



AUTOMOBILE NEWS



DURANT TO USE STAR IN PROGRAM

Expects to Build Up New Consolidated Motors, Inc. Around Auto

OAKLAND, Apr. 14.—Hundreds of letters, wires and long distance telephone messages have been received from all sections of the Pacific Coast region by Norman deVaux, active head of the Pacific Coast Star Car factory, congratulating him on the announcement of W. C. Durant's selection of the Star Car as the nucleus for the new Consolidated Motors, Inc.

In the past, W. C. Durant has twice built up great organizations around a single motor car manufacturing company. First, he took the Buick and with that car as the nucleus, he built the General Motors Corporation. Then later, he took the Chevrolet and developed it to an organization that was strong enough to be used as the nucleus for the reorganization of General Motors.

With the reorganization of General Motors around the Chevrolet, W. C. Durant again took control of the great corporation and he personally headed the vast organization, supervising both production and sales of all the various products.

Star Statistics
The Star Car, including the new "Silent" four and the "Greater" Six, is an ideal product upon which to build another great consolidation of motor car manufacturing interests, it is said. During 1926 the Star Car ranked ninth in the industry with a total production from the four Star Car plants that exceeded 150,000 fours and sixes. The first quarter of 1927 gives the Star car a great increase over the same period of last year and it is predicted that production and sales will go over the 200,000 mark in the next nine months.

While the Star car plants at Lansing, Mich., and Elizabeth, N. J., have been setting up new production records during the open-

ing months of 1927, the Canadian Star plant, located at Leaside, Toronto, Ontario, has been showing steady gains in output and sales. But the Pacific coast plant, headed by Norman deVaux, has been working day and night, operating on a six-day weekly production schedule in an endeavor to keep up with the unprecedented demand for Star cars that has existed ever since the new "Silent" Star four was announced.

Cadillac Sales During March Set New Mark

The Cadillac Motor Car company's sales to dealers in the month of March, 1927, established a new one-month record for the company, according to a statement by L. P. Fisher, president of the organization.

March shipments of Cadillac and LaSalle cars were 29 per cent larger than the previous record month which was made in March, 1926.

This new record was partly due to the introduction of the LaSalle, and partly to increased Cadillac sales throughout the country. Mr. Fisher states that the immediate acceptance of the LaSalle by the public has caused the factory to increase its April schedule, and that he is anticipating an increase in production and sales in April over March.

Since the introduction of the new Cadillac companion-car, March 5, reports from dealer and distributor show rooms throughout the United States are the most enthusiastic ever to mark the first showing of a new car by the Cadillac company. Complete public acceptance has been reflected in a sales volume far greater than was anticipated.

MRS. PANKHURST RUNS FOR PARLIAMENT

LONDON.—A return to active politics has been effected by Mrs. Emmeline Pankhurst of suffragette hunger strike fame, who appears as a potential candidate for parliament from a large East End constituency.

OUT OUR WAY



THE RUSH JOB.

By Williams

FRUIT MEN SAY FROST NOT FATAL

Monday Freeze Did Little Damage in Walla Walla District

WALLA WALLA, Apr. 15.—With several days in which to size up results of Monday morning's low temperature in the valley, orchardists are generally agreed that prunes, apples and cherries were damaged so slightly, if at all, as to have no effect upon the crop.

Damage to fruit trees which has appeared to date is rather generally attributed to the freeze of last September and to the sub-zero spell in January. Some harm to apricots and peaches, grown in small quantities in this valley, may have been done Monday morning.

The high humidity of Sunday and Sunday night is said to have helped protect the tender buds of prunes. While the temperature dropped as low as 21 degrees in some parts of the valley, the presence of moisture on the ground, trees and buds served to take the strength of the frost and the fruit was not chilled to the danger point.

Cold Now Would Hurt
"Prunes are now coming along rapidly and should another night like that of Sunday-Monday come at this time, there would be damage to unprotected prune trees," Wayne Garrett, district horticultural inspector, said.

Apples have not been bothered by the weather as yet, owing to the backward condition, in the opinion of N. L. Tooker, superintendent of the 500-acre Baker-Landon apple orchard. The first varieties to bloom should be "in the pink" by Monday, he said, and Romees will show pink be-

tween April 23 and 25 if the present weather continues. Monday's freeze was hard on asparagus and garden stuff is still retarded, according to D. Lohr, who operates a large garden tract south of the Country club. Warm weather and low frost is much desired by gardeners, he said.

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Speed—55 miles an hour in comfort and safety.
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Snubbers—all light cars should have them for smoother, easier riding.

Adjustable steering wheel—the Whippet fits itself to you, long or short, fat or thin.

Force-feed lubrication—like on the Willys-Knight and other higher priced cars.

Silent timing chain—for quieter operation.

More room—the Whippet gives you more leg room than any other light car.

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Roadster	695	825
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Landau	755	925

Prices and specifications subject to change without notice. Prices F.O.B. factory. Willys-Overland, Inc., Toledo Ohio

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