

BUYERS STUDYING LATEST MECHANICS

Whippet Occupies Most Conspicuous Position In Light Car Field

With the perfected Whippet occupying the most conspicuous position in its history in the light four cylinder field, Willys-Overland merchants throughout the nation report that buyers are paying more careful attention to the mechanical details of this car, which 18 months ago set a new trend for modern car design.

These merchants further state that the car quality and proven performance likewise are major factors considered on the part of buyers.

It is said that recent developments in the light car field have emphasized the fundamental features which were introduced by the Whippet and which have been steadily maintained in its production. Motor car authorities say that in its basic elements of construction, the Whippet remains as distinctly advanced as when it was first presented.

The Whippet, engineers state still has the only motor in the light four cylinder class that actually develops 100 per cent more power than its official rating and which develops this power with actual savings in cost of operation.

Power, speed, economy and stamina accomplishments of the Whippet have set a new high standard of performance in the light car field since its initial presentation 18 months ago. Since that the combined mileage of the Whippets in the field is estimated at a half billion miles.

Willys-Overland officials declare that the recent reduction in Whippet prices, which places these modern cars in direct price competition with the lowest priced cars, was not an attempt to meet a price situation for it was definitely decided that the original Whippet quality and beauty should be maintained regardless of what prices could be reached.

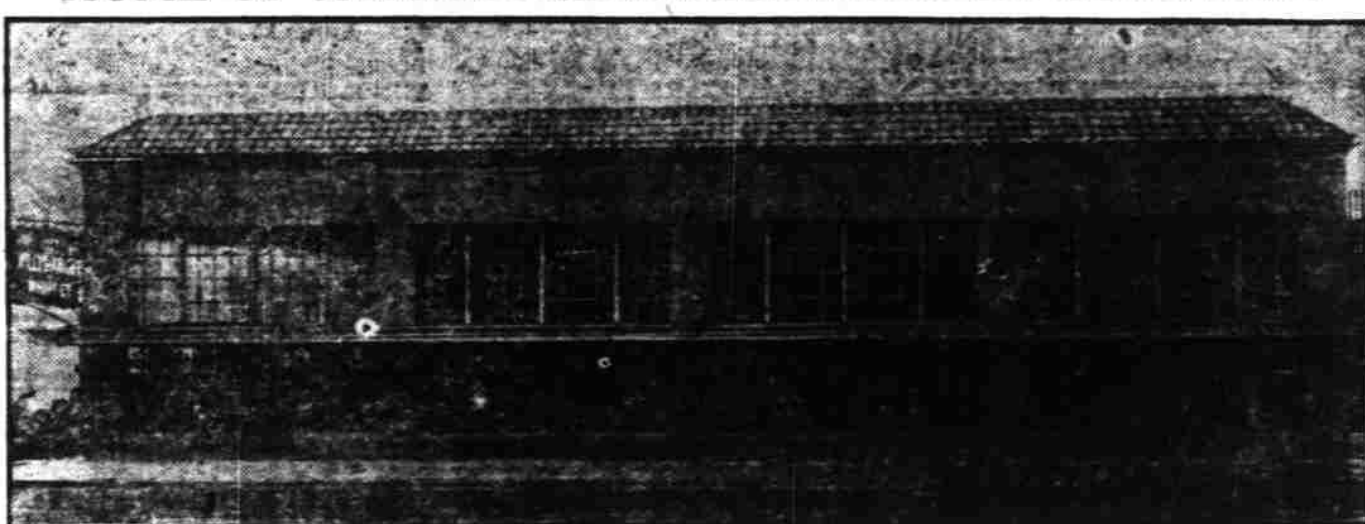
It is pointed out, that part of the original specification for the Whippet, the perfected Whippet duplicates the original car in every detail of quality and workmanship with even greater value being offered at the new prices in some details of construction.

The tremendous sales volume is cited as evidence of public acceptance of Whippet, and an indication of its quality leadership in the light four class.

