

### BETTER METHODS SELL USED CARS

#### Estimate Is That 3,500,000 Machines Must Be Handled This Year

NEW YORK, July 14 (AP)—Disposition of the used car may be a problem, but the automotive trade is coming to realize it may be solved. Like any other sales problem by good merchandising methods. Local conditions apparently render impossible any widespread co-ordinated movement to dispose of used vehicles, however, and consequently each dealer is more and more being forced to rely largely upon his own initiative.

A survey of the used car field by the National Automobile Chamber of Commerce revealed that the industry at large favored appointment of local appraisers for used cars. It also was suggested that each dealer recondition his own product and that each factory advertise the current value of previous models in good condition, issuing a guarantee for used machines.

But the plan apparently was wrecked on the rocks of competition. Retail dealers proved to be strong individuals, each bent upon making sales. Numerous local efforts to employ common appraisers, establish common values and offer common terms to prospective buyers were only temporarily successful.

Some manufacturers and dealers have cooperated in disposing of the used cars by selling them as scrap iron. The manufacturers pay \$50 each for "certificates of destruction" believing it worth the money to save potential buyers of new vehicles the expense of constantly repairing old machines and thereby insuring the good reputation of their products.

To a degree the problem has solved itself, although it is esti-

### Willys-Overland Company Produces Car No. 2,000,000—Fourth To Do It

TOLEDO, O., July 14.—The 2,000,000th car to be built by Willys-Overland came off the assembly line on July 2. The car was a Willys-Knight Standard Six sedan, a model introduced this year and the first Willys-Knight model to be priced below \$1900.

The 2,000,000th car comes at the close of the greatest six months production record in the history of the company, a six months period which has exceeded total production for any previous twelve month period in the annals of the organization with but two exceptions, and which exceeded the total for the entire 12 months of 1927 by a wide margin. The previous record for a 12 month period was 1925 when 214,460 units were produced.

Production for this year, up to the end of June, was slightly in excess of 200,000 units, with all previous monthly production figures being broken in March, April and May.

#### 100,000 Back in 1916

Always a prominent contender in the heavy production group of the motor car industry, and ranking in third place in total production for the first six months of this year, Willys-Overland touched its first 100,000 a year mark in 1916 when this figure was exceeded by 42,781 units giving a total production for that year of 142,781 cars.

Strides toward the 2,000,000 total production figure and toward the present record breaking six months' production, started on January 4 last, when a sensational price cut, was announced on the Whippet, bringing one model of this car down to the lowest price

of 3,500,000 used cars must be handled this year. Continued prosperity has made motorists financially able to part with their old machines at prices permitting "junking." In some localities, particularly near the larger cities, there have sprung up establishments making a profitable business of "junking" old cars, selling the usable parts and accessories for whatever they will bring and converting what is left into scrap iron. The increasing number of women drivers also has had a beneficial effect, for women, seeking style in their cars as well as costumes and content only with the newest and best, appear willing to make almost any sacrifice so long as their old car is replaced by a new model.

### Better Autos Make Motoring More Popular

The mechanical reliability of the present day automobile is an important factor in the growing popularity of motor touring as a summer diversion.

Not many years ago, the motorist seldom dared to venture far from town. If he did, he could be reasonably sure of spending the night in a farm house.

But times have changed. The motor car no longer is a mechanical question mark. It has gained in speed, comfort and above all in reliability. A thousand mile tour offers no greater mechanical hazard than a drive around the block. This, of course, is due to the untiring efforts of automotive engineers. Eternally seeking that elusive "something better," they have engineered the uncertainty out of the automobile.

#### Oakland Engineers Help

No small part of this work has been done by the engineers of the Oakland Motor Car company.

Working in conjunction with the General Motors engineers, they have pioneered countless improvements which enable the tourist to start out, confident in the knowledge that he will return intact and under his own power.

For instance, if the reader recalls the early days of mountain touring, he will remember at least two reasons for frequent roadside halts—the boiling radiator and the difficulty in feeding his engine sufficient gasoline on a long up-grade pull.

Today, in his Oakland or Pontiac six, he negotiates these same grades with ease. The cross-flow radiator, exclusive feature of Oakland and Pontiac, is so designed that loss of water by evaporation is practically nil. Water that does vaporize in the engine is condensed and put back to work without being allowed to escape from the radiator cap.

Another feature is the fact that both cars are equipped with a positive feed fuel pump. Geared to the engine, this pump ignores the decreasing atmospheric pressure encountered at the higher altitudes and provides exactly the right amount of gasoline.

#### Further Assurance

The GMR cylinder head, standard on both Oakland and Pontiac, gives further assurance of uninterrupted touring pleasure. On the road, one frequently must buy any brand of gasoline that may be available. But gas is gas to the GMR head. It has no preferred brand. And it drinks in moderation.

