

WHIPPET RECORDS STILL OUTSTANDING

Inbuilt Quality and Stamina of Car Proved By High Performance

Since the recent announcement of John N. Willys, president of Willys-Overland, Inc., placing the Whippet in direct price competition with the lowest priced cars in the light car field, a greater interest than ever before is being centered by motor car buyers of the nation on the notable record established by this car since its introduction 19 months ago.

This unusual attention being directed on the Whippet performance is said by automobile authorities to be based on the fact that the motor car buyer of today measures quality, material, workmanship, economy of operation and general serviceability chiefly by performance.

Over a period of 18 months the Whippet has been put through a greater number of tests than any other car in the history of the automobile industry, each test being made to definitely establish the inbuilt stamina of the car. These tests have been staged in every section of the country, many of them by independent owners. Among the tests staged were speed, power, economy and stamina performances.

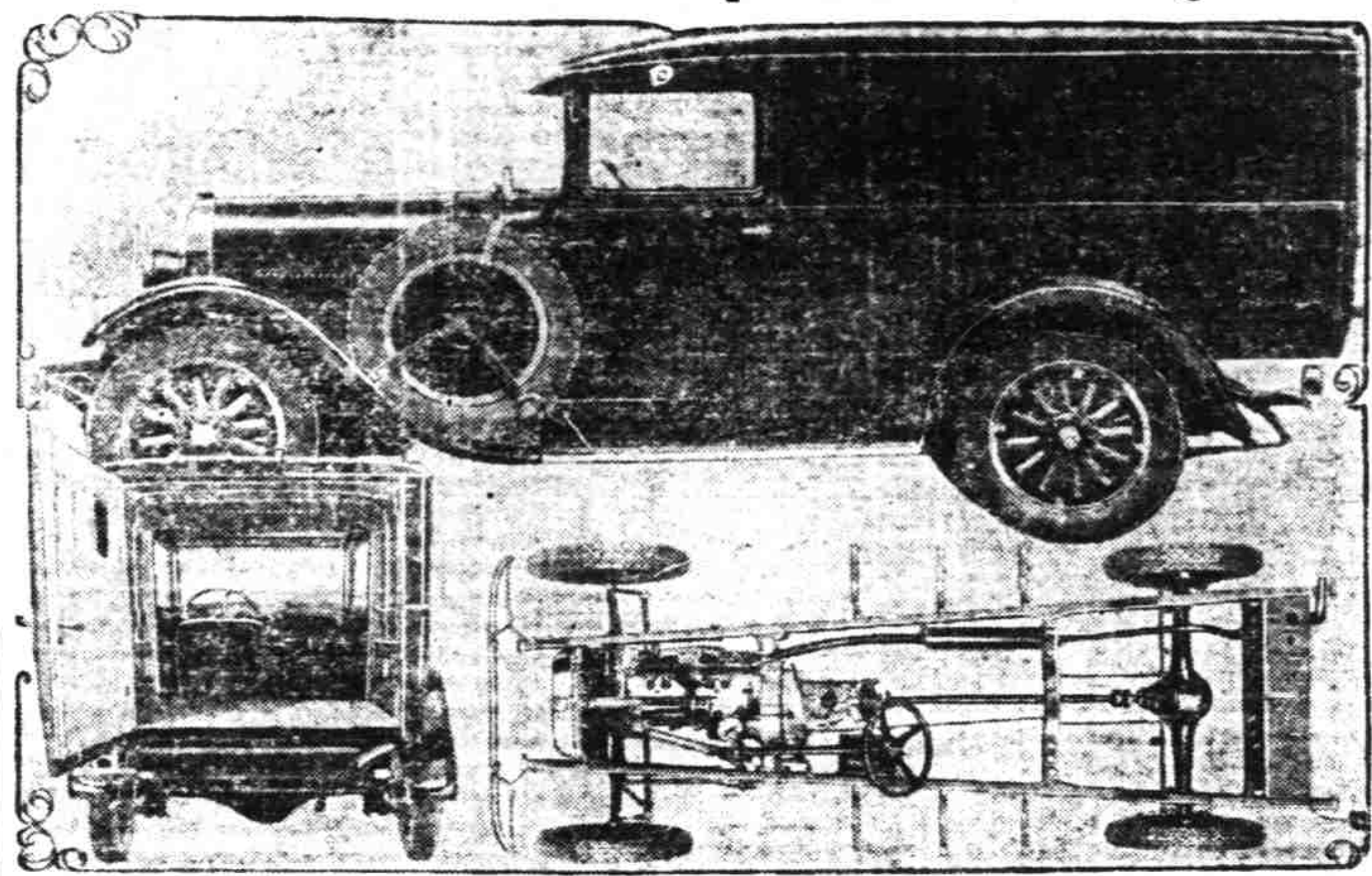
It is pointed out that one of the notable records established by a Whippet is the fuel economy mark of 43.28 miles to the gallon of fuel. This was made in a coast-to-coast trip of 3,559 miles under official observation of the A. S. A.