DODGE SIX SPRINGS CHROME VANADIUM STEEL

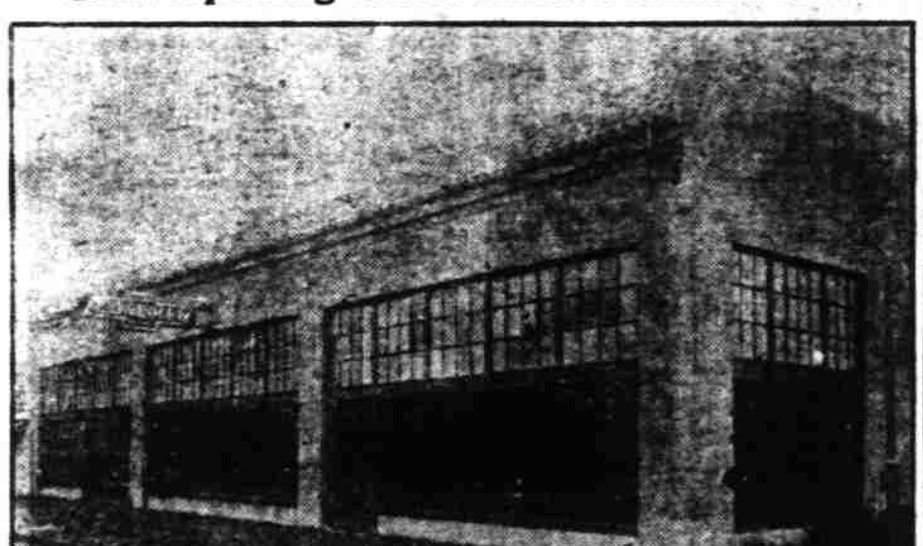
The front springs of Dodge Brothers Victory Six are 37 inches long by 1 3/4 inches wide and the rear are 54 inches long by 2 inches wide. Every leaf of every spring is of heat treated chrome vanadium steel.

HOME OF ALFRED-BILLINGSLEY MOTOR COMPANY



Willys-Overland, Inc., Agency to Open in Salem.

Gala Opening Observance Planned Here



Douglas McKay Chevrolet Company moves into new home.

GALA OPEN HOUSE FOR AUTO CENTER

(Continued from page 1)

companies are not yet ready to announce, but they are planning some exercises that everybody will want to attend, even aside from their interest in the new buildings and the commodities they have to offer.

In addition to the activities which will be under way in this busy block beginning this week, there will be still more of an automotive center there in the near future when the big Valley Motor company building is completed. Already in this general vicinity, facing this block across Center street, are the Otto J. Wilson company and the Smith & Watkins service station.

The market building is completed except for interior furnishings in a few of the separate spaces allotted to individual firms and these will all be in place by Thursday.

DELUXE MODELS IN 1928 HUDSON LINE

(Continued from page 1)

troit, since the introduction of the cars, retail sales have exceeded 100 cars a day—or about triple the normal rate.

"It was said that Hudson-Essex is now building approximately twice as many cars as at this season last year and increasing its employment figures on a corresponding scale. Number of men employed will reach 20,000 very shortly, on a schedule of 1,250

six-cylinder cars daily. Both of these figures will be built up, it was declared, as rapidly as careful workmanship and assembly of the new cars will permit.

"When Hudson is operating at capacity in chassis and body plants its employment roll runs between 25,000 and 30,000 men—the city's second largest individual unit.

"For the first six months of 1928," said R. T. Romine, general sales manager, "we are definitely out to beat every former record. Our Essex-Super-Six already has been greeted with the finest reception of any new car in our history; we anticipate equal results from Hudson. The public is eager all over the country for automobiles which please it."

Dividends Declared On Franklin Preferred

Directors of the H. H. Franklin Manufacturing company in a recent meeting declared a quarterly dividend of \$1.75 per share on the preferred stock of that company. The dividend will be paid February 1 to stockholders of record January 20.

Owed to Landladies A testy old fellow named Betts was annoyed by his landlady's pet.

The cat and the parrot He choked in the garret And laughed at the poor woman's threats. —Farm & Fireside.

His activities have been characterized by careful management and unending work.

"It was not without considerable reflection," Billingsley stated in a recent interview, "that we established a direct branch in Salem. We feel that the mutual benefits which will result from this significant step on our part will reach far beyond the actual business which we transact. The automobile industry plays an important part in the life of every community and the interests of both city and dealer are intertwined to an extent not usually understood. So much of the raw and finished material of the country are consumed by the industry and so many cars are in turn sold in comparison with other large articles of merchandise that the success or failure of dealer and distributor organizations is reflected largely in the welfare of the particular community affected.



L. Y. Billingsley, Secretary-Treasurer, Alfred-Billingsley Motor Co.

Before joining the Nash organization, Mr. Pettit for several years was vice-president and general manager of the Simmons Manufacturing company. For many years prior to that he had been associated with one of the country's largest manufacturers of farm implements. In this field, Mr. Pettit's ability was recognized throughout the industry.

Beginning at the bottom he went on up through the organization until he was in general charge not only of the farm implement division of the company but in charge of its automobile division as well.

Santa Claus is a personage whom the years do not affect. He is just as young and fat as he was 50 years ago and his step is as elastic as in the days of yore. It is because he connotes an idea ever young.—McMinnville News-Reporter.

dence in the people of this great trading area and in the sound value of the merchandise we have to offer."

PETTIT MADE NEW NASH GENERAL HEAD

KENOSHA, Wis., Feb. 4.—Announcement is made by the Nash Motors company of the appointment of Milton H. Pettit as general manager of the company.

