

## FOUR CYLINDER CAR HOLDS POPULARITY

Sale of Willys-Knight Sleeve Valve Fours Gaining, Reports Show

Officials of Willys-Overland indicate that the 4-cylinder Willys-Knight is enjoying even more popularity now than it did a year ago or three years ago and that a steady demand for these models has enabled the company to standardize these models in production that it directly meets competition both in and out of its own class.

Probably no other feature ever offered to the automobile owner has been as popularly received as has the Lanchester Balancer which is now standard equipment on all 4-cylinder Willys-Knight cars, company officials say. This device, of English origin and patented in this country by Willys-Overland, is used exclusively on the Willys-Knight fours, eliminating the motor vibration so common in most 4-cylinder cars. Owners and drivers of these models repeatedly inform the company heads of the remarkable smoothness made possible in their cars by this unusual feature.

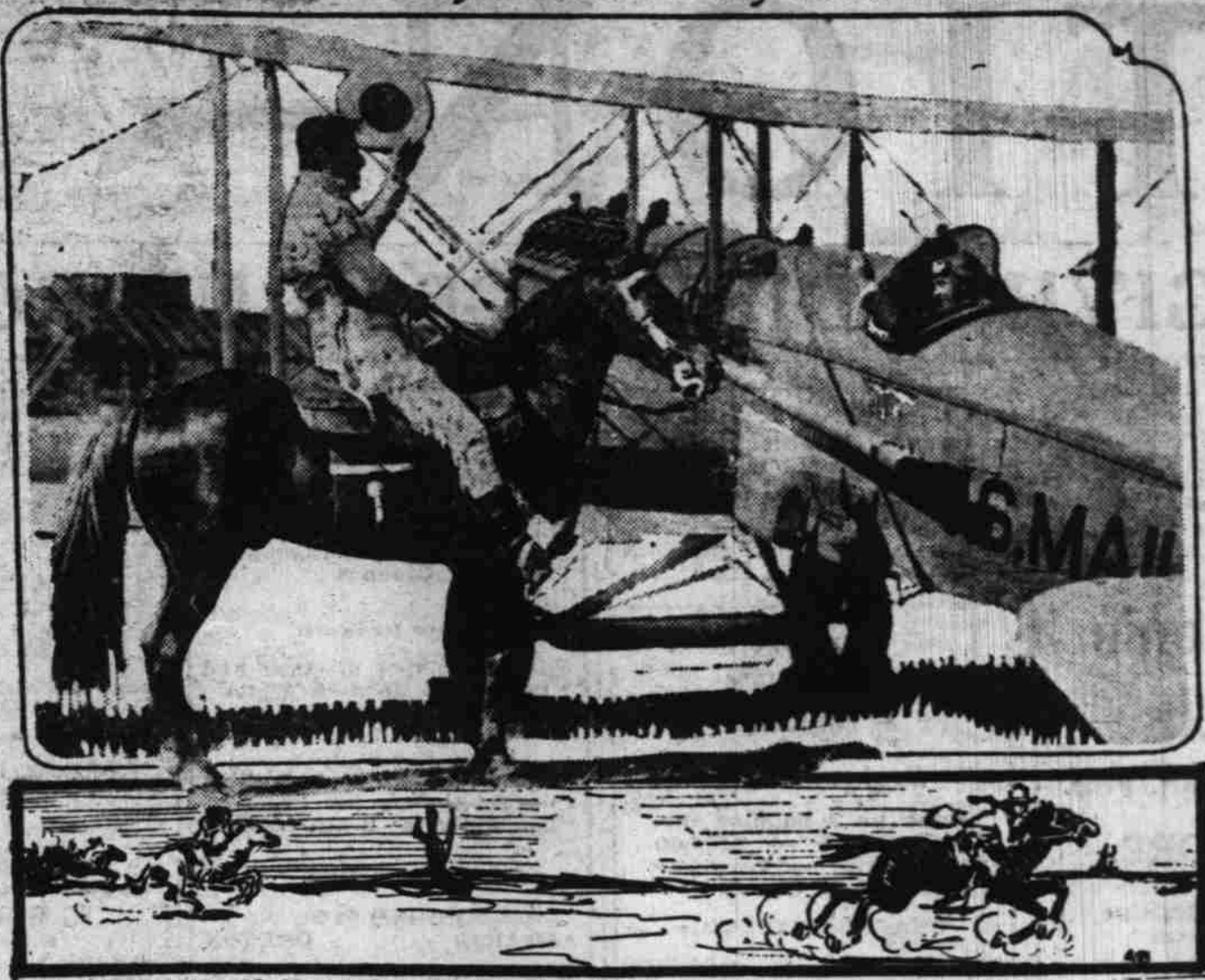
Undoubtedly much of the popularity of the 4-cylinder Willys-Knight is due to the trim appearance and fine equipment of these models according to dealers who have analyzed incidents leading to the unusual sales of these cars. The retailers in Willys-Overland's big organization claim that the economy in the 4-cylinder, sleeve valve motors needs no introduction to the public and that the Willys-Knight fours and sixes are continually being purchased by former owners of the poppet type of motor.

