

NEW TYPE OF BALLOON TIRE IS EXPLAINED

Predicts Universal Adoption of Late Style Auto Rubber

"The General Tire and Rubber company has established another precedent and new style in the design and manufacture with the development of its widely advertised Dual-Balloon 'S' automobile tire for passenger cars. It was the General Tire and Rubber Co. which a few years ago, introduced and popularized the six-ply balloon tire as a vast improvement over the early four-ply balloon," said Mr. Hawkins, of the Hub Tire Co., Inc., distributors of the General tire in Klamath county.

"The General company, through its distributors over the country this month, is introducing a tire, as different fundamentally from all present balloon tires as the new automobile tires of today are different from the old ones," said Mr. Hawkins.

"The Dual-Balloon 'S' embodying all the engineering and construction features which have enabled General tires of other years to travel twenty, forty and sixty thousand miles, has also been so designed as to positively and easily retain the traditional superior quality of the balloon tire."

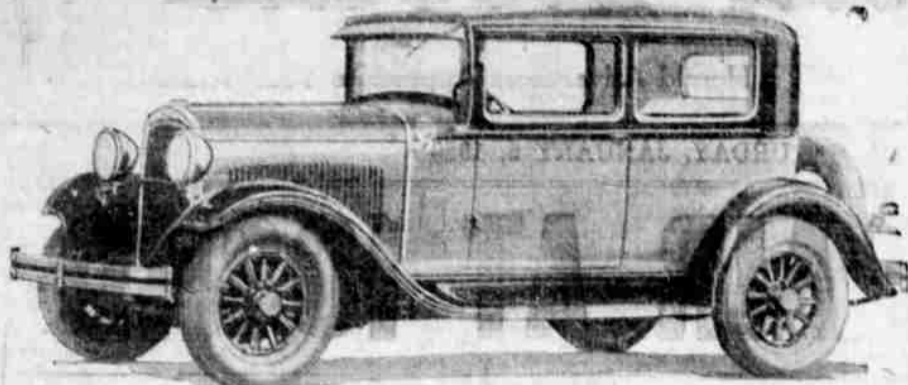
"Advanced manufacturing practice and the same alert engineering science that enabled General a few years ago to lead out from the four-ply tire of the rubber industry with a finer and better six-ply balloon," continued Mr. Hawkins, "has produced for the motoring public, now, the Dual-Balloon 'S'."

"The General company, months ago, anticipated the need for a new kind of stronger balloon tire that would hold up under new high-powered cars with their split-second brakes and zipping starts that were dealing out extreme punishment to the four and six-ply balloons. The General company has built the Dual-Balloon 'S' as a correctly engineered tire for today's speedy cars and for the still faster cars that are coming from the car makers next year," says Hawkins.

HIS MASTER'S VOICE.
AMSTERDAM, Jan. 4.—Radio was the means of reuniting a professor and his dog here. The dog was stolen, escaped, and was adopted by a country doctor. The owner of the dog made a speech over the radio. The dog, on hearing the voice, showed so much excitement that the country doctor investigated and later returned the dog to its rightful owner.

Scotland's birthrate in 1927 was the lowest on record.

Five-Passenger Brougham in New Dodge Line



ORIGINALITY and proportion mark the stylish lines of this Five-Passenger Brougham of the Dodge Brothers New Six line. Colors and body striping add a distinctive tone to the car. Unusual body construction provides maximum comfort and vision for every passenger.

New Model of Whippet Seen in Show Room

The Whippet-Knight Sales company, corner Fourth and Klamath, yesterday received four new model Whippets, which were on display today in the redecorated showrooms of the company.

"The new car is going to go over big. They are very pretty, have many new changes that make them even more desirable than formerly, and the car will sell for a little less money. A better car, all around, for less money." That is what C. R. McKee, local manager said last night.

Two coach four cylinder Whippets, one four cylinder sedan, and one six cylinder sedan, with four doors were received in the carload yesterday. They will be on display today in the attractive showrooms which has been repainted, the floor refinished, and in which a new parts room has been installed.

The remarkable public reception accorded the new cars in the cities where they were first shown proved clearly that Willys-Overland had struck the public fancy to a greater degree than ever before through its introduction of high priced car beauty and advanced mechanical features in the low priced field. Close observers declare that this marked advancement would tend to establish a new trend of design in the Whippet price class.

Although it was known that the public was in a highly receptive mood for the new models because of the outstanding reputation of the original Whippet, yet the interest that was manifested exceeded even the most optimistic expectations of Willys-Overland executives.

Before the presentation of the new Whippets the interest of the public was aroused because of advance information that seeped out that in the new cars the Willys-Overland company was

taking the initiative by bringing out something entirely new and totally different from anything heretofore shown in the low priced field.

The public showed a tremendous interest in the development of the Whippet body lines which reach a standard of beauty entirely new to cars in the price range of the Whippet four and six. In addition, marked interest was shown in the increased length of the cars and the roomier and richer upholstered interiors.

There was one notable feature of the new Whippets which proved a chief point of interest in the matter of mechanical advancement over other motor cars—that of the new "finger-tip control," declared by experts to be the greatest advancement in driving convenience since the self starter.

