

NEW KNIGHT TAXI HAS NEW FEATURES

Commercial Field Taken By
Storm By Announcement
of Latest Models

Of interest to the taxi and commercial field is the announcement of Willys-Overland of a new model Willys-Knight taxicab which incorporates some unusual features.

The new cab, now in production, has many essential features toward the comfort of its driver and passengers, as well as several improvements over the former model. Three styles are listed in the new cab, known as model F G and H for the three-door limousine, four-door limousine and three-door laundeleet respectively.

Taxicab dealers who have seen the new cab declare it to be an example of the finest coach work ever placed in any taxicab. Among the many improvements are included a lower and more strongly braced body, fashionably curved windows at the rear of the sides which replace the former steel shutters, nickel-plated radiator bar cap which is monogrammed and illuminated. A heavy, nickel-plated front bumper is standard equipment on the new car which has nickel-plated barrel head lamps and bullet cowl lights as well as

Knights-head pillar lamps and monogrammed spotlight.

The interior of the new Willys-Knight cab has been made larger, it now being possible to seat six passengers in comfort. Heavy, 12 gauge sheet steel fenders and heavier running board with four nickel-plated kick plates add much to the rigidity of the body parts.

Snubbers as standard equipment on the new car, insure easy riding qualities, while heavier and larger brakes add to the safety features of the car.

The steering ration of the new cab has been increased from 9 to 1 to 1 1/2 to 1, insuring greater ease of handling. In addition, two other improvements include the placing of gasoline gauge and speedometer on the instrument board to the right of the driver's seat.

Disc wheels are standard equipment on the new model, with 32 by 4 1/2 Fisk cord tires as standard tire equipment at the list price of \$2250 fob. factory. Six-ply full balloon tires, size 32x5.77, are optional at an extra cost of \$20.

Already Willys-Overland's taxicab sales department is experiencing the first demand for the new Willys-Knight cabs, with many orders on hand from taxicab distributors who have seen the new cab, according to Manager H. H. Pete.

CHEVROLET LEADS SALES

OAKLAND, Cal.—F. N. Coats, regional sales manager of the Chevrolet Motor company in charge of the plant here, is now at the company's headquarters in Detroit. He took with him the news that Chevrolet led the field in sales in California last month.

KING VISITS FORD DISPLAY 30 MIN.

Both King and Queen of English Empire Interested in Ford Workings

When King George and Queen Mary visited the British Empire exhibition at Wembley recently the official time card prepared by the King's advisors permitted a five minutes' stay at the Ford Motor company's exhibit, but when the royal couple reached the exhibit they became so interested that they remained for half an hour.

Each asked eager questions and manifested deep interest both in manufacturing methods and demonstrations of Ford car quality. As assembly line, similar to the one which drew so much attention in New York during the automobile show season last January, particularly attracted their majesties. "Wonderful," exclaimed the king as a completed car was driven off the end of the line and skillfully turned around in the narrow space available.

Both the king and queen asked numerous questions about the welfare of the employees. Working conditions of the men and their living conditions and wages were of particular interest to the queen, as was the incident of a laborer who started in the Ford plant at Manchester at the minimum wage and rose to a salary of 5,000 pounds a year.

Sighting the 250,000 British-made Ford car, which was on display, King George was prompted to inquire the yearly production figures in England. He was informed that 40,000 Ford cars are made in England annually by British workmen.

"No wonder the roads are so crowded," was his Royal observation. Before leaving, both the king and queen signed the visitor's register.

CHRYSLER CAR POPULAR ARMY AIR SERVICE MEN SHOW LIKING FOR MACHINE

Chrysler popularity among members of the army air service was further emphasized recently by the sale of two Chrysler six coaches to Lieutenants R. G. Lockwood and C. E. Crumrine, of McCook Field, Dayton.

At the same time the possibilities of a new slogan, "I'd fly 190 miles for a Chrysler" were made apparent. Lieutenants Lockwood and Crumrine flew from Dayton to Detroit and drove their cars back overland.

Both are flyers of international reputation, Lieutenant Lockwood being the present world's record holder of the 1000 kilometer speed flight, and Lieutenant Crumrine "advance man" on the late round-the-world flight, also project engineer for the coming Pulitzer races.

The New York musician who hid his money in his bass drum was evidently a believer in sound banking.

GENERAL MOTORS BUILD NEW CAR

New Oakland to Be Built in Addition to Present 6 Cylinder Car

That the General Motors would produce a new motor car in addition to the five that are now built by this corporation has been rumored in automotive circles for some time.

The first authoritative statement that this new car would be built appeared this week in advertisements in national and trade publications.

No specifications as to the type of car to be built are given. The car will be produced and distributed by the Oakland Motor Car company, Pontiac, Mich., as companion to the present Oakland six.

This was the only information contained in the announcement, save for two medallions, in rich sepia brown above the reading matter. The medallion at the left had an engraved Indian head, while the medallion at the right had engraved lettering, reading "Product of General Motors."

