

RACE AUTOS SHOW EIGHTS' DOMINANCE

Hupp President Cites Fact That Those Cars Enjoy Exclusive Control

Eight cylinder cars have completely dominated the American speedways ever since the 1923 Indianapolis race, according to the Contest Board of the American Automobile association. In that race a four cylinder car placed fifth and another entry, of foreign make, also of four cylinders, was eighth.

Since that time nearly 50 races have been conducted by the A. A. A. over the authorized speedways of the country. In each of these races every one of the more than 300 cars to win a share of the prize money has been a straight eight.

"Straight eights have thus absolutely controlled the speedways of America for nearly four years," points out DuBois Young, president of the Hupp Motor Car corporation. "They have done so because of the positive knowledge of racing engineers and race drivers that the eight cylinder principle combines greatest simplicity of construction, more power and speed per cubic inch of piston displacement, greater accessibility, greater durability and better general operation with greater smoothness, than any other motor car principle ever discovered."

"The race driver demands the finest that can be built, as well as that which is the simplest, most efficient and smoothest in operation. His livelihood—his very life itself—absolutely depends upon it."

"That is why the straight eight absolutely rules racing today, and why it has ruled for four years."

"Naturally enough, those same principles of superiority make it obvious that the eight cylinder car is the topmost principle for standard manufacture—for the driving public. The public is fast recognizing it. That is proved by the fact that buying of straight eights in America, which increased five fold in 1925, doubled again in 1926 and will more than double in 1927 total in 1927.

Buying of eight cylinder cars exceed \$500,000,000 in 1927 staggering figure, but one

which proves the rapid strides these cars are making.

"The greatest endorsement the straight eight principle has yet achieved occurred at this year's automobile shows. Eight cylinder motor cars almost dominated every automobile show held from the Atlantic seaboard to the Pacific. Only six four-cylinder cars, all priced below \$900, remain on the market. In the six cylinder division, 20 are priced below \$1500 and 16 above that price. Nineteen companies exhibited eight cylinder cars, 15 of them straight eights—the type first introduced into the medium priced field by Hupmobile. Six new eight cylinder cars were shown for the first time at New York—always the show for revealing the year's new trends. Every one of them was straight eight.

"Probably nothing would induce all these manufacturers simultaneously to bring out eight cylinder cars except the conclusion that the day of the high priced six is definitely past. The superiority of the eight cylinder principle was thus given a tremendous endorsement.

"Its prestige as the topmost principle is now overwhelmingly established."

All Chandler Models Possess Fabric Joints

All Chandler models have fabric universal joints which have taken place of the old mechanical U-joints that required oil and grease, states R. M. MacDonald of the MacDonald Auto company, local Chandler representatives.

This type of joint has more flexibility with less vibration and does away with oil or grease being thrown on the bottom of the floor boards of the automobile, it is said.

WILLYS-OVERLAND APRIL SALES HIGH

Steady Gains Registered in All Sections of Country Says Report

TOLEDO, Ohio (Special)—Sales of Willys-Knight and Whippet motor cars for April in the United States and Canada totalled 27,401 giving an increase of 49 per cent over sales for the same period of last year, according to a statement just given out by John N. Willys, president of Willys-Overland, Inc.

This brings the total sales of this company for the year to date, up to and including April 30th, to 80,732 cars, the gain over the corresponding period of four months for last year being 27 per cent. In money value of retail sales the gain over last year is \$17,163,000.

Registrations in from 41 states for the month of March show Willys-Overland gains for the month as being 27 per cent while the industry shows a falling off of 6 per cent in this month as compared with last year for the same period.

Complete registrations for January and February combined with those for March which include all but a few states where registrations are relatively unimportant in their general influence on the total show a gain for Willys-Overland during the first quarter, of 16 per cent with the industry as a whole showing a 2.6 per cent loss.

In New York state, the March gain registered by Willys-Overland was 77 per cent compared with March of last year as against a 15 per cent gain registered by the industry as a whole.

Massachusetts showed an even

greater gain, the Willys-Overland increase being 156 per cent for March as compared with the same month last year, while the industry as a whole showed a 19 per cent gain.

An analysis of the general sales position of Willys-Overland in the natural divisions of the country for the first quarter of the year reveals a gain of 49 per cent for this company in the twelve eastern states including New England, New York, Pennsylvania, New Jersey, Maryland, Delaware while the industry as a whole gained but 7 per cent in the same territory in the same period.

On the Pacific coast and in the inter-mountain states, the Willys-Overland gain for the first quarter, over last year, was 34 per cent while the industry as a whole showed a loss in this same territory of 13 per cent.

The middle western states, including Iowa, Kansas, Nebraska, North and South Dakota, Montana and Wyoming, showed a Willys-Overland gain of 30 per cent against a gain in the industry as a whole, of 13 per cent.

These three separate divisions, representing as they do a concentrated industrial section, and intensively agricultural section and the diversified agricultural, mining and lumbering sections of the Pacific coast country indicate a well developed strengthening of the position of Willys-Overland in the general buying market.

The same statement which carries these figures shows that the increases are about equally divided among the four price classes into which Willys-Overland products are grouped.

FARMERS PREFER TALKS NOT JAZZ

(Continued from page 1.)

and more eggs from the hen also were listed as benefits of radio learning.

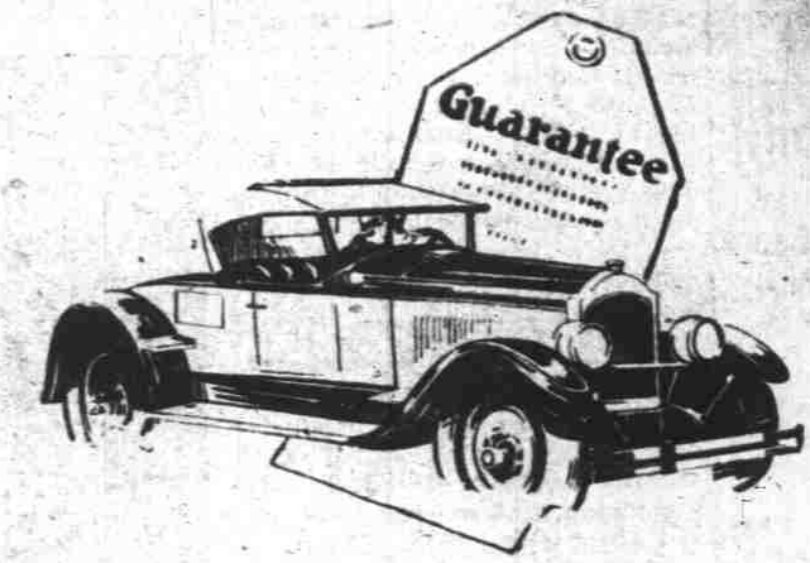
A total of 3,148 farmers preferred the dialogue style in presenting their programs, as against 1,497 who wanted the straight lecture form. Among suggestions for improving service were:

Have a trained announcer do the broadcasting in place of lecturers; make talks short and to the point; schedule talks often enough for "folks to get the habit of listening"; inject enough atmosphere into educational programs to prevent their becoming dull, and prepare talks in simple and every-day terms.

Exasperation at "persistent, direct advertising" over the radio was expressed by some farmers who appealed for "some means of promptly distinguishing between bona fide educational material and mere sales talks."

A total of 3,604 farmers were interested most in crops and soils; 2,321 in poultry raising, 1,885 in fruits, vegetables and flowers; 1,828 in livestock; 1,581 in farm economics and 928 in dairying.

Widespread interest in farm radio programs is indicated by the fact that the Agriculture Department has received and filled 40,857 requests for cook books issued in connection with "Aunt Sammy's Housekeeper's Chat," and 165,219 Farm School pamphlets with lessons in livestock, dairy and poultry problems.



Your New Car Carries a Limited Guarantee

BUT That is no reason why you should permit any part of it that has survived that period to become worthless before its time. Ignition and battery parts are the ones that usually become troublesome the soonest, and there are many reasons why they should, considering their functions.

But the people of this community who have us inspect and service these parts regularly never have any great expense on them.

We KEEP THEM RIGHT

"Genuine Parts Are Better—Ask the Man With the Wooden Leg"

