

UNUSUAL DEMANDS MADE FOR WHIPPET

Perfect Models At Reduced Prices Achievement of Company

With prices on the Whippet models reduced to the lowest range in Willys-Overland history, the demand for these flashy light 4-cylinder cars continues unabated, according to Willys-Overland sales executives.

Although there is a heavy demand for all Whippet models, the perfected Whippet Coach, a 5-passenger model, ranks as one of the outstanding favorites with motor car buyers.

The front of the 1928 Whippet Coach presents a decidedly new appearance through the adoption of the abrupt or town car type of sun visor in place of the longer type which was formed by a continuation of the roof lines. The new visor, in addition to providing a wider range of vision, imparts a smart military effect to the cowl section of the car.

Following the style set by the Willys-Knight group, the Whippet Coach is also equipped with full crowned fenders, contrasting window reveals and remote door controls. The new type fenders add a touch of smartness to the sweeping lines of the cars.

An automatic windshield wiper, stop light and rear view mirror have been added to the 1928 Whippet models as standard equipment.

The rich color combination of the coach also presents a decided change from the original. This represents a beautiful blend of gray with striping. The interior upholstery is a fine grade of corduroy, rounding out the pleasing color scheme.

The Whippet Coach, like other cars of this line, has won a distinctive reputation for speed, power, stamina, fuel economy, comfortable riding qualities, safety and utmost reliability in the 20 months it has been on the market. It was the first car in the light four cylinder field to set a new and definite trend toward the Whippet type of construction. Many of the features first introduced in this price class by the Whippet, such as four-wheel brakes, low center of gravity, generous leg room, speed, power and fuel economy, have since become recognized by the public and other manufacturers as being necessary to the modern car.

It is pointed out, however, that

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PROGRESS OF AUTO INDUSTRY TRIUMPH

Advanced and Scientific Engineering Principles Used At Present

Every milestone in the progress of the automobile industry has been a triumph of brains over bulk.

Examine, for example, the motor cars of today and it will be evident that advanced and scientific engineering principles have been substituted, time and time again, for mass weight. By far greater performance and flexibility, easier riding, greater economy and longer life are the result.

In a field that already boasts more scientific skill than in any other, the motor car industry constantly is searching for and employing additional engineering talent. The nation's speedways, proving grounds for many a modern new faces into the experimental workshops of automobile factories and the experience of these former race drivers is being directed to a more practical end.

Marmon is one of the companies that has laid unusual emphasis on the efficiency of its engineering staff. Headed by two past presidents of the Society of Automotive Engineers—Col. Howard Marmon, vice-president in charge of engineering, and Thomas J. Little, Jr., chief engineer—the company has assembled an organization of engineering talent that comes from every branch of the automotive field.

Recently, the company announced the addition of two of the foremost race drivers of the times to its experimental engineering department. These two, Earl Cooper and Pete Krejs, now are familiar figures in the Marmon shops, working side by side with other of the company's engineers which, aside from Mr. Marmon and Mr. Little, include George Freers, assistant chief engineer who has been with Marmon for sixteen

SOLVING CHICAGO'S AUTO PROBLEM



YOUNG DECLARES DEALER HAS KEY

Must Accept Full Responsibility To Owners for Car Says President

While in 1928 cars continue to disclose important advancement in automobile design and construction, the importance of the local dealer as a factor in owner satisfaction is becoming more and more evident, says DuBois Young, Hupmobile president and general manager.

"Public acceptance of a particular make motor car is resting more and more on its acceptance of that car's local dealer," he declares. "The car owner is tired of dodging the innumerable army of trade factors, all of them trying to sell him something. Car operation and maintenance are being increasingly recognized as jobs for the man who sold the car. His obvious obligation to the owner is to provide necessary service at minimum cost.

"The public has definitely reached the conclusion that every car built must have service from time to time, and that that service will, in the long run, more than pay its cost in owner satisfaction and continued dependable operation. The dealer establishment through which the car was bought is the logical place for that service, and the dealer who sold it must assume his entire share of responsibility to the owner.

