



AUTOMOBILE NEWS



FIRM INCREASES FACTORY FORCE

TOLEDO, Ohio, Dec. 15.—A statement given out by John N. Willys, president of Willys-Overland, Inc., says that the factory force has been increased by 1423 men during the past three weeks.

announcement and is in line with the statement issued by Willys-Overland officials that production plans for the coming year contemplate the largest output of motor cars in the history of the organization.

Heavy production is underway in the Whippet which has already established itself as the fastest selling new model ever introduced to the American market.

At the present time Willys-Overland products cover 95 per cent of the entire price range of motor cars.

STARTLING REVELATIONS ON THE CAMPUS!



Most of the University of Pennsylvania freshmen and sophomores went into the annual flour battle at Philadelphia stripped to the waist. But when they came out, O blushed! See for yourself.

European Motor Car Salons Show Influence of American Designers

Reviews of the Paris Salon, just closed in Paris and of the Olympic Auto Show in London reveal the fact that 145 different makes of automobiles, including those imported from America, are being offered to European buyers in 308 different chassis types.

Marked trends are the steadily increasing turn toward the Knight sleeve-valve motor on the part of European manufacturers of luxury cars and the gradually increasing use of what the Europeans term "side valve" construction in the poppet-valve types of motors as compared with the overhead valve construction which has held supremacy in European cars for some time.

Two new Knight motored cars made their appearance at the Paris Salon and some of the older manufacturers of this type of power plant have increased their chassis types to cover wider price ranges. An outstanding Knight motored car of the Paris Salon was the Daimler double-six, a twelve-cylinder car for which remarkable power performance is claimed.

The American invasion of the European market is commented upon by nearly every reviewer who covered the Salon and is viewed as a mass attack which is forcing the use of certain American features of design on the part of the European builders.

French-built motor cars in particular, show the effect of Americanization.

The European designers were also quick to notice the European features which the leading builders in this country are now including in their design.

A notable feature of the Paris Salon was the increase in number among six-cylinder cars, apparently forced by the invasion of American-built sixes.

New Brakes Popular

Four-wheel brakes were standard equipment on all but 36 of the 308 chassis and of these 36, there were 5 American-built cars and the general comment of the European press is that four-wheel brakes must become standard on all chassis which are to find a ready reception.

That the European driver is finding traffic conditions similar to those encountered here is expressed in the statement of a writer who terms himself "Runabout" in which he says that the light car, compact in design, flexible in operation and easy to handle is the car of the future.

The large number of manufacturers who are contending for business in the European field is in marked contrast to the number who are prominent in this country, the reason being that the European manufacturer contents himself

with small volume and is able to command what we would term an exorbitantly high price.

The newer European body creations are characterized by low roof lines and the double drop drame is in evidence in the finer productions.

More Value than the Price Suggests

In the year just drawing to a close the price of Dodge Brothers Motor Cars was materially lowered.

Yet during this period more important improvements were incorporated than in any year in Dodge Brothers history. Advances were made in engineering and body designs. The cars possess a greater degree of smoothness, silence and ease. They are more comfortable, more beautiful.

Current prices—made possible, of course, by constantly mounting sales—are therefore not an obvious measure of value. Prices, in fact, have never told the full story of Dodge Brothers dependability and basic worth.

But now, more than ever before, there is far more value than the price suggests.

Touring car \$ 963
Coupe \$1015
Special Sedan \$1269

L. C. SMITH
5th and Depot

We Also Sell Dependable Used Cars

**DODGE BROTHERS
MOTOR CARS**

As Happy and Carefree As Old Saint Nick

Such is the man who has Texaco Golden Motor Oil in his engine when it's cold (Texaco flows at zero)—Texaco gas in his gas tank for winter driving (perfect vaporization of the new Texaco gives quick starting and maximum power)—and Fisk balloons on all four wheels (slippery roads and hard driving have no terror for Fisks).

As happy and carefree as Saint Nick himself is the man who knows and depends on

Playle's Superior Service

—because Playle's service is What You Want When You Want It! If it's too cold, or you are too busy—just stay comfortably indoors, phone us where we can get your car, what you wish done, when you want it returned. Then it's up to us to demonstrate Playle's service.

Join the happy throng! Enjoy Christmas to the limit! Be free of car worry! Does it shift hard in cold weather? Let us put lighter oil in your transmission. Does it start too slowly? Try a treatment of Texaco Oil and Gas. Phone us—you'll like the results.

PLAYLE OIL CO.

Playle's Superior Service—
—As Near As Your Telephone



The Christmas of Long Ago

Brought No Worries Of
Collisions Or Accidents

To your automobile, and if you insure with us there is no need for worry this Christmas.

Chas. H. Reynolds

"The Insurance Man Worth Knowing"

"AMERICA'S GREATEST CAR" —Tommy Milton



THE first of the improved Packard Eight cars was bought by Tommy Milton, veteran automobile race driver, former international champion—the only man who ever twice won the 500-mile Indianapolis Speedway race.

Milton knows automobiles. Racing drivers, gambling their lives in the crucible of grueling speed, must learn the meaning of mechanical perfection down to the last cotter pin.

And Milton was not only a racing driver but one of the greatest in the history of the sport. He still holds the official record for having traveled faster than any other man has ever traveled on wheels.

What is more natural than that such a man should test his car's performance on the Speedway? Milton tried his Packard Eight runabout at Indianapolis. He drove it 88 miles per hour—faster than the grand average of the speeds which won the Indianapolis Speedway races since 1911. Milton won the 500-mile race of 1921, in the fastest racing car of the year, with an average speed but a mile and a

half an hour greater than he reached in his Packard Eight—a standard car.

No one knows better than Milton what hard work it is to pilot a car at high speed. But he found restful ease in his Packard Eight at speeds second only to those of specially designed racing cars.

Is it any wonder then that Milton has called the Improved Packard Eight "America's greatest car"? He means great in performance, great in design and beauty, great in ease and comfort.

Nor is Milton the only famous racing driver to give the improved Packard cars the distinction of his preference. Harry Hartz, one of the most consistent winners on the "Rear Road", who this year leads in points in the race for the championship crown, was one of the first buyers of the new Packard Six.

Have you experienced the thrill of driving one of the improved Packard cars? You are welcome to take the wheel of either Six or Eight at your convenience. Despite their new beauty, comfort and performance prices have not been increased.

The improved Packard Six Runabout with complete accessories costs but \$3013 delivered at your door. The value of your present car is deducted from the first and monthly payments.

TRACHSEL & TREKELL
Corner 3rd and Adams

PACKARD
ASK THE MAN WHO OWNS ONE