

NEW "FINGER-TIP" CONTROL OFFERED

Driving Convenience Is Marked Achievement for Willys-Overland

TOLEDO, Feb. 2.—The employment of the "Finger-Tip Control" on the new Whippet fours and sixes and the Willys-Knight sixes, products of the Willys-Overland Company, is declared by experts to be the greatest single advancement in driving convenience since the self-starter.

Perfectly following many months of experimental research work, the development of the "Finger-Tip Control" represents another fundamental engineering achievement for the Toledo manufacturers. The development of this feature places at the fingers of the driver complete control of starting the motor, operating the lighting system and sounding the horn without moving the hands from the steering wheel.

Saves on Socks.
The "Finger-Tip Control" is actuated at a knob or button in the center of the steering wheel. By merely pulling up on this knob, it engages the starting switch so that it is no longer necessary for the driver to grope with his foot in the front compartment, to dodge accelerator pedal, gear shift lever, and sometimes scratch shoes and stockings in an effort to find the starting button.

The old method was not only inconvenient but lacked certain elements of safety which are assured through the "Finger-Tip Control" system. An example of this is illustrated when a motor stalls on a hill. Under the old system it was necessary for the driver to use his emergency brake while he reached forward to the toe board with his right foot for the starting button. With the new system, the driver merely uses his foot brake to hold the car, pulls up on the "Finger-Tip Control" button, which starts his engine, shifts his car into gear and proceeds on his way. Under this system, there is no necessity for that rapid transfer of the right foot from brake pedal to starter, and possibly back again, a situation that in moments of emergency resulted in discomfort and sometimes in disaster.

Safety Factor.
In addition to the convenience of the "Finger-Tip Control" starter found in the center of the steering wheel, an additional safety factor is found in the control of

OUT OUR WAY

By Williams



THE MINUTE HAND AND THE HOUR HAND.

the lighting system by the same button, through a slight rotary movement. This rotary movement causes various contacts to be made in the switch so that the lights are either off, in parking position, in dim position, or in bright position. The distinct safety factor of this is seen in the driver absolutely controlling his lights at his finger tips without having to reach to the dash panel for changing the rays. The driver may be using his bright lights and when signaled for to change to dim lights, performs the operation conveniently, in the fraction of a second, without changing his driving position. As soon as he passes the oncoming car, he merely switches the button back to "bright" by turning the button at his finger tip. The horn is like-

wise operated on this same button by merely pressing it downward when necessary.

These three factors give additional safety to the driver as well as being a marked convenience which sets a new high standard in the automobile field.

TOKYO, (AP)—Ninety-three per cent of the families in Japan must keep their living costs within \$50 monthly. The average Japanese family includes five persons.

GDYNIA, Poland, (AP)—The Polish government named some of the new pilots in this rapidly growing port in honor of President Wilson. Memorials to the American war president are not rare in Poland.

Study Cars In 36-Below Zero Cold Room Test

DETROIT, Feb. 2.—Science is contributing more and more to the modern motor car.

Manufacturers' efforts constantly to build cars which will give finer performance, even at the widest extremes of temperature, have opened wide the portals for research, inventiveness and ingenuity to step in and lend every assistance at their command.

Chrysler is one company whose progressive policies have afforded science its opportunity to assist in

making motor cars constantly less susceptible to the changing elements. In its new engineering laboratories, Chrysler has a department where nearly every motor car unit and virtually every product consumed in motor car operation can be tested and carefully studied for its abilities down to temperatures far below zero.

In Cold Room, a Portion of which is shown in the accompanying illustration, the operation of entire cars has been studied at temperatures which have reached as low as 36 degrees below zero, with experts checking and apparatus recording every possible detail of operation.

The lubricating ability and viscosity of various oils; definite knowledge concerning anti-freeze solutions; capabilities of batteries, generators, starting and lighting systems; carburetor action and efficiency—all these and other abilities of the various engine parts under extreme conditions are carefully checked, recorded and passed on to the proper executives for further analysis and action.

Immediately adjacent to this room is a compartment where temperatures go lower than 60 degrees below zero, providing still further possibility for study.

What brakes will do under extreme conditions is of prime importance. Tire wear is also a concern. No owner would wish to change a tire on a blizzard day with the temperature hovering at 10 below zero. Under extreme temperature changes to points below zero, tire pressures are deflated rapidly. In the "cold room", where variations from 20 above to 20 below may be made within a few hours, tire pressures dip downward nearly 20 pounds in that interim.

