

OLDS ANNOUNCES FIVE NEW MODELS

Are An Addition to the Present Line of Seven Body Types

Five new de luxe models, the latest achievements of Oldsmobile and Fisher artist engineers, are announced by Oldsmobile. These are in addition to the present line of seven body types announced by this year and which continue unchanged.

The de luxe line consists of the de luxe landau, de luxe roadster, de luxe sport coupe, de luxe four door sedan and the de luxe phaeton. Additional equipment, new color treatment, advanced interior finish and refinement in design distinguish these models.

Mechanically the standard and de luxe Oldsmobile are the same. There has been no change made in the engine and chassis, which are the result of more than 1,000,000 miles of test driving at the General Motors Proving Ground, made under the supervision of Oldsmobile engineers before the new car was announced in January. These performance tests have been further confirmed by the enthusiastic endorsement of more than 80,000 owners of new Oldsmobiles since January 1.

The new line of de luxe Oldsmobiles has been particularly designed for a growing class of Oldsmobile owners who, in the past, have driven more expensive cars. They have been highly pleased with Oldsmobile performance and desire only the most modern of styles, which the de luxe line affords.

Wire Wheels

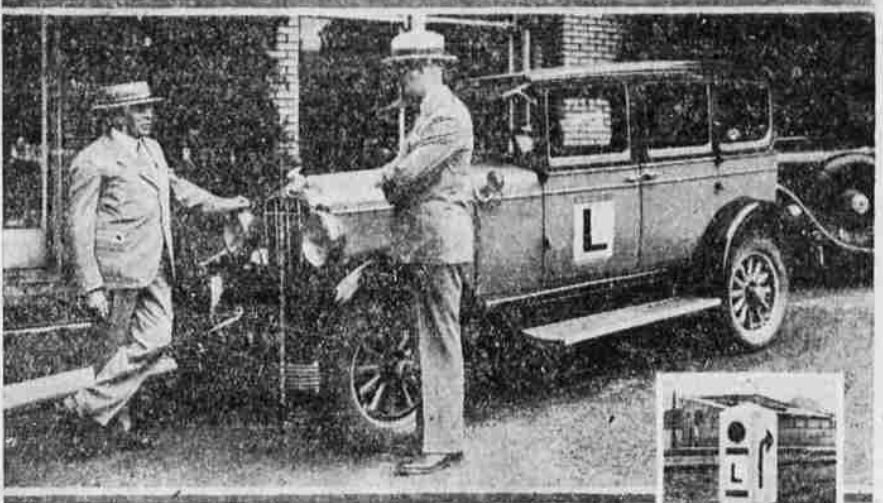
All of the de luxe models are equipped with six wheels, six tires and tubes. The two spare tires are carried in wells built into the two front fenders. They are maintained in a rigid position by a chromium plated bar holder which also supports the spare tire locking device.

In those models lending themselves to that treatment—and these include the landau, sport coupe and four-door sedan—the fenders, rear housing, hood, front dust shield, rear cross member skirt and lamp tire rod have been finished in color to harmonize with the car finish. Black enamel has been used to finish these parts on the de luxe roadster and phaeton as this black treatment, in the case of the open cars, gives an added touch of smartness.

The removal of the spare tire from the rear to the fender wells has permitted adding a trunk rack as standard equipment on the de luxe models. This rack is folding. It can be used in position to hold a trunk or folded up against the rear quarter. In either case, it enhances the beauty of the rear of the car.

The large twin-beam head lamps are full chromium plated as are the

COMPLETES HIGHWAY SURVEY



Completing a survey of the Lincoln highway from the Atlantic to the Pacific coast, Carl S. Hoag, field secretary of the Lincoln Highway association, is shown here with a Durant '25' sedan, being welcomed to the western territory by a member of the Pacific coast association branch. Inset is a replica of a new solid concrete road marker, one of three thousand that will be erected in one day, this month, by the Boy Scouts of America. The post bears a bronze plaque of Abraham Lincoln and the insignia of the association. Marking the trans-Continental route with these prominent posts is a step second only in importance to the original laying out of the great highway, says Hoag.

radiator shell, bumpers and other exterior trim. Chromium plating was introduced into the automobile industry more than two years ago by Oldsmobile. It gives a hard, brilliant finish which is not affected by rust or corrosion.

The new Oldsmobile has broken all previous records in attaining public approval since its introduction in January. At that time it was announced as an entirely new car representing the combined efforts and abilities of the engineering staffs of Oldsmobile, General Motors and Fisher Body Corporation.

Two years were spent in designing and perfecting the new Oldsmobile before it was introduced to the public highway so that every part was thoroughly tried out under all driving conditions before it was given final approval by the engineers.

At its introduction critics proclaimed it the fine car of the low price field. Its public acceptance can be gauged by the fact that sales have been limited only by production facilities. During the first seven months of 1928 more than 80,000 Oldsmobiles were shipped from the factory. At no time during that period did production meet field requirements.

