

WHIPPET'S TYPE SETS THE STYLE

Modern Light Car Follows
Model Worked Out by
Toldeo Auto Builder

The contention that the Whippet, which was first introduced on the motor car market about 16 months ago, is being regarded by automobile experts as the type of light four-cylinder car that fully answers all demands of buyers in the price class, is supported in a statement made here this week by Gettings and Hanks, local Willys-Overland distributors.

"The remarkable performance of the Whippet since it was first shown and the comments of praise from the 125,000 Whippet owners, in evidence that in the production of the Whippet, the Willys-Overland company has a perfected car of proven ability that has almost revolutionized the American light car field.

"With other manufacturers of cars in the Whippet class recognizing the advantages of the Whippet construction, it is certain that any new car introduced by other manufacturers will be decidedly

along the type of design first found in the Whippet and embracing definite Whippet features which today are recognized as essential in the modern motor car.

Whippet Features

"These Whippet features include four-wheel brakes, low center of gravity construction, fuel and oil economy, force feed lubrication system, compact but powerful and speedy engine, smartly designed bodies with roomy interiors and strong, rugged chassis.

"The unusual fuel and oil economy of the Whippet has set a new mark in the American motor car field while the Whippet demonstrations of power, speed and handling have never before been touched by any motor car in the Whippet's price class.

"The ease with which the Whippet is handled is another factor which has accounted in part for its popularity, especially with women drivers. The Whippet will turn in a 35-foot circle and requires only 14 feet for parking. This ease of handling is enhanced by the soft clutch action which permits easy gear shifting.

Comfortable Riding

"The Whippet, in addition to being notable for its economy of operation, speed and power, also affords comfortable riding qualities found only in cars selling in a higher price class. This is because of the low center of gravity design which carries the body closer

Demand for New Chrysler Cars Reported Heavy

A reception surpassing in enthusiasm anything ever previously experienced even by the popular cars of the Chrysler corporation is greeting the three new models introduced in the last few weeks by this company, according to advices from Detroit received by L. W. Weeks, local Chrysler distributor.

Ever since the appearance in July of the Great New "62", the first in the series of new cars presented this summer, Chrysler factories have been unable to keep pace with the orders that have been pouring in, company officials state. Successive presentations of the new "52" and the illustrious new "72", which followed the initial "62" announcement, served to swell the tide and as a result the company, despite strenuous manufacturing schedules in all departments, has found itself constantly in an overbooked condition on all three models.

The enhanced beauty of the new cars' contours and colors, their mechanical refinements, and the increased luxury provided by artistic touches in interior furnishings and by the new saddle-type springs, adjustable seats and many other innovations, have been making an instantaneous appeal to the buying public wherever the cars are on display. This favorable impression, dealers report, is always increased when the unbelievably smooth and powerful performance of the cars is experienced by those who have an opportunity to drive them and the statement is common that visitors who enter dealers' showrooms as curious spectators speedily become admirers and enthusiastic buyers.

Company officials say they are

receiving hundreds of telegrams from distributors which reflect this enthusiastic reception. Coming from every part of the country they leave no doubt about the public attitude, uniformly consistent from Maine to California.

The widespread approval of the new models has not been confined to the larger towns and metropolitan cities, as reports indicate that in small towns and rural communities the cars are meeting with similar demand. Farmers in all sections of the country are said to be buying the new "52" in particularly large numbers and officials of the company predict that sales of this model in rural territory will surpass all past records.

The consensus of dealer reports everywhere is that the "Red Head" new Chrysler high compression engine is an outstanding influence in the demand that is greeting the new models. This engine, which is standard on all roadsters, the company is now making and is optional equipment on other cars, has been rolling up a very unusual record of sales ever since its introduction. This summer and the reports of its achievements in increasing speed, acceleration and hill-climbing qualities are no enthusiastic that Chrysler officials declare that the success of their latest contribution to the automobile industry is exceeding their most sanguine expectations.

Graham Brothers Truck Sales High

September sales shipments of Graham Brothers 1½ and 2-ton trucks established a new high monthly record for the year, according to an official statement from the company today. For the first time in 1927 the total shipments of these two capacities exceeded the 2,000 mark for a single month, continuing Graham Brothers' leadership over all other manufacturers in the 1½ and 2-ton field. Compared with August sales shipments of these capacities the September record represents a 25 per cent gain.

