

FIRST DODGE TO DEALER IN USE

Car Reached Nashville, Tenn., in December '14; in Service Since

The first car to Dealer No. 1 in the world-wide sales organization of Dodge Brothers has been found to be the same sturdy performer it was when it rolled off the assembly line back in November 1914, according to word received by L. C. Smith, local dealer.

The veteran touring car was recently traced to Nashville, Tenn., records showing that the car reached that city in December, 1914. Its owner is still driving the car daily, and it has a proud history of long tours through the eastern states and Canada among its recent accomplishments.

The distinction of holding dealer contract No. 1 goes to John Cheek, president of the Cumberland Motor Car Co., of Nashville, who made the first sale of a Dodge car and who still holds the company's franchise for that territory.

The story of his success in the automotive field, and his start with the Dodge agency of Nashville is indicative of the man himself. It was in 1914, when Europe was in the first stages of the World war, that Mr. Cheek first heard that Horve and John Dodge were going into the automotive manufacturing field.

Mr. Cheek and his father, Col. Joel O. Cheek, happened to be in Sandusky, Ohio, when they heard the plans of Dodge Brothers. On approaching them, arrangements

were completed for the first Dodge agency by a deposit of \$1,000 as a guarantee. Without having seen a car, Mr. Cheek placed his order for 300 for the first year, to show his confidence in the Dodge Brothers, and the car they planned to place on the market. Just before Christmas in 1914, the first shipment, consisting of a Dodge touring car crated in a box, reached Nashville by express.

Since that time, the Cumberland Motor Car Co. has expanded to take care of the constantly increasing business in Dodge Brothers car, motor trucks and busses. They have passed through several "saturation points," and now with the number of cars on the highways increasing by the thousands every day, they are enjoying a volume of sales with the present Dodge line that indicates the saturation point is no nearer than it was when they started business nearly 15 years ago.

Chevrolet Coach Testing Newest Radio Equipment

The first scheduled communication by radio-telephony with aircraft in flight will begin next week when the department of commerce plant at the Oakland air port goes into operation. Completed at a cost of \$30,000 this United States department of commerce station is ready for short wave radio-telephony broadcasting of hourly weather reports, giving radio-equipped planes weather information and informing them of landing conditions at important airports along civil airways.

The Oakland radio station is the

first of a series of radio-telephony broadcasting stations to be established along the transcontinental airway. Others will be at Los Angeles, Fresno, Medford, Portland and Seattle on the coast. For the transcontinental airway east the first station will be constructed at Reno, Elko, Navajo, and Salt Lake City.

Twenty-four hour weather reporting service, seven days a week, is planned over this system.

Teletype machines will be connected all over the system. Weather reports gathered by government weather bureaus will be received at the broadcasting stations on these machines and telephoned by radio to planes in flight.

Department of Commerce radio stations will operate in connection with airport weather bureaus; both systems government controlled after July first. These plants here were first established by the Guggenheim Foundation.

Mail planes on both the coastal and transcontinental airways will be radio equipped within 90 days, and all air transport companies are planning to radio-equip their passenger carrying planes.

For the past few weeks a radio-equipped Chevrolet coach has been traveling the adjacent roads to this new station testing the equipment to be used, according to word received by G. L. Larison, local Chevrolet dealer.

The American Legion through its Glendale post has taken over the old Asot speedway at Los Angeles, and renamed the track the "American Legion speedway." Headquarters for the new management have been opened in the office of the Pacific coast branch of the AAA contest board. A schedule of monthly meets is planned.

April Expected To See Increase In Nash Demand

KENOSHA, Wis., Apr. 27.—At a recent meeting of the directors of the Nash Motors company the regular quarterly dividend of \$1.50 per share was declared payable May 1, 1929 to stockholders of record at the close of business April 29, 1929.

The company reported that for the first quarter, covering the months of December, January and February, after all expenses of manufacturing, including depreciation, selling and administration and providing for taxes, state and federal, the net income amounted to \$4,118,570.43 as compared with \$2,604,378.12 for the same quarter a year ago, an increase of 58.1%.

In commenting on the report, President C. M. Nash said, "The management feels that the earnings report is very satisfactory, particularly in view of the extremely cold weather during January and February which prevented dealers through a large portion of the country from taking delivery of cars. Despite these adverse weather conditions January sales ran 77% beyond January of last year, and February exceeded last February 33.1-2%. And with the more favorable weather of March, the first month of our second quarter, the popularity of the new '400' series, which was so pronounced during the fall, again manifested itself with the result that sales rose 44% beyond March, 1928."

"Orders on hand for April indicate that this month will show another great increase in sales and will emphasize again the high

standing of our product with the public.

"Export sales are setting new records also, with business for the first quarter of this fiscal year 25% greater in volume than the corresponding period last year. March export sales showed a further gain with nearly 32% increase over March of 1928."

New Style 70-B Willys - Knight Much In Demand

TOLEDO, Apr. 27.—With many achievements in the background extending over a period of more than twenty years, Willys-Overland's introduction of the new style Willys-Knight "70-B" is considered by leading motor car experts to be the outstanding one in Willys-Knight history.

