

WHIPPET RECORDS HOLDING PENNANTS LIGHT CAR FIELD

"Since the recent announcement of John N. Willys, president of Willys-Overland, Inc., placing the Whippet in direct price competition with the lowest priced cars in the light car field, a greater interest than ever before is being centered by motor car buyers of the nation on the notable records established by this car since its introduction 19 months ago," said F. W. Chase, Roseburg distributor.

"This unusual attention being directed on the Whippet performance is said by automobile authorities to be based on the fact that the motor car buyer of today measures quality, material, workmanship, economy of operation and general serviceability chiefly by performance.

"Over a period of 18 months the Whippet has been put through a greater number of tests than any other car in the history of the automobile industry, each test being made to definitely establish the in-built stamina of the car. These tests have been staged in every section of the country, many of them by independent owners. Among the tests staged were speed, power, economy and stamina performances.

"It is pointed out that one of the notable records established by a Whippet is the fuel economy mark of 43.23 miles to the gallon of fuel. This was made in a coast-to-coast trip of 3,559 miles under the official observation of the A. A. A.

"In power accomplishments the Whippet also has set notable marks among them being the climb up the almost trackless side of Stone Mountain near Atlanta, Ga., a few months ago. Only two other cars ever accomplished this climb, both of them being much larger and more expensive than the Whippet.

"In a stamina test a Whippet ran continuously for 30 days and nights in the vicinity of Elmira, N. Y., traveling a total of 12,098 miles at an average of 31.10 miles to the gallon of fuel.

"Piloted by Joe Lusignan of Stockton, a Whippet covered 429.9 miles in 19 hours, climbing five mountain peaks, one of which was over 9,941 feet high.

"In a challenge race from Casper, Wyo., to Rawlins and return, a Whippet was an easy victor over another light car."

Willys-Overland officials declare that with nearly 150,000 Whippets in the hands of owners, these cars have traveled a collective total of a half billion miles and cite the low

SPEED AND SAFETY IN THE VICTORY 6

Dean Edward Ottomann, of the Chicago Technical College, recently opined that "The people are wanting more speed and the manufacturer should make the car as safe as possible." This statement was in reply to a series of questions propounded by Fereval White, prominent engineer, while making his recent automotive survey.

As the mechanism of the automobile is perfected it is obvious that greater distances can be traversed which in turn is the basic reason for the public demand for speed. There are two principal means of relieving the danger that high speed is heir to. A low center of gravity is a great step inasmuch as the greatest danger at high speed lies in the possibility of turning over. Another great step is fortification against damage in case of collision or sudden impact.

Dodge Brothers have embodied these two guards against injury in their new Victory Six motor. The entire body is made of two walls of sheet steel—battleship type—with an air space between. These walls are joined together at various points with lock joints giving the body much greater strength by creating a second defense against accident.

For the first time in motor construction the body and the chassis are united into one solid unit in this car. The floor is built into the chassis frame and the seats are attached directly to this. The old insecure framework, including the body sills, is thus eliminated. An additional there is a saving of two full inches of the height of the car and a resulting lower center of gravity without sacrifice of road clearance. It would be practically impossible to overturn this car even on the sharpest corners.

In addition it combines, for the first time, the body and chassis into one unit which is necessarily much more solid inasmuch as the torsional twists and strains are now taken up by the solid piece of metal. The body is further strengthened by the battleship principle of construction. Two separate walls of sheet steel are used to replace the single wall and the result is an impenetrable redoubt for the passengers.

The providence of Alsace and Lorraine were restored to France by the peace treaty following the World War.

MORE THAN FORTY MILLION AUTOISTS WILL SEE AMERICA

WASHINGTON, D. C., Jan. 24.—More than forty-four million people, over a third of the nation, will take vacation motor tours during 1928 and will spend the staggering sum of three and a half billion dollars, according to preliminary estimates of this year's motor tourist business made by the national touring bureau of the American Automobile association today.

