

CHEVROLET SHIPS MILLIONTH "SIX"

Never in Industry's History has Achievement Been Equalled.

DETROIT, Aug. 17.—One million six-cylinder Chevrolets have been placed on the road since the first of the year.

This sensational announcement, indicating as it does the great popular appeal of the new six cylinder car, was made at the central offices of the company here as assembly plants in various parts of the country were operating on the biggest summer production schedule in the history of Chevrolet.

Never in the history of the industry has any other manufacturer equalled the achievement of placing a million six cylinder cars on the road in less than eight months. In fact, according to observers, this is more than three times as many six cylinder cars as were ever produced by a manufacturer during a like period.

Made Aug. 5

The record-making model, probably the most famous of all Chevrolet record cars, rolled off the assembly line at the Buick Plant, Mich., plant on August 5. It is being shipped to a dealer in the new Imperial sedan, introduced a few weeks ago. The gleaming record-breaker was welcomed at the end of the assembly line by W. K. Hudson, president, and other high Chevrolet officials.

Without any ceremony the car left the plant for Detroit where it will be presented as one of the interesting exhibits that are to be a part of the mammoth Chevrolet sales convention in Detroit, August 14-16-18. The entire Chevrolet sales supervisory force of nearly 2,000 men will be on hand for the biggest convention of its kind ever held by the company.

The rapidity with which Chevrolet marched on to the record of a million sixes in less than eight months will be noted from the following tabulation of the dates when the various epoch marking sixes were on the road:

First Six	Jan. 1
100,000 Six	March 9
200,000 Six	April 24
300,000 Six	June 12
400,000 Six	August 5
500,000 Six	September 1
600,000 Six	October 1
700,000 Six	November 1
800,000 Six	December 1
900,000 Six	January 1, 1929
1,000,000 Six	August 5, 1929

Nearly every state in the Union had a share in the building of the million sixes. Pennsylvania, Ohio and Michigan furnished the steel; the South and the West supplied the wood; the South and the Northwest provided the cotton and wool; the rubber came from Ohio, Illinois and California; the glass from Pennsylvania, Ohio and Illinois and the Duco and enamel from England; the Duco and enamel from more than 85,000 carloads of materials were used to produce the million sixes.

Upsets Previous Precedents

As officials point out, the achievement is even greater than during the same period of 1927 or 1928, during which years the Chevrolet Motor Company was the world's largest builder of automobiles. Furthermore, the change made by Chevrolet January 1 from four-cylinder production to six-cylinder production has upset all previous precedents in the low priced field by causing the production of six-cylinder cars to exceed their production of four-cylinder cars for the first time in automotive history.

It is also significant to note, from automobile registrations, that since January 1, 1927, the Chevrolet Motor Company has built and produced to date more automobiles than any other manufacturer in the world. Also, Chevrolet sales for the first time in the history of the company were greater in July than they were in June, which still further emphasizes the constantly increasing popularity of the new six-cylinder car.

CAPPER PAYS VISIT TO WEST ON VACATION

Many agriculturists of the West today are well acquainted with the policies of United States Senator Arthur Capper, and the steps being taken in Washington to aid the farmers of the nation following the visit of the noted farm bill leader to various sections of California last week. Combining business with pleasure, the senator is passing his vacation, making a survey of agricultural conditions in Western and Southern states.

While in the San Francisco Bay

district, according to a message received here by Mr. Peterson, local Durant dealer, from officials of the Durant Motor Company of California, Senator Capper conferred with farm owners and ranchers from many Pacific Coast regions. After listening to their opinions regarding tariff protection, farm relief, and other topics of equal importance at the present time to farmers of the nation, the noted Kansan made known his stand in behalf of growers and their produce.

Spiced by many civic leaders, representatives of chambers of commerce, and others in the Bay counties, the Senator was taken on a tour of Northern California in a center as part of a program arranged for his entertainment. Enthusiasm in the quality and variety of products produced in the territory he visited was expressed by the Senator. Local interest, the communication to Mr. Peterson states, he had much praise, too, for the farmer owners of the West.

