

GAINS IN MIDDLE CLASS CAR LINES DURING 1927

Sales in High Priced Group
Noteworthy Feature

CRAM GIVES OUT REPORT

Three Groups of States Show Gains
in Percentages of Sales in
High-Priced Cars

DETROIT.—Last year one high-priced car was purchased in the United States for each \$8.812 paid into the treasury in individual income taxes, one medium-priced car for each \$1,028 of tax paid, according to R. H. Cram, president of Cram's Automotive Reports, Inc., industry authority.

These figures compare with \$10,731 and \$1,132 respectively for 1926. On the whole, the amount of individual taxes collected in 1926 and 1927, reflecting potential earnings and thus potential buying power, showed no marked shifting of purchasing power from one part of the country to another. Instead the different groups of states held very close in their percentage of the total for one year as compared with the other.

Medium Class Losses
Though medium-priced cars in 1927 showed a loss of 3 per cent for the year in the total number of units sold as compared with 1926 sales, gauged with this index of purchasing power they made a slight gain.

The gain in sales in the high-priced group of cars was particularly noteworthy. In spite of the 4 per cent decrease in income tax returns collected during 1927, high-priced cars made a sizeable gain of 18.5 per cent in total number of units sold.

Three groups of states showed gains in their percentages of the total sales of high-priced cars, while every group but one showed an increase in the number of cars of this type sold. Two groups of states maintained the same percentage of the total sales through both years while three groups showed losses.

Gains Analyzed
Four groups of states showed gains in the number of medium-priced car sales, though three of these gains were so small as to amount to less than 1 per cent of the total in each instance. The exception was the North Atlantic group which showed an increase of over 4 per cent in medium-priced car sales in 1927 over 1926. Three groups showed gains in percentages of the total sales, two groups maintained the same percentages and three groups showed losses.

WHIPPET FOURS SOUGHT

FACILITIES EXPANDED TO
PRODUCE MODELS

Great Demand Enables Willys-Overland to Produce Six at
Greatly Reduced Price

TOLEDO, O.—Willys-Overland's expansion program to increase the production of Whippet four and Whippet six models to meet the greatest buying demand in the company's history is taking definite form, officials of the organization state.

The new addition to the export and body building departments, which provides 500,000 more square feet of factory space, is nearly completed, this extension being necessary when the output of Whippet was stepped up to the greatest production mark ever reached by the company.

Willys-Overland is concentrating its efforts on increased production of Whippet fours and sixes, this being the dominating class in the automobile industry. It is pointed out that in the lower price ranges 47 per cent of all sales are made in the price groups below \$750, with 23 per cent of the total sales being in the price class from \$750 to \$1,000. The former group represents the price class of the Whippet models and it is in this group that the company has expanded its facilities to reach the highest production in history.

High Production Required
In quantity output this commits Willys-Overland to highest production on its two Whippet models which provide the major business for the sales organization, the balance being devoted to the production of the Willys-Knight models. The Willys-Overland expansion plan is not devoted to the Toledo plant alone but stretches out its plants in other sections of the United States and Canada. The latest move was the announcement of an assembly plant in Los Angeles which will have a production capacity of about 30,000 cars a year, of which 22,000 will be Whippet models, with the Whippet four cylinder cars providing the major portion. This plant will be in operation in the early summer.

