

WHIPPET PRICES AT NEW FIGURE

Sedan Model Brought to Level Making it Lowest Priced in America.

TOLEDO, O., Feb. 1.—(Continued from page 1)...

This action was taken as definite evidence of the company's determination to make a substantial contribution to the nationally prevailing spirit to achieve thrift...

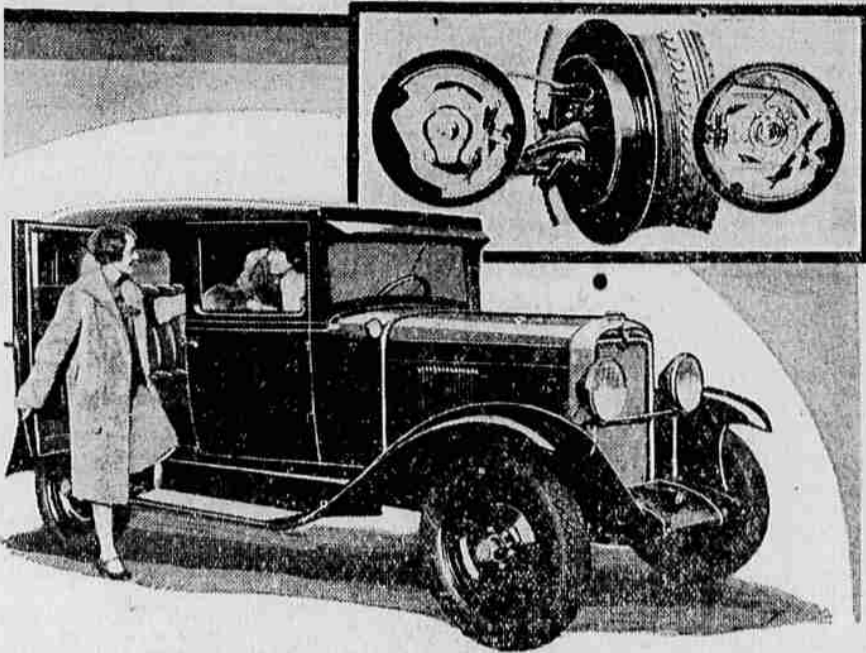
President L. A. Miller stated that "Whippet has been one of the most satisfactory cars ever produced, from the standpoint of cost of operation and service charges..."

"When we introduced the Whippet more than three years ago, it brought to the light car field such advanced engineering principles that we were justified in predicting that other light cars would follow its example to become obsolete..."

"Full fore-and-aft lubrication is used only on Whippet in the low price range and this obvious advantage is all the more notable by recalling the fact that practically all expensive cars employ this method of lubrication..."

"Our engineering research and testing to constantly improve the Whippet in design, performance and economy have been continuous since the day the Whippet

Chevrolet Adopts New Improved Brakes



Pictured here is the sensational new Chevrolet Six Sedan, with an inset of the new internal-expanding four-wheel brakes...

the manufacture and sale of this type of car."

GLIDER LANDS SAFELY FROM BIG DIRIGIBLE

LAKEHURST, N. J., Feb. 1 (AP)—An object that looked no larger than a dragon fly, attached to the whale like belly of the dirigible Los Angeles...

The Los Angeles rose into the air, with the glider's 125-pound pilot, Lieutenant Ralph S. Bramby at the single control of his small plane...

From the ground the glider was seen to nose down gracefully, settling without having been disattached from the Los Angeles. Clear of the dirigible pilot of the United States, leveled off and began circling the field...

CATERPILLAR CO. TO HOLD SCHOOL

Bunting Tractor Company Announces Event for February 6, 7 and 8.

Competent, thorough-going instruction of a practical nature in both maintenance and operation is assured those attending the "Caterpillar" school Feb. 6, 7 and 8...

It is the desire of both the dealer and the factory to have men who can answer the questions of those attending the school, consequently the Caterpillar Tractor Co. has chosen as instructors men known for knowledge of field conditions rather than for mere speaking ability.

Two Experts Coming J. F. Goss and Otto R. Zentner will represent the factory here...

Mr. Zentner, in charge of care and maintenance instruction, has been with the Caterpillar Tractor Co. and its predecessors the past eight years, much of which time he spent as a service man in the field...

The Bunting Co. has prepared to accommodate a large attendance and has invited all owners, operators and all those interested in power farming machinery.