Additional production facilities now permit the introduction of the de luxe line as an addition to the seven standard body types.

HIGHWAY NEWS

The tourist travel in Oregon is now at its height. It will continue with approximately the same volume until about August 20th at which time a slight decline is usually felt as tourists begin their homeward trek to prepare for the opening of school. About September first the exodus will be an in earnest and a sharp decline in tourist travel will be apparent as all tourists by that time are en route home.

Old Oregon Trail (Columbia River Highway) U. S. No. 20; Astoria-Portland-The Dalles; Paved, Oiled macadam from The Dalles to the Idaho State Line. Road construction in the Blue mountains about finished and travel having no difficulty at all over this stretch of road.

Pacific Highway; U. S. No. 99; Paved. On account of widening of the highway, north-bound traffic detours from New Era by Oregon City. Detour is a gravel road in good condition.

Roosevelt Highway (U. S. No. 101); Astoria-Seaside, Paved, Macadam to Mohler, good macadam.

Road now open from Mohler to Brighton, Rockaway, Garibaldi and Seaside and with the exception of a little construction here and there the road is in good condition. Country road from Mohler to Tillamook via Foley Creek also good. Tillamook to Hebo, part pavement, part oiled macadam. Hebo to Newport, good macadam.

Hebo to Lakeside - North Bend, Macadam except three miles north of Lakeside which is in good condition. Free ferry across Coos Bay from 7 a. m. to 11 p. m. Marshfield-Cornville, paved. Cornville to state line; Macadam and in good condition.

Redwood Highway; Grants Pass-Heer Creek; 4 miles oiled macadam. 12.2 miles macadam. Deer Creek-Kersey-California state line; 21 miles oiled macadam. Kerby to the Oregon Caves, good gravel road.

Klamath Falls to Lakeview; Grading will be completed by Sept. 15th through the Powell's Garden. At present there is 7 miles of very rough and slow going. Balance of road is in excellent shape. Driving time from 4 to 5 hours.

Klamath Falls - Crater Lake; Macadamized and in good condition.

Base Fine On Size Of the Automobile

FAR ROCKAWAY, N. Y., Aug. 11. (AP)—Fines in inverse ratio to the ages of the automobiles involved are being imposed by Magistrate Farrell in traffic cases. Speeders whose cars were of the vintage of 1922, drew suspended sentences. Parking fines were doubled in the case of expensive models.

Average Car Costs \$1 a Day To Drive

One dollar a day was the average cost in the average American of the average car in 1927, according to information just received by the Oregon State Motor association, the figure being based on operating and maintenance charges of \$29 and depreciation of \$12. The operating bill was divided into \$19 for fuel and lubricants, \$47 for mechanical hire, \$44 for replacement parts and \$10 for tires.

GRADE CROSSING ACCIDENTS DECLINE

Although the number of automobiles in operation throughout the country increased 20 per cent in 1927, the number of fatalities in grade crossing accidents showed a decline of four per cent, according to figures received by the Oregon State Motor association. This decrease was in the face of an increase of ten per cent in the number of fatalities from all causes.

It is estimated that there was one fatality due to the operation of motor vehicles on the highway for each 544 vehicles in operation, while the grade crossing fatalities was one for each 17,718 motor vehicles.

U. S. LEADS IN CARS PER PERSON

In the United States there is one car for each 3.2 people. Next best land is occupied by Italy with one for each 11 persons. Australia has one for each 15, Argentina one for each 21 and France and Great Britain one for each 44, according to the Oregon State Motor Association.

CURBSTONES ILLUMINATED

Early has installed illuminated curbstones in order to cut down traffic accidents, reports the Oregon State Motor association.

ROAD MILEAGE IN MAINE

Maine has the largest road mileage of the New England states totaling 28,782 reports the Oregon State Motor association.

Through Traffic Becomes Problem Over the State

PORTLAND, Aug. 11.—The problem of routing through traffic on highways in relation to the cities and towns is one that is rapidly commanding increased attention in Oregon with the comprehensive road building program which has been carried on for the past ten years and with the detailed plans for continuing the work for many years to come. Now is the time for both engineers and communities to give this problem the consideration it merits, according to Phil Metschan, director of the Oregon State Motor association. He pointed out that both local and through traffic flow and congestion is involved and that the factor of safety is a major part of the problem.

"Small cities and towns in Oregon and throughout the region are rapidly reaching the conclusion that main business thoroughfares are not the proper place for carrying through traffic," said Metschan yesterday. "In the early days of highway construction of Oregon all communities sought to have main arteries of traffic routed through their particular towns, the majority insisting that the routes follow the main business streets. As a result, motorists, in numerous instances, are forced to travel many additional miles in order to pass through these congested sections."

