

CHRYSLER ENTERS FIELD OF ENGINE

New Marine Engine From Famous Plants Adopted by Boat Builders

DETROIT.—(Special)—One of the most interesting and important new developments in the automotive world has been announced that Walter P. Chrysler has definitely entered upon the production of marine engines.

Closely identified throughout his life with transportation in all phases, the famous builder of four automobiles which bear his name has for years been an enthusiastic devotee of power-boating. His experience in personal ownership and operation of a number of motor boats has impressed upon him the need for something different from existing power plants, for a high speed smooth running, quiet dependable engine which would bring to waterborne craft double free equipment and in the motors of fine models.

Mr. Chrysler fortunately possessed the engineering and manufacturing equipment of enormous resources and highly skilled personnel. Mr. Chrysler set himself to the task of designing an engine of the kind of engine he had in mind, but not until his engineering department presented him with a design which satisfied his ideals did he give the word which started the newly organized marine engine division on a program of actual production of the new creation.

Exhaustive tests by builders and designers of motor boats have brought enthusiastic praise for the new Chrysler product—called by its creator the Chrysler Imperial Marine Engine. The first practical testimonial of the high power with which the engine has been received in the motorboat industry came in its very significant adoption as standard equipment for the new Cris-Craft "Cadet," the latest runabout from the plant of the Cris Smith & Sons Boat Company, of Algonac, Mich. This nationally known firm of speed craft builders experimentally powered their new "Cadet" with many of the best known available engines before deciding that in the Chrysler Imperial alone they could obtain the speed ability, smooth and quiet performance and dependability they sought as essential for a boat of the "Cadet" type.

The Chrysler Imperial marine engine offers a number of engineering innovations in its field. It is of the L-head six cylinder type, with block cast integral with a specially webbed crankcase. Although weighing only 835 pounds, it develops well over 100 horsepower and attains in the new Cris-Craft "Cadet" a speed of 32 to 35 miles an hour. Its three pitch adaptability makes it available for hulls of a wide variety of design without danger of reduced efficiency.

Among the features of the new engine's design are its statically and dynamically balanced crankshaft, which is of usual size—2.5 x inches in diameter—and is equipped with seven bearings, all large and shimless, bronze-backed, ball-lined and interchangeable.

The crankcase and shaft design are productive of exceptionally smooth performance even at speeds well over 2500 revolutions per minute, while the seven bearing feature not only assures long life but yields a degree of freedom from trouble that is said by engineers to be quite extraordinary. The heavy flywheel, also balanced statically and dynamically, is attached to an integral flange of the forward end of the crankshaft and enhances the smooth quality of operations.

Pistons are of an exclusive Chrysler type, with slotted skirts and five tung-tile concentric rings per piston, and are made of special alloy with bridge type invar-steel struts.

Lubrication has received special attention in the engine design. The crankshaft is drilled for forced lubrication, with pressure supplied by a gear type oil pump. From a two gallon reservoir in the base, the oil is drawn up and forced through a condenser oil cooler to main bearings, connecting rod and camshaft bearings. Cylinder walls and valve mechanism lubricated from holes drilled in connecting rods and from oil thrown by crankshaft webs.

One of the usual advantages that will be available for the new Chrysler Imperial marine engine is the pre-existence of nation-wide service facilities. The service organization of the Chrysler corporation, extending to every part of the country and numbering more than 5000 members, is to be utilized to the fullest possible extent in behalf of buyers of the new product. Every Chrysler service representative whose business is located in the neighborhood of a sizable piece of navigable water will be included in the plans for personal training in servicing marine engines.

This novel service facility, the exceptional factory capacity and an unusual production program, and the now thoroughly demonstrated superiority of the new engine, are cited by the sponsors of the new marine engine as explanation of their confident expectation of striking success in their new field.

It is already predicted among motor men that the demonstration of success of the Chrysler Imperial marine engine is the nimble and speedy "Cadet" will quickly lead to the selection of this power plant by many designers and builders of motorboats and especially yacht tenders, for which the new motor is described as being ideally suited. In this connection it is understood that the Chrysler marine engine division is even now conducting tests for a number of builders in addition to supply the increasing production requirements of the Cris-Craft plant.