Mr. Pettit, vice-president of Nash Motors for the past 18 months, long has been identified with the industry and with manufacturing in general.

"The advancement of Mr. Pettit in our organization is due to the outstanding ability he has shown since coming with us a year and a half ago," said Mr. Nash, "and it is a pleasure for me to make the announcement of his well-merited promotion."

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INSIGHT INTO AUTO AFFAIRS VALUABLE

P. W. Blake Serves As First Vice-President of Alfred-Billingsley

A keen insight into automotive affairs and an exhaustive knowledge of the business gained from long and varied service serve to render W. P. Blake, vice-president of the Alfred-Billingsley Motor company, a very important factor indeed in the administrative affairs of the organization.



W. P. Blake, Vice-President Alfred-Billingsley Motor Co.

of his organization. He has been associated in an executive capacity with J. H. Alfred, the president for a considerable period. Familiarly known throughout Oregon as "Pat", he enjoys a statewide acquaintanceship with motor

dealers and business men. His long connection with Willys-Overland products has identified him with the Willys-Knight and later the Whippet car. He is probably as well informed as it is possible to be with regard to retail conditions in the automotive trade as they exist over given business cycles.

His opinion that Salem is a strategic business center carried great weight in the formation of the company's plans to open a direct office here. In rendering upon this fact, he recently stated:

"The peculiar importance of this territory is such that it requires the very best kind of merchandising service. Its citizens are numbered among the most progressive in the state and its position as a legislative seat places in the front rank of communities in the Pacific Northwest."

MOTOR SAFETY IMPROVES IN FRANCE

Automobile accidents are declining in France according to L'Ouest-Sportif, published at Mans. This paper points out that in some departments the figures show an actual numerical decrease and that in all sections there is a decrease in proportion to registration.

"In 1924" says a recent issue of this paper "there were 1,626 unfortunate victims of automobile accidents, representing .022 per cent of the number of automobiles and motorcycles. In 1926 the 2,160 deaths represented .021 per cent, that is to say 1 per cent less in comparison with 1924. In other words the number of fatal accidents is developing less rapidly than the number of vehicles registered."

Bobby Jones has begun the practice of law. And, metaphorically at least, he may expect to encounter obstacles in which good legal niblick will come handy.—Lowell Leader.

KNOWLEDGE OF CAR INDUSTRY AS ASSET

L. Y. Billingsley Chosen As Secretary-Treasurer of Company

The secretary and treasurer of the Alfred-Billingsley Motor Company, L. Y. Billingsley, contributes to his organization a detailed knowledge of the motor car industry gained in more than a score of years association with the automobile trades. An extensive experience in credits and wholesale and retail selling contributes to make him one of the shrewdest and best informed men engaged in the marketing of motor cars.

When the Alfred-Billingsley Motor Company was formed, Billingsley was selected as a member of the organization because of his outstanding success in the various enterprises in which he has become of the city's second largest individual unit.

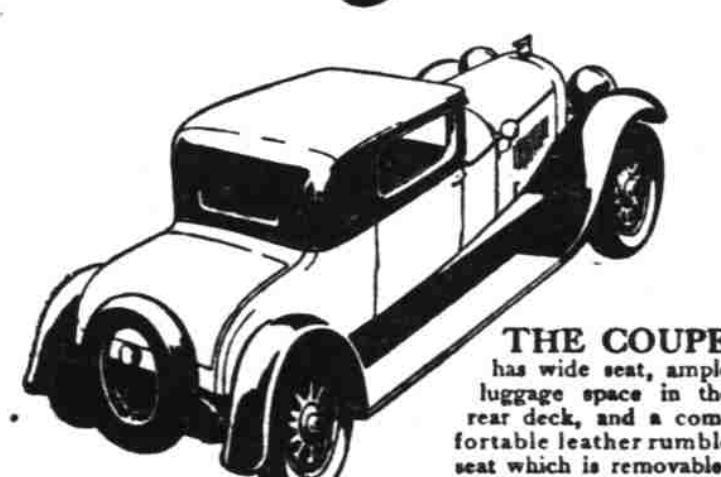
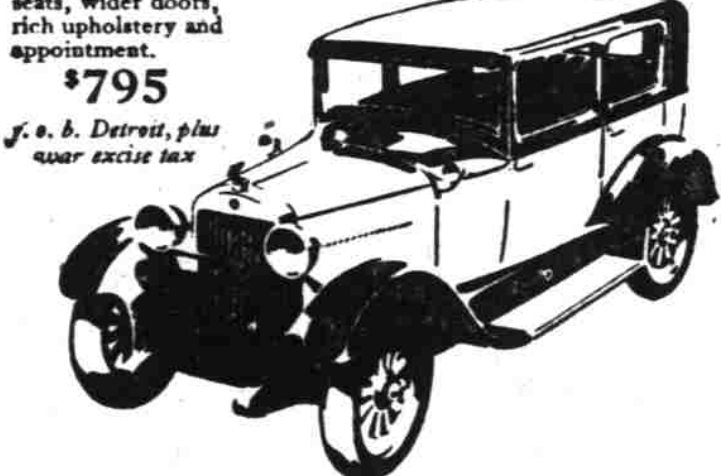
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Owed to Landladies A testy old fellow named Betts was annoyed by his landlady's pet.