Mr. Zentner, in charge of care and maintenance instruction, has been with the Caterpillar Tractor Co. and its predecessors the past eight years, much of which time he spent as a service man in the field...

Oregon 1930 Tags Black And Orange

SALEM, Ore., Feb. 1 (AP)—Secretary of State Hoss announced the motor vehicle license plates for 1930 will be of black background with orange numerals and letters...

DODGE OUTPUT JUMPS 116 PCT.

Orders Placed by Dealers Surpass Expectations of Sales Officials.

DETROIT, Mich., Feb. 1.—Substantial increases in production schedules for January were announced yesterday by Dodge Brothers. Orders placed by Dodge Brothers dealers at their recent convention in Detroit and the splendid reception of the new six and the new eight received from the public at the New York Automobile show, has made necessary an increase of 33 per cent in the original production schedule of the new low-priced six, and an 83 per cent increase in the original production schedule of the eight-cylinder model.

"These increased production schedules," said C. W. Matheson, the general sales manager, "bring to light the interesting fact that American industry apparently is returning to its normal stride more rapidly than was anticipated in appraisals made prior to January 1st by business and industrial leaders in all parts of the country."

"In spite of these large increases the output for the month will still be insufficient to meet the demands," continued Mr. Matheson. "The reception that has been accorded Dodge Brothers new six and new eight wherever they have been shown has been enthusiastic beyond all expectations. The fact that these pronounced increases in production had to be made before the new cars were universally announced and displayed affords ample proof of this statement. In many sections of the country the new cars will not be shown to the public for another week or more."

"Apparently the heavy demand for these cars is due largely to their brilliant performance. Letters from dealers in every part of the country proclaiming the unusual power, economy, comfort and flexibility of the new six and eight are pouring into the factory daily."

"The instant popularity of these new cars proves that the diagnosis of the 1930 motor car market by Dodge Brothers in particular and by the industry in general was correct."

"In reentering the popular priced field where the outstanding reputation of Dodge Brothers was established, an enthusiastic market exceeding every forecast has opened up for the new six, which is the lowest priced closed car and the lowest priced six cylinder car Dodge Brothers has ever produced. Invading with the new eight-in-line, an entirely new field, we have found that the trend of the industry toward a popular priced, eight-cylinder automobile is fully justified."

Dodge Sisters Visit Dodge Brothers



The Dodge Sisters, Beth and Betty, international radio and musical comedy stars appearing with Ted Healy in "A Night in Venice" were guests of the Dodge Brothers Corporation recently while playing in Detroit...

CHEVROLET PRICE CUT \$25 TO \$50

Reductions are Announced in Detail—Made Possible by 1929 Success.

DETROIT, Mich., Feb. 1.—Announcement recently substantially

reduced prices of the new 1930 Chevrolet six, at the same time that the car embodying many distinct improvements made its public bow, created a sensation in automotive circles here.

Reductions as announced by W. S. Knudsen, president and general manager of the Chevrolet Motor company, range from \$25 to \$50 on seven of the twelve models in the 1930 line, while three new body types introduced for the first time

this year are priced to parallel the new low figure on models retained in the current series. The present base price of \$495 brings the six cylinder Chevrolet to within five dollars of the lowest price at which even the four cylinder Chevrolet was ever sold.

1929 Greatest Year

This is made possible, Mr. Knudsen explained, because 1929 was Chevrolet's greatest year, with an output of 1,335,000 autos. Economies of precision manufacturing, plus savings effected by quantity purchase of raw materials, brought about lowered production costs, which, consistent with the Chevrolet policy, are now being passed on to the consuming public.

The new range is from \$365 for the light delivery chassis to \$675 for the sedan, as against 1929 prices of \$400 for the light delivery chassis to \$725 for the convertible landau. All prices are f. o. b. the factory, at Flint, Michigan. A table of new and old prices follows:

Table with 3 columns: Model, Old Price, New Price. Includes Roadster, Phaeton, Sport roadster, Coach, Sport Coupe, Club sedan, Sedan, Sedan delivery, Light del. chassis, 1 1/2 ton chassis, 1 1/2 ton chassis with cab.

