

## NEW WHIPPET POSITION GOOD

Willis-Overland Production Revolutionizes Field of Low Prices

The opening of the annual National Automobile show in Grand Central Palace in New York City is less than a week away finds the Willis-Overland company Toledo occupying the most strategical position in the long history of the company, according to automotive experts who have witnessed the remarkable reception and sales volume that have been accorded the newly designed Whippet Four and Six models which were presented about three weeks ago.

Introduction of the new Willis-Overland products vividly recalls the presentation of the original Whippet models, June 26, 1926, which completely revolutionized the low priced field because of their outstanding mechanical advancements over the engineering practices of that date.

Viewed by Millions The presentation of the newly designed Whippet Fours and Sixes offers a situation at least parallel to that of two and a half years ago, in that the new Whippet Fours and Sixes admittedly set a precedent of outstanding style, beauty, and mechanical improvement entirely new to the low priced four and six field.

Since their presentation, the new Whippet models have been viewed by millions of motor car enthusiasts in all sections of the nation, resulting in a wave of commendation for the new models that places the Willis-Overland company in the position of quality leader in the low priced field.

Both the Whippet four and six bring to the low priced field high priced car beauty and value, a distinct aim of the designers of the new models. This has been accomplished through the concentration of the vast manufacturing facilities of the Toledo manufacturer, the low prices being the result of manufacturing economies effected during the past twelve months.

Control Featured Speaking of the new Willis-Overland products, John N. Willis said: "It has always been the aim of our company to go a step further in meeting the demands of the buying public. In the presentation of the newly designed Whippet fours and sixes, I believe we have met the demand to a great extent far beyond the expectations of the public."

Not only have we embraced beauty of lines and design that were formerly found only in the higher priced cars but we have incorporated mechanical features that are not found even in the highest priced cars. I refer specifically to the "finger-tip control."

If we had produced our new Whippet fours and sixes with this feature alone, it would have earned them as an outstanding example of what can be accomplished in the light car field. But we went further by introducing a new type of beauty that challenges the low priced field to duplication.

UNION OIL OFFICIAL FINDS AIR GROWTH LOS ANGELES, Cal., Dec. 29.—A report made public here today by F. F. Lienesch, head of the technical relations department of the Union Oil company, on the completion of a 5000-mile flight through the northwest, during which he made a survey of airports, discloses that the cities of Oregon and Washington are keeping pace with the fast moving aviation developments and are preparing to spend several hundred thousand dollars in new airport improvements in the near future.

His report shows that 41 airports are being operated in the 21 cities which he visited and that 19 of that number are municipally owned with steps being taken in many other cities to acquire property for municipal fields. Forty-five companies are operating from the seven planes each from the fields. This does not include the three major transport lines, namely, West Coast Air Transport company, Pacific Air Transport and Varney Air Lines.

"The tremendous general public interest in aviation in Oregon and Washington," states Mr. Lienesch in his report, "is shown by the number of municipal airports in operation and contemplated, and is further revealed by the 615 students at present enrolled in instruction schools at the airports visited."

Larger bore, longer stroke, improved carburetion—a general enlargement and refinement of the entire Buick operating assembly—all combine to provide matchless performance—a bottomless reservoir of energy for every driving need!

Never before such beauty... luxury... comfort... never such amazing performance... and never such sweeping success!

Drive this new Buick! Know the exhilaration it alone can give! Experience at first hand the performance which has made it the outstanding favorite of fine car buyers everywhere!

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## Roadster Added To Dodge Senior Line



**THERE is the sleek smartness of the thoroughbred about the latest addition to the Dodge Brothers Senior Six line. From the roomy and comfortable rumble seat to the chrome-plated radiator this new sport roadster indicates beauty of line and satisfying performance. Two spare wire wheels with tires mounted on the front fenders and a trunk rack are standard equipment.**

ure of congress to care for western road needs.

The bill was simultaneously introduced in both Houses by Senator Tasker L. Oddie (R. Nev.) and Representative Don B. Colton (R. Utah), who are optimistic over the outlook for its speedy passage.

An identical measure was passed during the first session of the present congress, but it was vetoed by President Coolidge. The senate voted to override the presidential veto, but the house failed to sustain this action.

The A. A. A. pointed out that non-taxable lands comprise the larger part of eleven western states and this has seriously interfered with road building in this progressive section of the United States.

**Purple Snow Seen In Yosemite Park**

YOSEMITE, Dec. 29.—Believe it or not, purple snow has been seen in Yosemite valley. Not actually snow of that color, but turned so when the sun sets behind El Capitan rock in the late afternoon.

Every afternoon, as the sun begins to dip behind the high Sierras, a brilliant shaft of color makes its way across the sky casting a beautiful reflection on the snow-covered Mt. Starr King and Half Dome.

**CABBIES CELEBRATE STOCKHOLM** (AP)—Stockholm cabbies this year are marking the 400th anniversary of their business. The first hacks were put in service as early as 1528.