Property Owners Agree to Keep Signs Off Roads

According to advice received by the Oregon State Motor association from their representatives in Dallas, the owners of property along the Hawthorne highway have agreed to prohibit all advertising signs along that road.

This makes the placing of an advertising sign impossible along this highway as it is necessary to procure the permission of owners before such a sign can be placed.

DaGrande—April building permits of \$125,800 make \$671,005 this year.

ASSISTANT SALES MANAGER NAMED



Announcement was made today by C. W. Churchill, general sales manager of the Buick Motor company, of the appointment of Arthur H. Sarvis to the office of assistant sales manager. Mr. Sarvis was engaged in newspaper work until 1913, when he became sales manager of the Flint Varnish and Color Works. He entered the employ of the Buick Motor company in 1919, and for the past several years has been working under the general sales manager as sales service manager, during which period he aided in the development of the present world-wide Buick authorized service facilities, which are available

in some four thousand towns and cities in the United States, and in practically all foreign countries. In announcing the appointment Mr. Churchill issued the following statement: "Mr. Sarvis' wide experience in sales work for the Buick Motor company has fitted him for the duties of his new position. He has a wide acquaintance throughout the Buick dealer organization in the United States, and through his close contact with the men in the territory he has become familiar with their sales problems. His experience will be valuable in the handling of the work of the sales department."

HUGE PRODUCTION INCREASE BEGINS

Factory Rushes to Fill Orders for New Four; New Six Out July 1

DETROIT.—(Special)—Additional evidence of current prosperity in Detroit is furnished by the rapidly increasing manufacturing operations in the various divisions of Dodge Brothers, Inc., great plants. Today, according to official announcements, the company will step up production of its present line of four cylinder cars ten per cent, which will be the second time in ten days that the factory has increased its daily output to keep abreast of orders.

In addition to the increase in the production of "fours" President E. G. Wilmer announced today that Dodge Brothers new plant in which the company's new six cylinder cars will be built is now in production with a daily output of approximately 100 cars. This number will be increased rapidly, he said, and by the end of June the output of "Sixes" will be running at 300 per day, orders already on hand for the six will keep the new plant running at 300 per day for several months, advices state.

Shipments of the new "Six" will start Wednesday and by the end of May all dealers will have been supplied. The new line will be produced in three models, a four door sedan, a four passenger coupe and a new type cabriolet roadster, other models will be made later. It is expected that the new line will be introduced about June 1st, according to President Wilmer's statement.

During the past week, Dodge Brothers Inc. received orders for new four cylinder cars valued at \$5,500,000 in addition to the regular dealer allotments. This influx of business resulting, it is believed, from the announcement on May 1st of the new four cylinder motor, which factory engin-

ers claim, will write a new chapter in Dodge Brothers history.

Graham Brothers truck division of Dodge Brothers is operating at the highest level of the year and production is being increased ten per cent today. April retail sales in the United States and foreign countries totaled 5600 units and overseas shipments last month totaled 1084, an increase of 188 per cent over March and the second highest month in Graham Brothers history. In Canada Graham Brothers retail sales broke all previous records and this week Dodge Brothers overseas shipments established new high records.

The outlook for next year's wheat crop throughout the world continues favorable, says the Federal Bureau of Agricultural Economics. The countries that have reported estimate increased area and the conditions of the growing crop are generally average or better, except in India.

Bandon—Portland and Tacoma buyers pay \$120,000 for local light plant.

DRIVE YOURSELF: HARD TEST ON CARS

(Continued from page 1.) "The use of rented cars is growing rapidly among many kinds of concerns. Of course a part of our custom comes from tourists who hire a car to drive about a strange city, fully two thirds of our renting, I should say, is done to business firms and their employes. Traveling and local salesmen, professional men, real estate brokers, collectors, representatives of public services and of city and state government departments are on our lists as regular patrons. Detectives find our facilities exceptionally convenient, and even prohibition enforcement officers come to us. Bootleggers? Well, perhaps. But we don't take their business if we know them. We are not eager to have valuable automobiles confiscated, thank you.