The A. A. A. estimate for 1928 is based on a detailed study of figures for the 1927 season, with an allowance of ten per cent increase for this year, which is about the normal annual growth in the gigantic industry of motor touring over the past few years.

Approximately forty million people, in ten million cars, took to the winding ribbons of paved highways and into the byways for their vacations last year, the national touring body declares.

"One of the most impressive and important features of the motor tourist business in 1927," says the A. A. A., "was the trend away from the tourist camps and toward the hotels and tourist homes catering to motorists. The latter enjoyed a heavier business than in the previous year, despite weather conditions that somewhat handicapped the annual vacation movement. In this trend, amounting to an increase of twelve per cent in business, is seen a clear indication of the position of the resort hotel as a permanent fixture in the rest any day life of the motorist."

The figures for last year show that 29,000,000 people in 7,500,000 cars patronized hotels and tourist homes. On the basis of last year's figures, the total of this class of motorists should soar to 32,000,000 this year.

"Flourishing four people to a car and allowing each occupant an expenditure of \$7.50 a day, for an average period of ten days, the army of motorists patronizing hotels and resorts would spend nearly two and a half billion dollars in 1928."

"Wandering in nomad fashion, as lured by climate, scenery and history, more than 11,000,000 campers used their cars last year for vacations. The caravan numbered about 2,750,000 automobiles, including house cars fitted out for housekeeping and as trailers. This would justify the estimate that more than 12,000,000 campers will use over 3,000,000 pleasure cars to visit the great outdoors this year."

"The camper spends three times

as long away from home as the hotel tourist and on a basis of \$3.39 a day, per person, nearly a billion and a quarter dollars will be left along the gasoline trail by this class of motorists.

"These tentative estimates for 1928 may appear large, but they are in reality conservative and are based strictly on the figures for the past few years and the normal growth that each year has brought."

Two factors, according to the A. A. A., which handled 10,000,000 tours last year, are playing a predominant part in the development of America's motor tourist business, namely, the establishment of standardized motor services throughout the country and the growing appreciation of the importance of the motor tourist caravan as a creator of community growth and prosperity.

The statement concluded: "From rock-ribbed Maine to sunny Florida, from the Atlantic seaboard to the blue waters of the Pacific, America is preparing for this year, the most important year in motor tourist travel. Thousands who stayed at home in 1927, due to the cool weather that hung over the nation to the open road during the present year and to spend more time on in the summer months, plan to take tour."

OAKLAND SALES FOR 1927 TAKE FIFTH IN RANK

The Oakland Motor Car Company, which advanced from the position of ninth in point of sales volume during 1926 to fifth place in 1927, has expanded its already extensive sales organization to handle an expected further sales increase during 1928. It is announced by W. R. Tracy, vice-president in charge of sales.

The most important development so far has been the appointment of six regional sales managers in key cities to direct the 22 district offices stationed throughout the United States. The present eastern and western sales managers, W. B. Sawyer and E. M. Lubbeck, each has supervision over three of the regional managers.

All of the district sales offices are being expanded and moved to larger quarters and the number of representatives traveling among the dealers from the district offices has been increased. Many more dealers are being added to the present total of more than 4,300 which now is nearly five times the size of the dealer organization in 1925.

The six new regional managers and their headquarters cities are as follows: New York, F. E. French, formerly special eastern sales representative; San Francisco, L. M. Dreves, former Pacific Coast supervisor; Chicago, Harry Mahaffey, Cleveland, L. J. Marsh; Atlanta, W. A. Sullivan; Kansas City, Edison Smith. The four last named have been promoted from the position of district manager in their respective cities.

These promotions have necessitated the following assignments of district managers: Chicago, R. D. Batchelder, formerly with the General Motors Acceptance Corporation, Cleveland, E. J. Barlow, former district manager at Indianapolis; Atlanta, T. A. Kimmel, former assistant district manager at Buffalo; Kansas City, E. J. Beaguh, former Butte district manager; Indianapolis, E. J. Mann, former assistant district manager at Cleveland; Butte, C. L. Pugh, former field representative in the Seattle district.

