

Willys-Knight, Whippet Sales Beat Old Mark

TOLEDO, O., May 13—Willys-Overland achieved the greatest April sales record in its history with a total sale of 49,248 Whippets and Willys-Knights. This is a marked increase over the April, 1928, sales which, up to the present year, held the all-time April record.

A significant fact in the April business, which will have an influence in profits for the month, was the greatly increased sale of the company's higher priced models. Sale of the Willys-Knight "70-B" models and the Whippet six line constituted 50 per cent of the total sales, the remaining 50 per cent covering the Whippet Four line. Compared with March of this year, April Whippet Six sales show an increase of 30 per cent while an increase of 11 per cent is shown in Willys-Knight sales.

A conservative analysis of Willys-Overland profits for the month indicate that April, 1929, will show an increase of 60 per cent over the same month of last year.

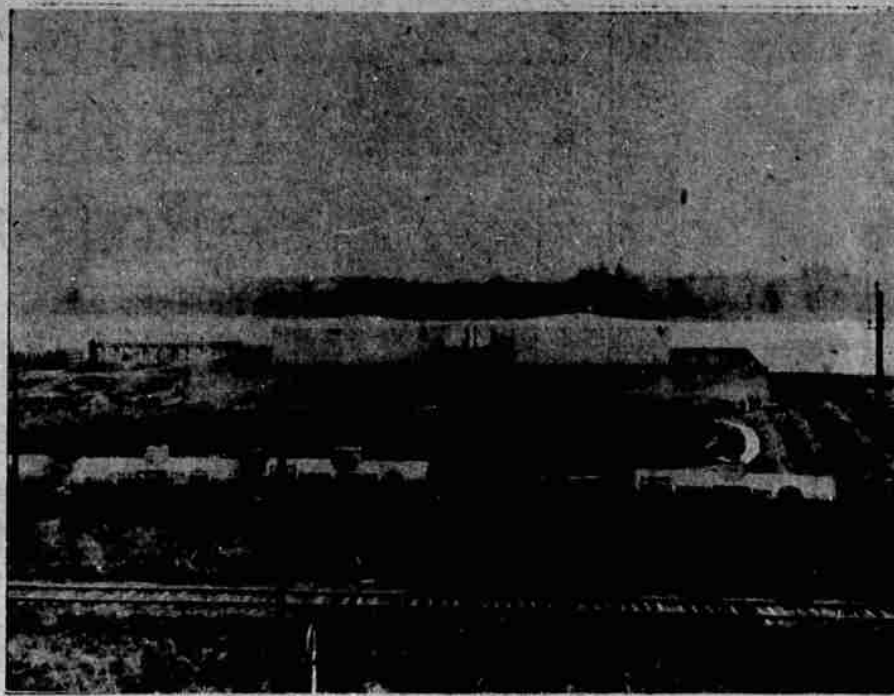
May orders indicate a continuance of the present big volume, with production in all lines at capacity to meet the sales demand.

Dirt Track Season Opens

Along with the budding of trees and spring blossoms, dirt track racing on the horse tracks and dirt motorbikes regularly takes its vation has been made by the complete. More than 150 dirt race-est board in charge of sanctioned racing.

A 33-carat diamond was found in Africa the other day. Wonder who will get it—Peggy Joyce or Texas Gulnan?

TO ENLARGE STORAGE, LOADING FACILITIES



According to Mr. A. B. White, district manager for the General Petroleum Corporation, approximately \$200,000 is to be spent during the next three months in enlarging the storage and loading facilities at the corporation's Linnton terminal. Present plans provide for the construction of two 59,000 barrel storage tanks, additional spur tracks and loading

spouts. The storage tanks will be covered with Gallagher Floating roofs and will be enclosed in a 26 foot concrete firewall, said to be the highest yet to be constructed in Oregon.

Mr. White points out that to the average motorist reference to storage tank capacities in terms of barrels may be somewhat misleading. To really have a clear conception of the vast size of the two 59,000 barrel tanks now being built to accommodate Violet Ray gasoline it is necessary to reduce the total storage capacity to terms of gallons, the measure regularly employed at General Independent Dealers' stations. When this is done it is found that each tank will accommodate 2,478,000 gallons of Violet Ray gasoline or a combined storage just short of five million gallons. The motorist with a statistical turn of mind might find it interesting to figure out how far his own car would travel if powered with this quantity of Violet Ray gasoline.

CHRYSLER CAR IS POPULAR WITH BOXERS

Chrysler cars are increasing in popularity with the boxing public of Pittsburg. Jack Dempsey recently added an Imperial Sport roadster to his fleet of Chrysler cars. His lead was quickly followed by the purchase by William L. ("Young") Stribling, Georgia heavyweight, of his fourth Chrysler, a "75" royal sedan. Then "Tommy" Grogan, contender for the lightweight crown, selected a similar car for his personal use. Not to be outdone, Ray Miller, also a leading lightweight, last week bought a Chrysler "75" roadster, while in Detroit training for his match with "Billy" Petrolle.

A headline in a Kansas paper says "BOXERS CAN PLAY GOLD NOW". But the story was only about conflicting dates of two conventions being straightened out.