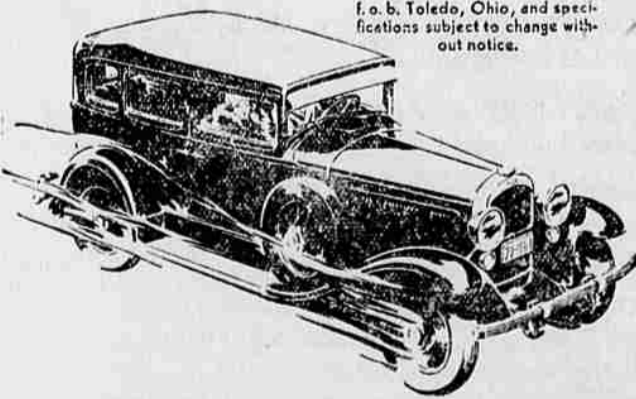
To meet the anticipated demand as a result of the lowered prices and the many improvements in the new car, the great chain of Chevrolet plants strung across the continent is now operating at capacity to assure immediate delivery of all models, Mr. Knudsen stated.

THIS IS THE YEAR OF VALUES AND THE NEW WILLYS SIX IS THE VALUE OF THE YEAR!

... 72 MILES AN HOUR

SEDAN DE LUXE DOWN PAYMENT ONLY

BALANCE IN 12 EASY MONTHLY PAYMENTS List prices \$695 to \$850. Prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.



48 IN SECOND . . . 65 HORSE-POWER . . . RICH BROADCLOTH UPHOLSTERY . . . INTERNAL 4-WHEEL BRAKES . . . HYDRAULIC SHOCK ABSORBERS

The 1930 Auto Shows throughout the country have been a succession of triumphs for the new Willys Six. The immediate popularity and impressive sales of the Willys Six prove how great has been the demand for just such a car—an inexpensive Six with speed and power capabilities unprecedented in the low-priced field.

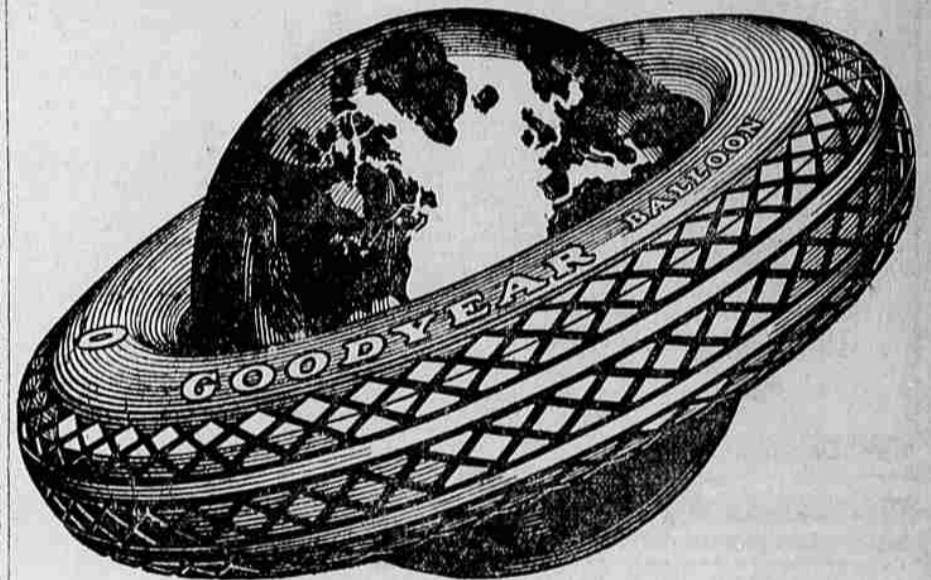
And the high-compression engine of the Willys Six is economical to operate. You get unusual mileage per gallon of gas and oil, not only at low speed, but also at the modern cruising speeds of 35 to 45 miles an hour.

WILLYS-OVERLAND, INC. TOLEDO, OHIO

WISE BUYING IS TRUE ECONOMY IN 1930 THE WILLYS-OVERLAND POLICY IS SOUND, MAXIMUM VALUE FOR EVERY DOLLAR YOU SPEND

GETTINGS & HANKS FIR AND JEFFERSON

We now offer the world's greatest tire GOOD YEAR ON OUR PAY-AS-YOU-RIDE PLAN



Small sum down, and balance in convenient, easy, weekly payments

Why buy anything else when the world-famous Goodyear is now placed within easy reach of all? Our stock is all new, fresh, first-grade guaranteed Goodyears.

No Delay—No Red Tape Get your Goodyears today. You will save money and you will deal with a courteous, responsible firm. Come in or phone.

W. H. Bohnenkamp & Co.