

THE MOTORISTS' PAGE

WHIPPET SALES GAIN RAPIDLY IN 3RD QUARTER

Movement of Willys-Overland Nearly Doubled Over Last Year

TOLEDO, Ohio, Oct. 13.—Sales of Whippet fours and sixes and Willys-Knight sixes in the third quarter ending September 30, almost doubled those of the same quarter last year, according to a statement issued here today by executives of the Willys-Overland company.

During the past three months 75,000 Whippets and Willys-Knights were sold, as compared with 39,000 sales during the third quarter of 1927, establishing an all-time sales record for the company's third quarter.

It was also reported that September was the fifth consecutive record-breaking month this year, with sales more than double those of last September. The month just closed set the highest September sales mark in the company's 26-year history.

Outlook for the closing quarter was reported exceptionally bright, with production in recent weeks moving upward to keep pace with sales. Night shifts are still being operated with employment personnel at a high peak for this season of the year.

Export business for the third quarter showed a gain of 117 per cent over the same period of last year, with September exports 73 per cent over the corresponding month of 1927.

Western Auto Sales Largely Popular Tires

Tires represent the major portion of the car owner's purchases of automobile equipment in the course of a year, an analysis of sales of the Western Auto Supply company's business disclosed. Two-fifths of their business consists of tire and tube sales.

"Our service policy and guarantee of satisfaction are two of the features that prompted automobile owners of the west to buy more than six million dollars worth of Western Auto tires during 1927," says Mr. Rex Blatt, "Tires purchased at Western Auto are purchased free of charge and serviced, regardless of whether they are purchased from our local store or from the most remote branch of our more than 150 stores." The value of this service cannot be over-estimated.

"Another factor that contributes to our large volume of tire sales is our liberal adjustment policy. Western Auto tires, like all other merchandise sold by our company, carry a full guarantee of complete satisfaction or money refunded.

"Of highest quality construction and built for exacting western requirements, both the Western Giant and Wear-Well tires have found increasing popularity in the western states. Year in and year out, these inexpensive, long-lasting Western Auto tires hold the friendship of countless motorists by delivering thousands of trouble-free miles in the face of every test."

—Hear—
The latest Victor Records at Star Drug Store. 827-027
For results use Herald Class Ads

FACILITIES OF NASH COMPANY ARE INCREASED

Extensive Program Will Increase Standard and Quantity of Car

KENOSHA, Wis., Oct. 12.—Manufacturing facilities in the four great Wisconsin plants of the Nash Motors company will be increased \$2,900,000 in new buildings and equipment as a result of the overwhelming public demand for the new "400" Series cars, it was announced today.

This extensive expansion program, which will be pushed as rapidly as possible through the fall and winter, is designed not only to increase quality motor car production in the various Nash plants, but also to more nearly balance output in the four manufacturing divisions, according to company officials. The improvements are equally divided between the Special Six and Seaman Body Corporation plants in Milwaukee, the Standard Six plant in Racine, and the Advanced Six plant in Kenosha.

"Since the introduction of the Nash '400' Series models in June," C. H. Bliss, sales manager, said today in commenting on company plans, "all four manufacturing divisions have been operating at capacity in an endeavor to meet the flood of new car orders which has far exceeded all expectations. Night shifts have been employed, and the maximum production has been achieved from the famous Nash production lines, which were augmented last spring by

an investment of approximately \$2,500,000 in new machinery, dies and dies.

FUNERAL NOTICES

MAX NEWSOM

Max Newsom, son of Dr. and Mrs. G. E. Newsom of this city, passed away at Ashland Friday evening at 7 o'clock following a brief illness. In addition to his parents he is survived by a brother, Gale Newsom. The remains are in care of the Earl Whitlock Funeral Home, Pine avenue at Sixth where friends may call. Announcement of the funeral arrangements will be made later.

H. S. HUCK

H. S. Huck, an employe of the Forest Lumber company, passed away suddenly Friday evening, death resulting from accidental injuries. He is survived by his mother, Mrs. William Hill Grove of Minnesota. The remains are in care of the Earl Whitlock Funeral Home, Pine avenue at Sixth where friends may call. Announcement of funeral arrangements will be made later.

EDWARD GEORGE GROVER

Friends are respectfully invited to attend the funeral services for the late Edward George Grover to be held Sunday afternoon at 2:30 o'clock at the First Presbyterian church with Rev. D. V. Haight officiating. Commitment services will be held and interment made in the family plot in Linkville cemetery. The remains are in the Gold room of the Earl Whitlock Funeral Home, Pine avenue at Sixth where friends may call until 1:30 o'clock Sunday afternoon.

Famous Helen Buys Another Silver Buick

Home again from European and American conquests which have securely retained for her the title of world's woman tennis champion, Helen Wills, relaxing at her family residence in the shadow of the famous Campanile of the University of California in Berkeley, announces plans for a fall and winter season of rest and gradual commencement of serious activities in her chosen vocation, art.

It was a thrilling season of contests, both abroad and at home, Miss Wills declares, but adds that she will welcome a period of less strenuous activity. Preliminary to settling down for her stay at home, Miss Wills, as has been her wont during past seasons, visited her Buick headquarters and purchased automob's newest creation, the natty Silver Anniversary Buick sport roadster. Buicks have for many years been favored by the champion's family. A few years ago, on her

return to California from another triumphal net season, Miss Wills was presented with a Buick by a group of enthusiastic friends and supporters. This car, after a full year of highly satisfactory service, has only now been supplanted by the Silver Anniversary model. Miss Wills' sketches in black and white have received high acclaim and critics almost universally predict a brilliant future for the artist in her new line of endeavor.