The "finger-tip control," which is standard equipment on all Whippet fours and sixes, consists of a button in the center of the steering wheel by means of which the driver controls all the functions of starting the motor, controlling the lights and sounding the horn without removing a hand from the steering wheel.

The new Whippet fours and sixes are conspicuous for their outstanding development of artistry in body lines from the new trim higher radiator to the carefully rounded rear quarters. The color schemes of the exterior round out the craftsmanship that brings a new conception of beauty to cars in the low priced field.

The power plants of both the four and six have been materially improved, providing a speed and power performance far superior to that of the previous models.

COW-PRESERVATION.
NEW YORK, Jan. 4.—Farmers of Westchester county are taking drastic means to protect their cattle from too enthusiastic deer hunters. Bright red and green stripes now adorn the animals during the hunting season. It is estimated that in recent years 12 cows have been killed for every deer brought to bay.

New Dodge Is Announced By Mr. Chrysler

Mono-Piece Body Construction Is Feature

A new car, representing progressive principles of engineering design coupled with the ruggedness and dependability that characterize Dodge Brothers products, is offered in the Dodge Brothers Six introduced to the nation simultaneously with the New York automobile show and now on display at the showrooms of the Ostendorf Motor company, Dodge Brothers dealers for Klamath Falls.

High body types in unique attractive color combinations, featuring many refinements in mechanical detail, comfort and appearance are offered. The cars are a striking answer as to how Walter P. Chrysler intends to increase Dodge Brothers prestige, for the incorporate features at a price that only the uniting of such tremendous facilities could produce. Body types available include the 5-passenger phaeton, roadster with rumble seat, 2-passenger sedan, 3-passenger deluxe sedan, 5-passenger brougham, 4-passenger Victoria.

STRANGE CHARGE

SAN FRANCISCO, Jan. 3. (U.P.)—Albert Perdecel was accused of operating an oil burner without a license here today after fire starting in a liquor still had partially destroyed his home.

It is estimated that in the United States one home in every five has a radio set.

Suspect Noted Army Officer Of Treachery

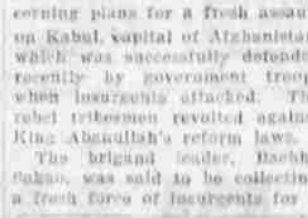
ALLAHABAD, India, Jan. 5.

(U.P.)—Afghan Aulak ordered the arrest of Col. Thomas F. Lawrence, famous British adventurer and army officer, on the belief that he has been assisting rebels in the present uprising to cross the frontier, according to advices received here tonight.

Lawrence, known as "Lawrence of Arabia" because of his war-time adventures, was described by authorities as "the arch-villain of the world."

Photographs, supposed to be of Lawrence, were distributed among Afghan army commanders. It was reported that the British government troops were reported better armed than the government troops.

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ANNOUNCING NEW SUPERIOR Whippet

Greater Beauty, Larger Bodies!

with "FINGER-TIP CONTROL"

-the most notable advance in driving convenience since the self-starter



What "Finger-Tip Control" means to you

Greater Convenience: A single button, conveniently located in the center of the steering wheel, controls all functions of starting the motor, operating the lights and sounding the horn.

This fundamental improvement does away with all troublesome foot fumbling for the starting button, a frequent source of annoyance particularly to women drivers. It also avoids changing from the comfortable driving position to reach a light switch on the dash.

Greater Safety: With the new "Finger-Tip Control," you can at all times keep your hands on the wheel and your eyes on the road. An important safety factor, especially when driving at night.

TODAY Willys-Overland presents for public judgment the new superior line of Whippet Fours and Sixes, setting new standards of beauty and comfort for low-priced cars.

Longer bodies, higher radiator and hood, richer colors, heavier one-piece full-crown fenders—all these contribute to the trim, smart appearance that denotes creative genius and superlative mastery of modern design.

Roomier bodies, greater comfort

More spacious interiors in the new Superior Whippet afford added leg room and elbow room. The wider, form-fitting seats are deeply upholstered... all passengers enjoy restful positions.

The longer wheelbase, plus the lengthened springs both front and rear, plus oversize balloon tires, and snubbers—all combine to the perfection of far easier riding under all driving conditions.

Greater power, greater speed

In mechanical improvements the new Superior Whippet advances even over its famous predecessor. The new higher compression engine gives more than 20% added horsepower, resulting in increased speed, faster pick-up and greater hill-climbing ability. A com-

pletely redesigned steering gear makes the new Superior Whippet instantly responsive to the lightest touch.

Through these further advances in scientific engineering, dependable performance and minimum operating costs are assured.

Order now for early delivery

See the new Superior Whippet today. An inspection and a demonstration will reveal to you an entirely new standard of dollar-for-dollar value in low-priced automobiles.

FOURS · SIXES

\$535 WHIPPET FOUR COACH

\$695 WHIPPET SIX COACH

Coche \$525; Sedan \$595; Roadster \$455; Touring \$475; Commercial Coach \$365.

Coche \$695; Coupe (with rumble seat) \$725; Sedan \$700; Sport 101 1/2 axle Roadster \$500 (including rumble seat and extra).

All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

WILLYS-OVERLAND, INC., Toledo, Ohio



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