Orders for the complete new line of Graham Brothers trucks are steadily growing in volume, the statement said, and since their introduction in August the company's plants at Detroit, Evansville, Stockton and Toronto have been working at capacity.

Western Auto Co. Reduces Tire Price

Greater savings are offered automobile owners by the Western Auto Supply company this week during their semi-annual New customer tire sale.

"This sale will feature reduced prices on Western Giant and Wearwell tires," says Mr. Wilcox, local manager. "These reduced prices are offered as an added inducement to motorists of the west so they may learn the economy of using guaranteed, long wearing, Western Auto tires."

A FEW LINES

Here lie the remains of Percival Sap,
He drove a car with a girl on his lap,
Lies slumbering here, one William Blake,
He heard the bell, but had no brake,
Beneath this stone lies William Hains,
Ice on the hill, he had no chains,
John Smith lies here without his shoes,
He drove a car with a girl on his knees,
Here's Mary Jane, but not alive,
She made her car go forty-five,
Beneath this turf lies William Meak,
He used a match on a gas tank leak,
Johnson occupies this bunk,
He tried to drive while he was drunk,
Beside this brook sleeps Willie Hoss,
The bridge was narrow but he tried to pass,
She stalled her boat on a railroad track,
She's gone very far, and she won't be back,
Here lie the remains of Ollie Pidd,
He thought she wouldn't skid, but did,
Here lie the bodies of both the Drake,
They trusted too much in their four-wheel brakes,
In the hearse that just passed was Pat O'Shean,
Bootleg liquor and gasoline,
Heaven help the women like Mary La Mar,
She took one lesson, then drove the car,
O'er Michael O'Toole they've just said mass,
Reached for his brake, but stepped on the gas.
—Exchange.

FENCE POLE TOURIST

YPSILANTI, Mich., Oct. 15.—The auto tourist who helps himself at every orchard he passes is rapidly sending the old worn rail fence into the limbo of the forgotten, and the great Yank, A. Q. Boyer, who operates a large orchard near Ypsilanti, Mich., recently set out several thousand young apple trees. Although they cannot be expected to bear fruit for several years, he has already put up nearly 3,000 feet of trespass-proof chain link steel fence. Mr. Boyer predicts that the fence will tell the wildest motorist and last as long as the orchard.

CHICAGO—Twenty-five thousand churches, 15,000 schools, 9,500 civic clubs and industrial concerns all over the country will participate in a new highway safety campaign launched by the American Road Builders' association. Charles M. Upham, director of the organization, heads the movement.

The perfect square meal, containing the proper balance of vitamins, according to British dietitians, includes cold chicken and egg sauce, new potatoes, salad, corn flour mold, fruit salad with cream, whole wheat bread, butter, and lemonade.

Delivery Car of 1903 Is Compared With New Models

The modernization of the automobile has not been confined to passenger cars, but has also extended to commercial cars as graphically demonstrated by a recent comparison made in South Bend, Ind., between an early Studebaker delivery car and the corporation's latest commercial model.

In the Studebaker Transportation Museum stands a Studebaker that is 24 years old. It was purchased in 1903 by the late James K. Duke, the tobacco magnate, who used it for an estate car on his New Jersey properties. The car was one of Mr. Duke's favorite vehicles and he never permitted it to leave his possession. In 1925, following his death, the car was acquired by the Studebaker Sales company of Newark.

To see over the old car in detail might draw a smile from the modern motorist. The big brass headlights tell of the days when an automobile's "eyes" were lighted by a match. The old time brass horn is on the high windshield. The three resemble large hoops of rubber. The car's front fenders are strips of heavy canvas. The motor is of the early four-cylinder type, but it is still capable of pulling the car today and will justify its robust construction any time called upon.

In contrast is the new Studebaker, three-quarter-ton delivery car, with a powerful six-cylinder motor, a completely enclosed weather proof driver's compartment and all of the modern accessories for comfort. Four wheel brakes, two beam headlights, controlled from the steering wheel, front bumper, coincidental lock controlling both ignition and steering wheel, hydrostatic gasoline gauge on dash, instruments grouped under glassed oval and indirectly lighted, and many other refinements are included.

But, although all of the luxuries of the passenger car are to be found in this commercial vehicle, there is that some rugged strength and long life that characterizes all Studebaker vehicles and gave the Duke estate car such a long and useful life.

In the zoological garden of Leipzig is a crane with an artificial leg made of aluminum which it uses with perfect ease.