The cat and the parrot He choked in the garret And laughed at the poor woman's threats. —Farm & Fireside.

Beautiful from every angle

THE SEDAN, 4-Doors, in two shades of blue, with cream striping, is larger and roomier, with form fitting seats, wider doors, rich upholstery and appointments.



THE COUPE has wide seat, ample luggage space in the rear deck, and a comfortable leather rumble seat which is removable.



THE COACH is longer, wider, roomier—a full size five-passenger Super-Six, as distinctive in appearance as it is practical.

Details You Will Note

- New size—larger, longer, wider, inside and out.
- Higher radiator with vertical lacquered radiator shutters.
- Colonial type headlamps and saddle lamps.
- Bendix four-wheel brakes.
- Silenced body construction.
- Extra large tires, 5", are used.
- Wider doors, for easy entry and exit.
- Worm and tooth design steering mechanism.
- Electro-lock type of theft protection used in high-priced cars.
- Adjustable tire carriers (for fitting with or without trunk).
- Fine grade patterned velour upholstery.
- Wider, higher, form-fitting seats.
- New instrument board, finished in polished ebony, grouping motometer, ammeter, speedometer, gasoline and oil gauges.
- Starter on instrument board.
- Steering wheel of black hard rubber with steel core.
- Light, horn and throttle controls on steering wheel.
- Rubber-matted running board.

Now Ready - a New ESSEX SUPER SIX.

New Bodies-Larger and Roomier - New Appearance from Radiator to Tail Light - Finer Fittings-Four Wheel Brakes - High Compression-Long Life Motor & An Amazing Price

One look at the new Essex Super-Six will convince you that it will excel in popularity the Essex which has just completed the most successful year ever achieved by a six-cylinder car.

From radiator to tail light it is a smarter, more beautiful car than even the Essex which preceded it. And in performance it surpasses in smoothness, reliability, speed and ease of handling, the standard Essex owners are so proud to acclaim.

You get an impression of completeness and fine quality in the design of every detail. From the new pattern Colonial lights—the higher, narrower radiator with vertical shutters—the heavy sweeping fenders—the rubber-covered running boards—the new improved steering mechanism and the steering wheel similar in design and construction to that now used on the very latest and very highest priced cars—there is outstanding reason for pride.

The bodies are not only new and roomier but are so designed as to give a lasting, solid, rigid service. The roof is flatter—the car is bigger in fact and in appearance. Door fittings, hinges and locks are impressively substantial and lastingly beautiful.

The upholstery is not only durable but is also rich to eye and touch. The seats are form fitting—the backs high and comfortable, the leg room for driver and passenger is generous.

But rich and inspiring as is the appearance of this new Essex, still Essex surpasses itself in performance.

The car we now invite you to see is so outstandingly superior to anything you can have imagined that you must expect it to command a higher price.

But with all these advantages, there is also an amazing price reduction. The Sedan at \$795 f. o. b. Detroit is \$40 below the Sedan price of last year.

Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

Newton Motor Co.

Corner High & Chemeketa Telephone 1000

only \$1195 and BUICK through and through



Series 115 five-passenger two-door Sedan—an ideal car for general family use. \$1195 f. o. b. Flint, Mich.

Buick stamina—Buick luxury—Buick performance—for only \$1195! That's the story of Buick's extra value!

Three popular Buick body-types sell at this figure. All are Buick through and through—identical in quality and workmanship with the Buicks of longest wheelbase—even to the smallest details of construction.

All have the same fine Buick features: sealed chassis, torque-tube-drive and triple-sealed Valve-in-Head six-cylinder engine, vibrationless beyond belief.

All are equipped with Buick's Lovejoy hydraulic shock absorbers, front and rear, restful form-fitting tailored seat-cushions and smart, low-swung bodies by Fisher.

Look at other cars. Compare them with Buick. Your own good judgment will tell you that Buick offers greater value.

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.



Series 115 four-passenger Sport Roadster. Smart, low-swung, youthful—a Buick through and through. \$1195 f. o. b. Flint, Mich.



Series 115 two-passenger Coupe. A typical Buick value—especially popular for business. \$1195 f. o. b. Flint, Mich.

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WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM