

BUICK INTRODUCES ITS 1924 MODELS

Startling Advances in Power, Control, and Economy; Four Wheel Brake

Introduced to the public today, the 1924 Buick cars offer renewed proof of the unreliability of rumor. For months gossip of what Buick would do on August 1st has been prevalent and often solemnly asserted by the wisecracks as "an good authority." Yet so little of it proves true, and so many complete surprises characterize these cars, that Buick is being widely congratulated on keeping its secret so well.

There is no question that these Buick cars will be hailed as a substantial advance in automotive engineering, but it will be noted at the same time that the new features are developments rather than innovations, evolutionary rather than revolutionary and consistent throughout with those Buick fundamental principles that have endured through twenty years of Buick manufacture.

With fifty per cent more power claimed for its famous valve-in-head six-cylinder engine, its successful external brakes extended to four wheels in both sixes and fours, a specially designed carburetor that is heralded as an economical wonder, and finally dozens of other improvements, major and minor, Buick proves that its engineering staff has been very much "on the job."

The thousands who are certain to see these cars in the leading centers this week—and very soon in the show rooms of all Buick dealers—will first observe a change in body lines, undoubtedly influenced to a degree by recent refinements in foreign design. Thus a more modish appearance, even than the 1923 Buick, has been accomplished by a departure in radiator and hood contour on both open and closed bodies. This applies to both the six and four-cylinder models, of which there are fourteen body styles.

Exterior features noted at first glance are the new and handsome head lamps, nicked radiator on the six, beaded hoods on the fours, water tight hood hinge, open hood support, newly designed crown fenders, a more effective weather-proof windshield strip, operating instruments conforming in design to the headlamps, flush ventilator in the shroud, new dust apron and a heavier and better designed gasoline tank.

It will next be noted that a two to four-inch longer wheel base on the six-cylinder chassis has created more room in both the front and rear compartments, thus affording greater comfort to both driver and passenger and, coupled with an improved spring suspension, easier riding qualities also. The finish is exceptionally fine, even for Buick, and the appointments unusually complete.

But, despite the notable advances in Buick appearance and roominess, it is the chassis that reflects most the protracted and intelligent effort that the Buick organization has applied in developing its car to this, the highest attainment of its history.

The six-cylinder valve-in-head engine, which has probably brought more enduring fame to Buick than any other unit of its construction, has been so redesigned that it actually yields 50 per cent more power and a speed of 60 to 70 miles an hour. It has a larger bore, forced feed lubrication, removable heads, larger valves, heavier crank and cam shafts, greater piston displacement and a new carburetor that includes a simple dash adjustment for economy, regardless of weather or kind of gasoline employed.

The extension to all four wheels of the highly successful Buick external brakes is a feature that, it is announced, has been in process of development for a period of years and recently subjected to more than 150,000 miles of hard and varied road tests. These brakes enable the car to be brought to a standstill much more quickly and smoothly than affording an added factor of safety inestimable in its advantages. The brakes are operated by a light pressure on the foot pedal and the mechanism is both simple and ingenious. The factory organization gives its complete approval to this feature as perfected and in no sense experimental.

Another outstanding factor is the improved lubrication of the engine. There are new cup-top bush rods and the rocker arms, valve stems and springs, and connecting rod bearings are all automatically lubricated.

The foregoing are merely "the high spots" in the 1924 Buick, the minor improvements and refinements of the line being, in the aggregate, scarcely less interesting and epochal. And through it all basic Buick ideas of construction have been rigidly adhered to, amplified marvelously, but in no instance discarded.

Of the fourteen body models of the line, ten are mounted on the six cylinder chassis and four on the four cylinder chassis.

Of the six-cylinder body models there are two interesting departures from the 1923 line, a five-passenger Sedan to be known as the "Double Service" and a five-passenger Brougham Touring sedan. The former is lined and upholstered in easily renovated material. The result is a car that can be subjected to the roughest usages of business and at the same time quickly adaptable to social purposes.

