

PRICE RANGE ON NEW WHIPPET 6 IS BELOW \$700

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

TOLEDO, 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.

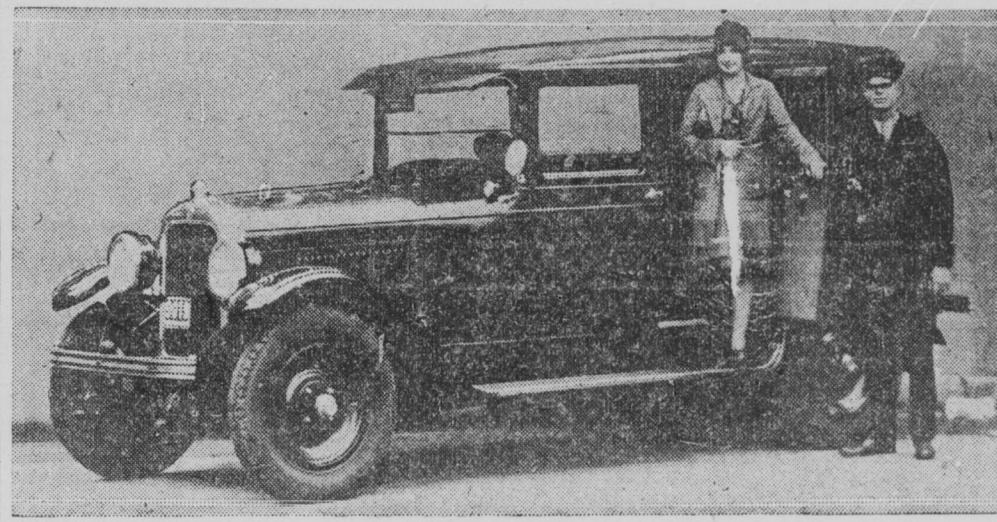
"We determined to make this car mechanically correct in every detail before we offered it to the buying public," Willys declared. For months we have had 150 experimental Whippet Sixes in operation in all parts of the country, subjecting them to every known severe test. These cars traveled a total of 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 1/4 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

gear, it averages 35.73 miles an hour for 150 miles.

"Each of these tests was officially observed by the Hoosier Motor Club of Indianapolis.

"In the design of the power plant and in the construction of the chassis, we have endeavored to incorporate all of the features usually associated only with the higher priced cars.

"Bodies for the new Whippet Six will be built in our new plant. This has resulted in a marked saving in body cost, and notable economies have been effected in other manufacturing departments.

NAME MARMON OFFICIAL

J. A. Bohannon Is Vice President in Charge of Production.

G. M. Williams, president of the Marmont Motor Car Company, has announced that J. A. Bohannon has been elected vice president in charge of manufacturing by the Marmont board of directors. Bohannon assumed his new duties immediately.

Coming to the Marmont organization six years ago as purchasing agent, Bohannon a few months ago was appointed as director of purchasing.

Prior to his association with the Marmont Company, he was purchasing agent of the Savage Arms Corporation for four years and purchasing agent of the General Spring and Wire Company for two years.

word in cab perfection. All the latest improvements, including velour upholstering, 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.

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