

PUBLIC DESIRES ARE DETERMINED

Style, Roominess and Operating Efficiency Are Sought This Season

By John N. Willis
(President of Willys-Overland Co.)

For the first twenty years of the automotive industry, the buying public was chiefly concerned with selecting cars that would run. Stress was laid on machinery. Operating efficiency is as important a factor today as it was in 1910, but new ideals of beauty and comfort have been established, and these new standards must be attained by the manufacturer who seeks wide public approval.

Through the extensive dealer organization of the Willys-Overland company, we were quick to sense an important public demand for style and beauty, a demand that injected the fashion note into an industry which for many years had virtually ignored fashion. I am disclosing no trade secret when I say that the management of the company immediately set about acquiring for its engineering staff the one man we considered the leading stylist of motor cars, Amos Northrup. His conception of motor car artistry is reflected in the 1929 lines of Willys-Overland four and sixes, which already have received nationwide public acclaim, and in the 1929 lines of Willys-Knight, which made their first public appearance at the New York automobile show.

Comfort Important

Spaciousness and comfort have mounted in importance from the viewpoint of the buying public as a natural consequence of good roads and motor car reliability. Modern American families think nothing of driving 200 miles a day

Plymouth Sedan Pleases Giant



SOLID COMFORT—Jack Earl, world's tallest man, who hails from El Paso, Texas, is eight feet, six inches in height and is not an easy individual to fit in clothing or anything else. He had great difficulty in obtaining a car to accommodate his mammoth frame until he discovered the Plymouth sedan at the Chicago Auto Show. Then he found his personal transportation problem was finally solved. Photos show Earl beside his car with an average sized man, and the ease and comfort with which he can sit in the drivers seat of the Plymouth.

in the family car, whereas the family of 1908 considered a 25 mile journey in the light of an event. Hence the 1929 automobile must have room for the babies and the baggage, and it must be so replete with easy-riding qualities that long tours may be taken without undue fatigue.

The time has not yet arrived when the motor car buyer can take operating efficiency for granted. Some cars are much better mechanically than others. Careful buyers will select their purchases in any given price group only after the closest comparison of the respective mechanical advantages offered by the different manufacturers. Motors, brakes, steering

Chrysler Auto Is Product Of Group Of Men

By Fred M. Zeder,
(Vice President in Charge of Engineering, Chrysler Corporation)

Neither the Chrysler car nor the Chrysler corporation is the product of one man but of a group of men. For five years it has been building an organization of experts who know automobile engineering, manufacturing, metallurgy, chemistry, physics, research, production, finance, sales and transportation.

Today the Chrysler Corporation takes pride not so much in being a young organization with no hide-bound traditions to hold it back, as in being an organization of vigorous young men highly trained as business, technical and manufacturing experts.

No Complacency

Under such an administration the company refuses to maintain a complacent attitude toward its success. The creative spirit that animates an organization comprising some 35,000 persons is always to build something finer than anything yet achieved.

The first Chrysler was the product of 19 years of study and practical experience in motor car building. It marked the beginning of a new epoch in the American automotive industry. In 1924 but few of the buying public knew much about automotive principles. They were willing to accept standard models that had been originated in the automobile's early days by men who were practical experts rather than technical engineers. It was deemed extremely hazardous to bring out a new car at a cost of two to three million dollars in a highly competitive field.

Other Achievements

That first Chrysler car was something entirely new. It had beauty, speed, acceleration and unusual performance.

From its beginning, Chrysler has abandoned tradition and has originated, pioneered or popularized many automobile accomplishments. Many of these improvements have since been so widely adopted by other manufacturers that they have become almost standard practice. They include such essentials as counterweighted seven-bearing crankshafts with specially designed webbed crankcase, iso-therm invar strut pistons, rubber insulated engine mountings, oil filter, air cleaner, low center of gravity, pivotal steering, no side-sway springs, 18-inch base wheels scientifically balanced, and four wheel hydraulic brakes.

Though Chrysler-built cars differ in price, size, appointments, speed and power, they are all basically of the same standard of manufacture. Chrysler has translated quality that was possible only with price into quality with quantity production.

That original group of 35 men who designed and developed the first Chrysler car has expanded until today there are more than 450 men in the Chrysler engineering organization.

ADVANCE SHOWING

Jemima, at the age, saw a seabra for the first time. "Rastus," she said, "what kind of a animal am dat?"

Rastus also gazed in much perplexity and awe. He had never seen one before, either. "Why, Jem, dat ere are a sport model jacks!"—Dayton Motor News.

gears, rear axle, transmissions, spring suspension, ignition systems, starter and light controls, and other highly essential mechanical features of automobiles are varied. And they are not yet equally satisfactory.

Points of Judgment

Style, room, riding comfort, and mechanical excellence are the points by which the 1929 motor car is being judged; together with the responsibility of the manufacturer and the size and reputation of the dealer organization behind the product.

Willys-Overland company has endeavored in its 1929 creations to give the public what it wants. The response already recorded indicates that our production plans for a vastly augmented output during the forthcoming year are based on an accurate estimate of the motorist's present tastes and desires.

Sales Of Olds In February Is Up 95 Per Cent

LANSING, Mich., Mar. 9.—An increase of 95 per cent in the production and shipment of Oldsmobiles during February as compared to the same month last year is reported today by Oldsmobile officials. During the month just closed—the shortest in the year—19,294 Oldsmobiles were manufactured.

A further increase of more than 40 per cent over this record February production is scheduled for March, factory officials announce. During the present month approximately 14,500 Oldsmobiles will be produced to fill domestic and export requirements.

Retail sales are keeping pace with the greatly increased production. Oldsmobile officials report, during February these showed an increase of more than 50 per cent. While domestic sales registered the greatest gains, exports showed an increase of 40 per cent over those of last February. This improvement in exports is in direct line with the great strides being made in the export field by the General Motors Corporation, of which Oldsmobile is a division. Last year General Motors exported double the number of automobiles it shipped abroad during the previous year.

SHIPMENTS OF CADILLAC HIGH IN LAST MONTH

Lawrence P. Fisher, president of the Cadillac Motor Car company, states "combined shipments of Cadillac and LaSalle for the month of February exceeded any previous February shipping record of the company."

"In view of the fact that both January and February have established new high records, we feel that 1929 will show a greater volume of high priced business than has ever been attained by the industry."

"Our increase in Fleetwood Custom body business clearly indicates the financially sound conditions prevailing generally. Fleetwood Custom cars, being our highest priced product, naturally go to a most discriminating, limited clientele. However, our sales of this quality merchandise show 164 per cent increase over February 1928 and for the first two months of 1929 an increase of 70 per cent over any similar period."

A car that doesn't say
"Price Price Price"

FULL SIZE

every time you see it!

THE Chrysler-built Plymouth is a full-size car—roomy and comfortable—freed from all diminutive car limitations so ordinarily associated with a low price.

Plymouth is easy-riding. It has the smooth power and supple quickness so

typical of all Chrysler performance, with its exclusive big-performance, Chrysler Silver-Dome high-compression engine, cushioned in rubber, to assure utmost vigor, flexibility and responsiveness.

\$655
And Upwards
F. O. B. Factory

Everything about Plymouth is full-size and dependable.

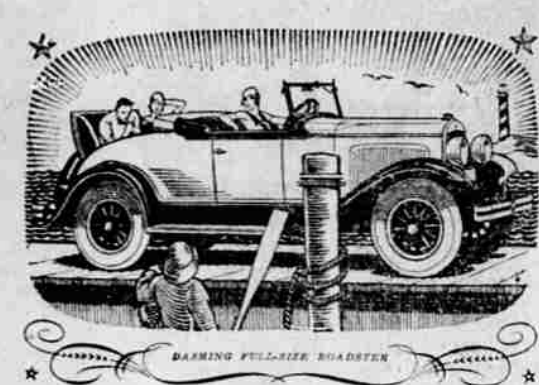
from the heavily-braced chassis and rugged axles to the safe, sure, easy control of Chrysler full-size weatherproof 4-wheel hydraulic brakes.

Yet, with all its bigness and power, Plymouth can match economy with any car.

No longer does a small price limit anyone to a small car. Plymouth full-size, Plymouth power, Plymouth beauty and Plymouth economy make Plymouth today foremost among lowest-priced cars.

Coupe, \$655; Roadster (franklin seat), \$675; 2-Door Sedan, \$675; Touring, \$675; De Luxe Coupe (franklin seat), \$695; 4-Door Sedan, \$695. All prices f.o.b. factory. Plymouth dealers are in a position to extend convenient time payments.

PLYMOUTH
America's Lowest-Priced Full-Size Car



L. W. WEEKS
Greenwood & Jefferson

Success based on QUALITY and VALUE

Greater beauty, size and power win thousands of new owners!

It is easy to understand the sweeping popularity and record sales of the new Superior Whippet Fours and Sixes. See and drive either car, and you will know why January and February of this year showed more than 100% sales gain over the corresponding months of 1928.

The style creation of master designers, the new Superior Whippet sets an ultra-modern trend for Fours and light Sixes—with longer bodies, trim lines, higher radiator and hood, chromium plate, and one-piece full crown fenders.

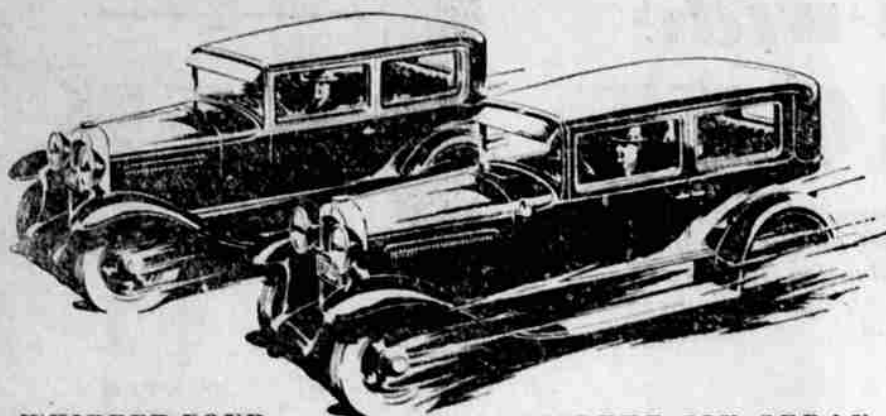
The mechanical triumph of leading engineers, the new Superior Whippet is faster, livelier and more powerful—and especially notable for operating economy and minimum service costs.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

with the New
"FINGER-TIP
CONTROL"



One button on steering wheel controls starter, lights and horn. Simple design; easy operation. No wires in steering wheel. You can keep your foot on brake when starting or re-starting on a hill.



WHIPPET FOUR COACH

\$535

WHIPPET SIX SEDAN 7-Bearing Crankshaft

\$760

Coupe \$125; Sedan \$125; Roadster \$125; Touring \$125; Commercial Chassis \$125. All Willys-Overland prices f.o.b. Toledo, Ohio, and specification subject to change without notice.

Coupe \$125; Sedan \$125; Roadster \$125; Touring \$125; Commercial Chassis \$125. All Willys-Overland prices f.o.b. Toledo, Ohio, and specification subject to change without notice.

NEW SUPERIOR

Whippet

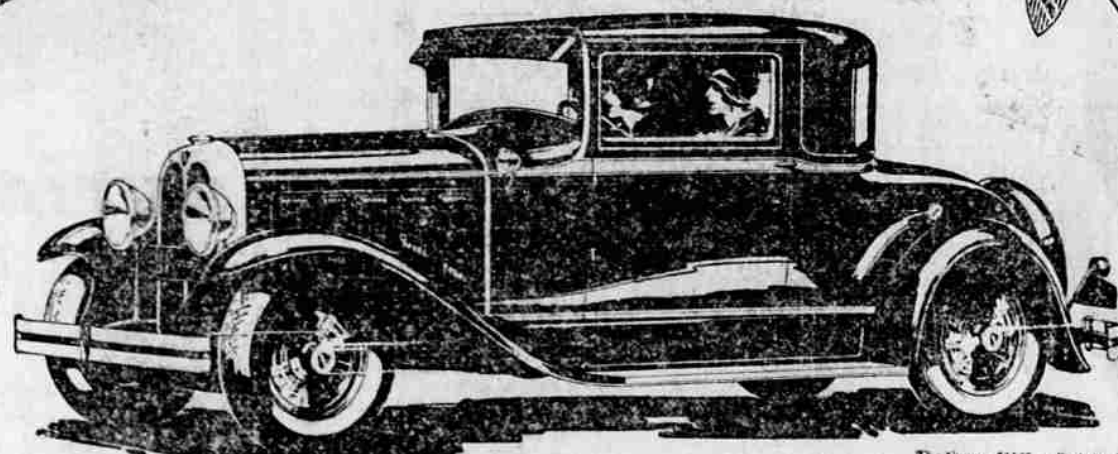
FOURS SIXES

Gettings & Hanks

Jefferson Ave.

THE NEW OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS



The Coupe, \$1145. Body by Fisher

Investigation proves that it has no equal at its price

More for your money. More beauty, luxury and style. More balanced power, speed and acceleration. That's what you get in the New All-American Six.

A blanket statement . . . but just stop to analyze it. Investigate . . . learn what the New All-American provides. Start with the magnificent bodies by Fisher that account for much of its luxury and style.

Consider the individuality of its appearance. The refreshing originality of its design. And try out its glorious performance. Achieved through modern engineering design.

The New All-American Six by Oakland is enjoying ever-increasing popularity. Simply because investigation proves that it has no equal in all that it offers for its surprisingly moderate price.

Prices, \$1145 to \$1275, f.o.b. Pontiac, Michigan, plus delivery charges. Spring covers and Loggia Pedestals. Shock absorbers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivery prices—they include market handling charges. General Motors Time Payment Plan available at minimum rate.

LA GRANDE MOTOR CO.

1419 Adams Ave.

Hall Motor Co.

Enterprise, Oregon