"Natural results of the growing knowledge of this fact are the establishment of bigger, more adequate dealerships and more enduring satisfaction in motor car ownership."

Observers state in many instances the public has shown an unlooked for knowledge of engines and automobile construction. Especially is this true of those manufacturers whose product has been linked with the development of aviation.

The Franklin Automobile company of Syracuse, New York reports an unusual interest in its Airman cars because of the tie-up it has had especially the past year with aviation.

By Ione Quinby
(Staff Writer for Central Press and The Statesman.)

CHICAGO, Ill., March 31.—Parking above tree tops and riding over skyscraper roofs to work—no, dear reader, this isn't a fantastic dream—is the plan of a practical young architect who also happens to be an artist, Charles L. Morgan.

He has submitted his brain child, a monumental bridge of garages and office buildings, to the Chicago plan commission for its approval.

"The bridge would link the two systems on the north and the south side of the river where it enters the lake," Morgan explains. "Built over the roofs of skyscrapers this bridge would furnish an uninterrupted motor highway. Because the spans would be so high over the river it would never permit a vessel to pass.

"Alternate arches between the skyscraper piers would span streets and alleys, with the large central arch crossing the river," he continues. "There would be entrance for tenants from both the top and the bottom of the skyscrapers, so that those having offices could either drop down from the skyline boulevard or shoot up in elevators from the old street level."

Promoters are ready to build the bridge from private funds, it is said, because the public skyscraper bridge piers would furnish much valuable office space in the downtown district.

A skyscraper bridge, too, with its parking place, it was pointed out, would take care of a certain amount of the present problem relating to the ban on business district parking necessitated because of traffic congestion.

Morgan believed the proposal to be applicable to numerous other cities, and substitutes the idea of warehouses, factories or other structures for the piers, in place of office buildings.

DODGE INTRODUCES NEW STANDARD SIX

Four Body Designs Comprise New Line of Cars Shown

DETROIT, Mich., March 29.—(Special)—After two years of intensive development work, Dodge Brothers, Inc., today officially announces the Standard Six line of passenger cars. In these new cars, it is claimed, exceptional riding comfort, economical performance and ability to travel at sustained high speeds have been combined with the sturdiness and dependability for which Dodge Brothers motor cars have always been so well known.

The new cars are displayed in the showroom of Bonesteel Motor company local Dodge Brothers dealer at Salem. The factory is now building the Standard Six in four body types, the coupe, sedan, deluxe sedan and cabriolet, finishing in a number of different attractive color combinations. Production of the new sixes is now 1,000 per day and Dodge Brothers schedules call for total output of all types exceeding 1650 per days, the largest production schedule in Dodge Brothers history.

The sweeping graceful lines of the Standard Six give the impression of cars selling at much higher prices. Although the overall height is low adequate headroom is provided. High seat backs and wide cushions, both tilted at the correct angle, insure the comfort of the passengers.

The engine is of L-head type with bore and stroke of 3 3/8 inches by 3 7/8 inches. The pistons are Bonhotalite with alloy steel struts, each fitted with three compression rings and one oil control ring. The combustion chambers are machined to secure equal compression in the cylinders. This feature and the unusual size of the seven bearing crankshaft insure

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Makes "Home In Salem"



—Photo by Kennell-Elis.

P. H. (PAT) DUNN
Mr. Dunn is now a resident of Salem as local manager of the Alford-Billingsley Motor Co., Willys-Knight and Whippet distributors for Oregon.

Pat has been identified with the Willys-Knight and Overland lines since 1916 in fact holds the record of having sold the first Willys-Knight automobile in Oregon. In 1917, accompanied by Jake Herberger of Hubbard, he made a visit to the plant at Toledo as the guest of John Willys. Dunn says he will never forget the trip because he saw so many "threes" and "fours" held by Jake.