The five-passenger Brougham Touring Sedan, is a very smart model of the so-called Sport type. It has all the refinements, inside and out, that are associated with cars of this character, besides many features distinctly its own.

The five-passenger touring car and the five-passenger sedan are distinguished by more room than formerly. The seven-passenger touring, the five-passenger touring, the two-passenger roadster, the three-passenger sport roadster and five-passenger sport touring, complete the line of sixes.

Of the four-cylinder line, the five-passenger touring, the two-passenger roadster, the four-passenger coupe (new) and the five-passenger sedan, are all roomy cars and marked by many new refinements. A beading like that employed on the six-cylinder models, distinguishes the looks. Besides four wheel brakes, noticeable improvements are, a ventilator in the cowl, new design lamps, new steering gear, rear curtain lights, new flush doors, and many of the other advances noted in the sixes.

DODGE MODELS MUCH IMPROVED (Continued from page 1)

moderately priced car of commendable appearance as well as quality. The wheelbase is a trifle longer, the body is lower and the rear springs changed to semi-elliptical type are underslung, and increased from 45 to 55 inches in length.

All the features so popular with the public today are embodied in the design of the complete line, which includes a touring car, roadster, coupe, two types of sedan, and screen side and panel side commercial cars of three-quarter ton capacity. All steel bodies—as first introduced by Dodge Brothers in their open passenger cars several years ago—are now used for all types.

The effect of the lower and lower body and longer wheelbase, combined with new lines and lower seats, is very fine. According to dealers and others who have driven the new cars, the improvement in riding qualities is no less pronounced than the improvement in general design. The reduction in body height lowers the center of gravity and thereby reduces sideways, while rebound shocks are effectively dissipated by the improved front and rear springs. The car holds the road easily and gracefully and affords real riding comfort.

Another distinct new feature in the louvers or ventilator slits in the sides of the hood panels. This change increases the flow of air to the floor boards, making summer driving most comfortable.

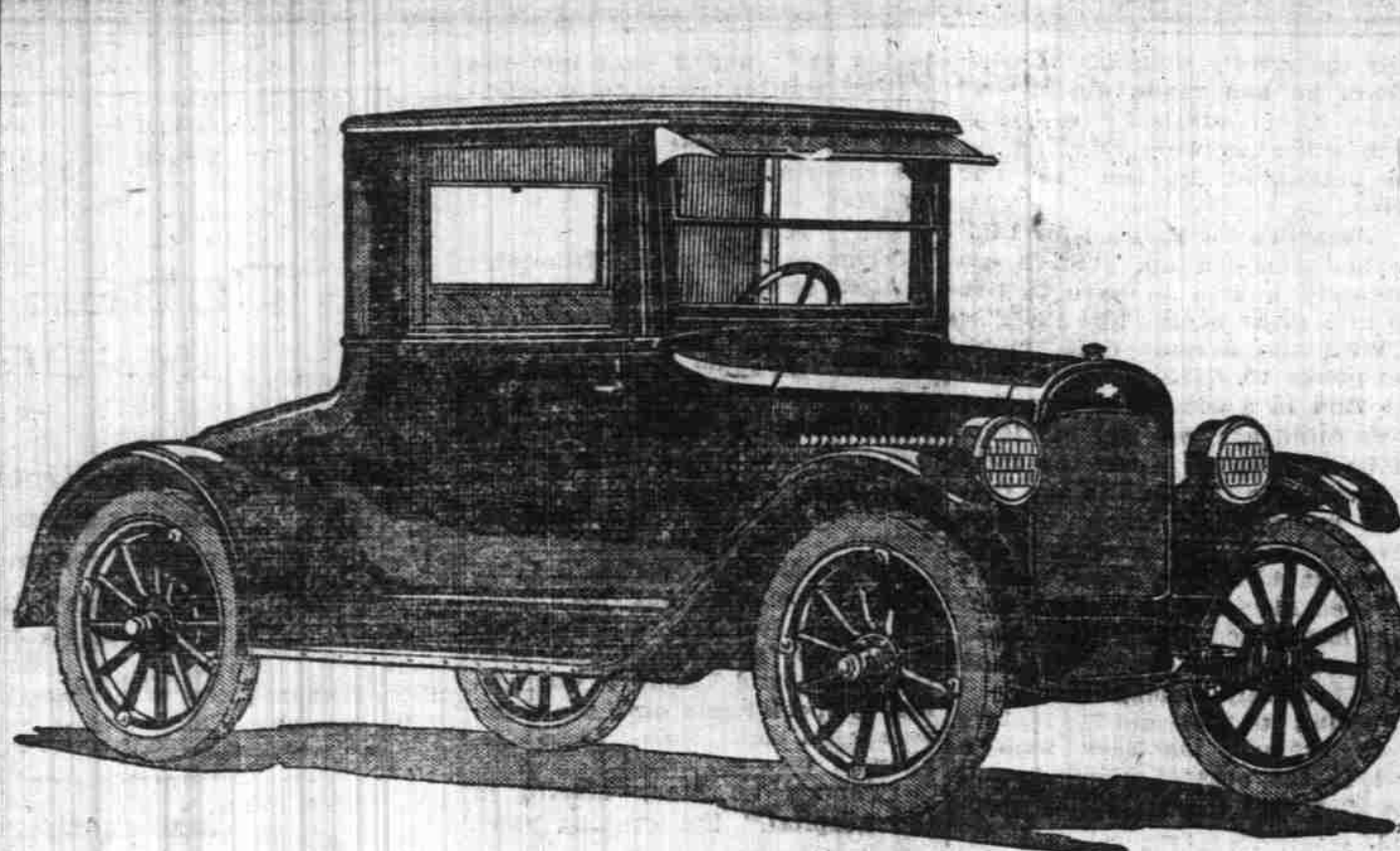
The rear seat and all upholstery of the touring car are removable, affording a large space for loading luggage or other articles. Seats in all types are deeper and lower, adding to comfort and leg room.

The instrument board is greatly improved in appearance, with instruments grouped on a raised panel and with longer lighting switch lever, facilitating control of the lights while driving. Head lamps are specially designed to harmonize with the new body lines. A combination caution signal and tail lamp is mounted rigidly on the license plate bracket and conforms with the requirements of all states having lighting regulations.

Brake pedal pads are larger and of a design which makes for greater ease and safety. The hand brake lever, like the shifting lever, is moved forward, giving more leg room and making it easier to get in and out. A Yale lock is built into the transmission, making it possible to double-lock the car when idle.

The steering wheel is materially improved in appearance and all electrical connections are inside the steering column. The front springs are increased in length and from 1 3/4 to 2 inches in width and built of more leaves of a thinner stock. The rear springs, in addition to being longer, are now semi-elliptical and flat.

The front axle is of a design unusually strong. The camber, or



The new Superior Chevrolet Coupe, sold by the Newton-Chevrolet agency in Salem. The model is selling rapidly and is one of the most beautiful closed cars on the market today. The present year to date, has witnessed one of the most sensational "inclinations toward closed cars" since the automobile became a reality, and Chevrolet has delivered a very high percentage of them, to the buying public.

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in-tilt of the front wheels, is increased, making steering easier. A new gear ratio of the rear axle gives increased flexibility and adds to the ability of Dodge Brothers cars as hill climbers.

In the Type A sedan, the upholstery is of the finest grade mohair velvet, and all interior hardware is of distinctive Dodge Brothers design. The business coupe and business sedan are finished in attractive Spanish blue leather.

The fiscal year ending July 1 was the most successful in the history of Dodge Brothers, their dealers, having marketed approximately 200,000 cars. With the improvements now put into effect, obviously making the car better and more attractive in every way, though still retaining the essential attributes to which the car owes its great popularity, it seems quite evident that this company has not yet reached the maximum of its potentialities, despite the tremendous record of the year just closed.

