

### SEDAN IN KNIGHT SERIES POPULAR

New Willys-Knight Standard Six Enters New Low Price Field

Interest that rivals even that exhibited in the first showing of the Whippet is being manifested by the motoring public in the new Willys-Knight Standard Six sedan, which was recently announced by Willys-Overland. At the special salon held by Willys-Overland merchants throughout the country this new low priced Willys-Knight model attracted thousands of visitors and won many comments of praise.

The introduction of the Standard Six at the lowest price ever reached by a car employing a Willys-Knight six cylinder sleeve valve engine, brings it within the range of thousands of additional buyers, company officials declare.

Long, low lines feature this striking model, giving it a smart appearance over all. The body is low swung which adds to its generally sweeping lines, while the exterior color combination blends perfectly with the two-tone interior upholstery of mohair and velvet.

Five passengers are easily accommodated in the spacious compartments, two in the front seat and three in the rear. The front seat is 45 inches wide and 17 1/2 inches deep, while the rear seat is 45 1/2 inches wide and 19 1/2 inches deep. Unusual leg room is provided for the driver with 34 3/4 inches of space from clutch and brake pedals to the front seat. The seats are set at a contour to provide utmost comfort.

Interior appointments carry out the quality tone of the new Willys-Knight Standard Six sedan, the decorative instrument panel adding a touch of dash. On this panel, finished in Circassian walnut is carried the speedometer, electric gasoline gauge, oil pressure gauge, ammeter and ignition switch. Decorative medallions at either side are removable providing places for installation of clock and heat indicator. A dome light in the center furnishes illumination for the interior.

An innovation in light controls is provided by means of a foot switch at the left of the clutch pedal. This permits the driver to shift the rays of his bright head lamps without removing a hand from the steering wheel.

Remote door controls, one-piece windshield, cowl ventilator, concealed outdoor hinges, and a non-splinterable steering wheel of hard rubber with a steel center are other features of this smart model.

Full crown fenders carry out the streamline effect while an added bit of decoration is provided in raised panels on each door between the artistic double belt.

The sedan is powered by the new Willys-Knight Standard six sleeve-valve engine, a power plant that has shown an unusual power, speed, economy, and stamina performance in tests conducted by Willys-Overland engineers. The power plant delivers 45 horsepower at its point of maximum efficiency, sufficient according to the designers to provide ample power to meet any demands of the driver, either on the smooth or rugged highways or on steep mountain climbs.

### FALCON-KNIGHT SIX WINS GREAT PRAISE

Knights Engined Car Conspicuous For Popularity This Year

DETROIT, Mich.—(Special)—With many of the major automobile shows out of the way, officials of the Falcon Motors corporation cite the unusual reception accorded the new Falcon-Knight Six as an indication of the trend of motor car buyers toward cars

### Eight Minutes Required To Bolt Victory Body and Chassis Into Single Unit



Upper left—Fastening body bolts in Victory Six alter body has been let down from floor above (right) and proceeding to next operation (lower right).

**E**IGHT minutes after the Victory Six body is let down from the floor above to the final assembly line at Dodge Brothers, Inc., factory, it has become one with the chassis.

There is no welding, nor riveting, in the operations which make the body and frame one. Reversing the operations, the body can be removed from the chassis through the removal of the bolts and the lifting of the body. Any service station equipped with a small chain hoist can easily lift the body from the chassis.

In these eight minutes, consumed in fastening the body to the chassis, twenty-three bolts, twelve horizontal and eleven vertical, have been placed and securely tightened by a crew of eighteen men. The car then passes on to other stages of final assembly. While the bolts are being fastened the Victory is having fenders, steering column, steady bracket and other parts put on it.

Through the elimination of the conventional body sills, the Victory's center of gravity is lowered with normal road clearance and head room maintained. The over all height of the car has been reduced two inches by bolting the steel double-wall body to the sides of the chassis frame.

Deadening felt and anti-squeak padding is placed throughout, assuring a silent body. All body and door panels are also padded. In the illustrations the three stages of the body bolting operations on the final assembly lines are shown.

The Victory's revolutionary design and construction are laid on principles so simple, say the engineers, that one often wonders why this type of car had never been built before.

In this new type of construction, the frame channels are built to follow the body contour, there being no body overhang. Besides front and rear motor supports, four major cross members are employed, and further strength is added by the steel floor plates. The body of the car is fitted directly to the frame side channels, the sides of the body extending downward over the side channels so that frame and body are virtually a single unit.