E. H. BURRELL Battery and Electrical Service

238 North High Street

Telephone 203

Statesman Classified Advertisements Bring Quick Results

DISTRIBUTORS FOR PARTS FOR ALL AUTOMOBILES

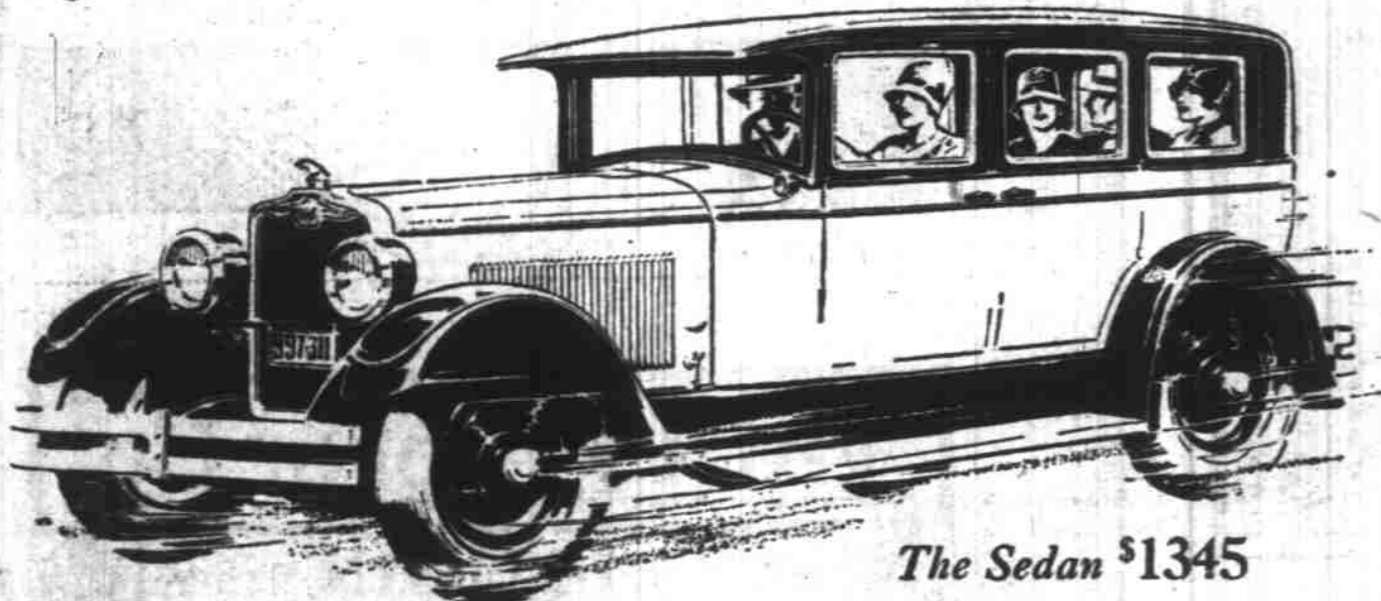


C. & L. PARTS STORE INC.

Corner Ferry and Liberty

Telephone 666

Thousands acclaim this "Fundamentally better" Six



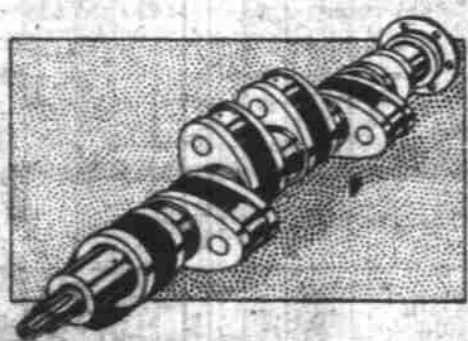
The Sedan \$1345

THIS new Six-60 answers—unmistakably—the insistent demand for a low-priced car that is strictly quality through and through.

Just think of a car selling as low as \$1295, with the quiet power, the freedom from vibration that only a 7-bearing crankshaft can give.

