

## PETTYJOHN TAKES 5 COUNTY AGENCY

Franklin Line to Be Handled  
Marion, Linn, Benton,  
Polk and Lane

Negotiations, under way for some time, culminated this week in the signing of a contract by the F. W. Pettyjohn Co. for the distribution of the Franklin automobile line in five Willamette Valley counties, namely Marion, Linn, Benton, Polk and Lane.

According to J. H. Maden, local manager for the F. W. Pettyjohn Co., the Franklin has been outstanding in the history of motor car manufacture because of the engineering principles involved and the consistent approval of the Franklin by the buying public.

One familiar with automotive development and progress cannot but be impressed with the Franklin, says Mr. Maden. The new line designated as the twenty-fifth anniversary Franklin is replete with exquisite refinements exemplifying the principles involved in their construction and the consistent management of the Franklin Automobile company.

From the earliest period Franklin emphasizes "light weight—full elliptic springs—wood sill—flexibility—and most impressive of all, air cooling."

Many other revolutionary developments have been introduced by Franklin and now with the introduction of the Twenty-fifth Anniversary Franklin, added refinements are made available to Franklin purchasers in myriad forms including the superiorities permitted by the use of air cooling and a system of control which is the last word in perfection.

The new Franklin is offered in a wide range of body styles and beautiful finish. Everywhere in the Franklin construction, the minutest detail of care to build into these magnificent models, all that is possible for the comfort, convenience and motor car satisfaction will be observed.

Although we have had the line for only a few days, the interest shown by prospective Franklin purchasers appears to forecast the sale of many models during the season, and we anticipate with the industry and resources of the F. W. Pettyjohn Co. organization behind them, a generous delivery of the Twenty-fifth Anniversary Franklins throughout the season, says Mr. Maden.

## PRODUCTION OF NEW DODGE FOUR GROWS

Orders Come in Rapidly Following Announcement; Reception Unusual

Production of "America's Fastest Four," introduced last week by Dodge Brothers as the most remarkable four-cylinder cars ever made, has been stepped up rapidly during the past few days to permit increased shipments to dealers.

From all over the country a steady stream of telegrams urging immediate shipment of cars over and above scheduled quota requirements, has been received, according to John R. Lee, general sales manager.

"The reception accorded the new line by Dodge Brothers Dealers everywhere has been equalled by only one other event in Dodge Brothers history—the introduction of our six cylinder line," Mr. Lee stated.

"Sufficient time has not yet elapsed since the new cars were first placed on display to judge accurately the degree of public approval with which they are meeting."

"From telegraphic reports received from over 100 of our dealers whose territories range from Maine to Texas and from Florida to Washington we feel confident that this 'performing' line of four is going to more than justify the months work which our engineering and designing staff has put into its creation."

"We regard the new line as the crowning achievement for Dodge Brothers in the four cylinder field and we anticipate that these cars will meet with a degree of success never before attained by any automobile in the same price class."

Two features of the new line stand out above all others in the minds of those persons who have inspected the cars now being shown by the Honesteel Motory company, local Dodge Brothers dealer. "They are performance

Here's a Good Boy Who Should Be Told That He's Participating in a Bad Adventure!



Boys should be encouraged to play and have a good time, but they should be cautioned against indulging in practices which might prevent their enjoyment of the real adventures of life later on. Parents should warn their youngsters against "hitching on," as pictured above, because lots of lads have been injured in this manner, points out the safety council which is endeavoring to prevent accidents.

## REMARKABLE POWER FEATURE OF BUICK

Six Cylinder Valve-in-Head Motor Refined to New Performance Level

The effortless surge of power which enables Buick for 1928 to idle along in barely perceptible motion, or to flash away like an arrow, is acclaimed by those who have driven the new car as one of its most amazing features.

The power plant responsible for this dazzling performance is the famous Buick six-cylinder valve-in-head engine, whose vibrationless operation was the most discussed engineering advance in the automotive industry the past season.

This famous engine is carried to new heights of power and smoothness in Buick 1928. Already incomparably quiet, it now unleashes a flow of silent, irresistible power which makes a ride in the new Buick a sensational experience.

Getaway second to none, and the ability to reach and maintain breathtaking speeds without effort, characterize the new car. Incredible mastery over time and space are standard equipment with every one of the 16 new Buicks.