"Our system covers nineteen states and the District of Columbia now and it is spreading out right along. We have rented offices all the way from Michigan

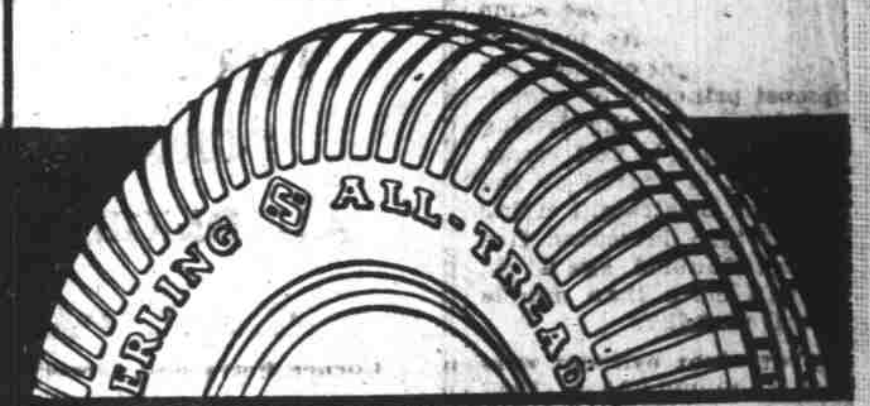
and Wisconsin on the north to the Gulf of Mexico on the south, and from Pennsylvania to Colorado and Oklahoma. We send out about 4000 trips a day, or call it

a million and a half a day. Some of them demonstrate the good points of a car in the most effective way they could possibly



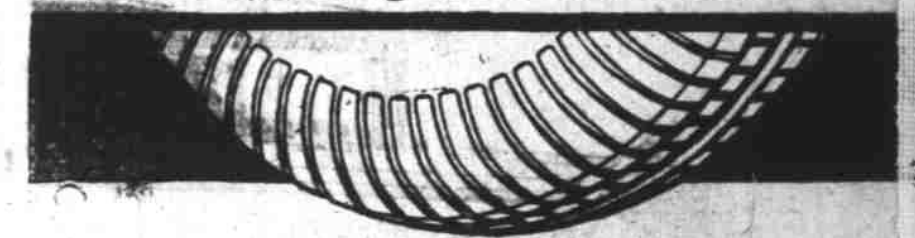
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Valley Motor Co.