These are some of the major reasons why the Oakland and Pontiac sixes are popular among tourists. The excess power and ease of handling permit sustained travel of 300 to 400 miles per day without fatigue, and the car's mechanical stamina, combined with their long springs, Lovejoy shock absorbers and luxuriously cushioned interiors, make touring a comfortable delight instead of a hardy adventure.

More than two million cars are required annually to replace those worn out and out of operation, the Oregon State Motor association estimates. This means that during 1927, more than one-half the country's motor vehicle production was for replacement purposes.

Tourist travel is motoring along this coast road to see this concentrated eight miles of beautiful scenery. From Astoria to Newport, the Roosevelt highway is in excellent condition. From Newport to Reedsport, the highway is uncompleted and detours must be made or beach roads used. From Reedsport south to the state line, the highway is completed and in excellent condition. Ferries in this section cross the Umpqua river, Coos Bay, and the Rogue river.

La Grande-Wallowa Lake Highway—An increasing number of people are visiting Wallowa lake and mountains, frequently called "The Switzerland of America." The distance from La Grande to Wallowa lake is 80 miles. The road is excellent. From La Grande to Island City is paved. From Island City to Enterprise to Wallowa lake the road is macadamized. The next six weeks will be the heart of the season in this section.

Freemont Highway (Bend to Lakeview)—This highway named for the foremost explorer of Oregon, is carrying the largest volume of travel that it has ever been favored with. The road is in good condition, macadam and gravel with just a little dirt. The dirt sections, however, are in good condition and will be maintained in their present condition until the fall rains.

Pacific Highway—Construction work near Dunsuir in California is carried on so as not to inconvenience traffic along this main coast artery. The road from the Mexican line through California and Oregon is in excellent condition and is carrying the major portion of traffic.

The Redwood Highway—Construction work on the Redwood highway near Orick has advanced to such a state to offer very little inconvenience to the motorists and the mud of early spring has entirely disappeared. As a consequence, numerous Oregon motorists are driving into California by way of the Pacific highway and returning by way of the Redwood highway, making a very wonderful loop trip with a maximum variety of scenery.

Oregon Trail Highway—All oiling completed for the present, including vicinity of Hermiston. Resurfacing on Blue mountains will be completed by July 15th. General condition excellent.

Enterprise-Lewiston Highway—Thirty-six miles good improved macadam in Oregon to about two miles east of Flora. Rough country road to Anatone, 20 miles, including heavy grades crossing the Grande Ronde river, then good improved highway to Lewiston.

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### HIGHWAY NEWS

#### The Dallas-California Highway

Tourist travel has at last found the Dallas-California highway and a rapidly increased volume of traffic is using this road. The road from The Dalles to Klamath Falls is in excellent condition and is the fastest road in the state. It being possible to maintain the speed limit under all conditions of weather throughout the entire length of the road. This road is almost universally used as one part of a loop trip by the California tourists.

#### Roosevelt Highway

Few people know that the Roosevelt highway contains eight miles of road between Newport and the Siletz river which is said to be the most scenic eight miles of highway in the United States. This section of the highway, known as the Otter Crest-Rocky Creek section of the road, is just becoming known to motorists, and a rapidly increasing

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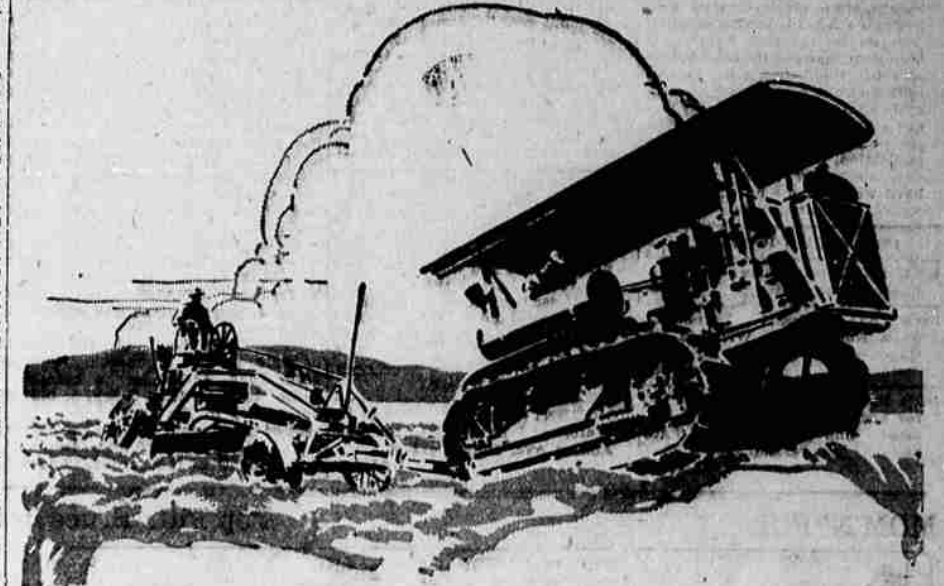
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