With the ever-increasing number of motor vehicles that travel the highways, these conditions in small cities and towns will not improve in the future, it is claimed. Oregon is spending and will spend millions of dollars for the construction, reconstruction and maintenance of the highways. A great deal of this expenditure is made necessary to increase the factor of safety. Through traffic, as it does, greater traffic hazards, increased maintenance and polling costs, in addition to delays due to congestion, is considered by a great many to be a liability instead of an asset and the change in public opinion regarding the routing of this traffic is repeatedly making itself felt by providing for through traffic routes around towns and

HUGE PRODUCTION Motor vehicle production in the

United States last year totaled 2,572,671 units, reports the Oregon State Motor association, and whole-sale value, including parts and accessories was \$4,247,899,743.

Culture is sadly on the wane in America, according to a French critic. Maybe he had in mind the fact that a prize fight doesn't seem to draw quite \$1,000,000 any more.

Enjoy **ESSEX Super** performance

and save enough to pay for a vacation

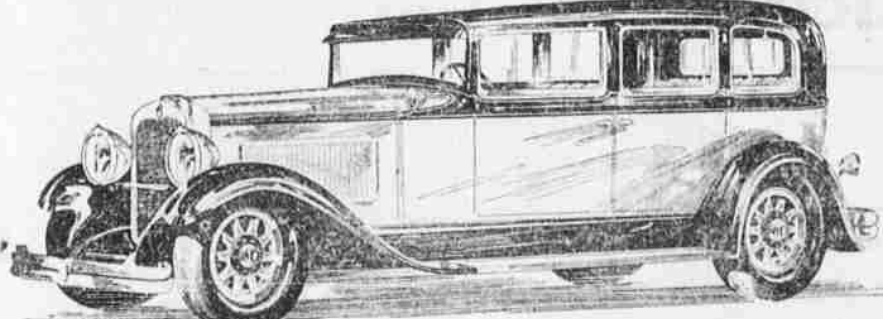
It is impressive to know that point for point the Essex Super-Six equals or excels any car up to \$300 or \$400 greater cost. But cold figures can't express the drama of this Ohio business man, who writes:

"My Essex gives me every fine car quality and performance ability which our former costlier car gave, and we saved enough to pay for the whole family's touring vacation."

\$735 and up All prices f.o.b. Detroit. Dealers can pay for cars out of income at lowest available charge for interest, handling and insurance.

LEDBETTER GARAGE Adams Avenue

THE WORLD HAS A NEW AND FINER MOTOR CAR



Twin Ignition means Power, Speed, Economy

People who already have driven the new Twin-Ignition motored Nash "400" have instantly realized its superiority in performance to cars with other types of motors.

In this new car, they discover more power and speed than they will ever care to use. They find a real thrill in the snap of Twin-Ignition traffic getaway.

Has Nash accomplished these remarkable results by building a larger motor—one with an enormous appetite for gasoline?

Or by building a high-compression motor that needs special high-priced fuel?

The answer to both questions is, "No". Nash has developed new principles of high-compression motor construction which create more power, more speed, with ordinary gasoline, and less of it!

Today the Twin-Ignition, 12-spark-plug, high-compression motor powers all Nash "400" Advanced and Special Six models.

We'll let you drive a Twin-Ignition-motored Nash "400", anytime.

NASH "400"

OTHER IMPORTANT FEATURES — NO OTHER CAR HAS THEM ALL

Twin-ignition motor	Tapering crankshaft	World's easiest steering	One-piece Salon fenders
Roadable and Loveloy shock absorbers (Nash invention)	New double drop frame	Exterior metalwork chrome plated over nickel	Clear vision front pillar post
Aluminum alloy pistons (Nash Street)	Torsional vibration damper	Short turning radius	Nash-Special Design front and rear bumpers

McKenna Nash Motor Co. 806 Adams Avenue

Successful Six now winning Four Greater Success

The Cabriolet Body by Fisher

ULTRA SMART-ULTRA NEW

and available only to buyers of

PONTIAC SIX

PRODUCT OF GENERAL MOTORS

In answer to the widespread demand for a low-priced six of ultra-smartness, all Pontiac Six body types have been made available with special sport equipment.



smart and ultra-net equipment obtainable... just as no other low-priced six provides the inherent style advantages of Bodies by Fisher and the performance superiority of a 186 cu. in. engine with th. G.M.R. cylinder head.

Six wire wheels in attractive colors—two spares with chrome plated clamps cradled forward alongside the hood in fender wells—a folding trunk rack that lets you plan the longest tour without fear of a baggage crowded car... all are included at a slight increase in price.

On no other six of comparable cost is this ultra-2-door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795 (sport equipment extra); 4-door Sedan, \$825; Sport Landau Sedan, \$925. Oakland All-American Six, \$1045 to \$1265. All prices at factory. Check Oakland-Pontiac delivered prices—they include luxury handling charges. General Motors Time Payment Plan available at minimum rate.

JENNINGS & SHUMATE