

GRAHAM BROTHERS SALES ARE GAINING

February Business Far Surpassed That of Any Similar Period in History

Retail deliveries of Graham Brothers Trucks and Motor coaches for the week ending February 27 were 543, a gain of 98 per cent over the corresponding

period of 1925, official figures reveal. Total retail deliveries for the month of February this year were 1763 units, a gain of 75 per cent. For the nine weeks of January and February this year total retail deliveries were 3530 units, a 90 per cent increase over the corresponding period of 1925, when the total was 1855.

Factory shipments in the final week of February shows a gain of 50 per cent over the corresponding week of 1925. The total was 576 as compared with 316 in 1925. Graham Brothers made a new high record in factory shipments during the week ending February 6 and 813 units were moved, a

gain of 115 per cent over the corresponding period of 1925. "The excellent record of factory shipments and retail sales of Graham Brothers Trucks and Motor Coaches during February and since the first of this year," it indicates that the public recognizes and appreciates the values," declared Mr. Bonesteel of the Bonesteel Motor company in Salem.

SOME OF THESE guys who got up at 5 o'clock a. m., in the morning and hit out for the golf course, would rather like heck if they had to get up at the same hour and split enough wood to gitbreak.

WILLYS-KNIGHT SIX IS "ULTIMATE CAR"

Years of Designing and Manufacturing Center on Production of Auto

Imaging more than 18 years of motor car building, the advent of the new Willys-Knight Six "Seventy" marks the fruition of years and years of planning by President John N. Willys and the engineers of Willys-Overland, Inc. Ever since the Knight sleeve-valve engine was introduced to Americans, Willys-Overland's one great ambition has been to build a moderate priced six-cylinder automobile that would establish a new standard in the industry. The immediate success of the new "Seventy" following its initial appearance at the New York show in January is eloquent testimony to the accomplishment of this desire by its creators and manufacturers.

The Willys-Knight Six "70" is essentially a performing car. That was the purpose in its design and construction, plus the fact that Willys-Overland was able to build a high quality automobile, combining comfort and long wear with a sleeve-valve engine that would sell at a moderate price.

Engineering tests on the new car at Cove Mountain, Md., has proved that the performance of the new "Seventy" is surpassed by no other American-built car of corresponding price or type, and these tests included acceleration, economy and hill climbing. In a 2500-mile trip into Canada, two of the new "Seventies" averaged 18 miles to the gallon of gasoline, while a recent trip through a New York snow storm of 218 miles, established a gasoline mileage mark of 19 miles to the gallon.

In performance, the new "70" was thoroughly tested from every mechanical angle for months preceding its introduction. Experienced drivers took these new sleeve-valve sixes through grueling tests to determine its ability to stand the punishment of engineering tests. Accurate charts were kept of the "70's" performance. On Cove Mountain, a "70" carrying 1057 pounds of load started at the bottom of this tortuous grade at a speed of 30 miles an hour and rounded the top at 25 miles, despite the sharp turns on the climb and the continually stiff ascent.

To determine the speed and hill climbing possibilities of this car, a lone driver took off from standing start at the foot of the mountain and dashed over the top at 37 miles an hour.

In acceleration tests alone, the record charts showed that the new "70" accelerates from 0 to 25 miles an hour in 7.5 seconds; to 35 miles an hour in 9.7 seconds, and to 50 miles an hour in 25 seconds. Despite the fact that the new sleeve-valve six has a small piston displacement, with a bore of only 2 15-16 inches, and a 4 1/4 inch stroke, the car develops 53 horsepower and is capable of 65 miles an hour.

The climax, then, of Willys-Overland plans in building the new "Seventy" comes in the fact that, with a small engine displacement, the new car develops a steadily increasing power delivery up to its maximum speed. The new car is equipped in engine torque by no American-built motor car engine of today. The advent of the new "70" Willys-Knight six gives the Willys-Overland two sleeve-valve sixes—an Overland six and an Overland four, which is considered the greatest market coverage of any present automobile manufacturer.

NEW GROWTH SEEN IN MOTOR INDUSTRY

Improvement in Metropolitan Traffic By Busses and Facilities

redicting an automobile production in 1926 of 4,000,000 and stating that the greatest years of growth have not yet been realized by the motor industry, Alfred H. Rose, General Manager of the National Automobile Chamber of Commerce, recommended to automobile business as place young men, in addressing the opening session of the Automobile Selling Course of the West State Y. M. C. A., New York City, last night, (March 2nd.)