Although not recently presented to the public, the demand that immediately followed its first showing indicates that it will prove the most popular Willys-Knight of any type ever brought out by the Toledo manufacturer, the largest builder of Knight equipped cars in the world.

This new line is larger than any previous Willys-Knight built in the \$1945 classification. On a chassis of 212 1/2 inch wheelbase, a completely newly designed body is mounted, bringing a new standard of beauty of lines and design to this price class. From the new design of radiator with graceful lines, sweeping back to the rounded curves of the rear quarters, the new Willys-Knight bears no resemblance to former models. It is refreshingly new throughout with exterior color schemes blending perfectly with the smart and spacious interiors.

It is powered by a six cylinder Willys-Knight sleeve-valve engine, with a speed and power development greater than any Willys-Knight car ever offered in the same low price class.

Like all other products of Willys-Overland, the Willys-Knight "70-B" employs the "Finger-Tip Control," which consists of a button in the center of the steering wheel which enables the driver to control all the functions of starting the engine, operating the lights and sounding the horn without changing the driving position.

The new models, done in rich colors, are now being exhibited by all Willys-Overland merchants, who report a keener interest on the part of the public than ever before in Willys-Knight history.

A couple of New Jersey legislators poured a pitcher of ice water over a colleague when he arose to make a speech. It has finally happened—a legislative joke that wasn't on the taxpayers.

TOLEDO IMPROVES

The mile dirt track at Toledo, Ohio, is being improved this year to further meet the requirements

of national racing authorities on safety to drivers and spectators. A track, it is impossible for spectators to sit on the course, while the stretch and this is being continued in progress.



New Beauty, New Comfort and New Smoothness

Beyond comparison among low-priced cars

THE improved Plymouth is today exhibiting new standards of performance, economy, comfort and beauty entirely beyond comparison in the field of low-priced motor cars.



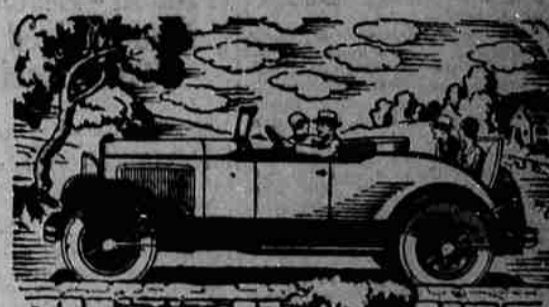
Now more than ever is Plymouth a joy in performance, as it is in comfort, quality and low upkeep. The moment you step inside the improved, Chrysler-built Plymouth you are aware of exceptional comforts. In addition to uncramped roominess, Plymouth has self-conforming seat cushions of lounge-chair restfulness.

Come see the improved full-size Plymouth in all the glory of its new Springtime colorings. Come see how it sparkles and shines in the showroom—and take one out and see how it also sparkles and shines in action.

Chrysler engineers have created many new refinements in Plymouth's famous Chrysler "Silver-Dome" type engine. These include longer stroke and an increase in piston displacement; a heavier crankshaft; larger interchangeable bearings; larger connecting rods; a newly designed system of full-pressure lubrication. These and a number of other improvements have accomplished in the full-size Plymouth a remarkable type of performance, comfort and economy heretofore unlooked for in a low-priced motor car.

Now more than ever is Plymouth brisk and flexible in pickup. Now more than ever is Plymouth smooth and quiet through all gears and all speeds.

PLYMOUTH AMERICA'S LOWEST-PRICED FULL-SIZE CAR



THE FULL-SIZE ROADSTER (with rumble seat), \$275

L. W. WEEKS Greenwood and Jefferson

ESSEX THE CHALLENGER



these important things CHALLENGER TOO!

Hear the radio program of the "Hudson-Essex Challengers" every Friday evening

ESSEX challenges the performance, the style, the luxurious roomy comfort of any car at any price, on the basis that no other gives you back so much for every dollar you put in.

That is why the big buying swing is to Essex. That is why motorists by thousands are switching from past favorites, and trading in their old cars for the big values Essex the Challenger gives. Essex challenges:

IN SPEED—challenging anything the road offers up to 70 miles an hour. IN FAST GETAWAY—any car regardless of size or price. IN RELIABILITY—60 miles an hour for hour after hour. IN FINE APPEARANCE, upholstery and detail—compare with cars in which high price is paid for just those things. IN ECONOMY—compare with cars best known for low operation costs.

And with its superb chassis quality and fine, large bodies—Essex establishes also an outstanding leadership in proved VALUE. It offers a completeness of fine car equipment formerly identified only with costly cars, and available, when at all, only as "extras," at extra cost on cars of Essex price. Check these items when you buy—they

represent easily above \$100 additional value. But they do not cost one cent extra.

The performance ability of Essex the Challenger is due in no small part to its Super-Six motor. Thus, while it is a "Six," no one who knows can regard any other "Six" as being comparable in the power it delivers.

Essex is built by Hudson under famous Super-Six patents. No one can copy or match it. The fundamental and exclusive Super-Six principle—developed in one million motors and over 12 years of continuous service, stamps Essex as the unapproached "Six" in every particular of performance, smoothness and reliability.