In order to relieve the 22 district managers of a great mass of detail, Mr. Tracy has placed four sub-executives at each district office. Each district manager now has under him a supervisor of dealer accounting, a supervisor of distribution, a supervisor of service, parts and accessories and a supervisor of sales development, advertising and fleet sale. Except upon matters of company policy, these men contact directly with the corresponding departments at the home office.

The six regional managers will visit the factory every 30 days and upon returning will summon the three or four district managers in their respective regions and pass on to them information and instructions received. This plan, Mr. Tracy points out, relieves the district manager of the frequent necessity of making long trips to the factory and enables them to spend more time directing sales activities in their districts.

POOR BUSINESS
By NEA SERVICE
NEW YORK.—Business was bad. Herman Schwartz, junk dealer, could visualize all sorts of difficulties—bankruptcy, insolvency court, the sheriff. So he decided to provide business where there wasn't any. He proceeded to smash up old piping owned by the Brooklyn Construction Co., whose president, Max Epstein, placed a valuation of \$1,000 on Schwartz's attempt to make business better.

BUICK FOR 1928 IS BETTER THAN EVER

Among the engineering features which share credit for Buick's record-breaking sales since introduction of the 1928 models last summer, is the improved six-cylinder valve-in-head engine, featuring the vacuum ventilator and the counterbalanced crankshaft with torsional balancer. Engine changes in the new models include a new cylinder head, a new crankshaft, new and lighter valve-operating mechanism, and an enlarged exhaust system.

Of these changes, one of the most interesting, in Buick engi-

neers' opinion, is the Buick cylinder head, which makes use of the same principle as has long guided the design of firearms, and with the same object: to get all possible force directly behind the projectile. In the case of the engine, the projectile is the piston, and the power which the pistons collectively develop depends upon the force brought to bear upon them by the explosion within the combustion chamber.

The combustion chamber in the engine of the new Buick is circular, with smoothly rounded walls, and is of the same diameter as the piston itself. It fits exactly over the bore in the cylinder block, its falls forming a continuation of the latter's, so that when the explosion occurs, every ounce of power is concentrated directly upon the piston.

Since the valve openings are in the head itself, there is no neces-

sity for an irregular design to accommodate the valves. Just as in the modern gun, the propelling power is introduced through what corresponds to the breech. It is this feature about the design of the valve-in-head engine which makes it the most powerful engine, per cubic inch of piston displacement, yet devised.

An incidental effect of the unusually compact head design is reduction of undesirable cooling of the explosive mixture, and consequent lessening of detonation.

Valve-in-head engines are more costly to manufacture than ordinary engines, but the record of satisfaction which they have achieved in Buick's 24 years' experience has prompted their adoption, not only for racing motor cars but for speedboats, airplanes, and other uses where ability to withstand terrific punishment and deliver maximum power is paramount.