In power accomplishments the Whippet also has set notable marks among them being the climbing of the almost trackless side of Stone Mountain near Atlanta, Ga., a few months ago. Only two other cars ever accomplished this climb, both of them being much longer and more expensive than the Whippet.

In a stamina test a Whippet ran continuously for 30 days and nights in the vicinity of Elmira, N. Y., traveling a total of 12,008 miles at an average of 31.10 miles to the gallon of fuel.

Noted by Joe Lusignan of Stockton, a Whippet covered

New Graham Half-Ton Delivery Car Emphasizes Smartness and Speed Plus Other Qualities



Beauty and smartness in appearance are as important in commercial cars as in fine passenger automobiles. So say engineers and body designers of Graham Brothers, the truck division of Dodge Brothers, who believe the commercial car reflects the character of its owner's business. Thus in the new 1/2-ton delivery car of Graham Brothers these qualities are demonstrated in their latest adaptation.

This addition to the Graham Brothers line is fitted with handsomely finished low panel body with the ultra-smart canted front and visor. The extra tire is carried at the side in the recessed fender. Note the single driver's seat in rear view at lower left. This can be augmented by a folding seat if an errand boy is carried. The extra space provided at the right of the driver by the elimination of the full front seat

allows carrying space for extra long bundles. The quick getaway and high speed for which Dodge Brothers four-cylinder engine is noted give the new delivery car ability to do its work quickly and economically. The same dependability which characterizes the Graham Brothers trucks of larger capacities up to two tons is said to be inherent in the new cars.

429.9 miles in 19 hours, climbing five mountain peaks, one of which was over 9,941 feet high.

In a challenge race from Casper, Wyo., to Rawlins and return, a Whippet was an easy victor over another light car.

Willys-Overland officials declare that with nearly 150,000 Whippets in the hands of owners, these cars have traveled a collective total of a half billion miles and cite the low service cost of the Whippet as an indication of its inbuilt quality and stamina.

RIGID STANDARDS EXPLAIN SUCCESS

(Continued from page 1.) dealer in the most remote part of the country. Inflexible standards apply here as they do in the making of the Buick. Attention must be centered on the Buick owner, or prospective Buick owner, who

is being served at the moment. By assuring his complete satisfaction the sale of future Buicks is assured. There is no need to set a goal. Uttering attention to the wants and needs of Buick owners assures that the demand for Buick will increase at an ever faster pace.

The three million goal will be reached in time. Not because Buick has set out to reach it, but because more and more motorists each day will find in Buick the value, the complete motoring satisfaction that already has pushed the demand for Buick to the two million mark.

TESTERS OF AUTOS OFTEN VERY STRICT

(Continued from page 1.) level. Then the same car was driven 14,000 feet into the snow-lad Rockies, all in an attempt by Department 95 found out. Re-

gineers and designers in other divisions of the factory were right or wrong.

On the Indianapolis speedway other testers were tearing around and around like all-possessed, hour after hour and day after day. Not until the Victory Six demonstrated, over and over again, that it would hold nearly 70 mile-per-hour averages for thousand-mile grinds did Department 95 men let up on speed tests and turn to something else.