The Buick engine is in the main the same power plant which made so many thousands of Buick friends last year. As in the 1927 car, the counterweighted crankshaft and torsion balancer absorb all vibration, nipping the troublesome problem before it has a chance to develop.

Buick has eliminated the difficulty at its source, instead of the usual practice of tying down vibration with extra bearings. Buick engineers acted on the knowledge that vibration, once set up, could not be checked. They went away back to fundamentals, and designed a Buick crankshaft to eliminate vibration by neutralizing it as it develops.

The vacuum ventilated crankcase, oil filter, air cleaner, and thermostatic water control all are continued in Buick for 1928. Such longer-established principles as the sealed chassis and torque-tube drive of course remain. There are, besides, several engine improvements which result in a substantial increase of power, as well as in a new silence of operation.

Chief among these improvements is the new Buick cylinder head, worked out in light of long study of the problem of internal combustion. The head is of the spherical type, and it gives higher compression, with less detonation, which means that a greater portion of the fuel is transformed into useful power.

Buick engineers, however, have avoided placing Buick owners in the plight of the racing driver, whose high compression, small displacement engine will operate only on special and costly fuels. The Buick engine is adaptable to any fuel, and will give a brilliant account of itself on any.

The new cylinder head has better provision for cooling valves, which means that the valves seat more tightly, and that power is thus conserved.

The entire exhaust system, from the exhaust ports through the

## ADDED SMARTNESS NEW OLDS FEATURE

Same Lines Retained but Refinements and Striking Colors Introduced

New smartness, dash and beauty have been added to Oldsmobile by refinements in body design and line and the introduction of new color combinations. These latest Oldsmobiles are now on display. Despite these latest improvements and refinements, the new lower prices recently announced continue in effect.

The influence of engineering artistry is strikingly displayed in these latest achievements of Oldsmobile. They reflect the trend which is making the automobile, already a mechanical marvel, an outstanding example of beautiful design, decoration and color harmony.

The same basic Oldsmobile lines that have proven so popular have been retained by the designers, but by skillful refinements in curve and line additional beauty and smartness have been made strikingly apparent.

New beautiful curves have enhanced the graceful contour of the rear of the body. Front corner posts on the closed cars have been narrowed, which adds to appearance and increases visibility. The new narrow corner posts have been achieved without sacrifice of strength of the composite steel and wood construction that has made Fisher bodies noted for durability.

The artistry of the designers is also apparent in the interiors where careful attention to detail has brought new smartness and luxuriousness. Duco, upholstery, fittings and design have been combined and harmonized to achieve this effect.

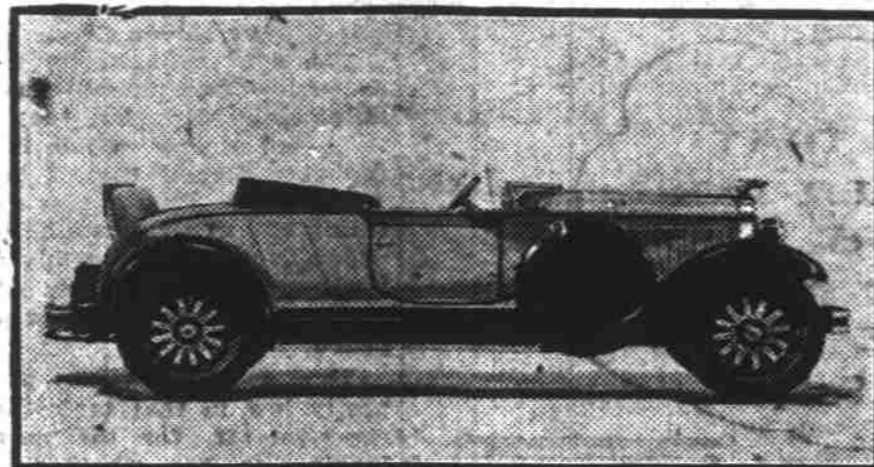
One of the most pleasing interior changes in the closed cars is a new type seat cushion. This is aptly named "form fitting." Instead of having a continuous upward angle, this new type cushion extends out horizontally for several inches from the seat back and then slopes on an upward angle to the outer edge. This new shape provides comfortable support for the body.

The interior finish of the closed cars include harmonizing tones in Duco on the instrument board, cowl and on door and window frames. In the landau, four-door sedan and sport coupe, this color harmony is further enhanced by finger boards, or walnut finished strips inlaid on doors and under windows. The ash and match receptacles in landau and four-door sedan are now covered with fabricoid of the same color as the Duco interior finish.

