

Basic Design Of First Whippet Still Followed

TOLEDO, Mar. 30—The soundness and thoroughness of the work of Willys-Overland engineers is well illustrated in the history of the Whippet since its introduction nearly three years ago.

When this car was first announced in June of 1926, it set a trend in car design which has since that time been followed by practically every motor car manufacturer. While both the chassis and bodies of the then new Whippet set entirely new standards, it was the motor particularly which departed radically from the accepted design and engineering practice followed up to that time. The high speed, high compression Whippet motor with its exceptionally high horsepower for the bore and stroke employed, permitting of exceedingly economical consumption of gasoline and oil, and capable of sustained high speed under all road conditions, readily won it a leading position in American motordom.

Since the first Whippet was introduced two other chassis have followed. While these have incorporated a number of changes and refinements in both the engine and power line design, including the transmission and rear axle, fundamentally there have been no major changes. The new Superior Whippets still follow these basic principles. The new Whippet Four engine, with a longer stroke and increased compression ratio, shows an increased power development of 20 per cent at 3200 R. P. M. and also has a higher top speed than its predecessor.

With no necessity of making radical changes in the design of the motor or power line, Willys-Overland engineers were able to save tens of thousands of dollars in the cost of tools and dies and their manufacturing equipment which usually are necessary with the introduction of a new model and thus permit of an increase in the cost to the purchaser, the use of larger and finer bodies with many high priced car features, the new "Finger-Tip Control" found on the Superior Whippets is another example of how Willys-Overland engineers are again the first to introduce a new feature which undoubtedly will be adopted by other companies.

Abandon Speed Attempts
Leon Duray has abandoned his attempts for the 51-cubic-inch straightaway speed record now held by the late Frank Lockhart. Dr. Duray's second visit to Dry Lake at Murco, Cal., continuous rains covered the surface with several inches of water making for impossible driving conditions.

New Detroit Scheme Allows The Pedestrian And Driver Work Light



Detroit is experimenting with a device whereby a pedestrian, seeking to cross a street where the traffic light is set green continuously, can throw a control and have a green light in his favor 20 seconds. A motorist can accomplish the same by tooting his horn.

DETROIT, (AP)—A device that makes the motorist and the pedestrian alike his own traffic policeman is being tried out by the police at a west side street intersection here. If the device proves workable it probably will be installed at a number of intersections where little traveled streets cross arterial highways.

The installation has been made at Junction avenue, a main highway, and High street, less frequently used thoroughfare. It is a traffic signal that can be controlled by a pedestrian from the sidewalk or by the motorist tooting his horn.

Where under normal operation the signal light at the corner would flash green 20 seconds for traffic moving on Junction avenue and change to red for 20 seconds for cross traffic, the experimental device permits a constant green light for traffic on the main highway unless a pedestrian or motorist desires to cross on High street. A control at the curb enables the pedestrian to change the light from green to red while a motorist may change it by tooting his horn from the spot where he must stop before crossing the main thoroughfare. When the horn is sounded, the vibration strikes a transmitter which effects the change in the light. A horn sounded by a motorist on the main thoroughfare has no effect.

After a motorist has sounded the horn the light will remain green for him just 20 seconds before swinging back to red against traffic on the cross street again. The pedestrian also wins 20 seconds "right of way", by manipulating the lever. The utility of the new device, police traffic officials say, is confined entirely to crossings, not frequently used.

Small Wheel Is Approved Over Period of Time

One of the first master strokes of Chrysler's engineering staff, which met with instant public approval and which today is one of the contributing reasons for Chrysler's consistently increasing popularity, is the small diameter wheel, says L. W. Weeks, local Chrysler dealer.

"Less than five years ago," continued Mr. Weeks, "Walter P. Chrysler placed on the market the first car to bear his name. It was low, it was fast, it was handsome and it proved to be just what the motorist public had been waiting for. It was only a matter of a few weeks before the name Chrysler was known in every town or any size throughout the United States. As has been said, one of the features of this newly designed automobile, which turned the automobile industry topsy-turvy almost overnight, was its lower center of gravity. Many persons argued that its road clearance could not be sufficient. Many manufacturers went so far as to declare it wasn't practical; that it was merely a passing fad and wouldn't last."