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FLINT RESIDENTS REMINDED OF HOME

Buick Company One of First To Recognize World As Its Field

FLINT, Mich., March 31.—No matter where the resident of Flint may travel, he is never far from reminders of home. Flint-made products have extended their commercial conquest around the globe, until today, even in the remotest corners of the earth, one can go far without thrilling at sight of the familiar Buick nameplate, striking evidence of his city's industrial prestige.

The Buick Motor company was among the first manufacturers to recognize its field, not as restricted to the United States and Canada, but as embracing the wide world. Buicks have been sold abroad for many years, and wherever one has gone, others have followed. They have made good on the trackless desert, in African jungles as official cars of exploring parties, and, with equal readiness, among the snows of northern Russia.

Buicks have served royalty with distinction, in more than one foreign land. At last word from China, General Qu Pei Fu, the famous military leader, was driving a Buick purchased from an American Lieutenant of Marines lately on duty in that land.

One of the strongest testimonials to the satisfaction Buick has rendered in other countries came recently from George Jelinski of Warsaw, who is touring the world as a good, will ambassador from the Boy Scouts of Poland to those of other countries. Jelinski's admiring fellow-countrymen in Detroit presented him with a Buick coupe in which to complete his globe-trotting trip. It was in response to his own wish that Buick was selected.

"There are many Buicks in my country," said Jelinski. "I have always admired the Buick above other automobiles. I do not know of any car in which I would rather journey as the one ahead of me."

All along his route, Jelinski will find Buick cars and Buick service stations, a realization which helped to influence his choice of a car. He will leave ideal driving conditions behind when he boards the steamer at San Francisco, but no matter what weather or roads he may encounter, authorized factory service will never be distant.

The fact that Buicks had to be built to withstand usage far rougher than is ordinarily imposed upon them in this country, where roads are comparatively good and climate is moderate, is credited by Buick officials for a share of the phenomenal success the car has enjoyed domestically. Buicks are distributed everywhere. They must deliver reliable transportation at the Equator and inside the Arctic Circle, in sand and mud, snow, ice, and oftentimes water. Such demands were recently made upon Buicks, in the Mississippi floods and later in Vermont and New Hampshire, are of everyday occurrence in many countries, and every Buick is built to meet them.

The foreign demand for Buick motor cars, like the domestic demand, which registers a healthy increase year after year, is growing. As commerce extends its frontiers, and highways push their way further into the wilderness, motor cars become not only desirable but matters of economic necessity.

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SALEMITES ON AUTOMOBILE TRIP



—Photo by Kennell-Elis.

Mr. and Mrs. Roy Jacobson and Mr. and Mrs. Henry Lizar.

NEW LOW PRICED SIX WILL APPEAR

Advancement In Design To Set New Standards of Construction

DETROIT, Mich.—(Special)—A new type, low priced six cylinder motor car, as sensational in its features as certain of the recent much discussed light fours, is likely to be announced within the next few weeks according to a well defined rumor current in automotive circles here.

The price reductions and announcements in the light four cylinder field which followed each other in rapid succession early in the year, have so far left the light six field unaffected, but now it seems certain that there will be equally as sensational developments in this latter group of motor cars.

During the past few weeks a new car, obviously equipped with a six cylinder power plant, but bearing no insignia which would establish the identity of the manufacturer, has been seen on the highways of Michigan where speed laws are lifted to the careful drivers.

This car differs in many respects from any six now on the market and according to drivers who have followed it over the road, reveals a striking performance ability in speed, power and smoothness. It is a low car, with compact yet ample body dimensions and with striking acceleration.

The wheelbase is estimated to be about 110 inches, full balloon tires are used as equipment and such casual inspection as has been possible while the car has been stopped at filling stations or on the street, has shown it to be fully equipped in every way.

While the new six is still an unknown factor so far as its constructional features are concerned, its ability to run for long stretches at high speed indicates that the power plant must be equipped with a highly efficient lubrication system and that it must develop a high power rating.

Interested motor car authorities who have been commenting on the recent predictions regarding the possibility of a new light six agree in the statement that such a car would necessarily have to take low price into careful consideration.