No other feature noted in the sales of Willys-Knight fours by dealers everywhere in the continued inroads of these 4-cylinder models into the sales fields of many of the lighter types of six-cylinder cars of other makes. Dealers further report to the factory that the everyday experience of hundreds of drivers who have handled their cars from \$9,000 to 200,000 miles with a minimum of trouble from the Willys-Knight best of sales factors in favor of motor has reacted as one of the 4-cylinder line of Willys-Knights.

### Chicago Boasts Largest Meadow Park Area in US

CHICAGO—The largest clear level grass meadow in any park in

## Past Meets Today as Coast City Gets Air Mail



When Clair V. Vance, brought his plane to the ground in Sacramento with the first air mail that city received he was met by Jack Padjan in the role of Pony Express rider. The air mail carries mail from St. Joseph, Mo., to Sacramento in less than a day. The Pony Express riders, sixty years ago, took seven and a half days to ride the 1966 miles of wilderness and plain.

The United States is the one in Washington park here. It has an area of 101.7 square acres, which is nearly one-third of the total area of the park.

The meadow is as level as engineering skill can make it and it is covered with a velvet coat of grass. There is space for 280 perfect football gridirons, 125 baseball fields and more than 1,800 tennis courts.

Here Chicago's multitudes find room to "stretch their legs." The meadow is surrounded by shaded walks and pleasure drives, miniature lakes and flower gardens. The famous "Bug Club", an institution unique to Chicago, meets at this spot. Men, women and children of every description gather in groups to listen to soap box orators and demagogues deliver impassioned messages. It is a place where the American right to absolute freedom of speech is unhampered.

Washington park is the second largest of Chicago's parks, ranking next to Jackson, which has an area of 554 acres. More than \$2,700,000 has been spent in improvements, plus the original cost of the land. The park has 116 tennis courts, 29 baseball diamonds and two football fields, in addition to 45,000 square feet of children's

playground, 25,000 square feet of wading pools and 1,580 square feet of sand courts.

The cleared level space occupying the northern end known as the "meadow," is approximately 2,000 feet wide and 3,000 feet long.

### State of Washington Is Spending Much for Roads

SEATTLE — More than \$17,000,000 are to be spent on Washington state's pay-as-you-go road-building program during the coming biennium. Of this sum it is estimated \$14,500,000 will be available from licenses for motor vehicles, and a tax of two cents a gallon on gasoline; \$3,250,000 from federal aid, and nearly \$500,000 from forest funds.

Four bridges on the Pacific highway between Everett and Marysville, in the Northwestern section of the state, will absorb \$1,000,000. During the past 20 years Washington state has appropriated \$50,000,000 for highways, and received \$10,000,000 from the federal aid fund, and has 2,465 miles of improved highways to show for its money. Of this mileage 537 are paved and 1,770 graded.