It is reported that the new car will be produced in the present plants of the Oakland Motor Car company. Considerable space is available in these factories since the Fisher Body corporation erected a two million dollar building in Pontiac two years ago in which to build all Oakland bodies.

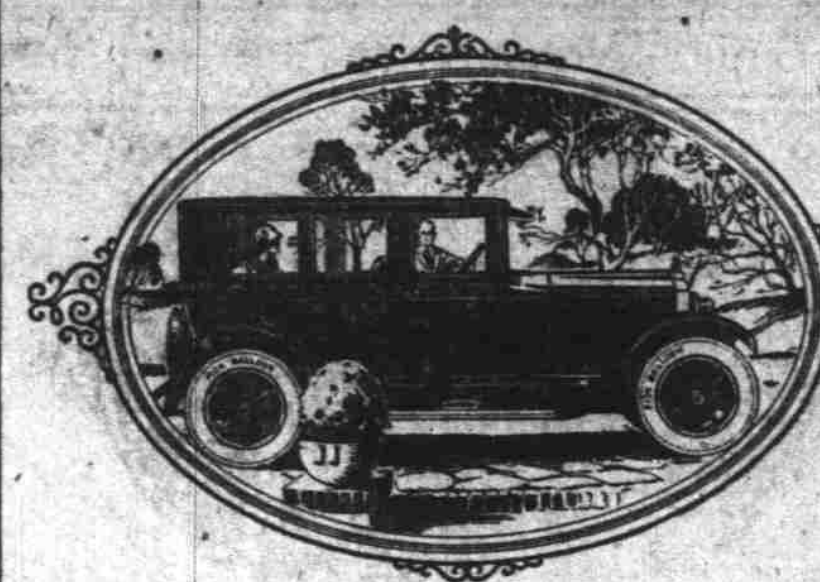
Previous to this time all Oakland open bodies were built in the Oakland factories.

CHEVROLET MAKES ITS OWN CARBURATOR

FLINT, Mich.—The Chevrolet Motor company is now manufacturing its own carburetors. The units are being made in the Chevrolet plant at Bay City. The company is the first in the General Motor group to make its own.

The Bay City plant is now turning out about 50 per cent of the carburetors required for Chevrolet cars. It was stated here. Chevrolet eventually intends to manufacture all needed for its uses.

A night and day schedule of nineteen hours a day is being maintained in the ground steel plant at Bay City, where piston pins, tappets and other hardened parts are manufactured. All old machinery has been discarded and new equipment installed.—A.D.M.



with an Engine
You'll Never
Wear Out

At these New Low Prices
the outstanding quality
value among all motor cars

Never before have the great advantages of the Willys-Knight motor been available at such low prices.

Never before has such power, economy and smooth running, been offered in the great field of moderate priced cars.

You who have never tried the Willys-Knight motor, ride in this car—it will be a revelation to you.

No vibration—no valve noises—no valve trouble or adjustments.

Upwards of 100,000 miles of trouble free service proved by the average of thousands of owners.

Here is a motor car that you want.

NEW PRICES

FOUR CYLINDERS

Touring	\$1195.00
Coupe	1395.00
Coupe-Sedan	1395.00
Sedan	1450.00
Brougham	1595.00

SIX CYLINDERS

Touring	\$1750.00
Roadster	1750.00
Coupe	2195.00
Coupe-Sedan	2095.00
Sedan	2295.00
Brougham	2095.00

All Prices F. O. B. Toledo

Regardless of your preference as to number of cylinders—know what smooth running really is by trying the Willys-Knight.

This unusual motor cannot be judged by other standards. It occupies a position entirely its own.

We will take your present car in trade—and give you terms up to 18 months.

WILLYS-KNIGHT

VICK BROTHERS

High Street at Trade

Lower and Better

Graham Brothers second price reduction in four months, announced September 9th, is simply a reflection of the public's confidence in Graham Brothers Trucks.

The new 1-ton Truck chassis price, f.o.b. Detroit, is—

\$995

Without greatly increased production this latest exceptional cut would have been impossible—except for a sacrifice of the quality that has brought Graham Brothers so quickly to first position among the world's exclusive manufacturers of motor trucks.