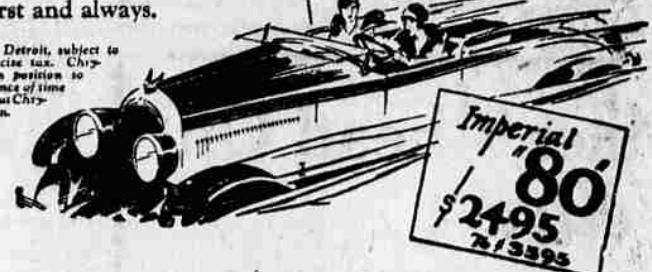
CHRYSLER

Offers a Price and Type for Every Need

Public confidence in Chrysler is based on the combination of excellence found in every Chrysler—whether New "52," Great New "62," illustrious New "72" or Imperial "80"—and the knowledge that in performance, quality and value, each Chrysler is leader in its class.

Chrysler alone is able to hold this position because Chrysler alone builds products in four great markets on the basis of Standardized Quality—the expression of Chrysler determination to build for value first and always.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.



WEEKS & BUCHANAN
Jefferson Ave. Telephone 180-J

A REAL OPPORTUNITY

Right now we are offering a number of exceptional used cars at rare prices.

For appearance, comfort and mechanical condition these are hard to beat:

Studebaker Sedan . . . \$500
Dodge Sedan . . . \$500
Dodge Sedan . . . \$250
Ford Sedan . . . \$300

See these cars today.

L. C. SMITH
5th and Depot

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

STILL A YEAR AHEAD

Only the Perfected Whippet

has all these Vital 1928 Advantages

In the perfected Whippet you may now see the advantages which are characteristic of the modern trend in light car design.

More than 125,000 owners have driven more than 400,000,000 miles. 45% tell us they chose the Whippet for its unequalled economy; 46% were influenced by the greater safety of BIG 4-wheel brakes; others mention its comfort and roominess; still others its attractive, modern design with such features as low center of gravity, full-vision body, force-feed lubrication and silent timing chain.

Through the friendly suggestions of these loyal owners it has been possible to develop the finer Willys-Overland Whippet of today. We invite you to see and drive this modern car.



The most economical light car, Whippet holds the A. A. A. Coast-to-Coast economy record.



BIG 4-wheel brakes make Whippet the safest light car.



Narrow front body post eliminates the "blind spot" hazard and permit clearer vision.



Oversize balloon tires and genuine Gabriel Snubbers insure smoother riding.



Whippet affords appreciably greater leg room than any other light car.

Superior Quality—New Low Prices					
	Whippet	Whippet 8		Whippet	Whippet 8
Coach	\$625	\$795	Coupe	\$625	\$795
Touring	625	765	Sedan	725	875
Roadster	695	825	Landau	755	925
			Calaislet	745	875

Prices f. o. b. factory and destination subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.

GETTINGS & HANKS
Corner Fir and Jefferson

Value

that defies comparison!

Just think what Chevrolet offers you today!

A type of performance that is amazing—perfect comfort at every speed—flashing acceleration and remarkable handling ease—all the marvelous beauty of bodies by Fisher—finished in smart colors of genuine lustrous Duco—a motor world-famous for power and economy—in short, advanced modern design in every unit that results in the extreme of satisfactory economical transportation!

Because these cars are sold at amazing low prices, they embody the most outstanding motor car value in the world today—a value that defies comparison!

The COACH
\$595

The Touring \$525
The Roadster \$525
The Coupe \$625
The 4-Door \$695
The Sport \$715
The Imperial \$745
The Landau \$745
The 1-Ton Truck \$395 (Chassis Only)
The 1-Ton Truck \$495 (Chassis Only)
All prices f. o. b. Flint, Michigan.
Check Chevrolet Delivered Prices.
They include the lowest handling and financing charges available.

A powerful valve-in-head motor provides smoothness and snap that are a constant delight.



Long semi-elliptic springs of chrome vanadium steel—the finest spring steel to be had—making riding comfort a source of delight to Chevrolet buyers.



Easy handling is assured by a modern 3-speed transmission and a smooth action clutch.



Full size 17-inch steering wheel eliminates all suggestion of driver fatigue.



Fisher bodies of resilient wood and steel construction provide that sense of substantial security found in the finest built cars.

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

QUALITY AT LOW COST