"Chrysler engineers, however, had thoroughly studied the problems which this new trend of design presented. Then, two years ago, they pioneered the 18 inch wheel, which has been the Chrysler standard ever since. They had continued so to build the chassis and other under parts of the Chrysler car that standard road clearance was allowed. For months they had worked on one problem, then another, until they had overcome every difficulty in manufacturing a small diameter wheeled car.

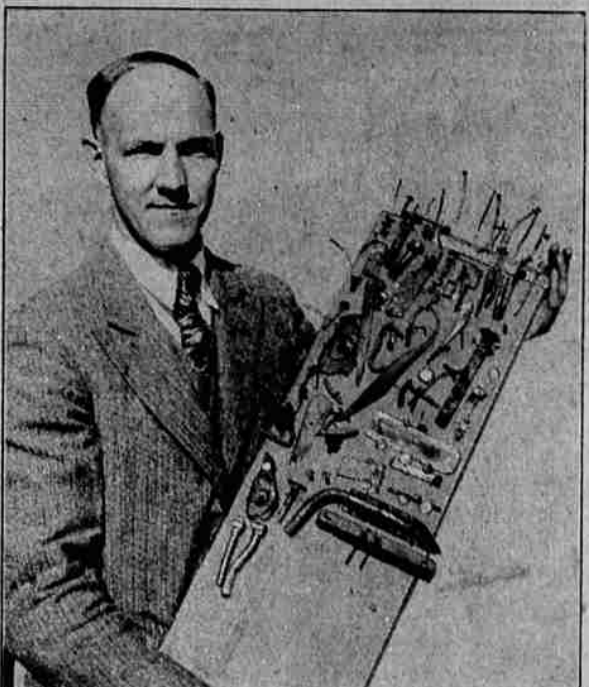
"After the first car had been completed and put through every conceivable test to determine its roadability, the engineers found that they had not only built an automobile which was the equal to any car ever built theretofore in that respect, but actually had many advantages over cars with larger wheels. Also, they had not only enhanced the appearance of their car but had added to the safety of motoring by carrying its weight nearer to the ground."

Cop: Aren't you afraid to leave your raccoon coat there in the rumble seat?

Motorist: It's all right, officer, a friend of mine is inside mind-ing it.—Judge.

of control, Miss Tanner said, Knight ordered her to jump. She threw herself from the cockpit and after waiting a few seconds pulled the ring of her parachute.

Deal Death to Tire Mileage



While the above collection may resemble instruments of ancient warfare, they are very modern and deal sure death to automobile tire mileage. These puncturing objects, all taken from tires, were saved over a period of a few months by E. C. Grow, manager of a Western Auto Supply Company store in Los Angeles. Everything from razor blades to railroad spikes is included in the collection.

General Tire, Rubber Company Sales Run High

Sales of the General Tire and Rubber company for the first quarter of their fiscal year ending February 28th showed a substantial increase over the same period of last year in spite of lower selling prices. This increase was gained through much heavier early shipments to their exclusive distributors for replacement tire business, according to word received by the Jack Allen Supply company.

The General company does not seek any original equipment tire business of the automobile manufacturers and their total output is sold through distributors to the retail trade. The capacity of the General Tire factory has just been increased about 33 1-3 per cent in larger tires and 50 per cent in smaller tires through additions to the Akron plant.

Greater increase in capacity for smaller tires was made to meet the tremendous growing demand for a quality tire by owners of popular priced cars who are swinging to General due to the present low price of tires bringing the General Tire within the reach of everyone.

On the basis of today's prices the dollars and cents difference between the cost of a General and ordinary makes is comparatively small. The demand for the General Tire has been further increased through the New Dual-Balloon "S" tire which is being heavily ordered for car owners who are purchasing now to carry them through the coming higher price period. The new tire is claimed to revolutionize the former Balloon Tire construction in that extra plies of cord fabric have been added for safety and freedom from punctures. Extra riding comfort has been accomplished through special rubber cushions built between the plies. The new Balloon Dual "S" has also proved popular from a price angle since it costs no more than the regular six-ply General Balloon a little over a year ago.

