

CAR BUYER RECEIVES GREATEST OF VALUE

Frame of Auto an Important
Element in Endurance and
in Safety

Figures, which show that the "automobile dollar" today buys \$1.13 worth of value as compared to the "automobile dollar" 1914, are further emphasized in an analysis of details of refinement and improvement in the construction of the present day motor car. Never before, so vitally familiar with motor car construction, has the buyer received so much for his money.

It is pointed out that while the "automobile dollar" today is worth \$1.13, the purchasing power of the "general commodity dollar" is sixty cents, taking the 1914 dollar at a base value of one hundred cents.

While list prices of automobiles today are low, and even lower, than in 1914, Nash cars, for instance, are equipped with many important features, such as four-wheel brakes, balloon tires, disc wheels, force-feed motor lubrication, seven-bearing crankshaft motors, and a wealth of additional mechanical improvements and refinements.

Passing over thoroughly modern body lines and details of luxurious trim and appointment, and looking merely at mechanical refinement, the progress that has been made in the past few years is described by those familiar with motor car construction as "amazing."

Although few automobile owners pay particular attention to the frame of their car, it is an important element in safety, endurance and comfort. The modern frame is tubular trussed for extra strength without excess weight, the tubular cross members offering five times the resistance of a members, to the twisting or wrenching of rough roads. Thus, the body is protected from strains which cause squeaks and loosened joints. Together with four-point suspension of the engine, tubular trussing avoids radiator and fender "shimmy."

In like manner, extra power that makes a high grade car more capable to drive, particularly on the hills or in dense traffic, is directly due to extra efficient design—the Nash straight line drive, for instance.

The power flows directly from the engine to the rear axle in a straight line. There are no angles along the route to waste energy

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PEERLESS MOTORS ANNOUNCE NEW SIX

Quality Combined With Low
Price Range Changes
Marketing Plans

An entirely new car, declared by its makers to be a fundamentally better six, has just been announced by the Peerless Motor Car Corporation. It sells at the lowest price ever placed on a Peerless car.

The new model, which has been in an experimental state for two years, is known as the Six-60, and is powered by a motor described as being one of the most efficient power plants for its size ever developed.

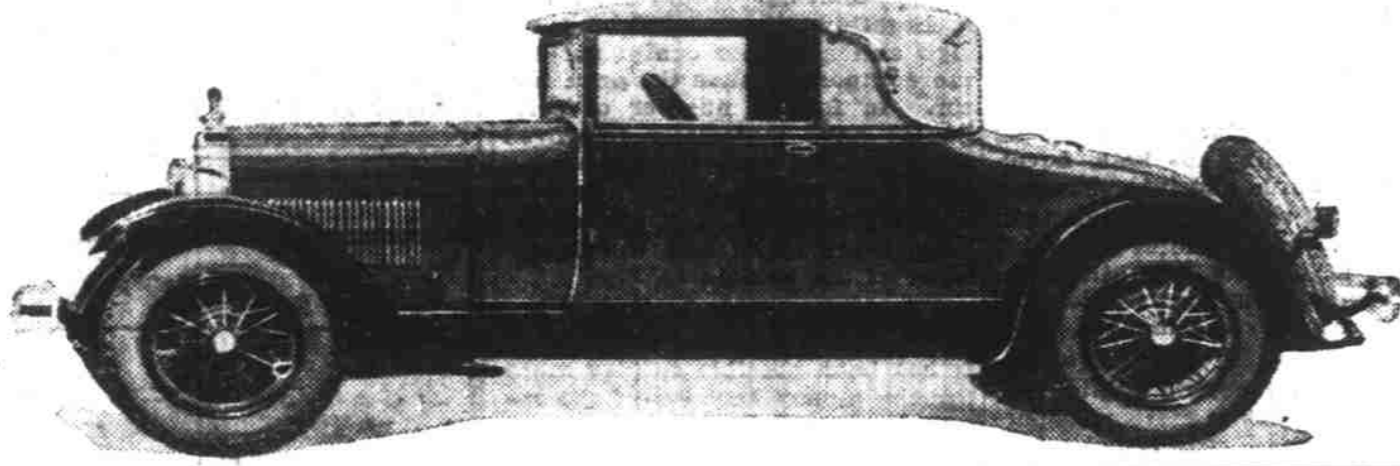
A four-door sedan, a two-door sedan, a roadster-coupe, phaeton and roadster are available on the new Six-60 chassis. Prices range from \$1295 to \$1345.

