

HALF MILLION OF MODELS ARE SOLD

Chevrolet Motor Company Is Pleased With the Public Approval

More than a half million of the "bigger and better" models of Chevrolet were on the road by the fourth week in May, according to information just received by Avery Harrison, of the local dealer organization, from H. J. Klingler, general sales manager of the Chevrolet Motor company.

This establishes a high record figure for public acceptance of a new model, as never before in the history of the industry has so large a number been delivered in so short a space of time. It is also, according to Mr. Klingler, more than 100,000 units in excess of the output of the factory for the corresponding period of 1927.

Expect New Record "In view of this new record and the fact that the peak-selling season has just got under way," said Mr. Harrison, "the entire Chevrolet organization throughout the country is enthusiastic over the probability that this year's performance will surpass that of 1927, when more than a million cars were manufactured and sold, by a good margin. It is deemed likely by factory officials that more than a million of the 1928 series cars will be on the highways of the United States alone some time before the new year dawns."

Reports of retail deliveries for the first four months of this year, plus the estimated figure for May, are said to indicate that the domestic dealer organization, with General Motors of Canada and General Motors Export, will have delivered approximately 525,000 Chevrolets by the end of this month.

Consistent Gain Every month so far this year has shown a consistent gain over the corresponding month last year, according to Mr. Klingler, who states that the average monthly gain has been more than 20,000 units. As a result deliveries to buyers during the first four months of 1928 were almost on a par with deliveries for the first five months last year.

"Unusual performance," according to Mr. Klingler, said Mr. Harrison, "has been made possible through the far-seeing policy of the factory in planning its production facilities so that cars might be immediately available to the public everywhere."

SOIL EROSION IS CALLED ALARMING

Few Farms Exempt from Condition, Federal Expert Declares

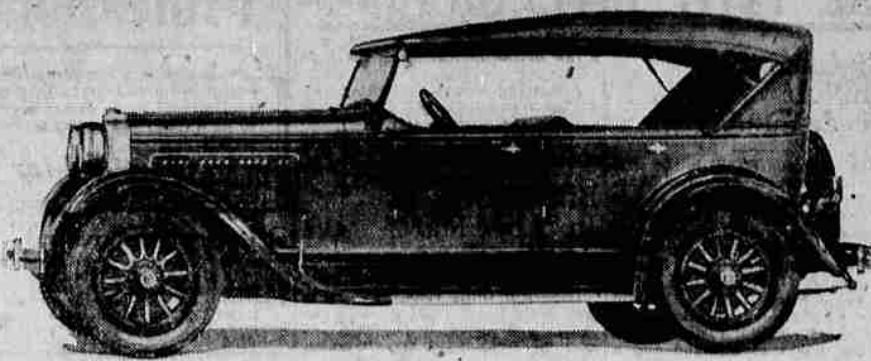
WASHINGTON (AP)—Sweeping 126 billion pounds of fertilizing elements from American farm land every year, soil erosion has reached such proportions that it is doubtful whether the farmer may any longer hope to handle the situation alone.

This is the conclusion of H. H. Bennett, federal soil scientist and co-author of a government circular on the national menace of erosion. "After 24 years spent in studying the soils of the United States," he says, "I am of the opinion that erosion is the biggest problem confronting the farmers of the nation over a tremendous part of its agricultural lands."

Bennett considers insignificant the fact that 15,000,000 acres of formerly tilled land has been utterly destroyed, when compared with the less violent form of erosional wastage—sheet erosion. Land denudation by this slow process of planing off the surface is of almost incalculable extent and seriousness, he says, and since denudation does not cease when the subsoil is reached there must be in the near future, unless methods of land usage are very radically changed, an enormous increase in the abandonment of farm lands.

Recounting the damages of ero-

New Dodge Victory Six Touring Car



ATTRACTIVE lines feature the new Dodge Brothers touring car in the Victory Six line, priced at \$995. Upholstery is in gray Polo grain leather. Wood wheels are standard equipment with wire wheels optional at slight additional cost.

son, Bennett points out that by minimum estimate this form of wastage takes from the soil annually 20 times as much of the elements of fertility as is removed by all the crops grown. At recent selling prices of the cheapest forms of commercial fertilizer, he says, these plant nutrients could not be replaced for \$2,000,000,000 a year.

By actual survey it is revealed that 90,000 acres once cultivated have been ruined by erosion in a single South Carolina county. Much costly washing away of soil has occurred in Missouri, Iowa, Nebraska, Illinois, Indiana, Ohio and Wisconsin. In the drier regions to the west, erosion is even more destructive.

In the Tennessee valley the river runs red with eroded soil much more quickly after a heavy rain than in previous years. Comparatively few areas in the United States are not subject to erosion. So important is the question in Texas that the Federal Land Bank at Houston insists that vulnerable lands must be terraced before loans to farmers owning them will be granted.

While terracing is the chief safeguard against erosion, Bennett declares very little is known in this country concerning incumbent engineering principles, the rate of erosion of different soils, and the holding effects of terraces of different build.

SUGGESTS POST OFFICE BOOST BABY HEALTH

WASHINGTON (AP)—Use of postage cancellation stamps for advocating healthy babies is being urged by the United States children's bureau at the suggestion of Dr. Richard M. Smith, of Boston, a member of the bureau's pediatric committee, and as an example Dr. Smith pointed out that letters mailed in France bear the legend, "Don't wean your baby."