EUGENE, Ore., Oct. 12. (UP)—FRANK VERNON, 55, Lowell, Ore., died at the Eugene hospital Friday from injuries received in an automobile collision with a Southern Pacific train at Springfield, Ore., Thursday.

STATE OBSERVES DAY
SALEM, Oct. 12. (UP)—All state departments were closed Friday in observance of Columbus day.



—goes a long way to make friends



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FORDS Coupes, Roadster, Tourings

Dodges 1928 Sedan, Rebuilt \$75.00 1929 Sedan, as is, \$175.00

Chevrolet 1925 Touring, all right \$200 1927 Coach, very good \$525 1923 1 Ton truck, as is \$175

G. M. C. 1 ton runs good only \$175 Several other bargains to select from at real sale prices

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Both trucks in good condition, with new motor and nearly new, 22-6 tires on rear of both trucks. This is a good deal for any one wanting to log.

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See these used cars today! You can get the car of your choice at an exceptionally low price—and you can buy it for a small first payment and on easy terms. These cars, carrying the red "O. K. That Counts" tag, provide you with a definite assurance of honest value, dependability and satisfaction because they have been thoroughly checked by expert mechanics and reconditioned for thousands of miles of satisfactory service. Come in and make your selection today while stocks are complete.

USED CARS "with an OK that counts"

A few of our exceptional Used Car values "with an OK that counts"

1927 Chevrolet Touring
This is a real buy and this car has just been thoroughly reconditioned in our shop. With an O. K. That Counts

1925 Dodge Roadster
This is a real good serviceable car and has lots of unused miles left. With an O. K. That Counts

1927 Chevrolet Coach
This is one of our best used cars, you must see this car to appreciate the value. With an O. K. That Counts

1926 Ford Truck
And cab. Wharford transmission. 32x6 Tires and in very good condition. With an O. K. That Counts

1925 Studebaker Phaeton
This car is in wonderful condition. Bumpers, Spare and a fine looking car. With an O. K. That Counts

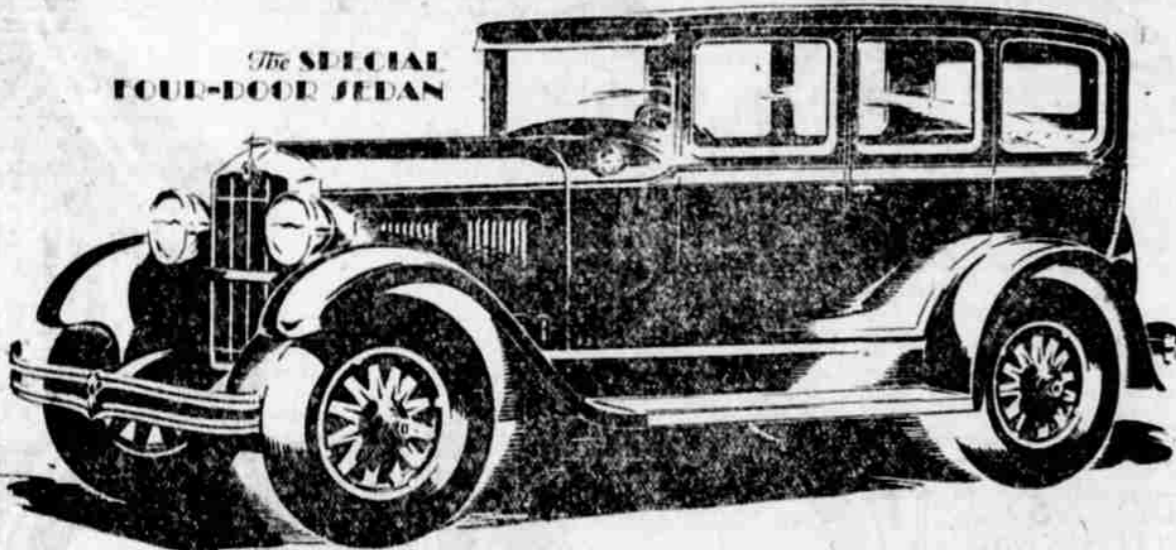
1924 Nash Roadster Sport Model. This car is in fine shape and a real snappy sport roadster. Fully Equipped. With an O. K. That Counts

Chevrolet Sedan, 1920
Someone is getting an unusual bargain in this car; has had the best of care and only driven 6,000 miles; you'll have to see it and drive it to appreciate what we mean in stating it's an unusual bargain. With an O. K. That Counts

Chevrolet Sedan, 1927
One of the late blue jobs that had the best kind of care; the motor is perfect; paint and upholstery very nice; good tires. In fact it is a car that you would like to own. Be sure to see this bargain. With an O. K. That Counts

1927 Chevrolet Coupe
Perfect condition only 7000 miles on this one and has been well taken care of. With an O. K. That Counts

Chevrolet Stake, 1927
Fisher cab; stake body like new; pneumatic tires that show no wear; 1928 license; mechanically thoroughly checked over in our factory service. Ready for an immediate service without any expense to purchaser. With an O. K. That Counts



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pletely suspended in rubber, Nelson Bohndalite pistons, Bendix four-wheel brakes, and many other world-famous features. Only Durant, with fresh sales triumphs giving spur to greater achievements, can offer such incomparable values in style, in beauty, in comfort and in power.



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