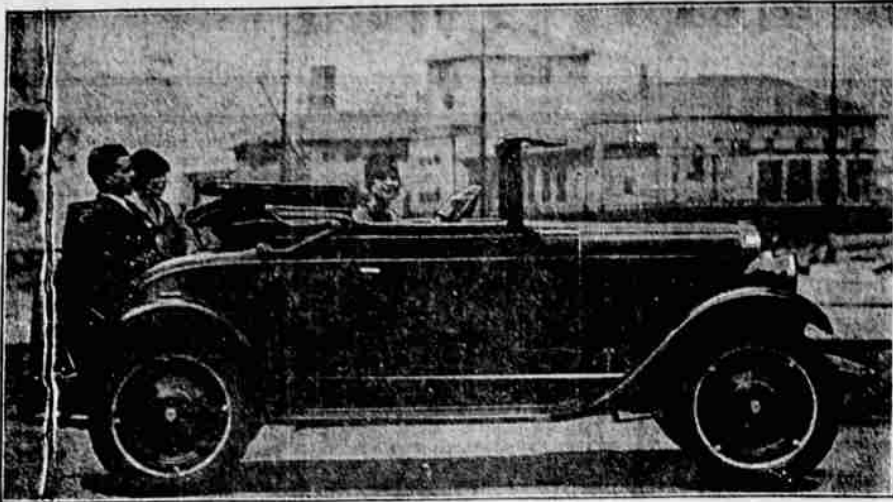
WOMEN BETTER DRIVERS

FIGURES SHOW THEY HAVE
FEWER CRASHES

WASHINGTON.—If it isn't enough that the Mrs. always has the last word, add some salt to the raw wounds with the repeated insistence that women are better drivers than men.

Incomplete figures from the District of Columbia, taken from 53 fatal accidents, show that the women have the best of it. Eighty-five per cent of the 122,000 licensed drivers in the district are men. Of the 53 fatal accidents, 21.6 per cent involved men and 2.4 women; the remaining 6 per cent were unidentified.

New Chevrolet Convertible Sport Cabriolet



This latest offering of the Chevrolet Motor Company, listing at \$695 f. o. b. Flint, Mich., brings to the low priced field a model of unusual smartness and distinction. The collapsible top allows full vision ahead from the rumble seat. Body is by Fisher.

NEW CABRIOLET CLASSY

STYLE FEATURE DISTINCTIVE
IN CHEVROLET

Combines Closed Car Advantages
of Sport Cabriolet with Open
Car Features of Roadster

Pioneering into the low priced automobile field another distinctive style feature, the Chevrolet Motor Company today announces a new convertible sport cabriolet with body by Fisher, listing at \$695 f. o. b. Flint, Michigan.

Combining all the closed car advantages of the sport cabriolet with the open car features of the roadster, this latest offering of the company is ideally suited to every type of weather under all kinds of driving conditions.

Of two to four passenger capacity the convertible cab with the top up resembles the sport cabriolet in appearance. The top, however, is fully collapsible and folds so completely out of the way that full vision ahead is possible from the rumble seat. An additional feature is the inclusion of a nickel banding around the windows which gives them rigidity and permits of raising the windows, with the top lowered, as an extra protection against the wind.

Sound New Style Note
Finished in Roman red, with black body heading striped in gold, and embellished with artistic touches of polished nickel, the new model sounds a distinctive style note in the field of low cost transportation. The disc wheels are of the same brilliant color combination as the body.

The soft folding rubber fabric top is jet black in pleasing contrast to the dominant tones of the body. The body by Fisher retains the sweeping graceful lines that distinguish the former cabriolet; while other features are of the same dependable construction that

is winning unprecedented numbers to the Nigger and Better Chevrolet.

PLANE GLOWS AT NIGHT

RICHFIELD CRAFT BRILLIANT
RED AGAINST SKY

Neon Lighting Worked Out After
Eighteen Months of Experimentation and Research

It has been estimated that more than five million people on the Pacific coast have already viewed the spectacular Richfield night-flying airplane. It has been announced by the Richfield Oil company of California, that every community will be visited by the big Haviland 450 horse power Liberty motored plane.

For the first time in the history of aeronautics, the Richfield company have launched upon a plan whereby they will bring their name before the greatest number of people through exclusive night-flying, in the shortest space of time.

Plane Makes Night Flight
It is of unusual interest to note that when the huge Richfield Haviland plane reaches this community, and makes its flight immediately after dark has set in for the evening, the words, "Richfield Gas" may be visible to the naked eye when the plane is soaring over the city at an altitude of 2,000 feet in the air. The lettering on the underwing of the plane is accomplished through use of huge Neon glass tube letters, and when the special generator on the plane is set in motion, the letters, through a combination of gas filament and electricity become a brilliant red.