### ECONOMY IS STRESSED IN DESIGN OF AUTOS

OVERLAND, WILLYS-KNIGHT MODELS WIN MARKS

Arduous Mileage Tests Over All Kinds of Roads Tell Story of Saving

"While the price has been kept down to a point which has been the sensation of the industry, performance is the real reason back of the remarkable growth in popularity of Overland and Willys-Knight cars this year," says J. H. Alfred, manager for the Pacific Northwest for the Willys-Overland Pacific company.

"Early in the year our engineering department made the promise that the performance of our cars this year would stagger our greatest expectations."

"These engineers made this claim for the standard four cylinder Overland model and they bore it out in results. These cars have established a national economy record which has not been broken. In arduous mileage tests over all kinds of roads they have established a reputation for freedom from repairs which is the surprise of the so called small car field."

"In the new Overland Six our engineers told us that we would have a car which, for acceleration, speed, power, or hills and general road ability, could not be approached. Their claims have been well borne out. In a recent series of tests to determine acceleration, the Overland Six defeated some of the fastest horses on the Pacific coast in the favorite sprint distance of 1/4 of a mile and this meant that the car had to accelerate to better than 30 miles an hour from a standing start in slightly over 600 feet."

"Against a 100 yard dash man with a record of 4 4/5 seconds, the Overland had to step from a standing start to better than 20 miles an hour in 300 feet and it beat the runner by 4/5 of a second."

"Tests are now being conducted on important hills all over the Pacific coast territory and already the results are proving that the engineers' claims are going to be exceeded."

"In the 4-cylinder Willys-Knight model, we were promised a power and road ability development which would surprise us. Equivalent progress has been made in this model."

"The eyes of the entire automobile industry were focused on the Willys-Knight Six, and this car has also stepped far ahead of what was promised for it."

Private Capital Sought to Aid Soviet Industry

MOSCOW — Problems of international trade are no longer the closest attention of the Soviet government. The recent conference of the Communist party and the federal congress of soviets passed a number of reforms to facilitate private trade and to attract private capital to general trade and industry. The government has found after many years of war upon private trade that private capital in Russia does not exceed 5,000,000 rubles. The trade turnover hardly reaches 2,000,000,000 rubles a year.

Moscow, which is considered the biggest trade center in the Soviet Federation, made a trade turnover last year of 1,723,000,000 rubles. The bulk of this sum falls upon state and cooperative trade. 93 per cent of the Moscow industries are in the hands of the state and only seven per cent is in the hands of cooperatives and private concerns. Private manufacturers in Moscow employ only about 10,000 workmen, which is only 1.3 per cent of the total number of workers engaged in Moscow industry.

## MOTORBIKE HILL CLIMB EVENT SLATED TODAY

FIFTH ANNUAL MEET TO BE HELD AT ROCKY BUTTE

Best Riders in Northwest Expected to Participate in Portland Event

Sunday afternoon Portlanders and visitors will have the opportunity of witnessing one of the greatest motorcycle competitive events of the Pacific coast, when riders compete in the fifth annual Rocky Butte hill climb. Rocky Butte is one of the hardest hills in the northwest and as yet no one has succeeded in going over the top, although some of the best riders in the west have tried.

Rocky Butte has been awarded the North Pacific sectional hill climbing rating for this year, and because of that fact many of the country's stellar riders will perform Sunday in an effort to gain glory for themselves and the machines and companies they represent. AMA gold medals will be awarded at this meet.

Cody Evans, veteran cyclist, will represent Harry Scott, of Salem in the event. Cody Evans took second place in the contest last year. P. L. Abbot, of Portland, and Harry Scott, of Salem, both have a chance to win for the third time, and thus gain permanent possession of the Oregon Journal trophy. It was under the auspices of the Oregon Journal that the Rocky Butte hill climb was first instituted as an annual sporting occurrence.

