

## PRICE RANGE ON NEW WHIPPET 6 IS BELOW \$700

Sensational Reduction Is \$50 Under Nearest Rival Light Six.

TOLEDO, O., April 18.—The new Whippet Six at a price range which makes it the lowest priced six cylinder car ever offered, was announced here today by John N. Willys, president of the Willys-Overland Company.

The coach model sells for \$695 at the factory. Other prices are: touring \$615; roadster, \$685; coupe, \$695; four-door sedan, \$745.

Early comments are to the effect that this move on the part of Willys may prove to be as significant in its influence on the six cylinder market as was the dramatic price development in the light four-cylinder field earlier in the year.

### \$50 Below Nearest Rival

At the announced prices, the Whippet Six coach is \$50 below the nearest six-cylinder car on the market.

This new car, for the first time in the history of any six within \$150 of its price, is equipped with a seven bearing crankshaft, setting a new trend among the light six cylinder cars. Other important mechanical specifications include full pressure oiling system, extra long connecting rods, invar-strut pistons, silent timing chain and a single piece pressed steel, banjo-type rear axle.

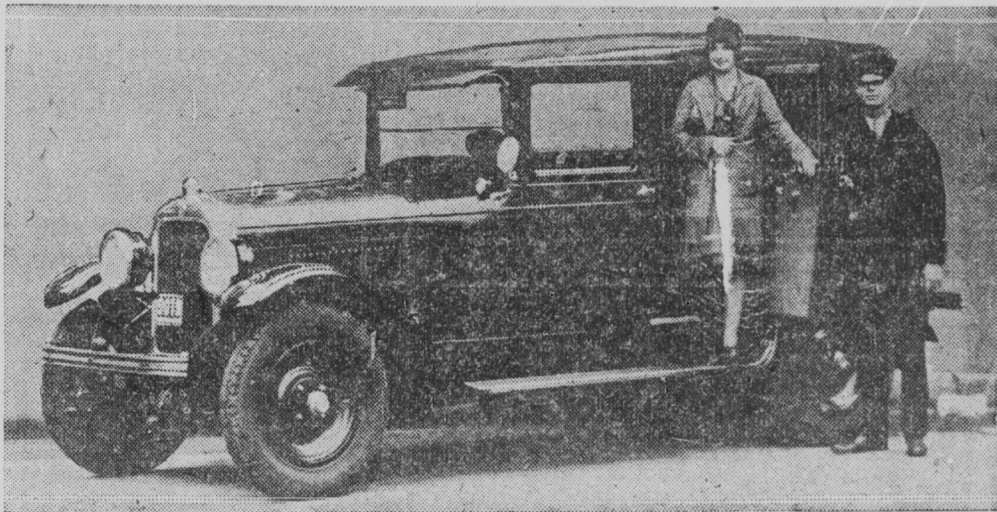
"We determined to make this car mechanically correct in every detail before we offered it to the buying public," Willys declared. For months we have had 150 experimental Whippet Sixes in operation in all parts of the country, subjecting them to every known severe test. These cars traveled a total of more than 300,000 miles during these tests and gave us ample time to bring the car to a point of perfection before introducing it to the public.

### Tested at Speedway

"After the Whippet Six had been declared mechanically correct, we put it through a grueling twenty-four-hour run on the Indianapolis Speedway, where it set a new record for cars under \$1,000. The Whippet Six traveled 1,357 1/2 miles in 1,440 minutes, including stops, and averaged 56.52 miles an hour.

"It has shown outstanding ability to climb steep grades in high gear. During a special, 50-mile run, it averaged 63 miles an hour, with Chick Murray, well known racing car driver at the wheel. In second

## Ex-Follies Star Rides in Blue Cabs



Above is pictured Miss Alice Weaver, former Ziegfeld Follies star, stepping from a Royal Blue taxicab into the Circle Theater, where she is appearing all this week. Upon arriving in Indianapolis, Miss Weaver was so impressed with the luxurious beauty of the new Royal Blue cabs that she insisted on having her first automobile ride in Indianapolis in one of these new cars.

Royal Blue taxicabs recently made their appearance in Indianapolis and are said to be the last

word in cab perfection. All the latest improvements, including velour upholstery, are featured in these cars. They are motored by General Motors' new type taxicab motors, which were especially designed for safe, comfortable cab transportation. The idea of safety is carried out throughout the construction of the car.

Royal Blue cabs are owned and operated by the Checker Cab Company, subsidiary of the Frank Bird Transfer Company, which has been in operation in Indianapolis since 1875.

## Tail Lights

BY SWEDE SWANSON

Many of us have dreaded the coming of good weather and the outcropping of pleasure drivers.

Both are with us now and as the summer approaches we shall get the full effect of this combination on our narrow highways.

But this state of affairs neither is the fault of the weather nor of the pleasure seekers. Rather it is the fault of the State that congestion should exist.

Generally, we find the slow and inexperienced driver staying close to the right side of the road and minding his business rather seriously. It is only when a man gets too cocksure of himself that he becomes less cautious and considerate in his driving. It is he who scurries through traffic making life miserable for others, while the novice keeps on his steady way to the right.