Strangely, perhaps, the occupation of experimental tester does not come under the heading of extra-hazardous employment. With all their speed, the spills are few; and almost never are the hurts severe. Kiel, who often goes out on the road himself, looked surprised that the question of injuries should even be mentioned. "When a crash comes," said he, "it generally comes quick. It there's time to duck under the in-

strument board, you duck, and trust to luck and an all-steel body. If there's no time to duck, you try to relax and use your arms to protect your face. Other than minor scratches and bruises, the preliminary experiments on the Victory Six have caused no casualties."

But yes, there was one casualty that Kiel admits at his own expense. It shows that experts have something in common with duffer motorists.

"Nineteen miles from a filling station, on the Mojave desert, near Oatman, California, two of us ran out of gasoline one day last summer," said he. "We had to hike it."

Department 95 men are habitually serious and thoughtful. But they have their fun, and it takes odd quirks. Long before the sales department christened the new car "The Victory Six," the experimental testers invented one of their own. They needed a name to answer the constant question that a sworn-to-secrecy tester gets from the public as he drives around the nation on his testing work. And so the new Dodge, to enquirers on the road, was known as the "Scoots." Sometimes it was a French Scoots, sometimes a German Scoots, occasionally an Italian Scoots.

"We met many a wise-guy," said Kiel, "who was thoroughly familiar with a Scoots car. Some of 'em had driven Scoots machines in Europe!"

Down in Mexico is a sad Mexican with a sadder mule; made sad by an anticipated two dollars they failed to get from one of the testing crew. They watched a tester try to cross a river. Deeper and deeper went the car into the stream. Up over the hubs came the water, to the frame, to the floor boards. Finally the car stalled.

"Pull out?" called the Mexican from the bank as he pointed to his mule. "Pull out? Two dollars!"

"Where do you get that at?" yelled back the tester, jumping off his seat and, in water nearly to his waist, wiping off the coils. In a jiffy his motor was running and the car plunged across the stream safely to the opposite bank.

It's a life of hardship in Department 95, but there's constant interest and action which attracts the highest type of men. From Detroit to Arizona, 2,600 miles, is a 6-day cruise for a tester when he's in no particular hurry; to the Rockies, to the Coast, to South and North and West and East they go; in summer and winter; by night and by day. Always they

seek trouble; if they have no trouble they try to make it.

Because of the testers' hardships and griefs and exceeding pains, the American motorist nowadays drives his car in all weathers and all seasons; confident that the margin of preventable error in construction and design has been reduced to the minimum. And the American motor car manufacturers, with enormous capital and valuable good will to protect, have equal confidence that their products, having successfully passed the corps of experimental engineers, will perform in accordance with expectations when placed in the hands of the public.

Distributor Says Mexico Faces Era of Prosperity

That business conditions in Mexico are improving and that an era of prosperity is ahead for the republic is the opinion of James G. Shirley, general manager for C. Unida De Ventas, S. A., the

company which distributes Dodge Brothers cars and Graham Brothers trucks throughout two-thirds of Mexico. Mr. Shirley has spent the past week conferring with the executives of Dodge Brothers, Inc., at the Detroit factory.

Good roads are being built in Mexico and the public is becoming more familiar with the value of automotive transportation, according to Mr. Shirley. In many instances railway and street transportation companies have substituted Dodge engines for mules or other power. Bus lines are springing up in many parts of the country and a constantly increasing tonnage is being carried on trucks.

Recently a Dodge Brothers car made the first transcontinental trip across the central part of Mexico in 88 hours, a non-stop run and thereby established a new accomplishment. The trip was a test of the stamina of the Dodge car and the endurance of the driver. It was heralded throughout the country and the performance greatly stimulated interest in this car.

conditions in Mexico the revival of prosperous times is foreseen by Mr. Shirley who has been in Mexico for over ten years. Prior to this he was in the automotive business in Texas and is thoroughly conversant with conditions in the southwest.

PEARSON DELEGATE TO ECONOMIC GROUPS

Oscar P. Pearson, statistician of the National Automobile Chamber of Commerce, as delegate of that body has been attending the convention of the American Statistical Association and the American Economic Association. The trend in forecasting business, in the view of these associations, Mr. Pearson reports, is departing from the formula method and favoring the method of analyzing dominating factors.