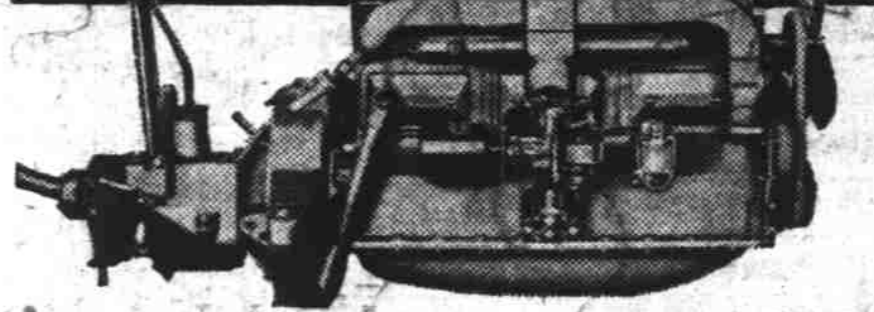
The present trend for brightness and individuality in motor cars is emphasized in the new color combinations introduced by Oldsmobile. These include on many of the sport models the use of color-

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## New Oakland "All-American" Six Motor Cars and Engine



Sport Roadster and Landau Sedan, two of most beautiful cars in new Oakland line and right side view of new Engine.



## SPEED OF TRUCKS LIMITED BY LAWS

Provision Designed to Prevent Deterioration of Highways Enacted

Within the last few years much uproar has been caused in Oregon by the commercial use of public-supported highways. There are at least two sides to this question, but the state legislature, at its last session, did its best to obviate one of the principal evils, that of damage to the highways through the too rapid travel of heavy trucks.

A graded series of speed limits was adopted for vehicles with tires of various types and sizes, ranging from six miles an hour for trucks with metal tires carrying a load of over 5000 pounds (including the weight of truck) to 25 miles an

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## NEW COLOR SCHEME ENHANCES PONTIACS

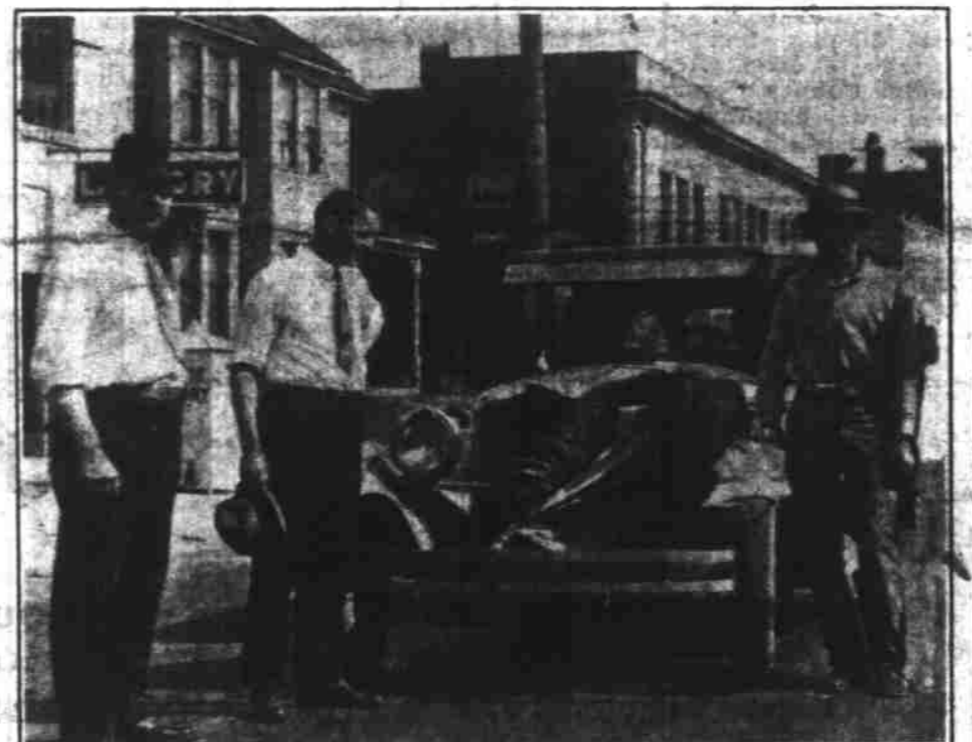
Reduction in Prices on All Models Lends Emphasis to Announcement

With a reduction in prices, affecting all models, to lend further emphasis to its announcement, Pontiac has scored an instant success with its new combinations of coloring on all models of the line, and throughout the past week inquiry about the new colors and lower prices have been directed toward Vick Brothers, local Oakland and Pontiac distributors.