Studebaker Lock Makes Car Safe, Dealer Declares

The substantial dollars and cents value of an effective anti-theft lock on your motor car is emphasized by a comparison of 1929 theft insurance rates in effect in several of the larger cities in the United States.

According to M. J. Goss, the co-incidental lock pioneered by Studebaker in 1924 is responsible for low theft insurance premiums which save Studebaker owners as much as \$24 a year per thousand dollars in coverage.

Theft insurance rates are based on what might be called the cumulative theft experience of any particular make of car in the particular city where the car is insured," says Mr. Goss. "It is interesting to note that in hardly any two cities is the rate for the same make of car the same, but it is highly significant that in city after city Studebaker owners enjoy lower theft rates.

"In Chicago, for example, where theft rates are uniformly higher than in most other cities, Studebaker owners pay anywhere from \$1.00 to \$24.00 less per thousand dollars coverage than owners of competitive cars. In New York Studebaker owners save up to \$21.00 a thousand. In Minneapolis the savings range from fifty cents to \$11.50, and in Atlanta, from fifty cents up to \$13.50.

"The reason for these substantial savings lies in the foresight of Studebaker engineers, who in 1924 pioneered the co-incidental lock as an item of standard equipment of all Studebaker built cars. The lock controls both steering and ignition, and is so conveniently mounted on the steering column that its use becomes a matter of habit rather than a special precaution. Simply turning off the ignition and removing the key leaves the car securely locked. One turn of the key and the car is ready to be started again."

LONDON (AP)—

Sir William Joynton-Hicks, home secretary, has urged magistrates to impose longer prison sentences on culprits to give the state a chance to reform criminals. He said short sentences balked prison authorities' efforts to make their institutions remedial.

GENEVA (AP)—

France has notified the international labor office of its ratification of the 1920 convention providing unemployment indemnity for seamen whose vessels are wrecked or founder and also the 1921 convention which grants to agricultural workers the same rights to organize as are possessed by industrial employes.

Soon to Become Mrs. Coolidge



On a recent visit to Washington, Miss Florence Trumbull, fiancée of John Coolidge, son of the former president, posed for this striking studio portrait. Their engagement has already been announced. Miss Trumbull is a daughter of Governor Trumbull of Connecticut.

Dodge Senior Blazes Trail For Motorists

When you drive comfortably along with accurate road maps through sparsely settled country on hard dry roads, the hardships and dangers experienced by men who blazed the trail in the spring and made those maps, probably never occurs to you. Yet each year new maps have to be made to insure motorists' comfort and safety as new roads and new resorts are opened. And each year these trips must be made long before the average driver would venture far from home, says L. C. Smith, local dealer.

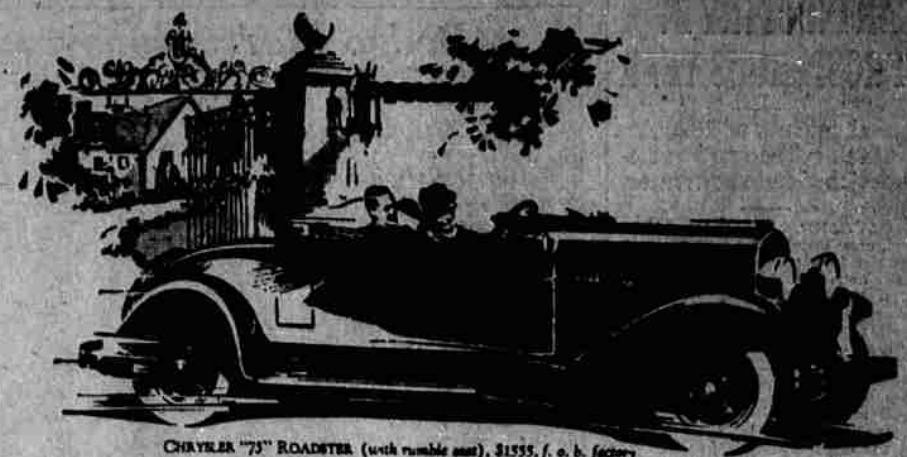
Racing against rising flood waters, sweeping over ice covered roads and splashing through mud and water that at times completely covered the wheels, a Dodge Brothers Senior Six piloted by members of the new research division of the Detroit Automobile club recently finished such a trail-blazing trip through Northern Michigan so the half million summer tourists of the state may safely and comfortably follow the charted routes found by this scout car. Since December, the car has been driven 8,000 miles to chart roads for tourists, as continued.

The last trip covered 1,700 miles and required one week of practically continuous night and day driving over every kind of highway from new concrete pavement to gravel roads under water, so that the route had to be determined by following a line of broken telephone poles. Dependability of the car was essential in making the trip. Tourist camps, new resorts and historical data were noted in maps and touring information could be ready for motorists, who each year spend their vacations in Northern Michigan.

"We were never halted once in the entire trip," said Harry N. Rogan, official road scout who drove the car, "and luckily were able to pull a few more unfortunate motorists out of the mud along the way. On a run of five hours and forty-five minutes in one day, we maintained an average speed of 67 miles an hour. Perfect brakes and the Senior's roadability were factors in safely keeping up this speed."