The teacher was talking about miracles. "Supposing," he said, "you saw a man fall from a high roof, land on his head, get up and walk away. What would you say?"

No answer. "Supposing the same thing happened again soon after?"

No answer. "Supposing the man did it three times in a day, what would you call it?"

"Habit," answered the small boy.

DRIVER SUFFERS MAKING RECORD

New Non Stop Record Is Made By Noted Man Driving Maxwell

DETROIT, Aug. 11.—A new record for non-stop driving was established here recently when H. L. (Daredevil) Lockwood piloted a Maxwell touring car for 116 consecutive hours without stopping at any time.

Lockwood, the self-same Lockwood who gained fame by his drops from one moving aeroplane to another while in mid-air, by his human fly stunts performed on various of the country's most famous skyscrapers, and by his many brilliant feats as a race driver, broke his own record for continuous driving by four hours. He had previously driven for 112 consecutive hours to a record in Indianapolis.

At the conclusion of his Detroit run it was plainly evident that his physical endurance had been taxed to the utmost and he collapsed as the motor was stopped. His left arm which had been harnessed to the steering wheel was semi-paralyzed and he was unable to lift himself from the driver's position

without aid. His eyes were puffed and swollen and his nose, was bleeding as the attending physician administered to him. Through the last twenty-five hours of the run it was necessary to keep a physician in constant attendance and Lockwood was forced to undergo severe pain when the bolts which had developed were lanced while the car was in motion and under Lockwood's control.

Unlike most non-stop runs which are staged on a track or without interference from traffic, Lockwood faced a big problem in negotiating traffic in and about Detroit for five nights and six days. Traffic officers, however, were all pulling for the daredevil driver to complete his run and aided him wherever possible by turning traffic signals for him. Once in a while, though, Lockwood did cross traffic against the signal. And in one case in Sunday traffic on a much used road leading out of Detroit, he had to drive in the ditch to keep from stopping his mouth.

After the run Lockwood stated that he gave much credit to the good Maxwell for the manner in which it performed during the long grind, and said that he could never have set a new record were it not for the steady performance which the Maxwell displayed in the test.

The marathon drive made the successful pilot \$2000 richer, as he had laid a wager of that amount that he could drive for 115 hours without stop.

Granite Offered Free for Erecting Tomb to Harding

MARION, O., Aug. 11.—(By the Associated Press)—Granite to erect a suitable mausoleum for the body of the late President Harding was offered tonight free to the city of Marion by Guy M. Walker of New York City. The only cost to the city will be that of getting the granite.

Mr. Walker made his offer in a telegram to E. B. Durfee, owner of Indian Mound, lying just east of the Marion cemetery where Mr. Harding's body is entombed and which has been suggested as a suitable site for the erection of a proper memorial for the late chief executive.

The granite used in the erection of the McKinley memorial at Canton, Ohio, and the Perry Memorial at Put-in-Bay, Ohio, was obtained from the same quarry, Mr. Walker said.

Bridget, reading from paper— "What's this word 'p-a-y-c-h-o-l-o-g-y' that I see in the papers so much now days?"

Pat—Ye fool; don't you know what that is? It's just a new way of spelling "pig."

VICK BROTHERS MAKE CHANGES

Service Department Moved to First Floor for Convenience of Patrons

In order to better serve the public in their service department, Vick Brothers are moving their repair shop from the third floor of their building to the first floor where it will be easier for their customers to get immediate attention. In making this change Vick Brothers will be equipped to render complete service to all Overland, Willys Knight, Oakland, Packard and Samson owners as they have in their repair shop a complete electrical and battery department, tractor repair department, repair shop for all manner of automobile repairs, wash rack, tire department and crank case service. This complete equipment is all to be found on the first floor where it is easily accessible from the front entrance.

Vick Brothers' aim is to make their service so satisfactory and prompt that all owners of cars in their line will look to them for everything for the automobile. This firm has built its business to its present proportions largely on account of the good service they have given their customers and they aim that this change in their service department will be one that will be of benefit to car owners.

