

# NEW AUTO MODELS MAKE APPEARANCE

## Buick, Cadillac, Studebaker and Essex Come Out in Summer Dress— Many Novel Refinements

From THE WALL STREET JOURNAL Detroit Bureau

DETROIT—Buick, Cadillac and Studebaker new models are announced this week-end. The Essex appeared a week ago and except or two other major producers the 1927 models, summer edition, have made their bows to the public.

At no time in the history of the automobile industry have so many attractive new cars been offered. The variety of color schemes, upholstery and trimming combinations, accessories providing for luxury and comfort in riding and the efforts to achieve mechanical silence of operation exceed anything ever before known.

An outstanding example of this trend is seen in the new Cadillac's of which the company says:

"The complete line now includes 50 body types and styles and 500 color combinations." There has been a free use of rubber cushions for supporting engines and bodies and there are a variety of new "silencers," "equalizers," and vibration "dampeners" in addition to several new kinds of snubbers and stabilizers. One company, in line with the general effort to provide novelty and individuality, is even offering a choice of horns.

### LUXURY AT LOW COST

Buick and Studebaker have now brought to the purchasers of popular priced cars a degree of richness and luxury of appointments which exceeds that of the highest-priced cars of three years ago. Mass production which made a car of the highest utility possible at low prices seems now to have made luxury available without increasing prices.

Lower bodies, sloping tops forming into the front visor, more grace and curvature, improved ventilation and rubber cushioned seats operated by a valve which works like a snubber on the springs, preventing the "bounce," are some of the new features. Power plant changes are in direction of greater power and speed with less vibration and noise. Buick, Nash and another company whose announcement is not ready will offer about 10% more horsepower and speed. The adoption of oil rectifiers, air cleaners, thermostatic control of water circulation, control of crankcase pressure and temperature, fuelizers and similar mechanical devices to refine engine performance show a further increase.

One wonders where the ideas come from but just about the time when the trade assumes the "last word" has been said, along comes something new. Engineers say that instead of having reached the limit in this direction they are only beginning. An effort toward greater safety is in the adoption of conduits for all chassis wiring by Nash and Cadillac to prevent short circuits.

### THE BUICK IDEAS

Buick is out with higher horsepower motors and a list of refinements and improvements in engine and body without change of price. The series 115 motor is increased from 59½ to 62 horsepower and the series 120 motor is increased from 55 to 62 horsepower. The first named is mounted on a 114½ inch wheelbase chassis and is offered in seven body types while the latter comprises nine body types, three of which are mounted on chassis with 120 wheelbase and six with 128 wheelbase.

The Buick engine is set in rubber at all three suspension points, a torsion balancer is applied to a counter-balanced four-bearing crankshaft, a vacuum ventilator in the crankcase refines lubricating oil so that Buick engineers are now recommending a change of oil only four times a year. There is thermostatic water control, a new muffler and exhaust system, indirect dash lighting, headlight control is mounted on steering post and wheels are balanced by counterweights to compensate for weight of valve stems.

Weight of fly wheel is increased 200 pounds while weight of pistons by use of new light cast iron, is reduced 6 ounces each. Motor temperature indicator and gasoline gauge is mounted on dash of several models.

### NASH AND ESSEX REFINEMENTS

The new Buick bodies have a lower appearance, all open cars are finished in genuine leather and all closed cars in mohair. Two plain open models in the 1926 line have been dropped and replaced by sport models at prices higher only by the amount of the added equipment. There is a new 5 passenger coupe at \$1,850 in the 128 inch wheelbase series.

The new Essex models have nicked radiators, bodies are two inches lower and greatly improved. Body finish is now baked enamel and the lines of the car are made more attractive by curving the body corners at the rear. New hardware is used throughout, door and handle being combined in one unit. Unusual stress is being placed on the strength of the doors and body frames. Steering wheel is solid walnut. Price of the new Essex is \$795 f. o. b. Detroit compared with \$735 heretofore.

Nash is equipping the new Advance Six line with several mechanical refinements using thermostatic control of water circulation, parabeam headlights and a new grouping of instruments on the dash. Muffler design has been changed.

### NEW STUDEBAKER TRADE NAME

Studebaker has gone in for smart color design and adopted with it an advertising campaign formed around the trade name "President" for a custom-designed line of cars which is unique and should prove a great business getter. The new Studebaker series of four custom models ranging from a custom standard six sedan at \$1,385 up to the "President," a big six seven-passenger sedan at \$2,245, is in addition to Studebaker's present line which consists of 23 models and ranges from \$1,125 to \$2,225.

The "President" is a big car of long and graceful lines, sloping roof forming into front visor. It has large windows and unusually small pillars. One of the features is air cushions as part of both front and rear seats, another is an new design of ventilating windshield. Mechanical four wheel brakes are used and the car weighs 250 pounds less than corresponding models in the stock line.

The key-note in the Cadillac announcement is individuality. Five new body styles are offered, the complete line now comprising 50 body types and 500 color combinations with an extensive choice of exclusive upholstery. All cars in the standard line will have large headlights similar to those formerly used on the custom jobs; step lights and automatic door-switch lights are added for instrument rd is

nut with hub and spokes of aluminum, headlight control is mounted in center. A high frequency vibrator horn is supplied instead of the motor driven horn. All chassis wiring is placed in conduits.

### SCRAPPAGE FOR OLD CARS INCREASES

A new radiator shell of the same general contour but with the front sharpened is a feature of the new Cadillacs. The radiators have the Cadillac crest of a new medallion type mounted on a high finished black background. Front body posts have been reduced in size one inch and bumpers have been lowered. In addition to the five new body models added by Cadillac at this time the company is offering 18 Fleetwood and 4 Brunn custom-built bodies. Except for minor adjustments there is no change in Cadillac's prices.

So alluring are the new cars to the eye and pocket-book and so great is the increase of pleasure of riding in them, it is small wonder that people are spending an increasing portion of their income on motor cars to the neglect of clothes, home, and often times food. The contrast between cars of today and three years ago is so great there must unquestionably follow a large increase in the number of cars to be scrapped during the coming twelve months. Motor statisticians who analyze the figures closely declare the rate of scrappage is growing and predict 1926 will see a new high mark in this respect. Much of the 1926-7 market for these new cars will come, in their opinion, from people who because of prosperity are willing to give up unused dollars of utility to obtain

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