The sport of hill climbing has grown rapidly in popularity during the last few years until now it has become one of the crowd drawing features of the sport world. The reason for this popularity is probably that the sport is thrilling to the spectator and apparently is full of danger although very few casualties occur.

## Britisher Says American Colleges Are Sport Mad

LONDON — That universities overseas have gone mad on sport

is one of the notes made by Sir Ernest Bain, chairman of the finance committee of the Leeds University who recently returned from a visit to universities in Canada and the United States. In a lengthy report he says in practicality every university the stadium was pointed out with emphasis, the master of sport has a very comfortable position, and the tremendous emphasis placed on sport is causing university authorities in America grave anxiety.

"I heard of one case," he said, "where a town's butcher had been enrolled as a member of the university because he had exceptional ability as a footballer."

Dealing with details of organi-

sation of the universities, he notes that in every American university the alumni are well organized and powerful, so powerful as to create difficulty in many cases, as they not only lay down conditions upon which gifts are made to the university but there is an active interference with teaching. On the question of salaries, after detailing the amount paid to professors, he says it is significant that the individual responsible for sports in all the great universities receives a payment substantially higher than that of any academic member, even including the chancellor.

Read the Classified Ads

## WALTER P. CHRYSLER'S TRAFFIC TALKS

Every city and town, regardless of size, should have a comprehensive, far-seeing traffic program. Every community has ITS traffic problem, and, generally, the size of the community determines its seriousness.

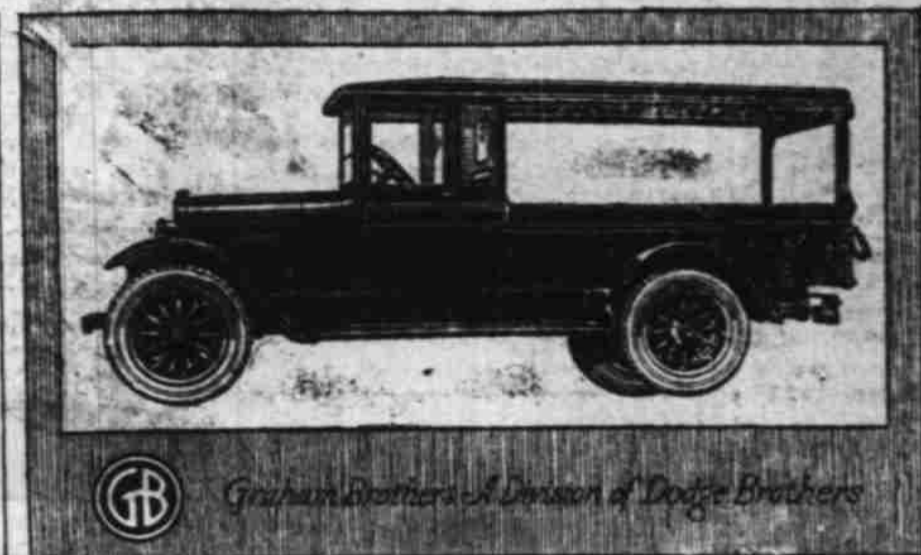
In laying out new thoroughfares and new real estate developments thought should be given to the width of streets and highways, to the amount of parking area and to the width of sidewalks. Many cities in developing their suburbs are making a time-old mistake of too narrow streets and highways. Today most houses are equipped with garages. There are more families owning motor cars than there are families owning none. This calls for wider streets, wider highways, parking space that is adequate, sidewalks that are of the proper width.

As a town grows and the number of its motor vehicles increase traffic problems become more numerous and more serious.