Late Fall Time Of Most Mishaps To Automobiles

October and November are the most dangerous for highway accidents and these two months, respectively, led in 1926 and 1925 in the number of fatalities, according to the American Automobile association.

The national motoring body points out that the highest number of fatalities for any month in 1925 was November with 2406, and the highest record for 1926 was in October, with 2730 fatalities.

Table showing monthly fatalities for 1925 and 1926. Columns: Month, 1925, 1926. Rows: January, February, March, April, May, June, July, August, September, October, November, December, Total.

Tire Price Cut Is Announced Here

A new reduced price schedule on Western Giant and Wearwell tires, was announced today by the Western Auto Supply company through their local manager.

"So great is the demand for Western Auto tires that since the first of the year, our sales have far exceeded sales for the same period last year, and now, much

earlier than we had expected we are building fires with rubber purchased at lower prices," he said. "This means a great saving for us and in accordance with our policy, we are passing on to our customers, this saving in the form of reduced prices."

Women Review the Second Division

SAN ANTONIO, Tex., June 2 (AP)—Delegates to the biennial convention of the General Federation of Women's Clubs, in session here, today reviewed the prohibition, election and all of the weighty problems that have occupied their time to spend today in play.

This morning the second division from Fort Sam Houston, the division that bore the brunt of Chateau Thierry and many other offenses paraded for the first time in its history before a feminine reviewing officer.

Mrs. John Sherman of Estes Park, Colo., president of the federation, acted as reviewing officer. Delegates then went on an extended tour of the old Spanish missions, the Alamo and other points of interest around the city before repairing to an open air park where a frontier barbecue prepared by an old ranger expert await them.

The less money a man has, the less he has to worry over his income tax.

Door Handles On Oakland, Pontiac Cars Baffle 'Em

A still higher margin of protection against car theft is now provided buyers of Oakland and Pontiac axes through a new type of outside door handle which cannot be forced by the cleverest thief.

The new door handle is so designed that the customary method of forcing with a wrench or a section of iron pipe will not give thief entrance to the car. When such extreme pressure is applied to the handle it merely turns without releasing the door catch. A few seconds of attention at any Oakland-Pontiac service station will restore the handle uninjured to its original position.

Thus the Oakland Motor Car company and the Fisher Body corporation which builds the Oakland-Pontiac bodies, have raised an almost impregnable first line of defense.

Should a thief effect entrance by breaking a window or because the owner forgot to lock the car, he still would be confronted by equally secure second and third line of defense. These are provided by the semi-coincidental lock which locks both the ignition and the transmission with a turn of the ignition key. The transmission is locked from the dash by an ingenious sliding plunger which moves inside an armored cable extending from the ignition key down into the transmission.

The Oakland and Pontiac sixes, with their three effective lines of defense, are said to be as nearly theft-proof as any car in America.

CAR EXPORTS JUMP

Shipments for export of Cadillac and La Salle cars to foreign lands during the first four months of 1928 total 1,189, an increase of 110 per cent over the corresponding months of 1927, according to a statement just issued by Lynn McNaughton, vice president of the Cadillac Motor Car company. This increase corresponds with forecasts made early in the year in-

creasing better than a 100 per cent increase in export sales.

Senators To Quiz Head Of Tammany

NEW YORK, June 2 (AP)—The senate presidential campaign funds

investigating committee issued subpoenas today for George Olvaney, leader of Tammany Hall, and Mayor Frank Hague, of Jersey City. The committee was informed that Mr. Olvaney had left town yesterday on a fishing trip and would not be in New York before Monday.

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5 Record Months THE GREATEST IN 20 YEARS OF WILLYS-OVERLAND HISTORY

MAY SALES SET NEW HIGH MARK

With May reaching a new high peak—Whippet and Willys-Knight sales continue to mount, month after month, week after week, day after day.

The five months just completed were by far the greatest in all Willys-Overland history. In spite of the fact that April had produced the greatest sales on record, May established a new mark with an increase of 14% above the previous record-breaking month.

The perfected Whippet Four, at greatly reduced prices, is a tremendous national success. The new Whippet Six

—the world's lowest price six-cylinder motor car—is paralleling the Whippet Four in popular acceptance.

The recently announced low price of the Willys-Knight Standard Six has resulted in greatly increased demand for this splendid car. Sales of the Special Six and the Great Six continue in unabated volume.

Come in and see the Willys-Knight and the Whippet Four and Six lines. And for early delivery it will pay you to place your order now.

WILLYS-KNIGHT

DOUBLE SLEEVE VALVE SIX \$995 COACH

Standard Six Coupe \$1045, Sedan \$1095, Touring \$995, Roadster \$995. Special Six prices from \$1295 to \$1495. Great Six prices from \$1350 to \$2095.

PERFECTED Whippet \$535 COACH

Four-cylinder Touring \$455, Roadster (2-hull) \$485, Roadster (with rumble seat) \$525, Coupe \$595, Cabriolet Coupe (with collapsible top) \$595, Sedan \$610. All prices f. o. b. Toledo factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio

The New Whippet Six

7 BEARING CRANKSHAFT \$695 COACH

Whippet Six Touring \$615, Roadster \$685, Sedan \$770, Coupe \$695



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