WILLIAM BELL MAKES RECORD

Local Men Slip One Over on Speed Cops and Other Wise Ones

When William Bell of the Seavey Bell Insurance Agency of Salem, accompanied by Frank Spears, James Marr and Mac Hoffer, left Agate Beach, Oregon, four miles south of Newport at ten minutes to six Monday morning, in "Bills" Franklin touring car, they had no idea of breaking records in reaching Salem.

As a matter of fact they pulled into the Marion garage at 3:05, just three hours and fifteen minutes later, after an uneventful but most enjoyable trip over the 97 miles.

The Franklin is not a speed car but it is a wonder for keeping up a good average mile over the road. When asked how he made such time, Mr. Bell said: "I didn't try to break any records, I just plugged along at my usual speed. There was nobody on the Newport end of the road at that time in the morning and the wonderful brakes on my car plus the fine highway through the mountains which cuts out all bad curves, permitted an average speed equal to that maintained on the pavement."

"I figure that in country driving the Franklin should have 90 road miles behind it every three hours as it will pass over everything but an open ditch without breaking its thirty-mile-an-hour average. From near Wrens through Kings Valley to Dallas, the road is a good one, what rough. It is usually over this section that I usually spend with perfect comfort for all occupants of the car."

Frank Spears when questioned about the trip said his main objection to the car was that he did not own it.

Jim Marr said he wouldn't believe that any car could come over some of the rough spots in the road the way the Franklin did if he had not actually been in the back seat and watched the speedometer with his own eyes.

MacHoffer could with good grace say "I told you so" for he had previously taken a trip to San Francisco in a Franklin with Mr. Bell, Mr. Seavey and his brother Lawrence.

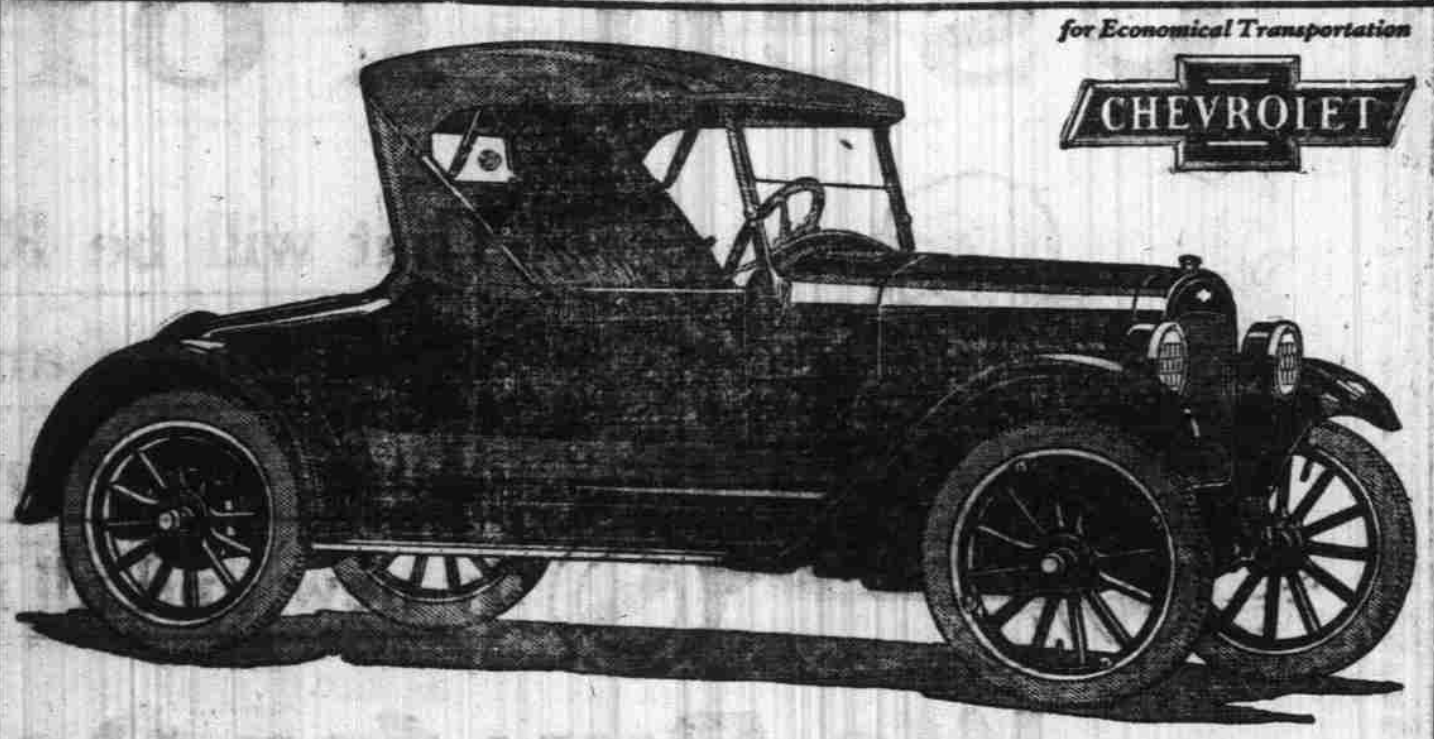
"There is just one way to test the claims made for the Franklin and that is to put it over the roads that slow down other cars and then judge for yourself," says Mr. Geo. Griffith of the Marion Automobile Co., Salem agents for the Franklin.

