

## HEROES OF FORMER YEARS DIES HARD

### Cooper Retired Twice From Racing Track and Now Comes Back

Sports fans of America like to look back on days gone by to compare the heroes of yesterday with the present holders of titles and crowns. According to many old timers, Tunney would be a set-up for "Ruby Rob" Fitzsimmons; Hans Wagner and Larry Lajoie would relegate today's diamond stars to the dugout. America's heroes die hard and feats of the present rarely dim achievements of the past.

Moreover, the enthusiasm of the throng is doubled when the favorites of yesterday continue to break into the headlines with a seemingly endless repetition of their feats. Ty Cobb and Jack Dempsey shine as outstanding examples, both of them old, as age is judged in sports, yet each still holding a generous portion of public affection.

To a list of former heroes of sportdom who continue to appear on the horizon, creating comment and speculation in their activities, must be added the name of Earl Cooper, whose slight form has rested in the pilot's seat of racing cars for two decades and whose once abundant hair has disappeared under the tight massage of racing helmets.

Twice in his tumultuous career, Cooper has retired from the track and twice he has come back, heading in part the pleas of his admirers and the lure of the game, but making his final decision because, through constant association with automotive experts, he knew that the speedway has come to be regarded as the real laboratory of the automobile industry.

Cooper is now captain of the Marmon racing team which will guide the destinies of two Marmon 68 Specials entered in the forthcoming 500-mile "drive to nowhere" at the Indianapolis speedway May 30. He is working side by side with Col. Howard Marmon, world-famous automobile engineer, in the development of the renowned wartime Liberty motor.

Strange as it may seem, the very workshop in Marmon plant unit No. 1 where the first Marmon racing cars were built seventeen years ago is again the scene of the research, experiment and development in connection with this year's race. Cooper and Marmon—the one the driver, the other the engineer—are now working and planning, side by side, at the Marmon factory. From early in the morning until late at night the lights glow in their little workshop, screened from the eyes of the curious, while they keep at it as the racing crew assembles and tears down the cars laboring tirelessly so that each detail will be exactly correct.

The assistance of a pair of hands as cunning and a mind as keen as their own is given them by Reeves Dutton, a racing mechanic whose ability is summed up by Cooper, laconically as "the

best". He is the one who assembles the tiny parts of the motors, regarding the tightening of each nut as a rite and looking upon careless work as nothing less than sacrilege.

Towering over the slighter builds of his fellow workers is Pete Kreis, who has been selected as one of the drivers of the Marmon 68 Specials. Although one of the younger drivers, Kreis is well versed in the science of racing and has proved himself an apt pupil at the hard school of experience in the game that makes young men old and keeps old men young.

After long experience in the unstable seat of a motorcycle racer, Johnny Seymour has brought his mechanical skill to the Marmon factory and is working with Marmon, Cooper, Kreis, and Dutton on the Marmon 68 Specials.

From now until May 30 this quintet will work tirelessly supervising the preparations for another advent into the racing spotlight. An engineer, a veteran driver, a skilled mechanic, a young driver noted for his heavy foot and a dare-devil motorcycle racer, these five bring all their talent and skill together, while the sporting world waits, giving silent encouragement to their efforts.

### EXPAND FACILITIES TO BOOST WHIPPET

#### Great Demand for Light Fours Enables Company To Produce Better

TOLEDO, O., May 5.—Willys-Overland's expansion program to increase the production of Whippet six models to meet the greatest buying demand in the company's history is taking definite form, officials of the organization declared here this week.

The new addition to the export and body building departments, which provides 800,000 more square feet of factory space is nearly completed, this extension being necessary when the output of Whippets was stepped up to the greatest production mark ever reached by the company.

Willys-Overland is concentrating its efforts on increased production of Whippet fours and sixes, this being the dominating class in the automobile industry. In quantity output this commits Willys-Overland to highest production on its two Whippet models which provide the major business for the sales organization, the balance being devoted to the production of the Willys-Knight models.

The Willys-Overland expansion plan is not devoted to the Toledo plant alone but stretches out its plants in other sections of the United States and Canada. The latest move was the announcement of an assembly plant in Los Angeles which still have a production capacity of about 30,000 cars a year, of which about 23,000 will be Whippet models with the Whippet four cylinder cars providing the major portion. This

plant will be in operation in the early summer.

The Willys-Overland plants in Pontiac, Mich., and Elmira, N. Y., also are at capacity production while the facilities at the Willys-Overland Canadian plant in Toronto have been enlarged to bring about increased production to meet the buying demand for the Whippet four cylinder models.

The Willys-Overland expansion program got under way early in the year when the prices of the Whippet four cylinder models were reduced to a price that set

a new value in the light car field. The increased sales demand for Whippet fours has established a new sales record for the company, and is a major factor which enabled the company to produce the new Whippet Six at the lowest price ever reached in the six cylinder field.