SPEEDY ICE SKATER

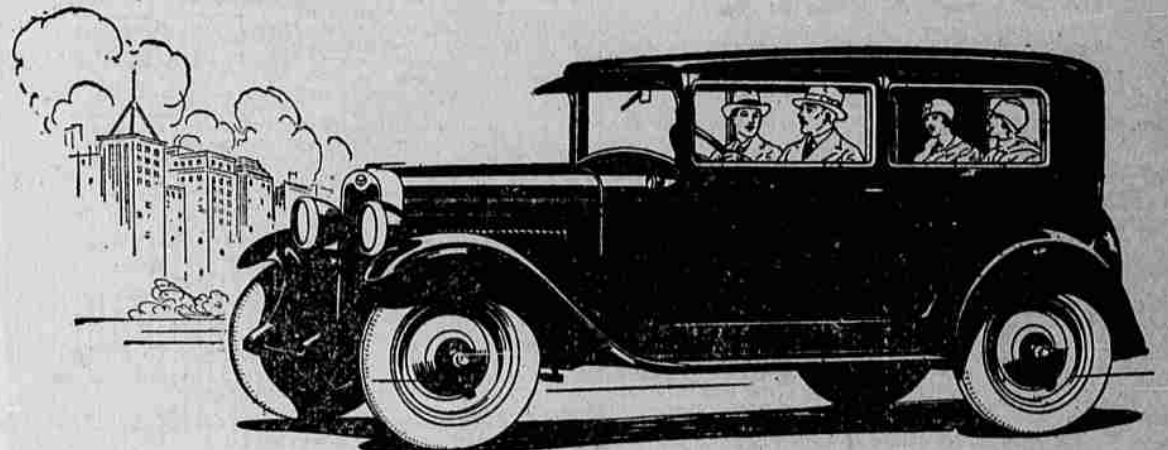
(Associated Press Leased Wire)
OSLO, Norway, Jan. 25.—Class Thunberg, of Finland, holds the amateur speed skating championship of Europe by virtue of winning two places and places on another occasion in a two day contest here.

He skated to first place in the 1500 meter event in 2 minutes, 22 3/10 seconds.

Bjallagrud, of Norway, finished first in the 10,000 meter race covering the distance in 18 minutes, 1 9/10 seconds. The other skaters finished: Evensen, of Norway, second, 10 minutes, 3 3/10 seconds; Thunberg, third 15 minutes, 3 3/10 seconds.

Thunberg won the 500 meter race Friday.
King Hakon, of Norway, and Crown Prince Olaf were among the 20,000 spectators at the races.

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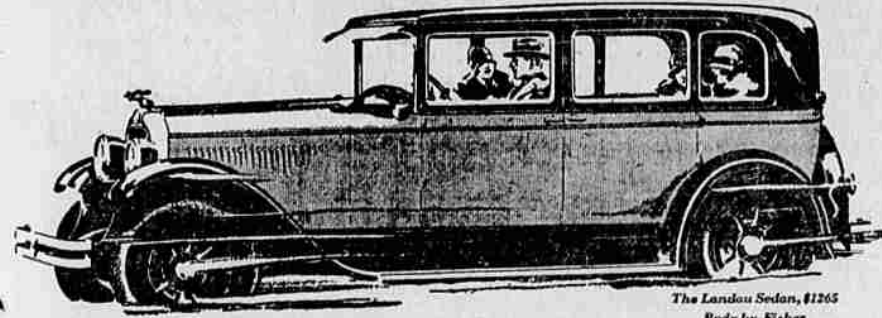
—the Bigger and Better Chevrolet is being everywhere acclaimed as an amazing revelation in a low-priced car!

See this truly sensational automobile! Note how the hood lines stream back from the higher radiator and blend gracefully into the body contours. Note the deep

lustrous tone of the new color finishes in genuine Duco—the interior atmosphere of richness and elegance. Check the chassis—and discover every feature of advanced engineering design and the completeness of detail demanded in the finest motor cars. Then go for a ride!

Experience the flashing get-away and the marvelous smoothness of the improved valve-in-head engine with its new alloy "invar strut" pistons, new hydro-laminated camshaft gears, new mushroom type tappets and steel enclosure. Travel rough roads and observe the cushioning effect of the new semi-elliptic shock absorber springs.

Do that, and like tens of thousands of others, you will be amazed to learn that such a car can sell at such low prices!



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The Spirit of our Breathless Age expressed in a Motor Car

Step on the starter—let in the clutch—and you somehow know you're in a car that's different.

Different in its silence, its smoothness and its snap. Different in the change of pace that sends you darting out through traffic. Different in the atmosphere of smartness which pervades its Fisher body.

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The power, drive and stamina of a 212 cu. in. engine—the endurance of a longer,

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All you need to do is come and drive it . . . sit at the wheel yourself for an hour . . . and you'll know why all America is saying "That's the car!"

PRICES

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New Series Pontiac Six, 2-Door Sedan, \$745. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.



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