Incidentally Mr. Bell has already driven his tires over 12,500 miles and they look like new. His gasoline consumption was less than 4 gallons on the trip. Mr. Seavey of the Seavey Bell Insurance Agency in the Oregon building has had fourteen Franklins and says he will never have anything else. Mr. Bell in his extensive insurance work over the valley practically lives in his car and says he can operate it more cheaply than any other car, not to mention the increased comfort of it.

A train in the Wild West was held up by bandits, who ordered the passengers to give up their money. One of the victims was a Jew, and when his turn came he reluctantly drew \$200 from his coat and, taking \$25, returned it to his pocket.

"What do you mean by that?" asked the bandit.

"Surely," answered the Jew, "you don't mind me taking a two per cent on a cash transaction?"



The 1923 SUPERIOR Chevrolet 2-Passenger Roadster

This car has lowest average operating costs, with style, finish, and equipment that completely outclasses all competition in its field. It is the ideal car for daily use by business and professional people, salesmen, farmers, and all who want the most economical transportation for one or two passengers, with ample rear compartment for samples, luggage, etc.

QUALITY has been still further improved by more artistic design and added equipment.

ECONOMY has been still further increased by engineering refinements and greatly increased facilities.

SERVICE is now offered on a flat rate basis by 10,000 dealers and service stations.

PRICES of the new line remain the same in spite of added equipment and more expensive construction, which have greatly increased value.

Some Distinctive Features Streamline body design with high hood; vacuum feed and rear gasoline tank on all models; drum type head lamps with legal lenses. Curtains open with doors of open models. Closed models have plate glass Ternstedt regulated windows, straight side cord tires, sun visor, windshield wiper and dash light. The Sedanette is equipped with auto trunk on rear.

All Prices F. O. B. Your Door Superior 2-pass. roadster... \$642 Superior 5-pass. touring... 663 Superior 2 pass. coupe... 877 Superior 4 pass. sedanette... 1055 Superior 5 pass. sedan... 1065 Superior light delivery... 627 Superior truck... 700

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TILLAMOOK COUNTY BEACHES

Manhattan, Lake Lytle, Bar View, Saltair, Elmore, Rockaway, Garibaldi, Netarts, Ocean Side, Pacific City

Advertisement for Tillamook County Beaches, listing various beach resorts and hotels such as Lake Lytle Hotel, Beach Court Hotel, Hotel Elmore, Rockaway Meat Market, Garibaldi Hotel, Netarts Camp, Pacific City Beach, and Kodak the Beaches. Each listing includes details about amenities, rates, and contact information.