For the first time, it has been possible to develop many popular Indian colors and color combinations that are reproduced with interesting effects on the cars, according to an announcement from George Vick of the local company.

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## BEE KEEPER SLAYS THIEF



H. R. Kieper, who appears at the extreme right in this picture, shot the bear that is loaded on the running board of his Pontiac Six; but it wasn't as a feat of marksmanship nor a sporting venture. The bear was caught robbing Kieper's apiary east of Valseltz last Monday. He had been there before, and Kieper was laying for him when he made his last trip. Others in the picture are Charles Vick (left) and Henry Lzican of Vick Brothers, local Pontiac dealers.

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## DOWN THE ROAD—

THE TIME YOU WERE INNOCENTLY ADMIRING A CAR, AND YOUR MOTIVES WERE MISUNDERSTOOD BY ITS SUSPICIOUS OWNER.



The Most Uncomfortable Feeling in the World

By FRANK BECK

## OAKLAND ANNOUNCES "ALL-AMERICAN" SIX

Wealth of Advanced Engineering Features Offered With Low Price

Entirely new in design—larger, more powerful, more roomy—with a wheelbase of 117 inches, new engine, new chassis, new Fisher bodies, new Duco colors and a host of advanced engineering features—the Oakland All-American Six is being presented throughout the nation this week. Vick Brothers are the local agent.

This brilliant, flashing car of sleek greyhound lines is distinctly new—designed from the ground up by the skilled Oakland engineering staff for American standards of reliability, appearance, comfort and performance.

Because the line is so thoroughly American in character, designed by American engineers, tested on General Motors' great American American proving ground and built by American workmen using American precision production methods, it has been called the "All-American Six."

Despite the larger size of the cars, the advanced engineering design and the more luxurious finish, they are offered at new low prices.

The size and low-slung appearance of these cars may be gleaned from the fact that they have an overall length of 175 inches between bumpers, a road clearance of 5 5/8 inches and a height of but 70 inches from the ground to the top of the roof. Although the entire car has been lowered, no head room has been sacrificed in the spacious interior.

The low lines of the car are emphasized by a high, narrow radiator, sweeping full crown fenders, lower running boards, oblong windows, a double row of beading, and especially by larger tires on smaller wheels. Artillery wheels of 19 inch diameter are combined with 29 by 5.50 inch balloon tires. The spokes of the wheels are of larger diameter than used heretofore.

Among the more important new mechanical features are a gasoline pump to supersede the long familiar vacuum tank—a new system of crankcase ventilation to reduce oil changes to a minimum and triple sealed oil protection by gasoline, air and oil filters.

A new and softer acting clutch, a new and smoother transmission, a four bearing crankshaft, a 15 plate battery and new oiling system are among the noted features of the car. Chrome plating, which is non-rusting, preserves the bright finish on the nickel plated radiator shell and rims of head and cowl lamps and on the door handles of the sport models.

The new engine has a displacement of 212 cubic inches and is of the six cylinder L-head type, cast in bloc with the crankcase and

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## SAFETY, RELIABILITY DETERMINE CHOICE

Speed Also Factor in Selecting Car, Says Paige-Detroit Official

The American motorist is especially interested in safety, speed and dependability when he looks over the field to select a new car, according to the consensus of opinion of numerous dealers interviewed by Robert C. Graham, vice-president of the Paige-Detroit Motor Car Company, on a recent trip from coast to coast.

"It is the general opinion among these men who talk with prospective buyers daily, that people today are giving more thought to safety than ever before," Graham said. "They want a car with the best brakes and superior engineering."

"There is also a marked demand for speed, not particularly for racing car speed, but for a happy combination of the ability to get away fast in traffic and to maintain good speed on the open road without vibration and overheating, and with reasonable gasoline consumption."

"But perhaps overshadowing both of these demands, is that type of car of proved dependability. Dealers everywhere agree that first of all the prospective buyer must be assured that the car will operate efficiently under the most adverse conditions."

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