## 35 NATIONS WILL ATTEND CAR SHOW

Representatives from 35 nations will attend the New York Automobile show to be held under the auspices of the National Automobile chamber of commerce at the Grand Central palace, New York, January 5-12, 1929.

Monday, January 7, has been designated as International Day in honor of the visitors. This will take the form of a trade conference at the automobile chamber offices, according to the announcement of John N. Willis, chairman of the export committee, speaking before the directors' meeting of that body this week. The "Benefits of Teamwork among Dealers," "Financing Retail Sales," and "Profitable Used Car Selling" will be among the main topics of discussion.

"The growing friendship of automotive groups in all lands is emphasized by this conference," said Mr. Willis. "We are coming to realize increasingly that the major task of the motor industry is to stimulate the use of motor transportation, to reduce the cost of transportation to the customer, and to promote the world-wide employment of the automobile as a general utility. As these aims are progressively achieved the markets for all types of motor transportation will increase and benefit all manufacturers, regardless of nationality."

Among the leading citizens from abroad who are coming to the event are Henri Cezanne, general manager of the French Automobile Manufacturers association and of the International Association of Automobile Manufacturers, Dr. Allmers, president of the German Automobile Manufacturers association and Alfred Hacking, general manager of the Society of Motor Manufacturers and Traders of Great Britain.

The export committee of the National Automobile chamber of commerce which is organizing this event is composed of the following: John N. Willis, chairman, B. C. Judd, Rufus S. Cole, J. S. Draper, J. E. Fields, R. G. Hudson, J. D. Mooney, Jay Rathbun, Donald T. Stanton, Howard S. Welch and George F. Bauer, secretary.

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Official stations of the Oregon Motor association are located in 98 towns and cities throughout the state.

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**Cuba Establishes Traffic Signals**

HAVANA (AP)—Establishment of automatic traffic signals in Havana is being considered by a specially appointed committee to represent the interior department which is planning transferring traffic policemen from main streets to other lines of duty.

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## ENTIRELY NEW CAR EXPECTED IN 1929

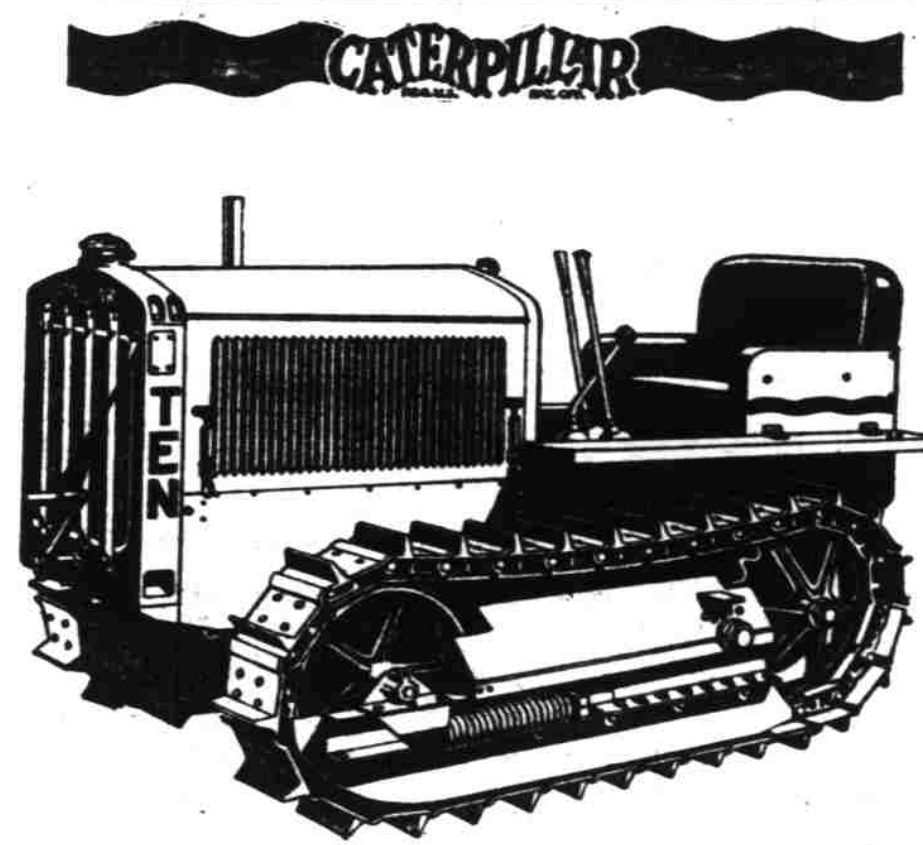
With advance reports from automobile manufacturing centers indicating a contemplated new high record production for 1929, it is rumored that, among the innovations scheduled for next year, is an entirely new car to be manufactured by one of the oldest companies in the industry.