There is at present a gap between the light 4-cylinder cars in the lowest price range and the lowest priced of the light sixes which might logically be filled with a new six cylinder product.

CONFERENCE MAKES BROADER PROGRAM

Sessions Attended By Many Notables, Hailed As Most Vital Held

WASHINGTON, D. C., March 31.—The strength of the 1046 motor clubs of the United States, Hawaii, and Canada, affiliated with the American Automobile association was placed squarely behind the completion of the Federal-aid road program, the protection of the highways from the growing number of privately-owned toll bridges, and the abolition of the excise tax on automobiles at the fourth annual conference of club secretaries and managers which just ended sessions here.

The conference, attended by 500 representatives of AAA motor clubs, was marked by the following developments:

1. Serving of notice by federal officials who addressed the conference and commended the work of the AAA that they will counteract no attempts by any governmental agencies to prejudice the federal-aid program; that private interest are being enriched unduly by the operation of toll bridges; and that strong congressional support enlisted by organized motorists will be thrown behind the efforts to relieve the motorist from his excessive burden of taxation.

2. Support by the conference of an interlocking uniform emergency road service program on a broader scale.

3. Formulation of a nationwide safety program to be accomplished through education and an endeavor to eliminate the hazards of streets and highways.

Denunciation of the attempt by the United States Bureau of the Budget to make its approval of federal-aid legislation contingent upon abandonment of efforts in congress to repeal the motor vehicle excise tax marked the address of Senator Tasker L. Odell of Nevada. He urged continued effort to have the government carry out its "binding and legal contract" to continue the federal-aid program. The senator declared "it is our duty to start a new program for wider and stronger roads in the eastern states where traffic is heaviest."

Thomas H. MacDonald, chief of the U. S. Bureau of public roads, told the conference that concentration of attention on some 80,000 miles of highway in the U. S. highway system "has created at

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GIGANTIC BRAKE TESTER INSTALLED

Panek Proud Possessor of One of Most Up-To-Date Brake Shops

The first brake tester of its kind in the city and one of the best in the Pacific northwest, has been installed in the Mike Panek brake hospital located on 275 South Commercial street. The cost of the giant Jumbo brake tester is about \$1800, and will manipulate on any car with pneumatic tires up to a one ton truck. Last Friday was the first day that the giant tester was in operation and proved to be quite satisfactory.

Panek believes that with the addition of this machine, plus \$4000 worth of other brake equipment he has one of the most complete equipped brake shops in this city.

The front part of the new machine is adjustable, so that it may be moved back and forth to fit the length of the car.

Mr. Panek has invented his own little machine for putting on the foot brake in the car which is operated with compressed air, which he uses in testing the brakes. An absolute check for each wheel is registered on dials, making all four brakes work as one.

Another machine in the shop is his brake drum turning lathe, whereby he is able to make the drums true by only removing the wheel from the car, leaving tire and everything else on. When the new lining is applied, he uses another machine which sinks the rivets deep into the lining, and before putting the band on he again shapes it, which will keep it from wearing too much on one place.