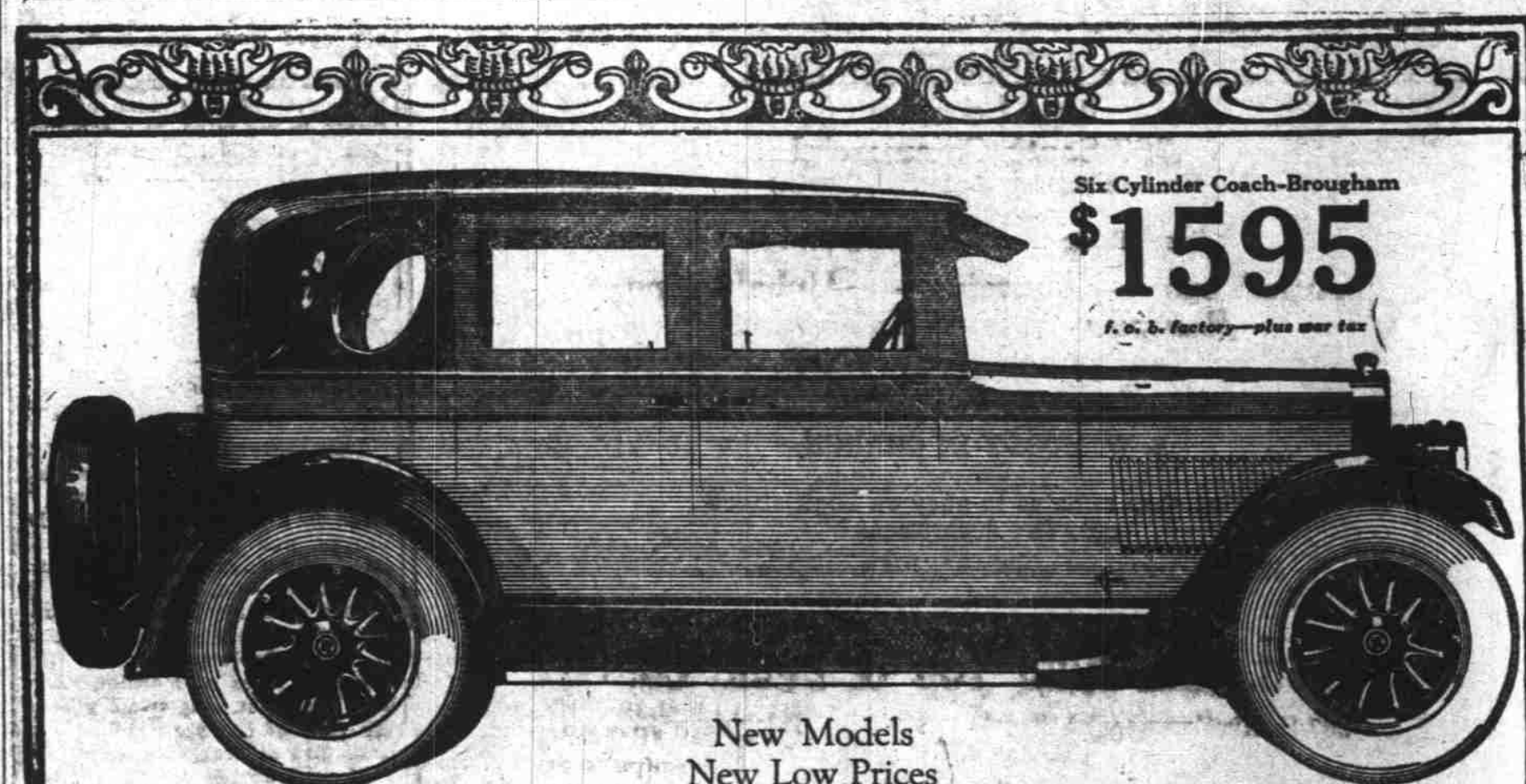
The fact is that Graham Brothers Trucks are better than they ever were—and any owner will tell you they have always been remarkably good.

BONESTEELE MOTOR CO.

474 SOUTH COMMERCIAL

GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS
DEALERS EVERYWHERE



Six Cylinder Coach-Brougham

\$1595

f. o. b. factory—plus war tax

New Models
New Low Prices

This Is The Age Of Performance

Time was, when folk bought motor cars on the say-so of the salesman and on mere outward appearance.

More recently, the better informed made their selections on mechanical points as they could see them by lifting the hood or examining a stripped chassis.

But this—this is the age of performance.

On the performance of the car itself the motorist of today discards many and chooses one for his own.

And you will demand a degree and a phase of performance greater than you have previously enjoyed.

You are entitled to it—for engineering has made wonderful strides since the war.

And one group of engineers has consistently

held the leadership. Those are the men who have designed and built Rickenbackers.

As your standard for performance—as your yard stick by which to measure other cars you are offered, take the new—the latest Rickenbacker model.

Insist that under all conditions, the other car match this wonder-car in performance.

Accept no other argument—just remind them that the world is moving fast and that you intend to keep up.

This is the age of performance.

Having compared performance—and not till then—compare prices.

You will find that, at the new prices this new 4-door Coach-Brougham, is the world's most sensational value.

F. W. PETTYJOHN COMPANY

365 North Commercial

Phantom	\$1495
Coach-Brougham	1695
Roadster	1695
Coupe-Roadster	1695
Sedan	1795
De Luxe Coupe	1995

f. o. b. factory—plus war tax

Phantom	\$1495
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Coupe-Roadster	1695
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Rickenbacker

A CAR WORTHY OF ITS NAME