Records of the Peerless Motor Car corporation show the export business of that organization increased 300 per cent in 1927.



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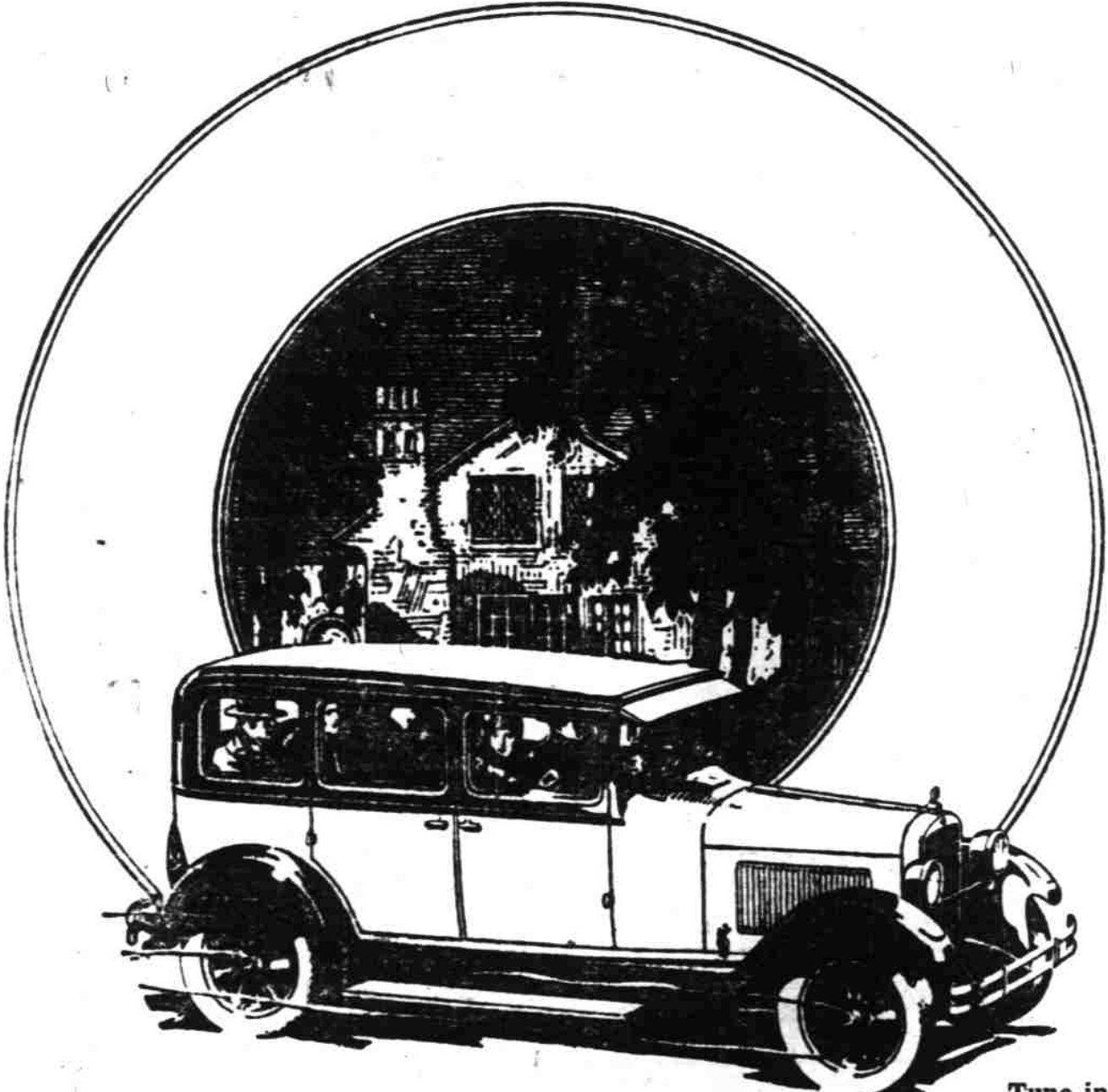
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