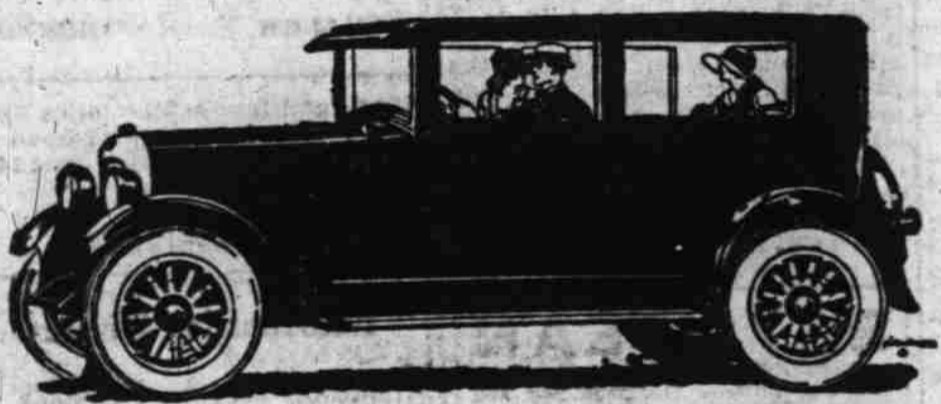
Then the community that anticipated this situation will be proud of its foresight.

Cities are learning that it is a good plan to route commercial vehicles—motor driven or horse hauled—away from avenues used chiefly by passenger cars. They are also learning the necessity of keeping records of incoming and outgoing travel so that the burden of traffic can be relieved by routing along designated avenues. Plan for the future growth of your city.



**A Body for Every Business**  
When you buy a Graham Brothers Truck you have your choice of the largest line of standard bodies in the industry. Whatever your requirements may be, Graham Brothers can supply you at minimum cost.  
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**GRAHAM BROTHERS TRUCKS** SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

## How this One-Profit Coach is built by Studebaker on the sturdy STANDARD SIX CHASSIS



**SUPERFICIALLY** other coaches may resemble this Studebaker Standard Six, but the resemblance will not stand analysis. Only two cars are made on a one-profit basis—Ford in the lowest price field and Studebaker in the fine car field. Only in these two cases are all bodies, engines, clutches, gear-sets, springs, differentials, steering gear and axles designed, engineered and manufactured by one company.

**\$515 Down**  
And the balance in 18 monthly payments of \$61.77. Come in and see how easy it is to buy this Standard Six Coach on our liberal budget payment plan.

engineered and manufactured under one management, to work more efficiently with every other part. A better car because Studebaker can afford to use finer upholstery, better steel, higher grades of lumber, more painstaking workmanship in hundreds of unseen places. Scores of thousands of miles of excess transportation are built into every Studebaker. When the car which looked like an equal value while it was new, is breaking up, the Studebaker is breaking in.

Contrast this with the average car, where the extra profits of many outside parts and body makers must be included in the purchase price. These profits are part of the production cost of the car—the same as the steel and wood of the body. They do not buy materials nor workmanship—they do not make any car one whit better. Studebaker has achieved one-profit manufacture through years of far-sighted management and through sacrifice on the part of stockholders. Earnings which might have been distributed have been retained in the business to build one of the largest gray iron foundries in the world, to erect stamping mills, forges, etc., to purchase the finest labor-saving machinery, to construct enormous body-building plants.

It is a car that will give you faithful economical service. It is built to yield dependable, comfortable transportation for years and years.

Buy now—no more "yearly models!" This is the time of the year when men have hesitated to purchase an automobile, fearing that the car they bought in July would be made obsolete artificially by the announcement of new yearly models in August or September. Studebaker has discontinued the custom of presenting yearly models. Instead, Studebakers will be kept up to the minute in body styles and chassis design regardless of the calendar.

What does it mean to you? To you, as an automobile buyer, this means:  
1. A Lower Price.  
2. A Better Car.  
A LOWER PRICE, because Studebaker does not need to pile its profit upon the profits of outside parts manufacturers and body builders.  
A BETTER CAR, because it is a thoroughly coordinated, harmonious unit. Every part designed,

Come in NOW—and see this sturdy, dependable, one-profit Coach.