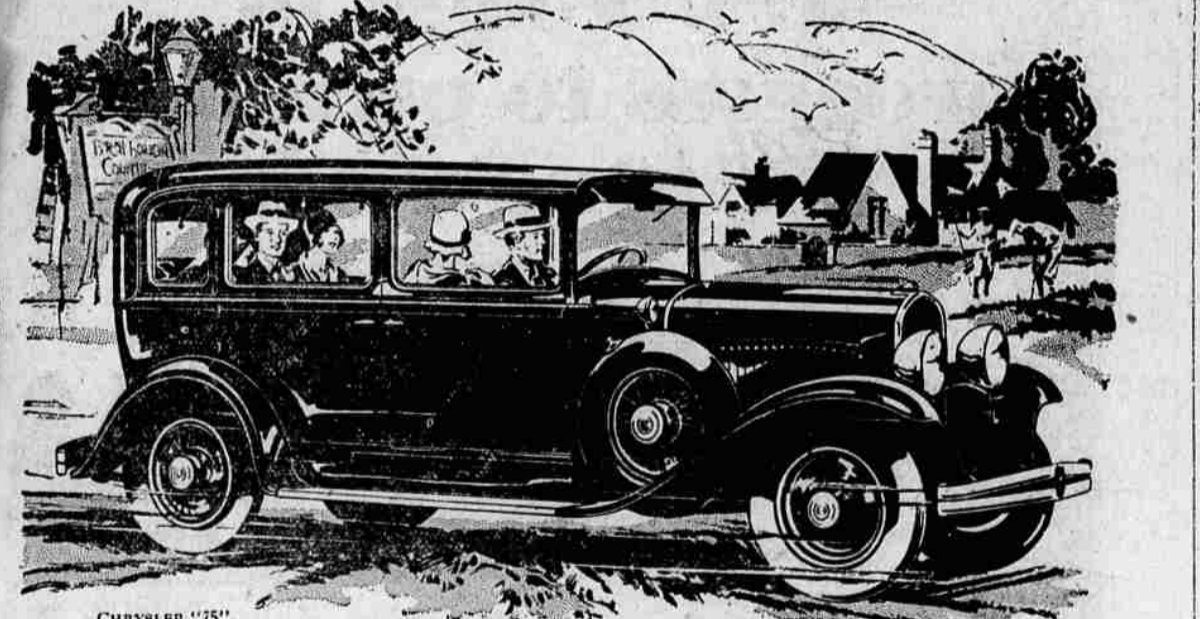
A farm building may often be saved from fire by having water available in hydrants in the barn, garage or hog house or by having running water in the house, says the experiment station. Fire prevention is the only protection from fire on many farms. Smoking may be forbidden, brush fires may be watched, chimneys may be cleaned, grain and storage bins may be ventilated and electric lights may be installed, but in case a fire starts a good water system with water under pressure and hydrants and hose near all buildings forms a ready and reliable defense. Where no running water is available, fire extinguishers are the next best.

Miller Gets New Car
Harry Miller will campaign the speedways again this year with a new car. He is building a new rear wheel drive job in which he is incorporating several innovations, including a water cooled supercharger. The driver for the car has not yet been nominated.
Yagle's Car Rebuilt
Ed Yagle of Philadelphia, owner of the speedway car Keech campaigned last year, is having it completely rebuilt at the Miller plant on the coast. The car was badly wrecked at Salem last fall. A new frame has been installed, a new body designed and built and the engine reconditioned. Yagle has not yet nominated a driver.
Italy is ready for war, says Mussolini, though none is in sight just now. Waiting for the out-side chance, you might say.



The big thrill will come a year from now
There's a bigger thrill in looking at a set of tires that has been on your car a year or two than any new set ever offered.
Then you know you have enjoyed a greater economy than the man who saved a few dollars on "first cost" but has bought several times since.
There is the soundest kind of reason why car owners are swinging to Generals everywhere... because General is the kind of tire you can check up on a year or two years from now and prove to yourself that your cost per mile of service has been considerably less.

Jack Allen Supply Co.