In discussing the new car, Edward Ver Linden, president of Peerless, states—"Shortly after I came to Peerless I was convinced that Peerless needed a car that would be fundamentally better, and yet set at a figure that would broaden the Peerless market far beyond what existed at that time. It was clear to me that, backed by the fine, old name of Peerless, such a car would win tremendous popularity. So we immediately began experimenting, planning, testing, bending every Peerless resource to the development of this new car. Recognizing the stiff competition such a car must meet in the price field it would sell in, we determined to be satisfied with nothing short of the traditional Peerless ideals."

Like all Peerless Sixes since 1923, this new model has a heavy seven-bearing crankshaft—eliminating "whip," and reducing vi-

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DODGE BROTHERS CONVERTIBLE COUPE



HOW MANY PEOPLE COULD BE PILOTS

Year by Year Difficulties
Surmounted; Airplanes
Soon to Be Common

By Erwin Greer
President Greer College of Auto-
motive & Electrical Trades,
Chicago, Ill.

How many persons of one's acquaintance could become competent airplane pilots? The average individual may learn to drive a motor car in a tolerable manner; but would even five per cent of the population, aided by the best tuition learn to control the flight of an airplane at the present time?

The air is such an unstable medium that flying can scarcely be a popular art for many decades. An intending flyer must possess the bird-man's physique and temperament; he needs alertness and resourcefulness of mind.

Delicacy of touch, which gives the pilot complete mastery of his airplane and conveys the "feel" of the machine to his brain in time to correct a sideslip or a "stall," is the gift of nature alone. So are eyes that can judge speed and distance with unerring accuracy. By the latter qualifications the novice learns both to "takeoff" his machine and to make a safe landing.

Navigation is a science. Before a cross-country flight the pilot ascertains the velocity of the wind. He then calculates its approximate strength at the height which he has chosen for his flight, say 2000 feet. The velocity at this height is just double the velocity of the wind on the ground. It also blows in a slightly different direction and the pilot must allow for this "veering angle." He then obtains the mean compass bearing to his objective after adding or deducting the angle which represents the force of the wind.

Clouds envelope an airplane in a steamy fog. They should be dodged when possible, because the pilot cannot trust his sense of balance—the "bumps" upset that. He depends upon the indicating instruments alone. Hall or rain is very unpleasant and may damage the propeller. When the sun is low on the frontal horizon the pilot finds it very hard to see.

Year by year difficulties are surmounted. Perhaps designers will evolve a machine which has the self-righting properties of a life-boat. Safety at slow speeds must be obtained and the controls must be simplified before the man in the street can expect to fly.

A motorist may commit many glaring mistakes during his apprenticeship, but the learner in an airplane knows that his first slight error may be his last.

But it won't be long before airplanes will be as common as automobiles.

Construction of Good Roads to Be Started

Responding to popular enthusiasm which greeted the opening of the first link in Mexico's not nation-wide highway system, the government officials have decided to push the construction of good roads throughout the republic to the limit of funds available. This is the report brought back by T. L. Lawrence, a Californian who recently covered more than 10,000 miles of Mexican territory in a Star car.

Lawrence is a mining man and for the past eleven years he has spent much time in Mexico and knows the country well. At present, he says, the Mexican roads are, for the most part, nothing but widened trails where motor travel is difficult at all times. But with President Calles' road building program under way, motor travel is destined to be greatly increased in the very near future.

OUTLOOK FOR YEAR APPEARS PROMISING

Western Sales Manager of
Oakland Company Tells of
Plans for Season

Highly enthusiastic over the Oakland-Pontiac merchandising outlook for this year, George F. Vick of Vick Brothers, the local dealer organization, returned home recently after having attended in Portland one of the most important dealer meetings of 1927. He heard E. M. Lubeck, western sales manager of the Oakland Motor Car company, tell the assembled dealers, who numbered approximately 60, about the advertising and merchandising plans of the factory for 1927.

The top is of tan colored waterproof material of unusual durability. The braces are so constructed that in folding it down the material will not be cracked or worn by rubbing. A boot can be used to protect it from dust and water when it is folded.

It is very easy to lower, it being only necessary to unclasp two latches at the upper corners of the windshield. When raised it fits the windshield in such a manner that no water can enter, even in the worst storm.

The deep comfortable cushion and back of the rumble seat like the upholstery in the front, are of green Spanish, genuine leather, constructed over spring frames to assure maximum riding ease. The back is high and tilted at a comfortable angle.

The deck is so constructed that when the seat is folded down the rear compartment is absolutely waterproof.

The interior of the car is leather upholstered and the appointments are finished in nickel. The glass covered panel on which the instruments are mounted is finished in green gold, harmonizing with the colors of the body.

The wire wheels, with which the car is equipped, are green to harmonize with the predominant body color. A fifth wheel is included as standard equipment.

The radiator, motometer, hood clamps, front and rear bumpers, and top props are finished in nickel, adding to the coupe's distinguished appearance.

All models of Paige cars are now turned out in "de luxe" finish and appointment, the company having altered its policy of offering both a "standard" and "de luxe" finish.

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OWENS DRIVES STAR MACHINE IN RACES

More Dirt Track Racing in
the United States Today
Than Ever Before

The majority of followers of the speedway sport are of the opinion that the day is past when stock cars have any part in automobile racing in America. Since the expensive racing cars have been developed by Harry A. Miller, the California master automotive engineer, and the Duesenberg Brothers, world-famous builders of speedway creations, it is true that the automobile built for transportation service has no chance in competition on the speedways; but there is more dirt track racing in the United States today than ever before, and the champions of the American Automobile association classics of the present are the "sand lot" drivers of a year or two ago.

Frank Lockhart, the California boy who won the international sweepstakes—the annual 500-mile race of Indianapolis speedway, and several other sensational victories of the 1926 A. A. A. championship series, is a graduate of the dirt track league. Only three years ago, young Lockhart

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Vick to Ask Increase in Cars for Territory

George Vick, of Vick Brothers, distributors of the Oakland and Pontiac automobiles in Marion, Polk, Benton, Lynn and Lincoln



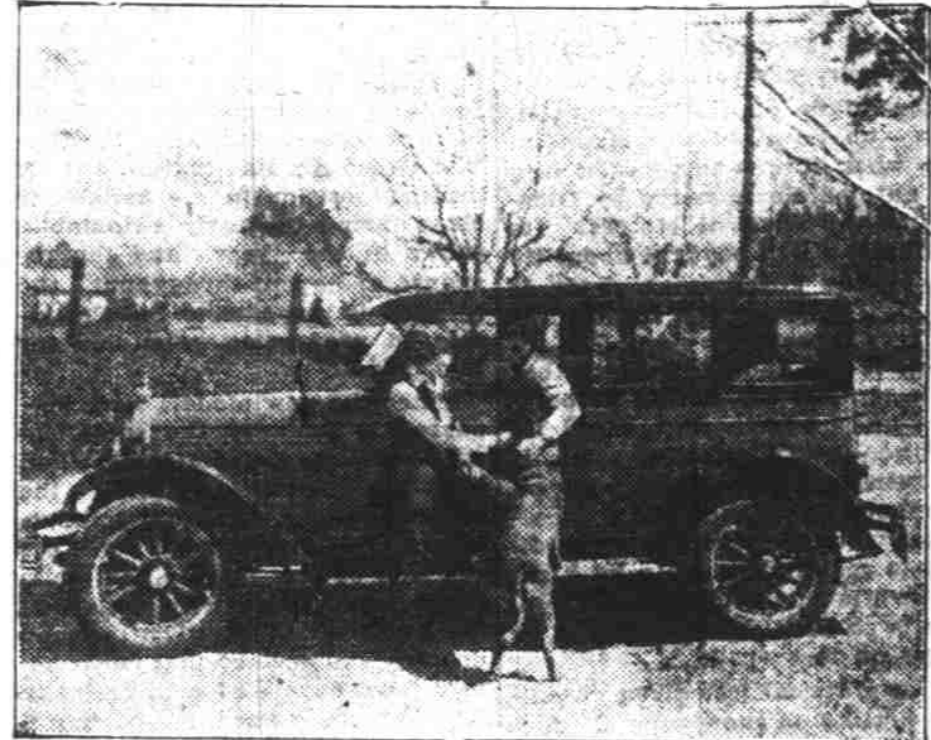
George W. Vick

counties, left Friday evening for Detroit and Pontiac, Mich., where he will ask for an increased output of cars to meet the demand in this territory.

Since the introduction of the Pontiac, about a year ago, sales in the Salem district have amounted to 500 cars or over, averaging about 60 a month.

Mr. Vick will stop to visit a sister, Mrs. Fred Zeise, in Wadena, Minn. He plans to return in about two weeks.

AN ATTRACTIVE AUTOMOBILE



The Whippet Six Sedan is a "doggone" good car says George Lewis and Dorothy Gulliver whose exploits in Carl Laemmle, Jr.'s "The Collegians," are giving the "knee frock" generation a great "kick."

REAL COMPETITION GIVES MORE QUALITY

Style, Quality and Performance
Big Items Making
for Auto Sales

Style, quality and performance are the big items making for motor sales, with the overseas trade of 92 countries demanding practically the same elements in motor cars as American buyers, is the view of Alfred Reeves, general manager, National Automobile Chamber of Commerce, speaking before the General Motors Export club recently. Spring trade is active at home and abroad, Mr. Reeves pointed out. March car exports increased 18 per cent and trucks gained 18 per cent over February.

Mr. Reeves deprecated the sensational statements that are being made about frenzied competition, because competition in the motor field is simply on a normal basis as in other lines of manufactured products.

"Competition," he insisted, "is friendly but not frenzied. The real competition in the motor car business is to give the greatest possible value to the car buyer. In a semi-public business like the motor industry, every move of a prominent manufacturer supplies a news item. It is unfortunate, however, that some people hysterically proclaim as facts the rumors that are current from time to time about the plans of different manufacturers.

"As the making of a motor car in any great numbers takes from eight months to a year from the blueprint to the completed vehicle, rumors of changes are disturbing to the trade as well as to the individual customer.

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ENGINEER EXPLAINS CUT IN VIBRATION

Buick Motors Use Heavy
Four Bearing Crank Shaft
for Elimination

"An automobile engine cannot vibrate if there is no vibration in the engine," is the obviously truthful statement of E. A. DeWaters, chief engineer of the Buick Motor company, who has spent a large share of his many years as a member of the Buick engineering staff in study of this important phase of performance.

Mr. DeWaters, in explaining the steps which have been taken by his company to eliminate vibration as the result of this study and research, has used the above axiom as the basis for certain engineering developments which are incorporated in the Buick chassis.

"There are two methods used to prevent vibration in an automobile," Mr. DeWaters states. "The most general is to try to confine vibration by various means. The Buick principle is to seek out the causes of vibration and eliminate them. For this purpose we employ a heavy, four bearing crankshaft complete with counterweights and torsion balancer.

"A balancing machine developed on an entirely new principle by the General Motors Laboratories is used in our crankshaft division to balance every shaft assembly both statically and dynamically, more perfectly than has ever before been possible. This, of course, reduces to a minimum any vibration resulting from an out-of-balance condition in the shaft. The torsion balancer has no moving or wearing parts and smother any vibration which might occur as rapidly as it develops. Counterbalances are used to help keep the shaft in perfect alignment.

"These methods, each of which serves a definite purpose, are supplemented by engine mountings of resilient rubber which prevents any traces of engine tremor which might still remain from reaching the frame, and hence the interior of the car. In this way we eliminate vibration rather than confine it."

Burns Marion and Polk Distributor for Truck

So strongly has W. E. Burns—Dan Burns (not brothers—the same man) become associated with the parts business, there are many people who do not realize that he is also the Marion and Polk county distributor for the GMC truck.

This was the first truck to introduce the famous seven speed transmission, and like all of the products of the GMC corporation, it is built throughout in ship-shape manner.

Many of the trucks that we are most familiar with are GMC's. For instance the large red truck that cleans Salem's streets is a GMC.

"Anyone who is planning the use of a truck, whether new or rebuilt, will do well to associate the name of Dan Burns with trucks, as well as with parts.

Dan Burns spent Friday in Portland looking over the new light truck that has been added to the GMC line. This truck is the fastest truck on the market, and is especially designed for the needs of any one using a light truck.

J. L. Benton and F. M. Travers of Portland, Oregon, recently completed a 13,000 mile tour in Benton's Star six sedan.

OREGON HIGHWAYS BEST SAYS DRIVER

Schnor, Endurance Oak-
land Operator Compares
Traveling Conditions

Oregon highways are the best in the country.

This declaration was made last week to George Vick, general manager of Vick Bros., Oakland and Pontiac dealers for Salem, by Karl R. Schnor who is driving the endurance Oakland on its coast-to-coast and border-to-border run, and who piloted the car here last Monday for its reception by Governor Patterson and the parade of downtown Salem.

"We have covered more than 12,000 miles in the past three months with the Greater Oakland Six," Schnor said, "traversing the Eastern, Central and Southwestern sections of the country, and nowhere have we found roads equal to the Pacific highway from the California-Oregon state line to Salem.

"This is true not only in regard to the smooth, hard surface of the road, which I have never seen surpassed, but also for the banked curves and the way the sharp corners have been cut away to give the driver vision sufficiently far ahead to see what he is approaching. In addition to this, your roads are adequately marked so that a visitor unacquainted with the highways has no trouble finding his route and holding to it." On top of this the drive to Salem from the state line is one of the most picturesque I have ever seen.

"Our tour with the 100,000 mile Oakland has taken us through about half of the states in the Union, and we will go about a dozen more before this tour is ended. Our first 7,000 miles was practically all on concrete roads, for they are being built generally by all the Eastern states. However, the roads often are too narrow, too rough, not banked, or have no intelligent signposts to guide the traveler, such as you have here.

Through the Middle West the main travel arteries are mostly of sand or gravel—excellent roads in dry weather but terrible in the rainy season. The only paving through that section is done by counties and not by the state highway departments. As a result you often find an excellent paved highway for several miles and then in the next county an abrupt jump into the worst kind of mud roads. In one section of Kansas

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CHROMIUM PLATING FINDS MANY USES

Oldsmobile, U. S. Bureau of
Standards Adopt Metal for
Importance

The features that have made chromium plating attractive to motorists, since introduced on Oldsmobile radiator shells during the past year are being put to work by the United States government in manufacturing money at lower cost. This ultra-hard plating is now being used to improve the protective surfaces of the plates from which our paper money is printed. Its use has resulted in a substantial saving to the government.