The name Roosevelt. It is understood, has been decided upon for the new car after a period of consideration lasting nearly an entire year. The popular American ideals for which it stands were said to be the factors leading up to the selection of the name which, of course, convey an impression of unmistakable importance to the public.

It is believed that the new car will not be introduced at the forthcoming 1929 automobile shows, but that its presentation will be withheld until early spring in order to give its producer an opportunity to incorporate in it a number of new and outstanding engineering and manufacturing advances. The name of its manufacturer, however, probably will be made known before the time of the actual appearance of the car.

Rumor also has it that the new Roosevelt will sell for less than \$1,000 at the factory at which it will be produced. Statements from authoritative sources lead to the impression that it will be available to buyers throughout the country in approximately three months.

In 1633 salt was exported from Virginia to Massachusetts.



## "Caterpillar" TEN

WATCH THIS NEWSPAPER JANUARY 13, 1929 FOR PRICE ANNOUNCEMENT

LOGGERS & CONTRACTORS MACHINERY CO.

PORTLAND

SALEM

# Now on Display in our Showroom!

Today you can see the most sensational automobile ever introduced—The Outstanding Chevrolet of Chevrolet History, a Six in the price range of the four!

Today, this amazing new automobile is on display in our showrooms and we cordially invite you to come in for a personal inspection!

When you lift the hood and see the new six-cylinder valve-in-head engine you will realize that a new era has dawned for the buyers of low-priced automobiles. Representing four years development and testing, this new power plant is a marvel of advanced design. At every speed it operates with that delightful smoothness which everyone demands today in a modern automobile. It develops approximately 32% more power than any previous Chevrolet engine. It displays sensationally greater speed and faster acceleration. And yet, despite this brilliantly improved performance, it maintains Chevrolet's worldwide reputation for economical transportation by delivering better than an average of twenty miles to the gallon of gasoline!

### Great Array of New Features

Matching this spectacular advance in performance is the greatest array of new features Chevrolet has ever announced.

The big, new four-wheel brakes are exceedingly quiet in operation. The new two-beam headlamps with foot control dimming device were never before available in Chevrolet's price class. And so on throughout the entire chassis, you will find feature after feature previously demanded in the finest of automobiles and now offered on the Outstanding Chevrolet in keeping with Chevrolet's policy of constant progress.

### Distinctive New Beauty

But, however impressed you may be by the mechanical superiority of the Outstanding Chevrolet, your admiration will reach even greater heights when you study the car's distinctive beauty—

—the marvelous new Fisher bodies represent a masterful example of artistic coachwork. Never have beauty, comfort, convenience and staunch construction been more skillfully combined in the bodies of any automobile!

So we urge you to come in today and inspect this outstanding new car.

### The COACH \$595

The ROADSTER.....\$525	The Convertible LANDAU.....\$725
The PHAETON.....\$525	SEDAN DELIVERY.....\$595
The COUPE.....\$595	LIGHT DELIVERY CHASSIS.....\$400
The SEDAN.....\$675	1½ TON CHASSIS.....\$545
The Sport CABRIOLET.....\$695	1½ TON CHASSIS WITH CAB.....\$650

All prices f. o. b. Flint, Michigan

### Partial List of Outstanding Features

New six-cylinder motor, valve-in-head type, fully enclosed.	New theft-proof Electrolock.
New automatic lubrication of rocker arm mechanism.	New semi-automatic spark control.
New fabric camshaft gear.	New waterproof spark coil located beneath cowl.
New heavier crankshaft statically and dynamically balanced.	CHASSIS
New re-inforced piston pins.	New self-adjusting, single plate, dry disc clutch.
New hot-spot manifold.	New smooth sliding 3-speed transmission with vanadium steel gears.
New AC gasoline pump with filter replacing vacuum tank.	New solid shaft type steering column.
New type AC air cleaner.	New flat type, slender rim steering wheel with large horn button in center.
COOLING SYSTEM	New and more efficient muffling system.
New type thermostat cooling system control.	New and more complete Alemite chassis lubrication.
New water temperature indicator on dash.	New rubber-on-steel pedal enclosures.
ELECTRICAL EQUIPMENT	New larger gasoline tank at rear—11-gallon capacity.
New two-beam headlamps with foot button control.	New, smaller, smarter wheels with full balloon tires.
New parking lights inside head lamps.	
New prismatic headlamp lenses.	

Come in and see these Beautiful New Cars on display in our showrooms

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Q U A L I T Y A T L O W C O S T

## BILL TO PROVIDE ROAD FUNDS UP

WASHINGTON, D. C., Dec. 29.—The Colton-Oddie bill, which would provide \$3,500,000 for each of three years to build roads through the public-land states of the west, has again been thrown into the congressional hopper and will have the united support of organized motordom.

This statement was issued today by the American Automobile association, which has consistently supported this measure, and was viewed with alarm the fall-



**Otto J. Wilson**

388 N. Commercial

Telephone 220

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM