

### QUALITY CRITERION IN AUTO SELECTION

Buyers Becoming More Critical; Hupp President Ends Nation Tour

Returning to Detroit from a three weeks' trip-along the Pacific coast, DuBoise Young, president and general manager of the Hupp Motor Car corporation, declares that quality is to govern the purchase of motor cars this year more strongly than for several years past; that buyers are more critical than at any time since the World war, and that eight-cylinder cars are advancing with increasing rapidity in public favor.

Mr. Young's trip was the culmination of journeys which, since the new year began, have taken him from the Atlantic to the Pacific. They have resulted in conferences with more than 500 Hupmobile representatives, located in practically every leading market center in the United States.

"These companies which have, for years, consistently built quality into their cars, rather than adopting the expedients of flashiness and price cuts at the expense of quality, are the organizations which show the most satisfactory results in 1927," he said.

"The buying public is demanding quality automobiles, first of all. Right price is essential, but the public realizes that most prices generally are what they should be. The buyer has come definitely to realize that the most car for the money is not based on the number of pounds of material it will buy, but rather its buying value, as represented in performance, comfort and freedom from noise."

During Mr. Young's Pacific coast trip, R. S. Cole, Hupmobile general sales manager was journeying through the east and midwest, including visits to Boston, New York, Philadelphia, St. Louis, Chicago, Des Moines and Omaha.

"This will be the greatest year Hupmobile has ever enjoyed," he said. "Our retail sales already are moving at the fastest pace they have ever reached, with our whole dealer organization optimistic over the increased business it is enjoying. Our New York distributor, for example, is taking 300 cars in March—the largest number he has ever ordered in one month. Our eight-cylinder sales are gaining steadily, and will move even faster as the months go by. Dealers are tremendously enthusiastic over their prospects with that car."

Mr. Young found the Pacific coast characteristically enthusiastic. "The westerners point out that the heavy rainfall of the last winter is the finest thing for crops in the last seven years," he said, "and whatever business they may be losing now will come along in even greater measure at harvest time because of the assistance this rainfall will give the crops."

He was particularly enthusiastic concerning Hupmobile prospects throughout the west. "We have strengthened our sales organization there materially," he said. "We anticipate practically a 100 per cent increased sale of our cars in northern California, Oregon and Washington, over our business there in 1926."

The two Hupp executives, returning to Detroit, found that factory operations were going forward on the largest scale in the company's entire history, with March production and shipments expected to set a new record as the greatest single month Hupmobile has yet known.

Slate surface roofing applied over your old shingles. We have over 200 jobs in Salem. Nelson Bros., plumbers, sheet metal work, 355 Chemeketa. (\*)

### NEW PAIGE EIGHT TWO HIGH GEARS

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\$2795 for the 8-85 limousine. The eight-cylinder models are the seven-passenger touring car, \$2295; five-passenger sedan, \$2355; seven-passenger sedan, \$2655; four-passenger coupe, \$2655; cabriolet roadster, \$2655; limousine, \$2795. All models are de luxe in finish and appointment. Outwardly, they are typically Paige, the characteristic lines being retained but modified by the newest styles in body construction. Sweeping curves and rounded contours are effectively used, while the increased length and the decreased height give a new appearance of grace and an actual lowering of the center of gravity.

The new chassis is of 131 1/2 inch wheelbase, 6 1/2 inches greater than that of the largest 6-cylinder Paige. Mechanically, the new eight embodies many improvements. The engine, a straight eight, has all its cylinders in a single block. The actual horse-power is 78, with a piston displacement of 299 cubic inches, the cylinders being 3 1/4 by 4 1/2 inches, bore and stroke.

Particularly notable are the steps that have been taken to reduce vibration, not only in the engine, but throughout the chassis. First, the inherent vibration is held to a minimum by the use of light alloy pistons and light connecting rods, and by advanced counterbalancing of the crankshaft. Further to check vibration, a Lancaster dampener is built in-

zing the effect of torsional stresses in the crankshaft. Finally, the engine is mounted on four massive rubber blocks, insulating the engine from all metal-to-metal contact with the frame. Such minute vibrations are set up in the engine are absorbed by the rubber mounting, instead of being transmitted through the chassis.

Important also are the arrangements for the safeguarding of the engine to prolong its life by retarding wear. One of the most interesting of these features is a variable oil pressure valve, working automatically as the speed of the engine increases or decreases. This valve is linked with the throttle; as the throttle is opened, the pressure on the relief valve increases, causing a greater quantity of oil to flow to the bearings. The oil itself is protected from dilution and from grit by a crankcase ventilating system and by an air filter at the carburetor intake, while an oil filter further protects the lubricant by removing particles of solid matter as the oil is circulated.

Equipment of the eights is unusually complete. Besides the usual equipment, all models carry the following:

Automatic windshield cleaner, cowl ventilator, motometer, dash gasoline gauge, combination stop and tail light, cowl lights, electric clock, dimmer control on the steering wheel, tubular bumpers and bumperets, cigar lighter, coincidental lock securing both the steering and the ignition, four snubbers, all-wood steering wheel, and four-wheel hydraulic brakes.

Both in color and line, the eights are distinctive. Bright colors are generally used, in contrasting two-tone effects, heightened by the use of color and striping on the beads of the double belt moulding.

The five-passenger sedan, as an illustration, is finished in two rich tones of brown. The top, upper works, moulding and wheels are in Havana brown, while the remainder of the body, the lamps, and the window reveals, are finished in beaver, a lighter tint. A double stripe of ivory appears on the beads of the belt moulding, while between the beads are stripes in a still lighter brown. The bumpers and lamps are in color.

The interiors of all models are finished in a harmonious two-tone effect—the lavish use of walnut finish furnishing one of the tones, the upholstery, headlining, and carpet providing the contrasting shade. These two tones are set off by the hardware in bright silver finish. The result is an effect of unusual richness and restfulness, heightened by the comfort of the seats and the spaciousness of the bodies.

H. T. Love, the jeweler, 335 State St. High quality jewelry, silverware and diamonds. The gold standard of values. Once a buyer always a customer. (\*)

### HONING BEARINGS MAKES LONG LIFE

Nash Crankshaft Gets New Treatment as Result of Inventive Genius

How inventive genius keeps pace with the ever-rising necessities of modern industry is reflected in much of the machinery with which the Nash Motors plants are equipped. Probably no other industry has seen greater advancement in the design of automatic machinery to meet the requirements of volume products than has been witnessed in the motor industry in the past ten years. Scores of human-like machines, totally unknown a few years ago, are today performing various operations in different departments of the Nash plants; they are performing these operations quicker and with a degree of consistent accuracy unattainable by hand.

One of the newest and most interesting automatic machines known to the industry is that in use at the Nash factory. It is an automatic honing machine which accomplishes at one time the final mirror-like finish on all seven main bearings and six connecting rod bearings. Formerly it was necessary to polish individually each of these thirteen bearings. But now the honing operation is performed on every bearing simultaneously and with scientific accuracy within a fractional part of a thousandth of an inch.

The automatic honing machine, equipped with a number of long "arms" to receive the crankshaft, has all the appearance of a living octopus. The machine revolves about the seven main bearings and six connecting rod bearings and has a rotary and reciprocating motion. The operator, who may attend a number of these machines at the same time, merely places the crankshaft in position and pulls the starting lever. When the operation is completed the machine automatically stops.

Honing of the crankshaft, a practice until recently unknown to

the automobile industry, gives each bearing on the Nash shaft a mirror-like finish and assures longer life to the 7-bearing motor with which each Nash model is equipped.

### STUDENTS VISITED AUTOMOBILE PLANT

(Continued from page 1.)

crankshaft, for instance, is tested for perfect balance on a machine, so accurate that it will record the weight of a human hair or will show the pressure of the human breath blown upon it.

The completed motors, after being run-in for eleven hours in the motor test department, are completely disassembled, inspected, then rebuilt and sent out on to the company's track for an actual road test after the bodies have been placed on the completed chassis. The final inspection is made just before shipment when the cars are run up on steel platforms and all body bolts are thoroughly scrutinized from underneath.

In addition to students, hundreds of others visit the Nash factories each year. Guides thoroughly familiar with the various production processes take visitors through the plant every day, one trip being made in the morning, and another in the afternoon.

For the wrecked and damaged automobile, Hull's, 267 S. Com'l. St. Tel. 578. Tops, glass, radiator, body and fender work. No overcharges here. Expert work. (\*)

### LUTHER BURBANK CAR 11 YEARS OLD

(Continued from page 1.)

it is with a touch of great pride that the present purchaser and owner points to the car as that of the famous Luther Burbank, and he has pledged himself to drive and keep the car until it goes the way of the One Hoss Shay.

An examination of the many facturing records show the Burbank car to be one of the first Willys-Knight automobiles shipped and sold on the Pacific coast.

New sweaters. A large shipment just in. New patterns, new shades in the popular pull-over and coat styles. Emmons, Tailor-Furnisher, 426 State St. (\*)

### MARMON DELIVERIES SHOW BIG INCREASE

Automobile Being Manufactured in Score of Different Body Styles

Reports to the effect that sales of the large Marmon "Series 75" have increased rapidly since the January automobile shows are substantiated by H. H. Brooks, general sales director of the Marmon Motor Car company, who announces that shipments of his concern's large car now exceed deliveries for the same period a year ago.

At the present time, according to Mr. Brooks, the large Marmon is being manufactured in a score of different body styles. These include several custom-built styles of exclusive design. Among these latter are the speedsters for four and seven passengers, the sedan for seven passengers, another sedan for five passengers, and the limousine.

"Known for two decades for its sturdy, precise chassis, and for its easy riding qualities, the large Marmon Series 75 continues to prove its popularity with owners of finer automobiles," says Mr. Brooks.

"Marmon has concentrated on the Series 75 for more than

eleven years. In the matter of easy riding, our engineers during the past decade have constructed a spring suspension which makes it necessary for shocks to pass about twice the usual distance before reaching the body. This exclusive feature is one reason why Marmon cars deserve their distinction for comfort."

Another feature of all Marmons which, according to the testimony of many owners, adds greatly to the convenience of the driver is the sturdy hand brake lever which is placed only a few inches to the right of the steering wheel, alongside of the gear shift lever. To have the emergency brake lever so convenient to the driver's right hand is of real value, especially in parking and in traveling uphill. All Marmon cars are equipped with 4-wheel brakes of the self-energizing type. The mechanism is completely enclosed against dirt and water.

Stop, backing, and tail lamps, characteristic of all types of Marmon cars, are much appreciated by drivers inasmuch as these lights are mounted in a single unit. Fedco number plates, by means of which each car is secretly identified, have proven to be excellent protection against automobile thieves. In some communities the use of the Fedco system has resulted in lower theft insurance rates for Marmon cars.

At Shipley's the ladies of Salem have satisfied themselves that they can get the finest spring frocks, coats and dresses ever shown in this city. (\*)

### PUT ON A GEAR SHIFT BALL

It fits the palm of the hand, makes gear shifting easier, adds to the appearance of your car, and will not soil the daintiest glove.

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(Not Brothers - The Same Man)

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- New Bodies by Fisher
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- New and Improved Transmission
- New Brake and Clutch Pedal Closure (Preventing excessive death on floor of car)

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- The Touring or Roadster \$525
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- The Coupe \$625
- The Sedan \$695
- The Sport Cabriolet \$715
- The Landau \$745
- 1-Ton Truck (Chassis only) \$495
- 1/2-Ton Truck (Chassis only) \$395

Balloon Tires now standard on all models. All prices f.o.b. Flint, Mich.

In addition to these low prices Chevrolet's delivered prices include the lowest handling and financing charges available.

With the beautiful Chevrolet Coach reduced to \$595, you no longer need to deny yourself the luxury of owning a closed car of true distinction, fine quality and modern design. The Fisher Body is spacious, comfortable and finished in lasting lustrous St. James Gray Duco. And like all other Chevrolet models, the Coach provides Chevrolet's world famous smartness, power and dependability, enhanced by a host of new quality features and mechanical improvements. Come in! See the greatest closed car value of all time!

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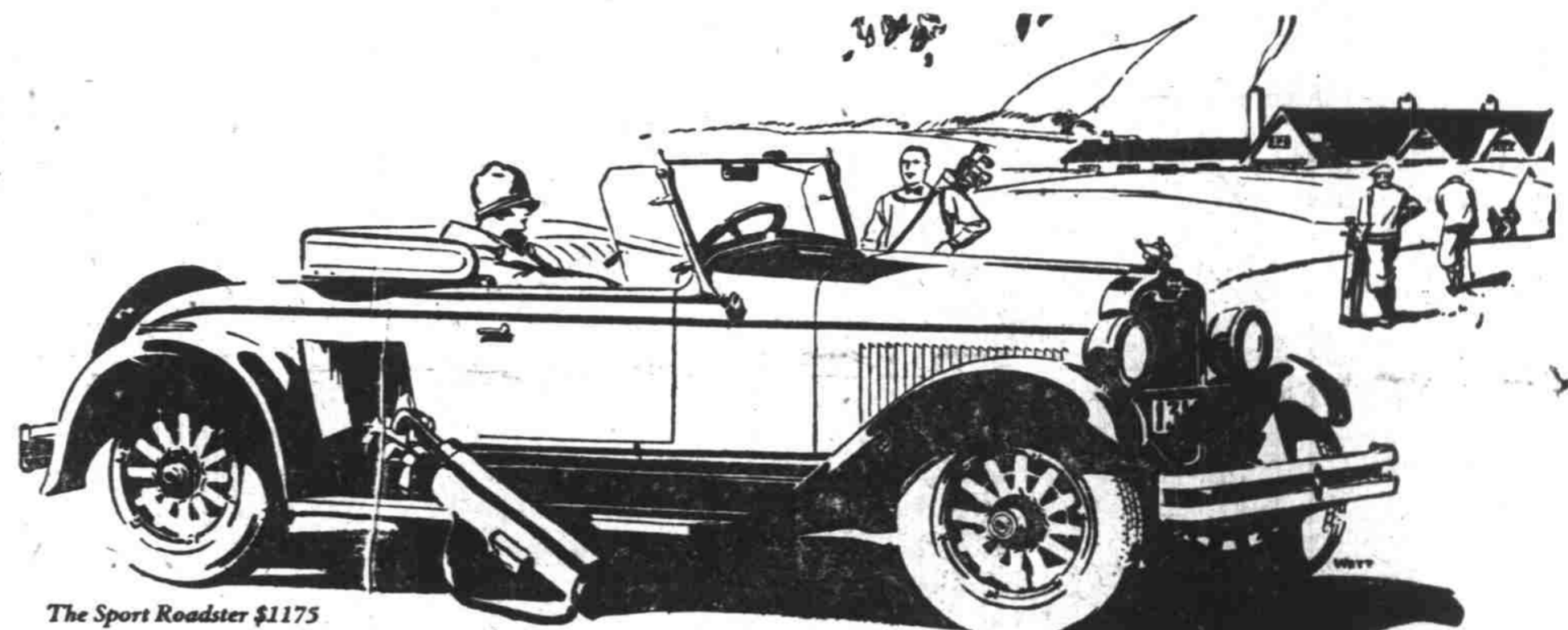
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Oakland developed the widely imitated Harmonic Balancer and led the industry in the adoption of Duco finishes. Oakland led its field in offering Fisher bodies, 4-wheel brakes, air cleaner, oil filter and foot-controlled tilting-beam headlights.

And just as in the past it has been pioneer of the industry's most widely accepted advancements, Oakland is pioneering again today—

—by employing practices and processes of such extraordinary exactness that their use has previously been restricted to the manufacturers of extremely costly cars!

Oakland Six, \$1025 to \$1295. The New and Finer Pontiac Six—at New Low Prices—\$775 to \$975. Bodies by Fisher. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

Go through the great Oakland factory and you will find instance after instance where superprecision, rigorous standards and extra measures are being employed to insure an extra measure of owner satisfaction. You will see piston pin bushings being diamond bored to limits of three ten-thousandths of an inch—connecting rods being matched both for weight and center of gravity—and many other operations, equally unusual in Oakland's price class.

And when you drive the Greater Oakland Six and thrill to its almost unbelievably smooth and spirited performance, you will understand why this rigorously controlled quality is paying such lavish dividends—to Oakland in the form of ever growing good will—to owners, in the form of everlasting satisfaction!

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