This design gives the Victory Six long, sweeping lines and, engineers say, has many advantageous effects on the performance of the car, reducing side sway and adding greatly to riding comfort.

powered by the Knight sleeve-valve engine, the type of power plant employed in the Falcon-Knight models.

At every show up to the present date, the Falcon-Knight Six has been conspicuous from a point of popularity, these officials say. In point of sales, the demand for the Falcon-Knight has exceeded the expectations of the company and every effort is being made to step into high production at the earliest possible date to meet the demand of the large Falcon-Knight dealer organization for immediate delivery of cars.

Although the Falcon-Knight Six has been on the automobile market less than one year, it already has won a commanding place in the six-cylinder field, being the first car powered by a Knight sleeve-valve engine to sell in the \$1,000 price range. Officials of the company say that this lowest price ever reached by a Knight engine car opened an entirely new market for this type of car bringing it within the range of thousands of buyers who were formerly prevented from owning a Knight engine car because of price consideration.

Falcon-Knight dealers throughout the nation report an unusual demand for the new Falcon-Knight Six which is being offered in a wide range of bodies with optional color combinations.

### OAKLAND BOOSTS PRODUCTION AHEAD

March Schedule Exceeds Last March By 10,000 Cars; Departments Grow

PONTIAC, Mich., March 10—The increasing factory facilities of the Oakland Motor Car company and the heavy winter demand for the Oakland and Pontiac Sixes are reflected in a record

March production schedule of 27,772 units which exceeds by more than 10,000 cars the company's output during March of 1927.

January and February also witnessed the establishment of new Oakland-Pontiac records. As a result, by the end of March the company will have built more than 73,800 cars, a three month total exceeding by 112 per cent the 34,727 unit production during the first three months of 1927.

The completion during February of a third assembly line in the Pontiac Six factories contributed greatly toward the February record and is assisting the company materially in reaching its high March total.

Further production increases are anticipated in April when the new \$3,000,000 car assembly building for the Oakland All-American Six will be placed in operation. It is expected that the last week in March will be devoted to moving machinery and equipment from the present Oakland assembly building of the Pontiac Six.

Keeping step with the growing demand for Oakland and Pontiac Sixes, W. R. Tracy, vice-president in charge of sales, has expanded the field organization through the establishment on March 1 of additional district offices at Milwaukee and Washington, D. C. The Oakland Motor Car company now

has 24 district offices, said to be the second largest district office group maintained by any automobile company. This expansion follows on the heels of a January enlargement of the sales organization when Mr. Tracy opened regional offices at New York, Cleveland, Atlanta, Chicago, San Francisco and Kansas City, besides increasing the size and personnel of all district offices.

### Motor Transport Found To Exceed In Investment

Motor transport investment, including hard-surfaced roads, has now reached the staggering sum of twenty-nine billion dollars as compared to twenty-four billion dollars invested in railway development, according to the American Automobile Association.

The investment in motor transport has been made in the past 25 years, says the A.A.A., while the railroad investment extends over a period of a century.

The national motoring body points out that the investment in motor transport includes three billion dollars expended for trucks and nine billion dollars invested in hard-surfaced roads. The railroad investment is divided between seven billion dollars for locomotives and cars and 17 billion for permanent way structures.

### COLLEGIATE MODEL WHIPPET APPROVED

Smart Car With Rumble Seat In Rear Has Racy Appearance

Willys-Overland's presentation of the 1928 Whippet Collegiate Roadster rounds out the company's complete line of Whippet models. The new roadster on the Whippet chassis carries out the same smartness that characterized its predecessor and made it one of the most popular in the roadster class. This popularity attained by the stylish Whippet Collegiate roadster was especially noticeable with the younger set because of its smart appearance, speed, power and economy.

The 1928 Collegiate roadster is striking in appearance with the adoption of full crowned fenders which add a rakish effect to the long sweeping lines.

This car is the same type that has established unusual speed and stamina performances during the past year in stock car races in various parts of the country, attaining speeds in many instances of 70 miles an hour. It is the same type car that negotiated the almost impossible climb up the 17th street inclined plane railway at Pittsburgh a few months ago. It was the first time in history that any car ever climbed the steep 41 percent grade—considered one of the most notable power accomplishments in the history of the light car field. The 850-foot climb was accomplished in 46 seconds.

The racy appearance of the new Whippet roadster also is enhanced by the body color combination of Corson green below the belt of red and Champlin green above. Gray imitation leather upholstery rounds out this pleasing color scheme.

Four passengers are accommodated in this roadster, two in the front seat and two in the rumble seat that is built into the rear deck. The chummy arrangement of these two seats is one of the car's features. The collapsible top is of rubberized, durable fabric and can be raised or lowered in an instant.