The chief reason for this condition is the lack of broad highways diverting from our main cities where most of the automobiles gather. This is the day of the 120 and 200-foot road and the States that ignore this step in the process of civilization find themselves troubled with congestion of the arteries and a retarded circulation.

An annoying clicking sound in an engine, most pronounced during idling or low speeds, is very apt to be the result of too strong a spring on the rocker arm in the distributor. At higher speeds the spring is weakened by the rapidity of its movement, and also because the noise it makes is drowned out by the hissing of the carburetor.

With the eight cylinder cars coming to use two breaker arms and two springs there is a double chance of noise at this point. Any good mechanic can relieve the tension on one of these springs, if it annoys you.

This clicking sound from the distributor often is wrongly diagnosed as the snapping of the spark as it jumps to the various contact points.

The following suggestion comes from one of our readers and we believe it a good one:

Gentlemen:—In night driving, when facing bright lights, I have often thought that if cars were to carry a light on the left side which would illuminate the road to their left, it would make it much better for the approaching car facing the bright lights, as often the lights are not and should not be dimmed, but with a side light to the left the awful blackness beside the approaching brightly lighted car would be dispelled. This is especially true in the country where there are no auxiliary street lights.

I hope you may see fit to mention this suggestion in your paper some time, in the future hope that it may be experimented with by drivers.

W. A. CARPENTER.

While automobile fatalities increased in this country in 1927 some eight per cent, ten States lowered their percentage and four increased. Illinois had the largest numerical decrease; from 1,776 in 1926 to 1,647 in 1927. Montana, with a twenty-two per cent decrease, had the largest percentage.

New Zealand, with 40,000 miles of improved roads, natural attractions of mountains, volcanoes, varieties

of climate and animal life, is a motorist's paradise, according to John Edwin Hogg, author.

A standard code of motor coach regulations has been prepared by the National Automobile Chamber of Commerce, in co-operation with other organizations, and has been submitted to several States for endorsement. Motor coaches, according to this code, shall not be more than thirty-three feet long, ninety-six inches wide and fourteen and one-half feet high.

In a plea for safer brakes at a meeting of the Society of Automotive Engineers in San Francisco, figures were cited that showed a car with two-wheel brakes can not be stopped from a speed of twenty miles an hour in less than thirty-seven feet, and that four wheel brakes reduce the theoretical distance to twenty-two and one-fifth feet.

### PATRONS LIKE AUBURNS

Company Reports High Percentage of Earlier Model Trade-ins.

Out of the first 241 sales made by dealers of the Auburn Automobile Company in February, sixty-two were straight sales, N. E. McDarby, sales manager of the Auburn Company reports. Of the 179 trade-ins fifty-seven were Auburn cars of earlier models.

"This unusually high percentage of Auburn trade-ins indicates," McDarby says, "that Auburn customers are sold on our line of cars. Buyers don't come back unless they are satisfied."



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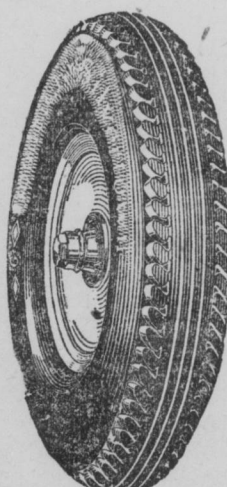
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## NEW TRUCK IS PUT ON MARKET

White Product Meets Restrictions in 22 States.

A new heavy duty truck designed to meet special conditions created in twenty-two States by weight restrictions and new transportation demands in all others was announced today by Walter C. White, president of The White Company.

The new chassis is equipped with pneumatic tires and adds speed, flexibility, and increased carrying capacity to the pulling power required in excavation, construction, road-building, oil, lumber, inter-city hauling and other operations where loads are heavy.

Heretofore, contractors in these field have been limited to extremely low speeds in heavy duty vehicles, and many States have passed laws reducing gross weights which may be carried on solid tires.

Nine States have placed this limit at 20,000 pounds or less, six others have limits of 22,000 pounds, and seven have special or seasonal restrictions which prevent truck owners from making maximum use of their equipment.

The new White—known as Model 58—solves these problems by the use of pneumatic tires, a chassis weighing only 7,500 pounds, and a marked increase in speed and flexibility.

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## WILLYS TO BUILD NEW PLANT IN LOS ANGELES

Will Assemble Whippets, Knight Cars for Coast Distribution.

TOLEDO, Ohio, April 18.—An assembly plant to take care of Whippet and Willys-Knight cars on the Pacific Coast and in the intermountain territory west of the Rockies will be opened in Los Angeles, Cal., early this summer according to a statement given out here today by John N. Willys, president of the Willys-Overland, Inc. The opening of this new assembly plant has been made necessary by

the growth in sales of Whippet and Willys-Knight models in the territory which will be served by this new plant.

This is the first plant, devoted to the assembly of motor cars, to be opened by Willys-Overland whose sales this year have exceeded those of last year for the same period by forty-one per cent.

### Firemen Fight Flames in Tree

By United Press

NEWCASTLE, Ind., April 18.—Five gallons of chemical was required to extinguish a tree fire here. The fire department responded to a still alarm where a large hollow tree had caught fire. Officials believed boys started the blaze.

## RETURNS TO MARMON

Frank Wise, Again on Local Sales Force.

Jack Hendricks, Jr., general manager of the Indianapolis sales branch of the Marmon Motor Car Company, this week announced that Frank Wise, well-known along automobile row for years, has returned to the Marmon retail sales force.

Until 2 1/2 years ago Wise was associated with the Marmon branch and since that time he has been with the Charles G. Sanders Company, Jordan distributors here.



**World's greatest value by this Nationwide Verdict**

In all 6-cylinder history there has never been such spectacular acceptance of any car as that which everywhere greets the new Essex Super-six. It is outselling all other "Sixes", and its own previous records, by such outstanding

Coach \$735 - Sedan (4-Door) \$795 - Coupe \$745 (Rumble Seat \$30 extra)

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Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance.

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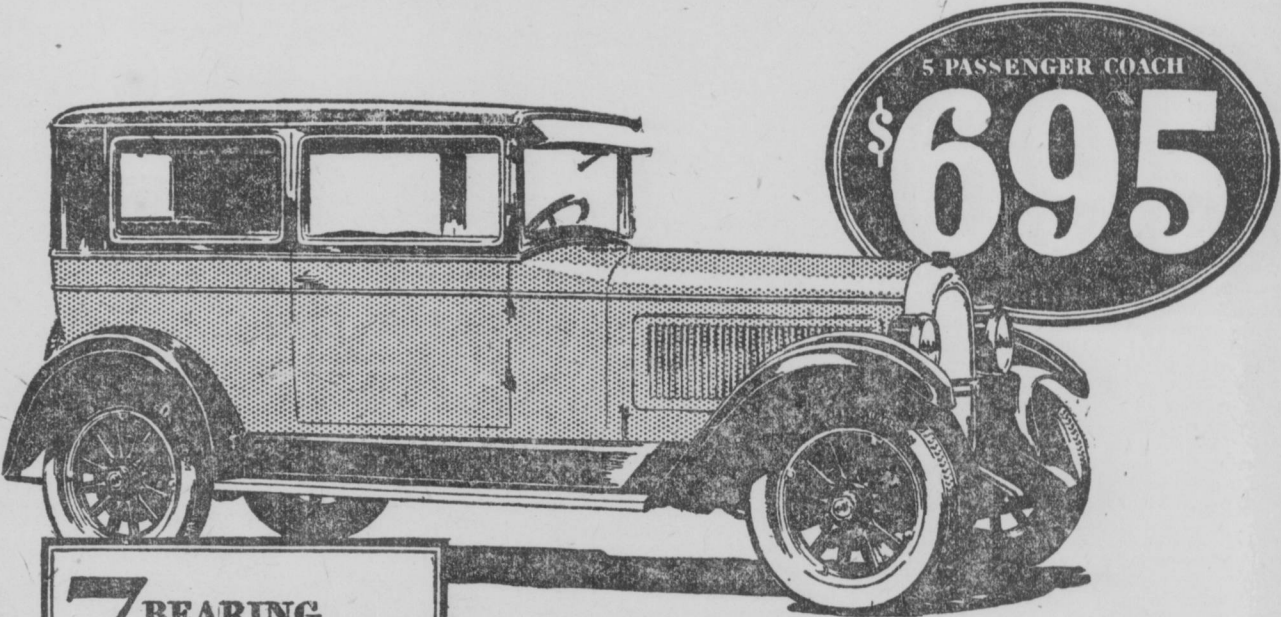
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**7 BEARING CRANKSHAFT**

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**NEW WORLD'S RECORD!**

Setting a new world's speed and endurance record for cars under \$1000, the new Whippet Six in a continuous 24-hour run at the Indianapolis Speedway, under observation of the Hoosier Motor Club, averaged 56.52 miles per hour for the entire 24 hours—

Brought to a dead stop from a speed of 35 miles per hour in 49 feet 7 1/2 inches—Accelerated from 5 to 25 miles an hour in 7.2 seconds—Records made possible by the most advanced engineering of any light Six in America!

The new Whippet Six is now on display. See it. Drive it. You will find it a revelation in value!

**The new Whippet Six**

**CAPITOL MOTORS COMPANY**

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Phillips Haynes Auto Sales, Inc.

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Bohannon Sales, Inc.

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C. K. Martin

4451 West Washington Street

C. L. Scott Whippet-Knight Sales

832 North Meridian Street

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More horsepower per pound than any other car in its class, gives the Victory an advantage which its rivals simply cannot hope to compete with.

It leads off first and holds its lead—and when the hills are reached all attempts to follow the Victory abruptly end.

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**The Victory Six**

BY DODGE BROTHERS

ALSO THE STANDARD SIX \$875 TO \$970 AND THE SENIOR SIX \$1570 TO \$1770