English Dirt Tracks

Dirt track racing as conducted over the American horse trotting tracks is coming into favor in England. One of the older English motoring clubs plans to run a series of such events as are common to American trotting course, but is preparing to start the program with motorcycle events.



CHRYSLER "73" ROADSTER (with rumble seat), \$1355, f. o. b. factory

When you say Chrysler you say Performance

So marked is the difference between Chrysler performance and all other performance that in appraising other cars the motor-minded almost invariably use Chrysler as the standard of comparison.

All phases of Chrysler designing and engineering are carried out with absolute precision and balance—with the inclusion of new ideas, new refinements and new simplicities, growing out of endless research and a fixed habit of advanced thinking.

Furthermore, Chrysler durability and long life, have been demonstrated in the hands of hundreds of thousands of owners through millions of miles of economical operation.

And all of these things—performance, long life and economy of upkeep, together with Chrysler's individual beauty and style—are available in Chrysler "75" and "65" at prices far lower than those of cars which seek to compete with Chrysler quality.

CHRYSLER "65"—\$1040 to \$1145
Six Body Styles

CHRYSLER "75"—\$1535 to \$1795
Eight Body Styles

All prices f. o. b. factory. Chrysler dealers attend convenient time payments

CHRYSLER

CHRYSLER MOTORS PRODUCT

L. W. WEEKS
Greenwood and Jefferson

LOOK OVER OUR WANT ADS FOR BARGAINS

"Plenty of room for my long legs"

-AND I'M SIX-FOOT-THREE"

Never before has there been offered such big car comfort at such a low price. Longer wheelbase and larger bodies give the new Superior Whippet—Fours and Sixes—the roominess of costlier cars. The form-fitting seats are broader and heavily upholstered, enabling passengers to enjoy restful, relaxed positions at all times. Exceptionally wide doors afford easy entrance and exit.

No other low-priced car has all these vital advantages: Full force-feed lubrication, silent timing chain, "Finger-Tip Control," oversize balloon tires, invar-strut pistons, extra big four-wheel brakes, higher compression engine giving more speed, pick-up and power—and, in the Six, a heavy seven-bearing crankshaft.



WHIPPET 6 SEDAN

Down payment only
\$333

Balance in 12 easy monthly payments. Line includes Coupe, Coach, De Luxe Sedan, Roadster.

WHIPPET 4 COACH

Down payment only
\$246

Balance in 12 easy monthly payments. Line includes Coupe, Sedan, De Luxe Sedan, Roadster, Touring, Commercial Chassis. All Willys-Overland terms. F. o. b. Toledo, Ohio, and specifications subject to change without notice.

NEW SUPERIOR

Whippet

FOURS SIXES

WILLYS-OVERLAND, INC., TOLEDO, OHIO

Gettings & Hanks

Jefferson Ave.

INJURED-BODIES FENDERS-REPAIRED

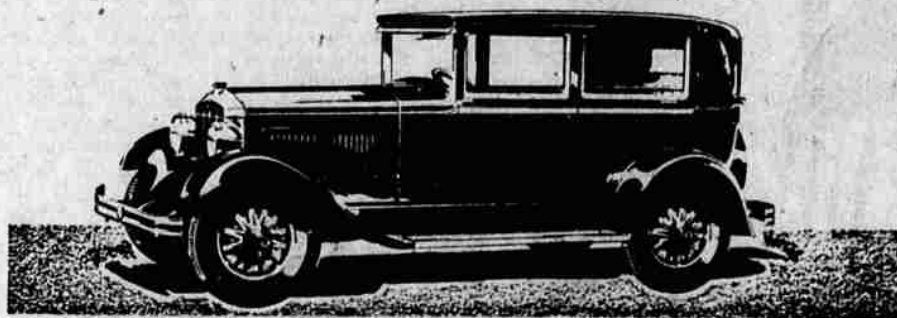
Smashes will happen—but in this fully equipped shop all traces of the injuries are properly removed by the highest grade auto coachwork.

Making your injured car look like new is OUR BUSINESS—and we know it thoroly.

Auto Body and Fender Shop

209 Greenwood P. O. Daniels

New DURANT Four-Forty



LONGER AND LARGER than any other low-priced FOUR

Greater riding and driving comfort, increased safety at high speeds, & more pronounced beauty of lines are the important advantages made possible by longer, adequate wheelbase. Drive this larger, roomier Durant Four... and then drive all other low-priced Fours. A Durant superiority will be noticed instantly. Longer wheelbase is a typical feature of Durant's better construction. The world-famous Red Seal Continental Motor, Masury patented Rubber Mounting, Nelson Bohmalite Invar-Strut Pistons, Morse Silent Chain Timing Drive, Full Force Feed Lubrication, Bendix Four-Wheel Brakes and many other high-quality features.

Durant Six-Sixty

TWO-DOOR SEDAN
\$695

F. O. B. LANSING, MICHIGAN

World's Finest Low-Priced Car

DURANT FOUR
TWO-DOOR SEDAN
\$555

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PETERSON DURANT CO.
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