Visiting a number of industrial plants in and about San Francisco, including the Western Durant factory, Senator Capper gained first-hand knowledge of the sensational advances of all lines of enterprise. His hosts pointed to the growing numbers of Eastern manufacturers who have recognized the importance of the great markets here and in trans-Pacific territories, and are building factories on the West Coast.

FRONT DRIVE TO ENTER U. S. FIELD

(Continued From Page Seven)

Front drive to sweep aside its opponents in the building of an eye. And even if it were thoroughly approved, there still would be obstacles in its path. At the present, it will cost more to produce than the great mass of our buyers would be willing to pay. At first, production will be slow at a result.

There is the further point to be considered that the bulk of the machinery for building the front-drive mechanism must be built in Japan. This, naturally, adds to its marketing cost and slows its progress.

But the engineers who are sponsoring the innovation, so-called, feel that they are well entrenched. They assert that their will be an automobile that will waste less power and will be capable of performing under even more difficult conditions than the machine now driven in the rear. An expert motorist, amidst with undoubted interest their proof in the tangible form of the cars themselves.

Auto Buyer Of Present Knows Much of Motor

The motor car buyer of today differs radically from the buyer of former years, according to automobile salesmen who have been in the business almost from the start of the motor industry. In days past there were very few factors that the buyer took into consideration in a mechanical way, chiefly because he paid very little attention to engine, chassis, design, style, quality or craftsmanship. He was mainly interested in price and had to take the salesman's word for its mechanical superiority.

Today's car buyer, other than an economist, is entirely different, according to hundreds of Willys-Overland salesmen who have made a careful study of the motor knowledge of the average buyer.

It is revealed that the modern car buyer not only has more than ordinary knowledge of the mechanical side of a car but that he readily understands the functions of an engine, and shows an unusual knowledge of methods of construction as well as mechanical features that are incorporated in the car's design.

This knowledge, according to the consensus of the Willys-Overland salesmen, is shown to a remarkable degree in the unusual wide demand for the Whippet Six, which has been termed the lowest priced six with outstanding mechanical features in addition to its beauty of design, larger bodies, more power and speed and economical operation. Perhaps the leading mechanical feature in these cars is in which the buying public has shown a keen appreciation is the seven-bearing crankshaft. It has been apparent to the public realize that it is necessary for a six cylinder engine, regardless of its price, to employ a heavy, seven-bearing crankshaft in order to provide smooth and quiet performance in every driving range. Other features

In these new cars in which the public shows a high appreciation, as evidenced from the sales demand, are full force feed lubrication, "Pinger-Tip Control," silent timing chain, lever-actuated pistons, extra long wheelbase and oversize tires.

Each of these features is considered vital in the construction of a motor car and admittedly add a value in performance, comfort, safety and durability.

Minnesota has discovered several cases of rum-running by airplane. Aviation certainly is making great strides in American commerce.

HORSE SENSE

"It seems to the Court," said the traffic judge, "that the crying need in motordom isn't more horsepower, but more horse sense."

TAKING NO CHANCES

It was along a beautiful stretch of highway and the telephone line

along the way was in the hands of a repairman. She was driving, and she exclaimed, "do they think I never drove a car before?"

In these days of high-powered press agents you have to be just a little suspicious of a story about a man biting a dog.



Courtesy

There's a full measure of courtesy that goes with every gallon of gasoline you buy at our filling station. We appreciate your patronage—and we like to take a little extra effort to prove it. You will find our attendants prompt, courteous and reliable. Try our service—you are sure to like it.



PLAYLE OIL CO.

SUPER SERVICE STATION

Dunlop Tires—Greasing—Washing

"Always As Near As Your Phone."



Plymouth excels in motor car Essentials

THE four things to consider most in selecting a motor car, are: The body, wherein you ride; the engine, which makes the car go; the brakes, on which your safety depends; the first cost and the economy of operation and maintenance, which affect your pocketbook.