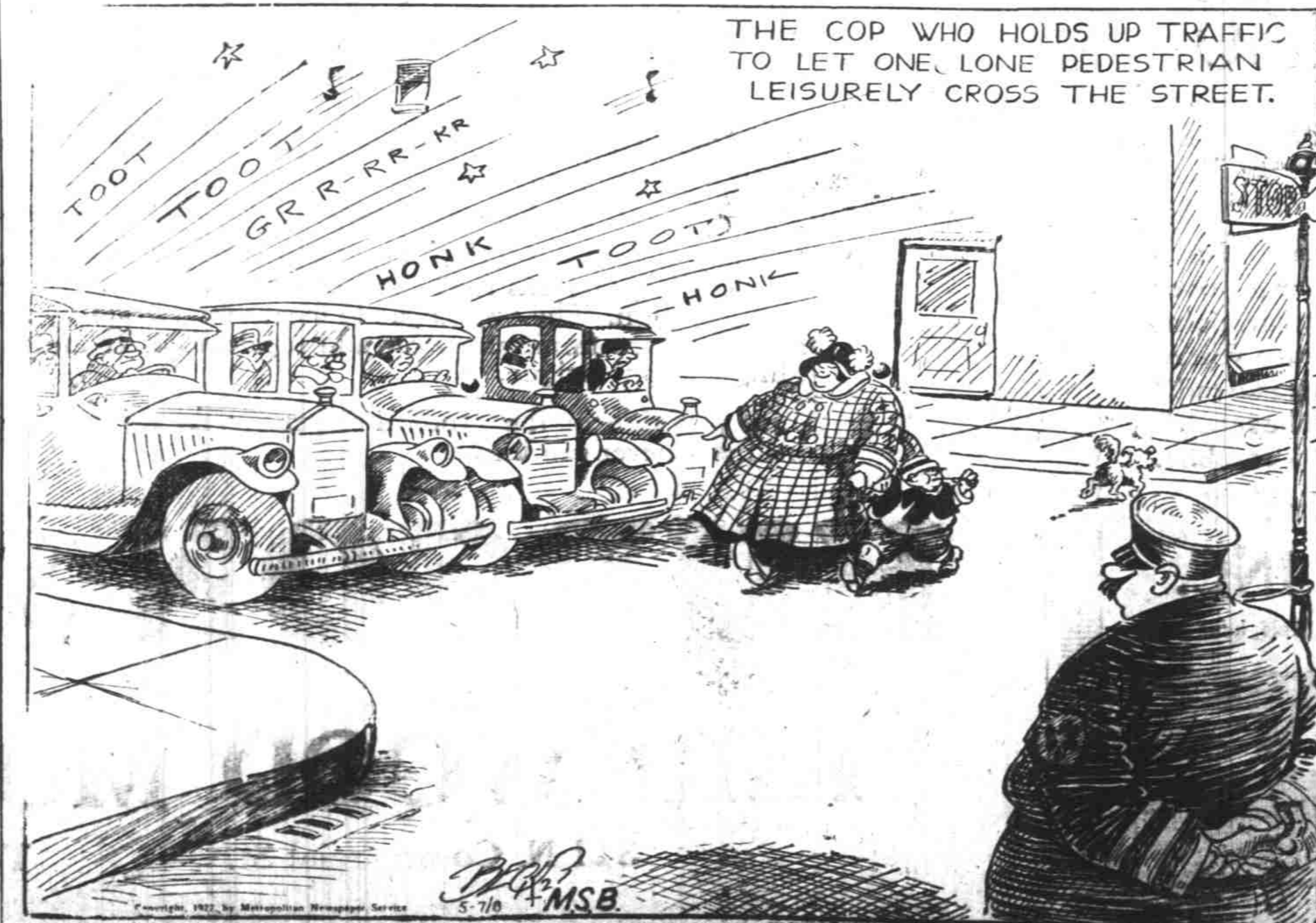
Until recently the currency printing plates were made by rolling the design into a soft steel plate which was then case-hardened. These yielded from 30,000 to 70,000 impressions before the fine lines of the plates were spoiled by the abrasive particles of pigment in the inks and the heavy pressure used in printing.

Electrolytic plates composed of layers of copper and nickel were tried. These were cheaper to make but did not last as long. Then experiments were made with chromium plating. A report from the United Engineering society states that this plating, deposited on the nickel surface of an electrolytic plate in a film only two ten-thousandths of an inch thick increases the useful life of the plate at least four times that of a nickel surface and twice that of a case-hardened steel surface.

Tests made by the U. S. Bureau of Standards of scratching chromium with a diamond show that it is the hardest metal thus far examined. It was the bureau that

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DOWN THE ROAD—



Popular Policemen