Think of it with the added smoothness of new type Nelson Bohna-

Open Cars \$1295
Closed Cars \$1345



Peerless Motor Car Corporation - CLEVELAND, OHIO

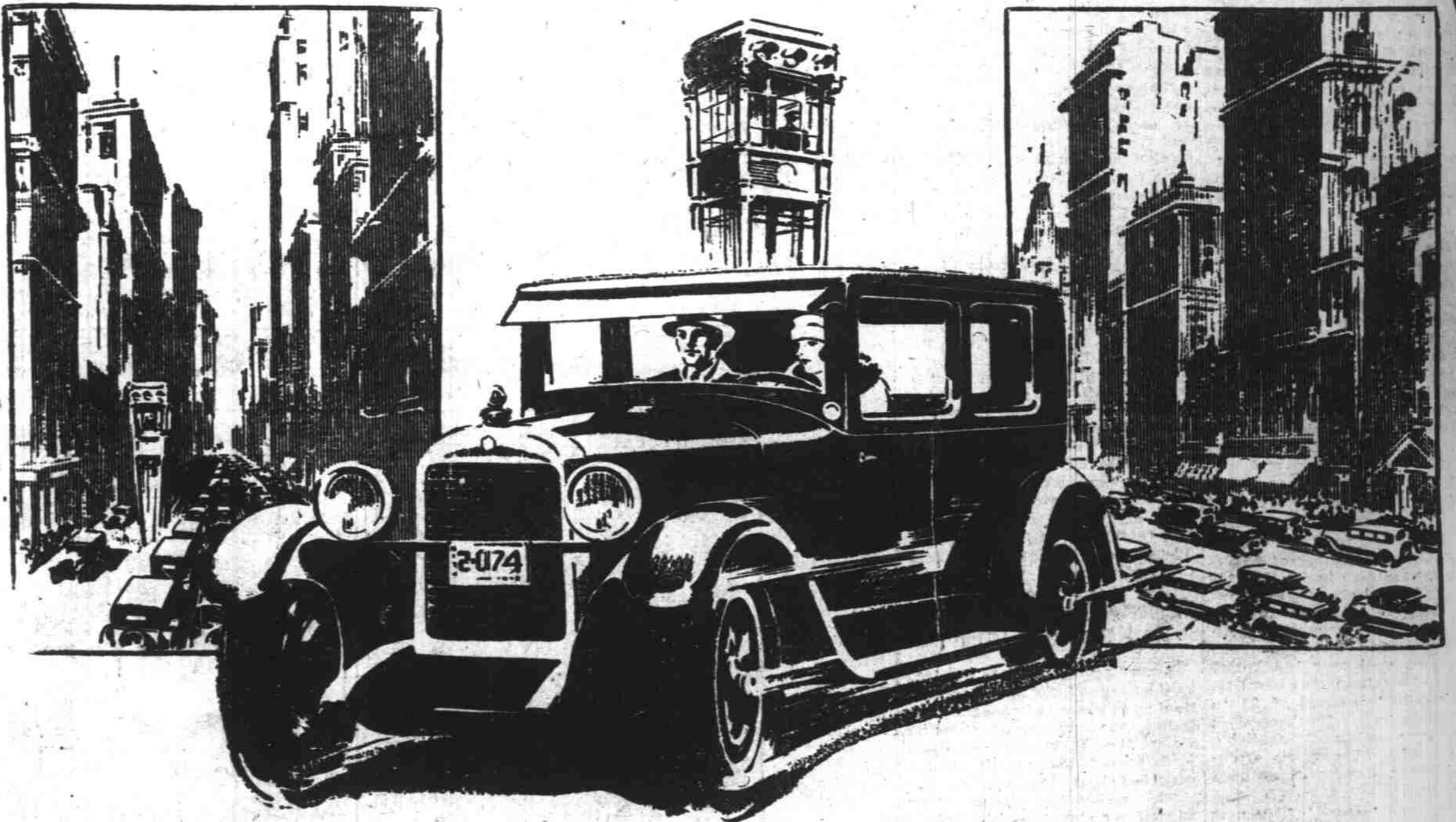
Manufacturers of the famous 90° V-type Eight-49, the Six-72, the Six-30, the Six-90 and the Six-60 (All prices f.o.b. factory)

PEERLESS

HERSHBERGER MOTOR CO.

231 North High Street

Telephone 1808



Nimbleness that clears a broad highroad through traffic

Fifty miles an hour all day long—far greater speed if you want it—flying smoothness in action—*dynamic appeals that win you in a ride.*

Yet the Essex Super-Six provides scores of less dramatic qualities that total up even more important advantages in day in, day out transportation. Flashing pick-up; quick, accurate, instinctive steering; instant, positive brake control—a *definite nimbleness that clears a broad highroad through traffic.*

All day through city traffic, or flying effortlessly 'cross country this restful car sets you down fresh and unwearied at the day's end. This amazing Super-Six performance and quality is economical to buy. And it is engineered to long, dependable service, *with lowest operation and maintenance costs.*



The Essex starter is on the instrument board. It is simple, quick and positive, and is especially convenient in starting on hills.

2-Passenger Speedabout \$700
4-Passenger Speedster 785
Coach \$735 - Coupe \$735 - Sedan \$795
All prices f.o.b. Detroit, plus war excise tax.

ESSEX Super-Six

50 MILES AN HOUR... ALL DAY LONG

KIRKWOOD MOTOR CO.

311 N. Commercial St.

Telephone 311.