Ease of Buying FOR INSTANCE, in this city your first payment, with your present car included, may be as low as \$300, and your monthly payments \$38.87. Your present car will probably cover the entire first payment. The H. M. C. Purchase Plan offers the lowest terms available on the balance.

Ease of Owning

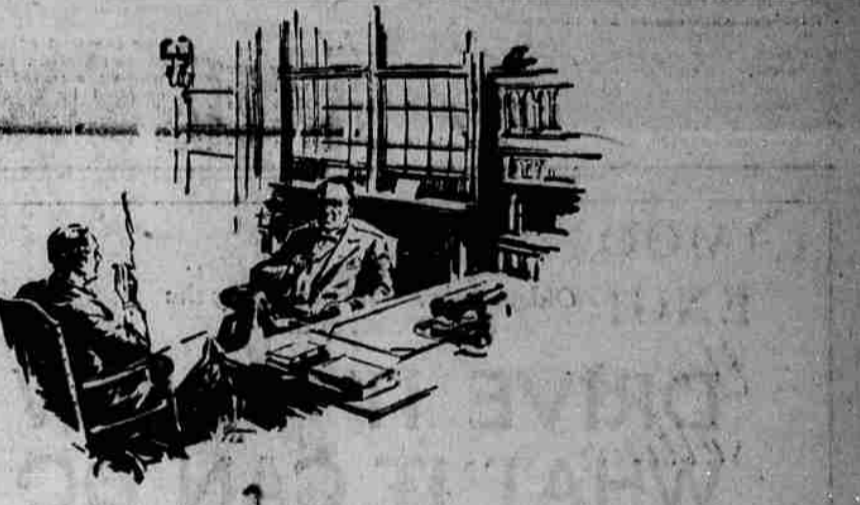
On our own streets Essex the Challenger, under competent observation, averaged 20 6-10 miles per gallon. The average owner in this city can expect 18 to 20 miles and upward. Commercial users operating large fleets of Essex cars say that service and maintenance costs, covering millions of miles of operation, are lowest of any car ever tested.

Wide Choice of Colors at No Extra Cost

The variety is so great you have almost individual distinction

Coach	\$495
2-Door Coupe	\$495
Phaeton	\$495
Coupe	\$495
(with rumble seat)	\$725
Standard Sedan	\$725
Town Sedan	\$595
Roadster	\$595
Convertible Coupe	\$995

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gauge for gas and oil—radiator shutter—saddle lamp—windshield wiper—dust proof rear view mirror—electrolock controls on steering wheel—all bright parts chromium-plated.



From one banker to another—

"The car to buy is CHRYSLER"

A certain prominent banker heard that another banker, a good friend of his, was considering the purchase of a new motor car.

Impelled by a friendly desire to be helpful, the first banker took the time and trouble to write the letter from which we quote:

"I now have my second Chrysler," the letter reads. "And with all due respect to the many excellent cars I have owned, I must say that both the Chrysler '72' and '75' have shown more ability than any of the other cars I have ever owned. And, too, ability of more than one kind.

The Chrysler has roadability. In traffic congestion or on the open road, it is both spry and safe.

*Names of both bankers on request.

"It has durability. Out of 4 cents per mile I set aside in a special fund, to take care of tires, repairs, replacements, insurance, taxes, license, and depreciation, I found, after paying the difference between my car and the new one, I had \$116 left.

"It has dependability. There was never a time when I was delayed a single minute (and you know I travel on a rigid schedule), in keeping my appointments or making my destination as per program.

"And last, but by no means least, especially when we are buying for our good wives, it has respectability. I think my daughter expressed the feminine mind when she said: 'Dad, your Chrysler is such a respectable car. One feels toward it very much the same as one does about cultured or refined people; just naturally liking to be seen in company with them.

"One would almost think that I was writing an advertisement or a testimonial, but this message is neither; it is simply a word of appreciation passed on from one friend to another, of a splendid piece of high-class merchandise."

Acting on this strong recommendation—plus his own knowledge of Chrysler prestige—the other banker bought a Chrysler.

There could be no better evidence of the merit and value that enable Chrysler to make and hold true friends.

CHRYSLER "65"—Business Coupe, \$1242; Roadster (with rumble seat), \$1205; 2-Door Sedan, \$1265; Touring Car, \$1275; 4-Door Sedan, \$1145; Coupe (with rumble seat), \$1145; CHRYSLER "75"—Royal Sedan, \$1535; Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1535; Town Sedan, \$1655; Crown Sedan, \$1655; 4-Door Sedan, \$1655; Convertible Coupe (with rumble seat), \$1795; 5-Door Sedan, \$1795; Convertible Sedan, \$2145. Wire wheels extra. All prices f. o. b. factory.



CHRYSLER "75" ROYAL SEDAN, \$1535. Wire wheels extra.

BLUE MOUNTAIN GARAGE

M. A. HARRISON, Mgr.

Opposite P. O.

L. W. WEEKS

Greenwood & Jefferson