These two lines of Whippets, company officials declared, will continue at capacity production, the Toledo manufacturer depending on the Whippet market for volume sales.

### VALLEY MOTOR NEW HOME TO BE OPENED

(Continued from page 1)

largest and most attractive in the state, equipped with the best of lighting systems. The window on Center street measures 96 by 22 feet while the show room on Liberty is 59 by 24 feet. Here the latest models of Ford cars will be on display at all times, plus the new models in trucks and tractors. The coloring scheme of the show rooms plus the attractive

lighting fixtures make it one of the most beautiful in the state if not in the northwest.

A small auditorium, furnished very attractively, is built above the main office rooms. Here local dealers will confer with visiting representatives and hold their regular meetings. The various offices are also fully equipped with every kind of office equipment and are located and built so that they can be viewed from the display windows.

At the present time there are 48

people employed in the new motor company, including mechanics and sales people. It is the largest auto company in this city, and so far known to be the largest and finest in the entire state, including Portland.

### BUICKS CARRY HIM ONE MILLION MILES

(Continued from page 1)

chamber, which fits over the bore in the cylinder block perfectly, so

as to concentrate the full force of the explosion upon the piston. In no other engine is this principle—the same as is applied in artillery,—possible of use.

Drastic Petition  
PARIS—"What can be done to halt the fashion of going hatless?" asked delegates to the hatmakers' association meeting. "Pray for rain," said one, "to give hatless men colds in the head."

Read the Classified Ads

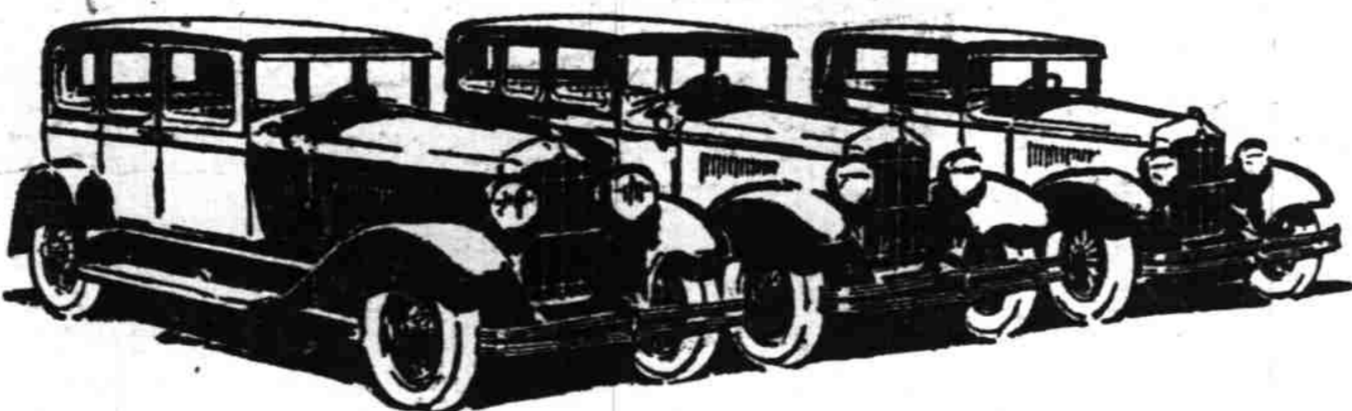
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of Buick and laid the foundation for General Motors, W. C. Durant has ever been responsible for America's most sensational motor car values—for motor cars that start new trends. Today the tradition of Durant quality is gloriously upheld. The new Silver Anniversary Models crown W. C. Durant's career. Rare expressions of beauty and mechanical excellence. The Durant "75"—Masterpiece of the master builder. The Durant "65"—A revelation in compact construction. The Durant "55"—Acclaimed the finest six ever offered in its price class. Value.

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The Buick dealer is in business to stay. His future reputation depends upon his treating used car buyers fairly.

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The man who buys a good used car—honestly represented—at a fair price—receives splendid value in transportation.

In his enthusiasm for the car he has bought, and the value he has received, it is only natural for him to look upon the dealer as his friend.

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Don't look up and down side streets.  
Don't watch for red and yellow signs.

The sensible, business-like, time-saving way to solve the tire question is to buy a good tire at the right price from a reputable, established dealer.

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- 29x4.40—All-Weather Tread Balloon .....\$12.20

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## NEW and critics say, "two years ahead"

"Two years ahead in appearance and mechanically," says H. F. Blanchard of Motor... "New in every respect. Gives the impression of being in a much higher price class," A. F. Denham of Motor Age... "An important advance in the art of car building," Walter C. Boynton in Automotive Daily News.

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A new, high-compression 35 h. p. engine offers an abundance of smooth, quiet, economical power resulting in flashing get-away, speed, and long-lived endurance.

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A score of other new chassis and body features—features which heretofore have identified high priced cars—definitely establish this new Oldsmobile Six as the *Fine Car of Low Price.*

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