ROOMIEST, STRONGEST, MOST STYLISH BODIES

Plymouth bodies are full-out-measuring the entire low-priced field in leg-room, elbow-room and head-room. Plymouth bodies are the strongest to be found on any automobile at either a low or a medium price. Plymouth bodies are fortified for silence and safety, yet smartly styled.

SUREST, SAFEST BRAKES

The full-size Plymouth is by far the safest low-priced car on the road. It is the only low-priced car with Chrysler weatherproof four-wheel hydraulic brakes always equalized.

LOW UPKEEP COST

The Plymouth is America's lowest-priced full-size car. More than that—its simple, rugged and efficient engine benefits you by a remarkably sparing use of gasoline and oil.

PLYMOUTH
AMERICA'S LOWEST-PRICED FULL-SIZE CAR

L. W. WEEKS
Greenwood and Jefferson

"A Big Fellow surely likes those extra-wide doors"



WHIPPET 6 COACH
Down payment only

\$300

Balance in 12 easy monthly payments. Line includes Coupe, Coach, Roadster, Commercial Chassis. All Willys-Overland prices. f. o. b. Toledo, Ohio, and specifications subject to change without notice.

WHIPPET 4 SEDAN
Down payment only

\$267

Balance in 12 easy monthly payments. Line includes Coupe, Coach, De Luxe Sedan, Roadster, 4-pass. Roadster, 4-liggett Roadster, Touring, Commercial Chassis.

ROOMINESS AND COMFORT IN THIS LOW-PRICED BIG CAR

The Whippet, with its longer wheelbase and larger bodies, has roomy interiors, comfortably upholstered. Exceptionally wide doors afford easy entrance and exit. The broad, deeply cushioned seats have form-fitting backs.

Outstanding beauty of design has won for the new Superior Whippet the position of style authority in its class, while engineering features usually found only on higher-priced cars are giving thousands of owners an advanced idea of what "full value" really means.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

NEW SUPERIOR WHIPPET

FOURS AND SIXES

Gettings & Hanks

Jefferson Ave.

Special Low Prices

SEAT COVERS

These Perfect-Fit Seat Covers add to the appearance of your car—save wear on upholstery, and protect your clothes. While they last we offer unusual bargains for the following cars:

CHEVROLET—FORD "T" AND "A"

WHIPPET—STAR-DURANT

\$5.00 - \$8.00 - \$12.00

LAZY BACK CUSHIONS

Extra Special 90c

Auto Body and Fender Shop

209 Greenwood P. O. Daniels

ANNOUNCING A VARIETY OF COLORS on the Chevrolet Six at no extra cost!

In keeping with the progressive policies that have carried Chevrolet to record-breaking heights of success—the new Chevrolet Six is now made available in a wide variety of colors at no extra cost.

Still further enhancing the inherent beauty of the marvelous bodies by Fisher, these striking new colors give to the Chevrolet Six an order of smartness unapproached in any other low-priced car in the world.

And when you drive the Chevrolet Six, you will realize that its performance is equally as outstanding as its beauty. It flashes away at the traffic signal. It tops the steepest hills with an abundant reserve of power. The steering wheel responds to your slightest touch. And the quiet, non-locking, four-wheel brakes are unusually quick and positive in action.

Come in today. See this sensational Chevrolet Six which actually sells in the price range of the four.

The Roadster, \$525; The Phaeton, \$525; The Coach, \$595; The Coupe, \$595; The Sport Coupe, \$645; The Sedan, \$675; The Imperial Sedan, \$695. All prices f.o.b. factory, Flint, Mich.

COMPARE the delivered price as well as the tax price in considering automobile values. Chevrolet's delivered prices include quite reasonable charges for delivery and financing.

LARISON CHEVROLET Co.

Next to Observer G. L. Larison Manager Phone Main 2

A SIX IN THE PRICE RANGE OF THE FOUR