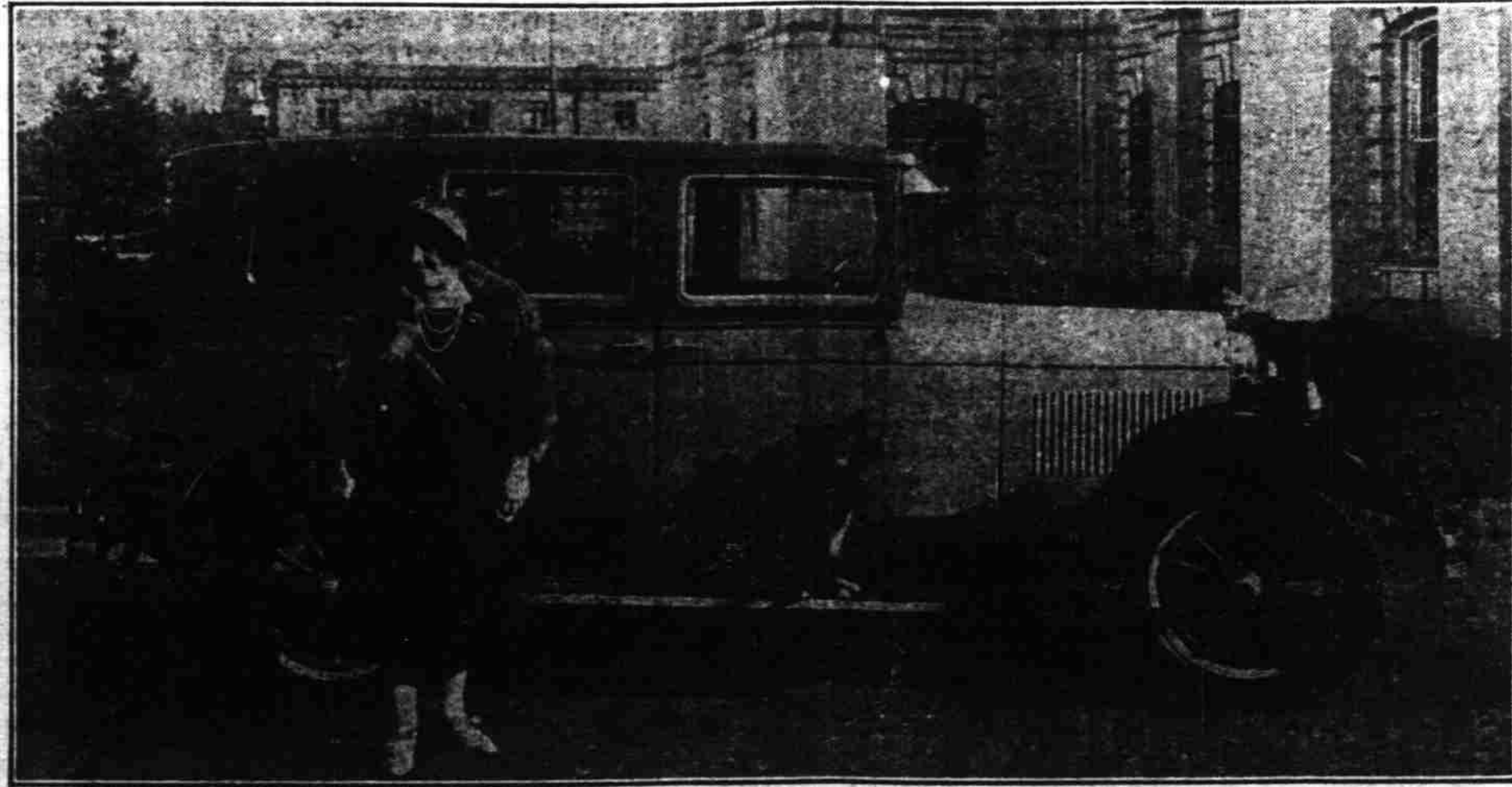
Panek is also authorized dealer for the Lockheed hydraulic brakes, having a complete line of parts on hand at all times.

Style Called Element of Great Sales Value

Style is the element of greatest sales value to the automobile manufacturer today, according to officials of the Peerless Motor Car Corp. An automobile's greatest appeal is through the eye, they say. Body lines, color, the shape of the radiator, the finish, these things have put power, speed, pick-up and general performance in second place in the public mind.

Even in cars such as Peerless, known for a generation for mechanical perfection, beauty is a much larger sales factor than ever before. The Six-91 Victoria is an excellent example of advanced automobile style as produced by Peerless.

CHRYSLER GIVES REAL SATISFACTION AND PLEASURE



—Photo by Kennell-Elis.

Mrs. Joy Turner Moses, expert violinist and pianist, who drives many miles during the year, recently purchased a Chrysler "32" De Luxe Sedan from Mr. David Smith of Fitzgerald Sherwin Motor Co. Mrs. Moses appreciates this fine job of motor car building, from every angle it is satisfying in the extreme.