It has been stated by the Richfield company that this unique plan of Neon lighting their plane has only been worked out and perfected after 18 months of trying experiment and electrical engineering research, which has been headed by Lieutenant J. A. Kirby, Templeman Expert Flyer. The Richfield plane is piloted by

D. A. Templeman, U. S. A. ace, and recognized by aeronautical authorities as one of the outstanding pilots of the country. Mr. Templeman, more commonly referred to as "The Richfield Night Rider" has nearly eight years of flying to his credit, has never had a "scratch," and is has been stated that he "knows his night-flying," take-off and landing in the dark like the ordinary automobile driver knows his car.

The entire Pacific coast will see the Richfield night-lighted plane, which is being preceded by the Richfield airplane scout car, a 115-horse power stock Auburn speedster, driven by Dick Whitney, noted Los Angeles endurance and stunt driver. Mr. Whitney stated it is his duty and pleasure to keep ahead of the airplane from twenty-four to thirty-six hours on the Pacific coast jaunt, making all arrangements for the landing and fueling of the big Haviland plane, and any other details which may be encountered enroute.

TRACING VALVE NOISES

THESE ARE OFTEN DUE TO
WEATHER CONDITIONS

Motorists who have developed a keen distaste for noise are in the habit of blaming the valve adjustment for many of the discordant notes they hear or think they hear about the motor. In connection with valve noises there is one important point to remember. Temperature makes considerable difference. When the engine is cold valves that are properly adjusted will click.

It is due to the fact that tappets, push rods and stems have not expanded to the point they will when the engine is hot. Clearances should be adjusted only when the operating temperature is normal.

Few of these coast to coast automobile trips are on the square, says an item, which thinks they are only drivers looking for a place to park.

DURANT WINS NEW FAVOR

ITS RISE IN REGISTRATION
STANDINGS FEATURE

Silver Anniversary Sixes and Fours
Powered by Rugged Red Seal
Continental Motors

To satisfy the buying public of today a car must be able to cope easily with all roads and traffic conditions, believes Norman De Vaux, general manager of Durant Motors in the West.

"With the demands of the public in mind the Durant engineers designed the Durant silver anniversary sixes and improved the Durant four, formerly the Star. How well they have succeeded is indicated by the phenomenal rise of the Durant in motor registration standings.

"No automobile is any better than its motor. All Durant cars, the three six cylinder models and the four cylinder, are powered by rugged Red Seal Continental motors. These engines were especially designed for Durant Motors, and have a high turbulence cylinder head which increases power and acceleration without causing knock. Tests have proved the Durant car to be one of the fastest accelerating cars on the market today. Its quick pick-up and extreme flexibility in high make it an outstanding car in congested traffic.

Noted for Hill-Climbing
"Durant-made cars have ever been noted for hill-climbing ability. The new Durant models the "55" "65" and "75" have exceptional power in high and show at their best on mountain roads. The large capacity of their radiators and big engine fans make the Durant six motors extremely cool running.

Overheating is virtually unknown. "The Durant "75" has a four-forward-speed transmission, which is exceptionally silent in operation. Third speed is internally geared and fourth is a direct drive. The shift from third to fourth, or vice versa, can be made by an inexperienced operator with perfect ease and without clashing sounds at 60 miles an hour or more.

"Of primary importance today are good brakes; brakes that will stop a car instantaneously in congested traffic and hold securely on the steepest inclines. To give Durant owners the utmost in safety Bendix four-wheel brakes were selected for the Durant four and the sixes. Bendix brakes have been thoroughly tested on other cars and on previous Star models. Those used on the Durants of 1928 are improved and afford even more safety than in former years.

YOUTHS CAUSE MISHAPS

TOO MANY YOUNGSTERS ALLOWED TO JOY RIDE

Careless car owners are responsible for a great many accidents, according to the Oregon State Motor association, due to the fact that youngsters can so easily take possession of cars for use in joy-riding.

