER NOW PRESIDENT OF RAY BATTERY CO.**

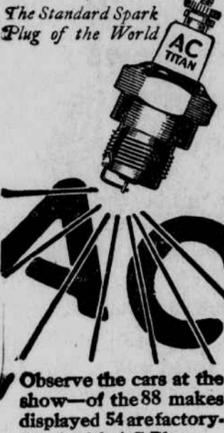
Thomas Lavier, Jr., formerly vice-president and chief engineer, has been made president of the Ray Battery Company of Ypsilanti, Mich.

Mr. Lavier is the originator of the famous Lavier plates used in Ray batteries. This battery is the one that put a big meaning into a battery guarantee. It is the only one unconditionally guaranteed for two years.

**ROLLS-ROYCE IN FISK BLDG.**

Rolls-Royce, though not exhibiting at the Palace show, is staging a particularly attractive exhibition of Rolls-Royce chassis equipped with Rolls-Royce coachwork in the new Fisk Building, Broadway at Fifty-seventh street. This is an entirely separate and independent display of cars from those on the floor of the New York Hotel, and is carried on in the interest of dealers and distributors from outside the metropolitan district who are attending the national show.

**The Standard Spark Plug of the World**



Observe the cars at the show—of the 88 makes displayed 54 are factory-fitted with AC Plugs.

**Locomobile Limousine**  
Latest model. Newly painted and renovated. Like new in every respect. Fully guaranteed. Sold at a great reduction.

**LOCOMOBILE TOURING CARS**  
Current model. Rebuilt and repainted. Fully guaranteed. Greatly reduced in price. Car purchased now stored free until Spring.

**OTHER MAKES**  
**MERCER**  
Special custom built town car. Latest model. Never used.

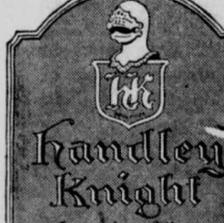
**PACKARD SEDAN**  
1920 model. Very excellent condition.

**NATIONAL SEDAN**  
Special custom body. Newest model. Driven less than 600 miles. Very beautiful.

**FRANKLIN SEDAN**  
Like new.

**DORRIS TOURING**  
Newly painted. Original tires. Wonderful condition.

**Exchange Car Dept.,**  
Columbus 7250  
**THE LOCOMOBILE CO.,**  
61st St., W. of B'way, N. Y. C.



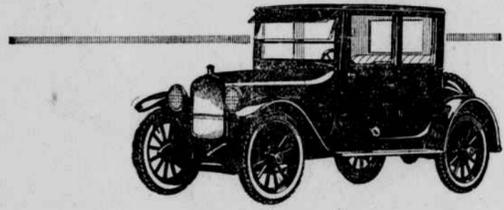
**Handley Knight**  
America's Finest Knight Motor Car

**NEW PRICES NOW**  
New 5-passenger Touring \$2250.  
Standard 7-passenger Touring \$2450.  
Deluxe 7-passenger Touring \$2650.  
7-passenger Sedan \$3750.  
4-passenger Sedan Coupe \$3750.

Showing at BOOTH C-9 Palace and in lobby COMMODORE HOTEL.  
**HANDLEY-KNIGHT MOTORS**  
1801 Broadway

All admire the **MARMON Miniatures**  
Space A-21

**History Shows How High Hupmobile Stands**



Even a hasty glance at automobile history brings out two significant facts with startling distinctness.

One is that millions of cars of nearly 300 makes have been marketed in a remarkably short time.

The other—more startling and significant by far—is the astonishingly few cars which have built such a solid, enduring reputation for goodness and value as everyone knows the Hupmobile to enjoy.

Exhibited at the Automobile Show

**VanAlstyne Motor Corporation**  
1876 Broadway Columbus 8725

**BROOKLYN** **NEWARK**  
Vandar Motor Sales Corporation Mortensen & Humphreys, Inc.  
1505 Bedford Avenue Prospect 9941 37 Halsey Street Mulberry 2940

**Hupmobile**



**Inside Facts About Motor Cars**

The best motor car is that which throughout its structure has the highest average quality of units.

It is good all the way thru—highest quality units known to every motorist for durability and dependability.

Continental motor, Timken Axles, Atwater-Kent ignition, Prest-O-Lite battery, Stromberg carburetor, Auto-Lite starter motor and generator, Harrison radiator with AUTOMATICALLY CONTROLLED RADIATOR SHUTTERS, Borg & Beck clutch, Duraton transmission, Spicer Universal joints, Gemmer steering gear, Detroit steel springs with Columbia non-synchronizing suspension, genuine Pantasote top, real leather upholstery, cord tires.

The 1922 Columbia DeLuxe Touring at \$1475, Detroit, is the best value in the market today. Its beauty will appeal to you at first glance.

**COLUMBIA MOTORS CO., DETROIT, U. S. A.**

**"THE SIX-SHOOTER"**  
A WONDERFUL NEW COLUMBIA  
SEE IT AT THE SHOW

**Columbia Six**  
GEM OF THE HIGHWAY.

**Oldsmobile**  
24th YEAR

The more you compare the Oldsmobile with other cars at the Show, the more you will appreciate its mechanical excellence and beauty.

The Oldsmobile Show Display is A-13  
**OLDSMOBILE CO. OF N. Y.**  
(CUTTING LARSEN CO., Inc.)  
109 West 64th Street Telephone 9680 Columbus

**OLDS MOTOR WORKS** **LANSING, MICHIGAN**  
DIVISION OF GENERAL MOTORS CORPORATION

**\$1295**  
is now the price of the  
**LIBERTY**

And five new body styles are offered on this excellent chassis at this conspicuously low price.

On exhibit at the Show  
Second Floor, B-29  
**A. G. KAUFMANN MOTOR CAR CORP.**  
1776 Broadway—Distributors



R. H. Collins has brought together in the Peerless organization a really great group of motor car craftsmen. They have worked with him in a closely-knit business brotherhood for a number of years. He has the rare knack of welding the creative genius of individuals into harmonious group-action.

He believes it is good business to build a truly fine motor car. He believes it is good business to surround himself with the greatest talent money can command. He believes it is good business to see to it that the public profits first. After that, he believes that every one associated with him in factory or field is entitled to recognition and reward.

**THEODORE F. MacMANUS**  
Peerless Motor Cars are Exhibited at the Automobile Show  
**VAN CORTLAND VEHICLE CORP.**  
1896 Broadway  
Columbus 8763

**PEERLESS**

**LINCOLN**  
MOTOR CARS

As cars which hitherto occupied a place of prestige, one by one withdraw from the quality group, the LINCOLN naturally stands out in even more bold relief.

**York Motors Corporation**  
217 West 57th Street  
Lincoln Motor Cars are exhibited on the First Floor at Grand Central Palace  
**LELAND-BUILT**



No transportation is more reliable than Buick

Another reason why Buick holds first place at the show

When better automobiles are built, Buick will build them

See the New Model

**Cole Aero-EIGHT**  
MODEL 890  
\$2485 AT INDIANAPOLIS 20,000 Miles on a Set of Tires

A well known car of undisputed worth. Complete line of ten different body designs. A factory that is one of the finest in the world. A company that is absolutely free from all indebtedness other than current expenses.

These are some of the reasons why the Cole Aero-Eight Model Eight Ninety franchise is one of the most desirable and profitable which is offered the distributor today.

Watch the interested crowds at the Cole Booth at the Show, then come over to the Cole Headquarters, Room 2152, Commodore, and discuss an Aero-Eight franchise.

**COLE MOTOR CAR COMPANY**  
INDIANAPOLIS

**RECEIVERSHIP SALE**

THE RECEIVERS HAVE DIRECTED US TO DISPOSE OF OUR ENTIRE STOCK OF AUTOMOBILE ACCESSORIES, TIRES AND TUBES, GARAGE EQUIPMENT AND PARTS FOR FORDS AT UNHEARD OF PRICES. DON'T FAIL TO ATTEND THIS SALE

**BOYCE" MOTO-METER**  
3.50 Ford \$2.65  
7.50 Universal \$5.65  
10.00 Standard \$7.45

**"CHAMPION" SPARK PLUG**  
39c  
Any Size or Style

**GILL PISTON RINGS**  
REG. \$1.09 49c (4 INCHES)  
\$1.25 69c (LARGER)

**OUTLOOK WINDSHIELD CLEANER**  
\$1.19 ANY STYLE

**STOP Signals**  
\$1.69 Complete

**RAYBESTOS BRAKE LINING ALSO THERMOID 25% off**

**RELINERS 95c HERZ PLUGS 49c**  
REGULAR PRICE \$1.00

**Break Nor BATTERY TESTER 69c**  
TIRE COVERS 95c CHOICE ANY SIZE

**GREDA G 25c PYRENE \$7.45**  
THE PERFECT LUBRICANT FIRE EXTINGUISHER

**A-C TITAN 59c GREEN AERO \$1.87**  
SPARK PLUGS TIRE PUMPS

**SOCKET WRENCHES \$3.50 HEATERS \$15.00**  
2 1/2 IN SET—COMPLETE Operate From Exhaust. Regular \$30.00

**TIMES SQUARE AUTO SUPPLY CO.**  
B'way at 56th St.—NEW YORK CITY—90 Chambers St.  
YONKERS—38 Warburton Ave.