"The demand for high grade men," said Mr. Rose, "Automobile companies in the present day are big enterprises and they need able personnel. The business itself is on a growing basis. There are vast opportunities for who can measure up to the available."

"There is every indication production this year will be, at least, or about \$300,000,000. The country is prosperous. There are 30,000,000 vehicles in use, and that means 20,000,000 prospects for the next few years, three or four million of whom will be in the market this year.

"I look to see 35,000,000 cars

trucks on our highways within a few years. Of these probably 5,000,000 will be busses and other commercial vehicles. The bus business is growing very rapidly. It will be a solution of many of our metropolitan traffic difficulties.

"Today there are several thousand motor buses owned by traction concerns and more and more we shall find rubber tired vehicles carrying the traveling public except for certain specialized types of service such as the New York subway.

"I am an optimist with regard to the relief of city congestion. It seems probable that we are now at the peak of this difficulty. All over the country new boulevards and similar developments are being pushed forward in cities which have had the same down town streets for 50 years.

"We are just waking up to the needs and possibilities of motor transport. There will be more parking garages in down town centers and better traffic control

as we understand the problem more clearly.

"Furthermore, there will be an increasing trend toward suburban life. This will mean increased motor traffic in the residential centers and a further building up of commuter traffic for the railroads.

"A strengthening factor in the motor business is the rapid growth in foreign demand. Exports amounted to 550,000 vehicles in 1925, an increase of 44% over the year before. Within three years this trade will reach 1,000,000 cars and trucks annually.

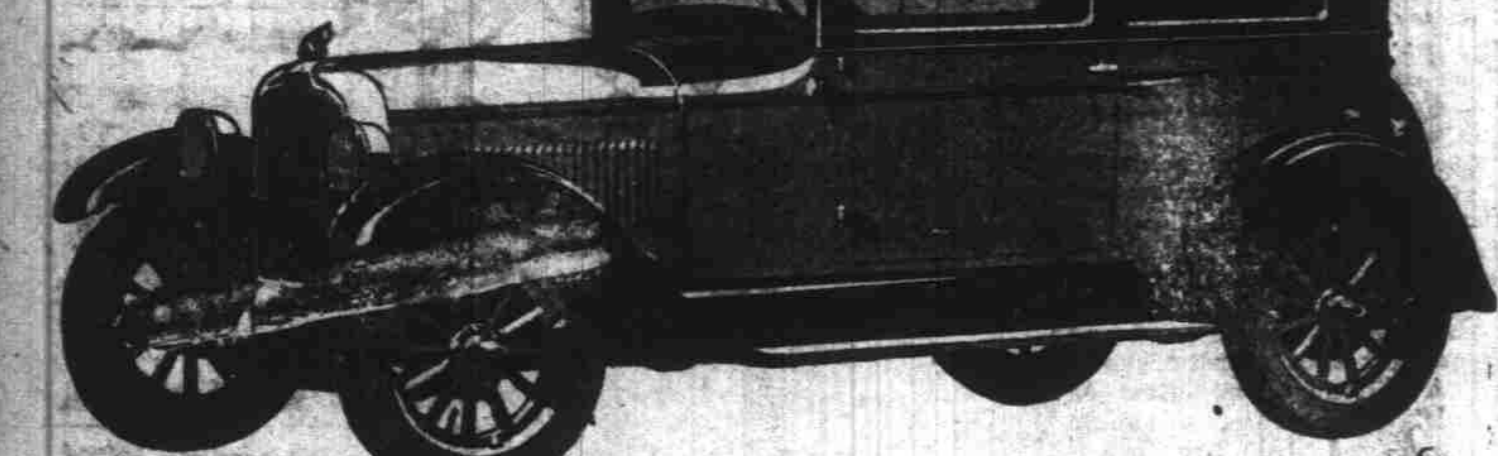
"From the earliest days of the automobile business there have always been casual observers who wondered how so many motor vehicles could be sold. To those well informed on the industry and on human nature the answer is simple. People want to travel. They must travel in their business and they want to travel for recreation. Motor transport is a major industry supplying this demand.

"Aside from the replacement

market in this country there are still enormous selling opportunities among families not yet owning cars, and the market in countries beyond our borders is just beginning to open up."

THAT CUTE little sign they have on hotel room doors: "Stop! Have you left anything?" might, in some cases be appropriately changed to: "Stop, have you anything left?"

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CHIEF OF THE SIXES



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