The carelessness of car owners is becoming proverbial. That this should be the case will be understood when we are told that car owners themselves, through carelessness, are responsible for one-half the car thefts in the United States in the course of a year. Of the 95,225 cars stolen in 25 index cities in 1925, almost 50 per cent were taken away by youthful joyriders. It is the unanimous feeling of scores of A. A. A. motor clubs that more care on the part of the

owners would eliminate the greater percentage of this type of theft and reduce the accidents and the wrecks resulting from it.

The appointment of Wayne H. Eddy as chief inspector of the Oakland Motor Car company is announced by Gordon Lefebvre, vice-president in charge of engineering for the last two years. Prior to joining Oakland he was associated for several years with General Motors.



What Do You Buy—When You Buy A Tire?

So many pounds of rubber or so many miles of service

You, of course, like everybody else, buy tires for mileage and service they give. The increasing popularity of Fisk tires in Eugene proves that they give greater mileage and better service.

Tune in every Monday night to Fisk
Time to Retire Program—K. G. W.

T. N. DUNBAR

SUPER SERVICE
10th & Oak Streets

Lowest prices in history!

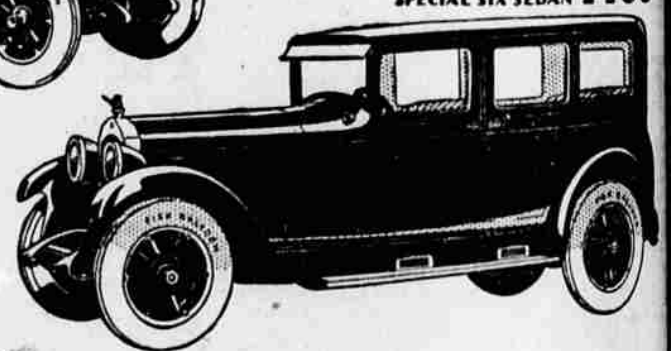
WILLYS-KNIGHT SIX

perfected to new high standards
of beauty, luxury, smoothness
and power



STANDARD SIX COACH \$995
REDUCED TO

SPECIAL SIX SEDAN \$1495



GREAT SIX SEDAN \$1995

SMOOTHER WITH USE

The patented Willys-Knight engine has no valves to grind, no complicated mechanism of springs, tappets and cams. Its simplicity of design insures results far beyond those obtainable from any other type of motor.

In each cylinder, two sliding sleeves combine with the spherical cylinder head to form a perfectly sealed combustion chamber, effecting high uniform compression at all speeds—and with any gas.

IN beauty of line and color, in artistry of finish, in luxury of appointment—the improved Willys-Knight offers everything that wins you to a fine Six.

And still more important, Willys-Knight brings you the unquestioned superiority of the patented double sleeve-valve engine, acknowledged by engineering experts to be the simplest and most efficient of automobile power plants.

Now, with the introduction of the new Standard Six at a record low price, Willys-Knight's lightning pick-up, sustained brilliance, quick starting and marked economy are available to added thousands of owners.

Experienced motorists who know the velvet smoothness, silent power and rugged stamina of this engine, have been quick to acclaim the finer Willys-Knight as 1928's greatest value.

Willys-Knight Sixes range in price from \$995 to \$2695, in the Standard Six, Special Six and Great Six divisions. Prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.

Facts and figures prove the supremacy of the ALL-AMERICAN SIX



The 4-Door Sedan Body by Fisher

By bare facts . . . listing the actual features that the All-American Six provides. By true figures . . . giving actual sizes and weights of vital parts. By these two classes of unassailable evidence . . . this General Motors Six proves itself the leader of its field.

The facts are these: its bodies are by Fisher . . . famous for their craftsmanship and style.

Its features include the G-M-R cylinder head . . . fuel pump . . . gasoline, air and oil filters. Velvet action four-wheel brakes.

And here are the figures. A 117-inch wheelbase . . . a 212-cubic inch engine . . . 79-lb. crankshaft. And so on throughout its specifications. In any comparison . . . facts and figures prove the supremacy of the All-American Six.

2-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; Phaeton, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265. New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

EUGENE MOTOR COMPANY

101 West 5th St.

Phone 145

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W. R. Dawson, Springfield

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