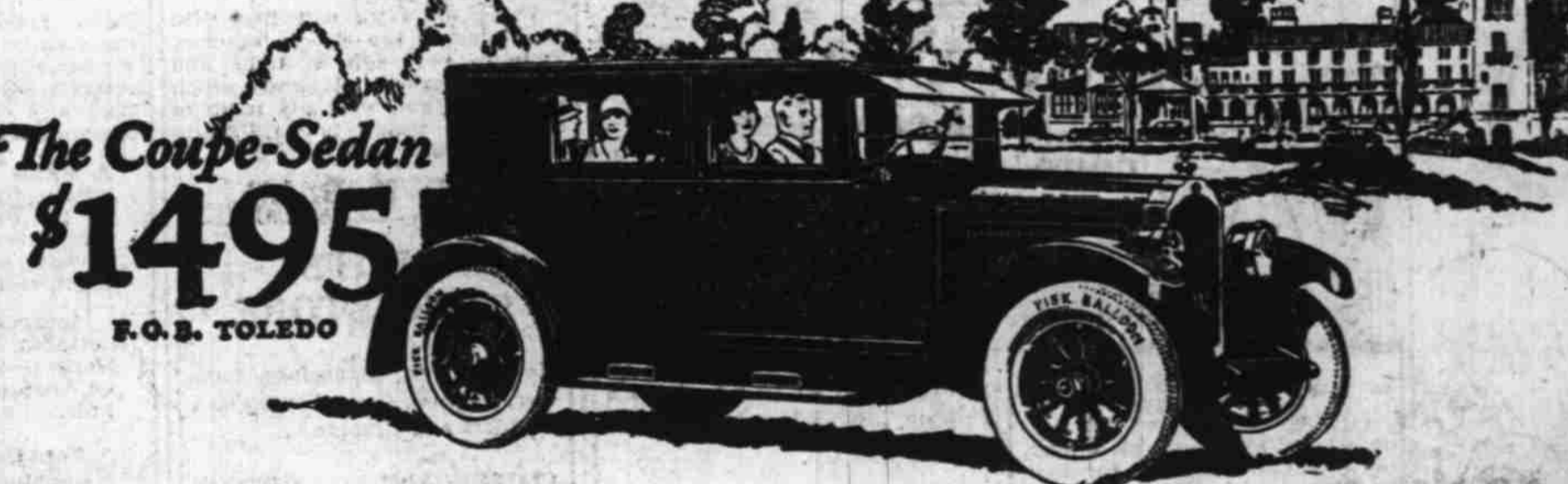
As a splendid example of the facts stated above, we offer the Standard Six Coach. To appreciate this car you must see it and ride in it. We urge you to do so immediately. It is called a coach, but is in reality a roomy five-passenger coupe.

**MARION AUTOMOBILE CO.**  
235 South Commercial Street, Salem, Oregon Phone 262  
OPEN DAY AND NIGHT

THIS IS A STUDEBAKER YEAR

WILLYS-OVERLAND FINE MOTOR CARS

## WILLYS-KNIGHT FINE MOTOR CARS



The Coupe-Sedan \$1495 F.O.B. TOLEDO

**50,000 Miles Mean Nothing to This Great Car**  
—now equipped with the Lanchester Balancer

Mileage that usually means the end of satisfactory service to many cars only serves to prove to the owner of a Willys-Knight that the motor improves with use. There are great numbers of users of Willys-Knight cars who have driven in excess of 50,000 miles without expense for motor repairs. The Willys-Knight sleeve-valve engine has no carbon troubles. It never needs valve-grinding. All moving parts in this engine slide or rotate—with none of the concussion of metal pounding on metal as in poppet-valve engines. That's why you'll never wear it out!

Another great reason for the Willys-Knight's popularity is its freedom from vibration—thanks to this car having exclusive United States rights to the celebrated Lanchester Balancer.

Four-cylinder models from \$1295 to \$1695. Six-cylinder models from \$1845 to \$2495 All prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice

**Vick Brothers**  
High Street at Trade Telephone 1841