FORD CARS

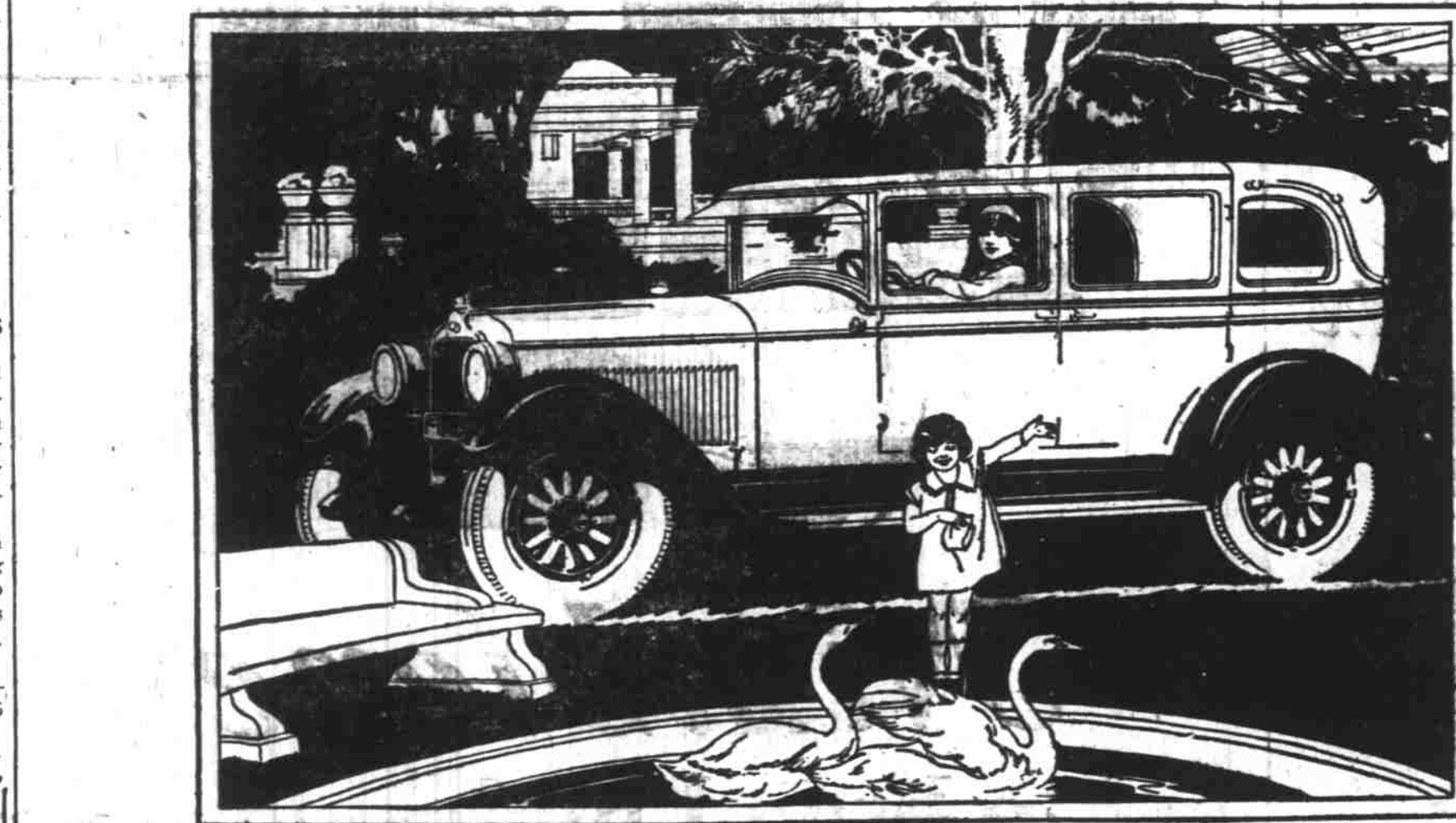
Ford BULLETIN

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 - De Luxe Screen Delivery 760
 - Delivery Chassis 585

Not even its electrifying success during 1926—not even its tremendous sales, which more than doubled the best previous first-year record of any new make of car—

Not even these amazing achievements can compare with the present-day triumphs of the New and Finer Pontiac Six!

The reasons for this spectacular advance in popularity are obvious. Always a surpassing value, the New and Finer Pontiac Six now towers above its field like a beacon in the night.

Vivid new beauty enhances the fine

craftsmanship of its new lower bodies by Fisher. Chassis refinements emphasize the thrilling performance of its famous six-cylinder motor. Fresh and original combinations of enduring Duco lend a marked note of style to its six smart body types. Yet even with all these improvements the New and Finer Pontiac Six sells for new low prices!

Never has such surpassing value been offered in a low-priced quality six. Never has any car of its price kindled such wildfire buying enthusiasm! And never has any car in its class so clearly deserved such success.

VICK BROS. Salem, Oregon

Associate Dealers
MILLER MOTOR CO., Albany, Oregon; FRED T. BILYEU, Seio, Oregon; E. E. TAYLOR, Lebanon, Oregon; SILVERTON MOTOR CAR CO., Silverton, Oregon; GEO. DORR, Woodburn, Oregon; C. J. SCHREEVE & SON, Dallas, Oregon; HARRISBURG GARAGE, Harrisburg, Oregon; JOHNSON MOTOR SALES CO., Corvallis, Oregon.

The New and Finer

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