Duplication of actual weather conditions is always sought. Bitter cold is generally accompanied by wind. For this reason the room is fitted to duplicate wind conditions a car would encounter traveling up to speeds of 40 miles an hour. This wind action is made possible by installing huge fans, electrically operated from outside the room, which stir up the atmosphere within as it would be by the operation of a car going along a road at any speed.

BUDAPEST (AP)—Several hundred French priests, nuns and Christian brothers are ready to leave Hungary as soon as the French parliament restores their property. They were forced out of France in 1905 by the Combes cabinet's action against religious orders.

At... **NEW LOWER PRICES**

Plymouth presents even greater contrasts with other cars in its price range

NOW.. \$655

AND UPWARDS
F. O. B. FACTORY

Now Plymouth—Chrysler Motors' car in the lowest-priced field—comes to you at substantially lower prices—with quality unchanged.

No other car in its class gives Plymouth's inherent economy—no other car at anywhere near its price offers Plymouth's full-size, its marked safety of control due to weatherproof hydraulic four-wheel brakes, and its characteristic Chrysler power, speed and pick-up.

PLYMOUTH
A CHRYSLER MOTORS PRODUCT

L. W. Weeks
Cor. Jefferson & Greenwood

To see the new Plymouth is to pronounce it beautiful beyond any car with which it may be compared. To ride in it is to recognize quickly why Plymouth is everywhere conceded today's greatest value in the lowest-priced field.

Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; DeLuxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695.

All prices f. o. b. factory. Plymouth dealers are in a position to extend the convenience of time payments

THE STYLE AUTHORITY IN ITS CLASS!

NEW SUPERIOR Whippet

GREATER BEAUTY, LARGER BODIES WIN PUBLIC APPROVAL AT NATION'S AUTO SHOWS

RECORD SALES EVERYWHERE!

With longer bodies—higher radiator and hood—graceful lines—rich, harmonious colors—sweeping one-piece full crown fenders—the new Superior Whippet definitely establishes an ultra-modern style trend for Fours and Light Sixes.

Mechanically, too, the new Superior Whippet furthers its distinguished predecessor's long lead over competition. A higher compression engine gives more than 20% added horsepower, effecting faster speed, quicker pick-up and greater hill-climbing ability. Low consumption of gasoline and oil, and dependable performance, make this new car well qualified to carry on Whippet's unsurpassed reputation for operating economy and minimum service costs.

Come in and see these new cars. A demonstration may be arranged at any time suitable to your convenience. An immediate order will aid in early delivery.

WILLYS-OVERLAND, INC., Toledo, Ohio

FOURS SUPERIOR Whippet SIXES

Gettings & Hanks
Jefferson Ave.

WHIPPET 4-COACH
\$535
Coupe \$535; Sedan \$595; Runabout \$535; Touring \$575; Commercial Chassis \$360.

WHIPPET 6-COACH
\$695
Coupe \$695; Coupe (with rumble seat) \$725; Sedan \$765; Sport DeLuxe Roadster \$825 (including rumble seat and extras). All Willys-Overland cars are f. o. b. Toledo, Ohio, and specifications subject to change without notice.

WITH THE NEW "FINGER-TIP CONTROL"

A single button, in the center of the steering wheel, starts the motor, operates the lights and sounds the horn. You can keep your feet always on the brake when starting or re-starting on a hill.

A Difference that cannot be measured in Dollars

SOMEBODY suggests this simple test for automobile buyers. Write down the price of a New Pontiac Big Six. Now write below it the price of any lower-priced car you can think of. Subtract. Lo and behold! Only a few dollars difference! But what a difference there is in the cars—and it cannot be measured in dollars!

It's true, of course, that in the New Pontiac Big Six you get greater overall length, a bigger engine and such fine car advantages as dirt-and-weather-proof internal four-wheel brakes. Those are features which can be measured in money. But the real difference is even more important than that. It's really a matter of progress. When you're getting on in the world, you want finer things. And that's where the Pontiac Big Six fits in.

It offers big car performance resulting from its big, new L-head engine, its accurately balanced rotating parts, Hotchkiss drive, and its many other mechanical advancements. It offers the luxury, comfort and style provided by masterly new bodies by Fisher.

Yes, you could always get that in an automobile. But never before at Pontiac's price. That's why the Pontiac Big Six is creating such a furore!

Prices \$745 and up, f. o. b. factory, plus delivery charges. Bumpers and rear fender guards regular equipment at slight extra cost. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

LA GRANDE MOTOR CO.
Adams Avenue

THE NEW PONTIAC BIG SIX

at \$745