CHRYSLER "75" ROYAL SEDAN, \$1535 (wire wheels extra)

Until you drive a Chrysler— You'll never know real performance

STEP into a Chrysler — "75" or "65." Start to drive. Instantly you experience a difference in performance as real and impressive as Chrysler's outward beauty.

Ever since its inception Chrysler has been the admitted pacemaker in performance for the entire industry. Today, Chrysler is farther ahead than ever.

Because of exclusive features pioneered and perfected by Chrysler through the application of advanced engineering principles, Chrysler reaches new peaks of proficiency in speed, power, pickup, stamina, safety and long life.

Make it a point today to see, to ride in and to drive a Chrysler "75" or "65." Once you learn the difference between Chrysler performance and other performance you'll never be content with less.

New Chrysler "65" prices—Business Coupe, \$1040; Roadster (with rumble seat), \$1065; 2-door Sedan, \$1065. Three other body styles, \$1075 to \$1145. New Chrysler "75" prices—Royal Sedan, \$1535; Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1555. Six other body styles, \$1655 to \$2345. Wire wheels extra. All prices f. o. b. factory.

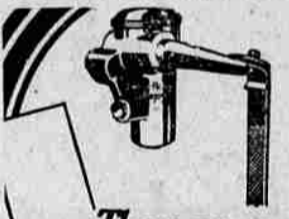
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This is Chrysler Spring Style Show and "Learn-the-Difference" Week
Ask for a Demonstration

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Authorized Service We can install a set of Delco-Remy Lovejoy Hydraulic Shock Absorbers on any one of these cars—and it will be forever free from pitching, sideway and up-throw!

You should know all about the permanent comfort, greater safety and longer car life which Lovejoys provide. Come in and let us explain.

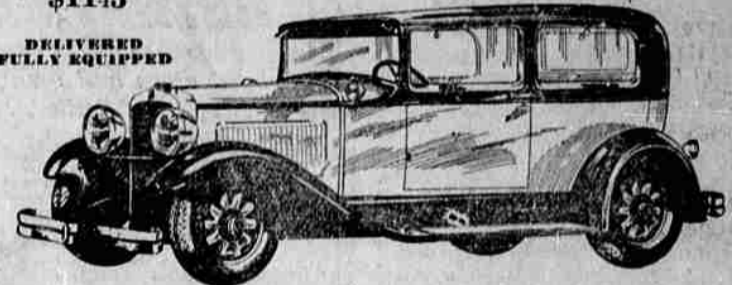
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Battery and Electric Service



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"400" Standard Six Sedan \$1145 DELIVERED FULLY EQUIPPED



Most People Expect "400" Prices to be Higher than they Actually are

PEOPLE who have formed their price-impression of the Nash "400" from seeing this striking new car, and from the enthusiastic comment of "400" owners, are very apt to price it higher than it really is. "400" prices are a big "400" feature. The Standard Six "400" Sedan, illustrated above, is an excellent example of the new value Nash now offers. Here are some of its notable features—features of highest quality which you are not accustomed to expect in a car at its price:

A very powerful, high-turbulence, high-compression, completely-pressure-lubricated motor, with 7 bearings. A lengthened wheelbase, new double-drop, tubular-trussed frame, alloy steel springs, and 4 Lovejoy hydraulic shock absorbers, for unsurpassed riding ease. And complete equipment—full-sized cowl lamps, gasoline gauge and motor on instrument board, bumpers front and rear, spare tire and lock, shock absorbers, freight and handling charges—all included in the delivered price quoted above—nothing more to buy!

10 Sedans from \$1071 to \$2451, delivered, 8 Coupes, Cabriolets, Victorias from \$1060 to \$2023, delivered

The New NASH '400'

Leads the World in Motor Car Value

High compression motor	Aluminum alloy pistons (Unair Struts)	7-bearing crankshaft	One-piece Salon fenders
High Turbulence	New double drop frame	Exterior metalware chrome plated over nickel	Clear vision front pillar posts
Lovejoy shock absorbers (exclusive Nash mounting)	Torsional vibration damper	Short turning radius	Nash Special Design front and rear bumpers
Salon Bodies	World's easiest steering	Longer wheelbase	

McKennon Nash Motor Co.

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