Utmost roominess is another feature of the Collegiate roadster, the front seat being 41 inches wide and 17 1/2 inches deep while the rear seat is 43 inches wide and 14 1/2 inches deep. The driver has ample room for operation with

### SPEED CHAMPS SWAP YARNS



Capt. Malcolm Campbell of England, who set a new world's record for speed with an auto, meets and has a chat with Charles Hogan, of Buffalo, who 35 years ago drove the famous locomotive "999," 112 1/2 miles an hour between Batavia and Depew, N. Y.

### Rural Research Aids Industry, Says Rice

Endorsement of increased funds for research in the department of the National Automobile chamber of commerce at a recent hearing before the house sub-committee on agricultural expenditures. H. H. Rice, chairman of the tax committee of the chamber made the presentation.

"In general the motor industry approves of all agricultural research projects which are sound investments in the judgment of the officials of the department of agriculture," said Mr. Rice. "One reason for this approval is that between one fourth and one third of all the purchasers of motor vehicles are farmers. The economic welfare of this group, hence, becomes of immediate moment to the industry as a whole, and particularly to our own."

"But agricultural research is for all, since the residents of town and city are directly benefited by better food production and distribution."

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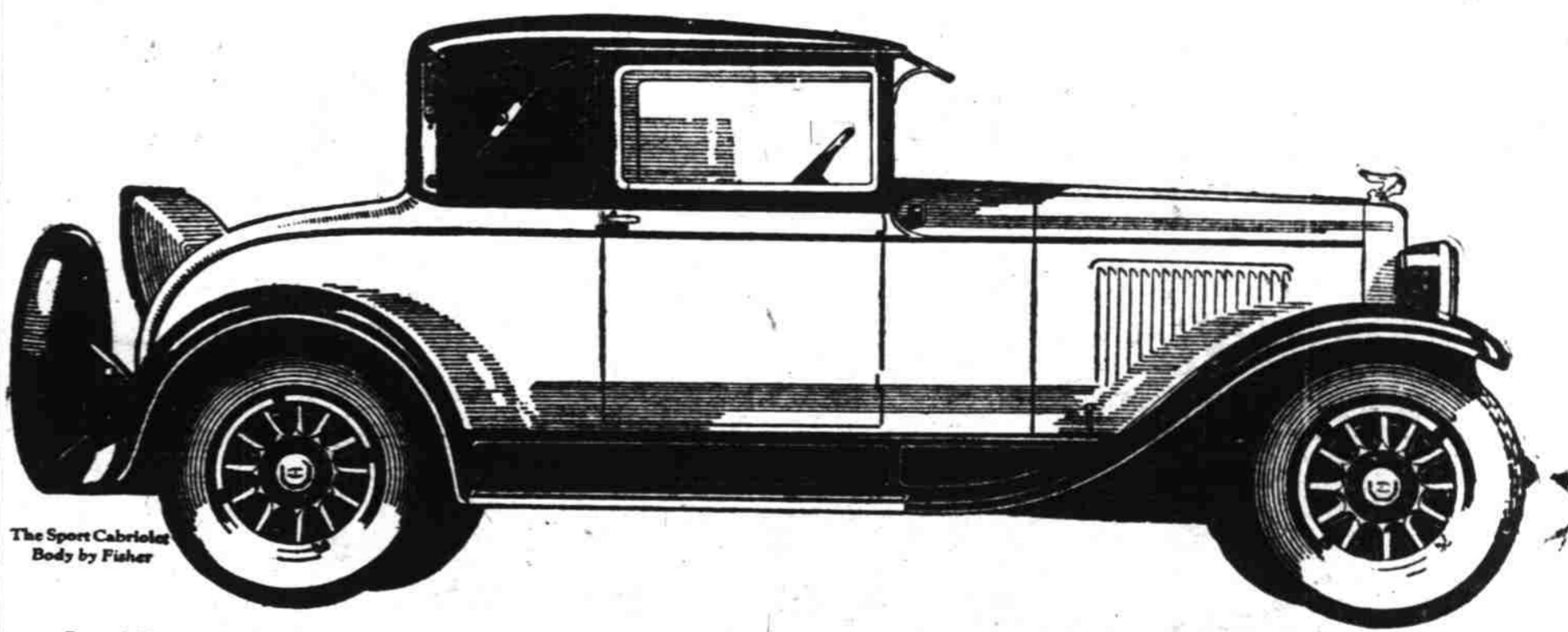
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4-Door Sedan	\$825
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