

## DODGE 'FOUR' WINS AT ATLANTIC CITY

Stock Car Race Entry Gets Average Speed of 67.35 Miles an Hour

A Dodge sport roadster piloted by Earl Vance walked away with the honors in the stock car race for four cylinder cars at the Atlantic City speedway on Labor day, taking first place with an average speed of 67.35 miles per hour for the 25-mile grind. Five different American makes of four cylinder cars were entered in the event.

It is of particular interest that although every car entered in the race was a stock car the Dodge was not entered by the Dodge Brothers factory or by a Dodge Brothers dealer. It was entered by the Speedway association, having been purchased for that purpose only ten days before the race and the only limbering up it had was during that interval. Earl Vance, the driver, was chosen by the Speedway association.

The Dodge was powered with the famous "124" motor which was first introduced last May. This motor was developed especially for the present Dodge four chassis and bodies which were introduced in July. It is this most recent series of Dodge fours which have been advertised as the fastest fours in America.

In winning the race the Dodge four clearly established its claim to the distinction of being the race car run under hrdlumf fastest four in America and auspices of the contest board of the American Automobile association the speed of 67.35 miles per hour established a new official record.

The rules under which the race was run required that the windshields, fenders, running boards and shields be removed from all cars

where luncheon was served. Talks, not only on manufacture, but on sales problems and other subjects of vital interest, were given by E. T. Strong, president and general manager of the Buick Motor company, C. W. Churchill, general sales manager, E. N. Stuger, and E. J. Peaz, of the sales promotion and statistical department.

Following these talks, which lasted until about 2 p. m., the visitors returned to the factory, where each group resumed its inspection trip where it left off before lunch.

On Tuesday morning, the dealers were driven to the proving ground near Milford, where Buick travels 20,000 miles a day to safeguard the quality for which Buick is famous.

As a preface to their inspection of the facilities of the proving ground, O. T. Krenser, the resident superintendent, made a detailed explanation of the institution's functions, methods, and

## BUICK PLANT HOST TO MANY DEALERS

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esses, the various groups started at different points, spending as much time in each department as they desired.

At noon the party adjourned to the ballroom of the Hotel Durant,

## ANOTHER TRIUMPH OVER TIME AND DISTANCE BY MAN AND MACHINE



Miller, being welcomed by automobile fans, and by his wife, in Los Angeles. At right: Miller and his mechanic Tommy Wieber.

Having craven nearly seven thousand miles in seven days and nights, Louis B. Miller, San Francisco business man, who has made a hobby of long distance automobile driving, arrived in Los Angeles Tuesday, June 7, at 9:59 A. M. Pacific standard time. Miller, an amateur driver, piloted his own Chrysler Imperial 80 phaeton a total of exactly 6721 miles in 167 hours and 59 minutes to create two new trans-continental automobile driving records.

Coast to coast and round trip. He was checked out at the Ferry building in San Francisco by officials of the Western Union at 10 A. M.

Tuesday, May 31. He arrived in New York at 8:55 P. M. Friday, June 3, having covered 3385 miles in 79 hours and 55 minutes, beating the old coast to coast record by a margin of 3 hours and 15 minutes. Remaining in New York exactly one minute, Miller turned westward and 88 hours and 3 minutes later was checked in at Los Angeles, a distance of 3336 miles. His total elapsed time for the round trip was one minute less than a week, setting an entirely new mark for amateur and professional drivers, automobile executives familiar with cross-country records stating that no previous records of fast time for the

round trip exist because it has been thought heretofore that the seven thousand mile round trip drive was too great a strain on man and machine to be attempted. Miller, who made his fastest time at night, stated that his drive had been made to create interest in trans-continental touring and to illustrate the added safety of night driving made possible through the use of a new type of head-light recently developed by W. D'Arcy Ryan, internationally known illumination expert, whose most conspicuous exploit was the designing of the long-remembered lighting effects for the San Francisco Panama-Pacific exposition.

equipment. William H. Alexander, of the Buick engineering staff, then explained that, extensive and thorough as is the proving ground's activities, Buick is constantly conducting tests in various parts of the country, for the sake of the added light they shed on Buick's adaptability to all climatic conditions, its performance on various topographies, and many other phases of operation.

The proving ground motion picture film, which goes fully into the many-sided work carried on there, was exhibited before lunch, which was served in the dining room on the premises.

Then the visitors inspected all the special apparatus, much of it unique, which the proving ground has developed to provide "yardsticks" for all phases of Buick performance.

Special interest was shown in the "fifth wheel," which provides an accurate speed gauge, the "barb tub" test, and the "twenty-

four hill," or towing dynamometer, whereby a constant load of any desired weight can be imposed on the car under test, and maintained as long as desired. It consists of a chassis on which is mounted resistance apparatus, adjustable to produce any degree of drag on the car towing it.

After inspecting the equipment, which they did in small groups, so that all might see at a close range, the visitors were taken to the speed oval, for a demonstration of the Buick roadsters which are creating such a sensation at the proving ground. This feature ended the program. It was followed by the return drive to Flint, and embarkation for Memphis.

The visiting dealers were enthusiastic about their two days here. "Buick's hospitality will be well repaid," said H. C. Gillespie, manager of the Memphis branch. "In the renewed enthusiasm with which these dealers return to their work. What they

have seen of Buick manufacture, in these two days' intensive study of that subject, can not but be reflected in an increased enthusiasm.

"They now know, more intimately than ever before, the unceasing vigilance with which Buick assures its famous quality; and after meeting the men responsible for the Buick, and seeing the vast Buick organization in action, they realize, if they never did before, the world of real significance behind Buick's famous slogan: When Better Automobiles are Built, Buick Will Build Them."

The dealers from the Atlanta and Jacksonville territories will be here Monday and Tuesday of next week, and those from the Pittsburgh territory arrive Thursday for their two-day stay.

## Another Month's Record Broken, General Motors

Commenting on the August sales of General Motors cars, which set new high records for that month, Alfred P. Sloan, Jr., President of General Motors, said: "General Motors sales of cars for the month of August, both retail sales by General Motors dealers to consumers as well as sales by General Motors to its dealers, constitute a new high record for that month."

"The retail sales by our dealers to consumers in August were 158,619 cars, an increase of 36,314 cars, or 29.7 percent as compared with August 1926, at which time such sales were 122,305. This also compares with 78,638 cars in August 1925.

"In August the sales by our car divisions to their dealers totaled 155,604 cars compared with 134,231 in August 1926, an increase of 21,373 cars or 15.9 percent. This compares further with 76,462 cars in August, 1925.

## BATTERY ESSENTIAL FOR RADIO SUCCESS

Cost of Long Life Power Equipment Justified, Local Expert Shows

"To the new radio listener, the matter of power supply is usually the last thing he thinks of and naturally receives little consideration," says Joe Williams, local Willard Battery Man.

"As a matter of fact, the batteries or the power units on a radio set are very important adjuncts and should be chosen carefully.

"Roughly speaking, all current supply for radio falls into three classes. These are storage batteries, dry batteries and power units. Storage batteries, when run down, can be recharged and placed in service again. Dry batteries, when discharged, are useless and have to be discarded. Power units can only be used where electric light current is available.

"The first thing for the newcomer in radio to decide is whether he prefers to pay the higher original cost of storage batteries or power units and have the benefit of a long life power plant at low upkeep cost or whether he desires to keep replacing dry batteries as fast as they wear out. When this choice is made, the next step is to get the correct voltage in batteries.

"Certain radio tubes are rated at lower voltages than others. Storage batteries are not always used with these tubes, but they will work better on storage batteries, providing the correct voltages are employed.

"The filaments in peanut tubes

less. High voltages may burn out the filaments and ruin the tubes. At any rate, higher voltages will shorten the life of the tubes without contributing to their efficient operation of these low voltage tubes.

"In choosing batteries, be guided by the voltages recommended by the maker or designer of the set and purchase batteries accordingly."

East Africa is completing a main highway which is 908 miles long from Nairobi to Lake Nyasa. The route has been passable for several years and modern surfacing is now being completed over many sections.

More than 85% of the persons crossing the border between the United States and Canada, other than those on foot, are transported by automobile.

## INVITE US TO YOUR NEXT BLOWOUT



You're To Be Satisfied First

The only way we can ever expect to get a customer to come back to our store the second time is to give him service and satisfy him with merchandise the first time he comes in.

That is our policy in a nut shell.

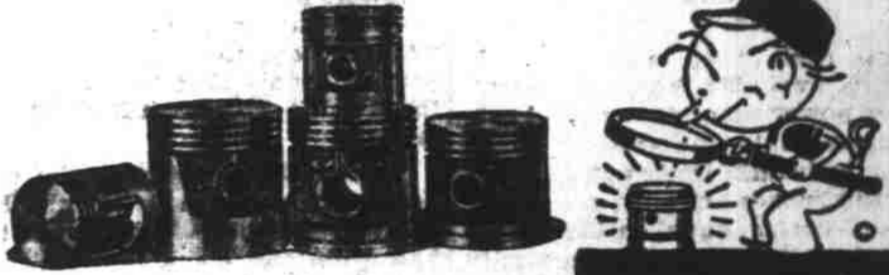
We sell only Kelly-Springfield made tires because they come nearest to the standard we have set for ourselves. They will give you long uninterrupted service, and they will satisfy you, we know.

"JIM" SMITH & WATKINS

Liberty at Center

Telephone 44

## McQUAY-NORRIS ALUMINUM PISTONS



C. & L. PARTS STORE INC. Corner Ferry and Liberty Telephone 666

## FOR 33 YEARS THE OREGON FIRE RELIEF ASS'N.

OF McMinnville, Ore., has been furnishing Dependable Insurance at COST. Get our rates for Auto Insurance.

STANLEY & FOLEY AGTS. Bush Bank Bldg.

# Many Exceptional New Luxuries and Performance Features — Yet a New Low Price

### EXAMINE—DRIVE—COMPARE THIS GREAT NASH SEDAN—AND IT'S EASY TO SEE WHY THE COUNTRY HAS GONE NASH!

This new Nash Special Six Four-Door Sedan calls your attention very forcibly to Nash value. At its new low price you will find that other manufacturers are asking from \$100 to \$150 more for cars not as fine in finish, and not nearly as fine in performance. Here is one of the smartest looking, smartest acting cars of the new season—built as only Nash builds motor cars, performing as only a Nash performs.

You'll never believe it costs only \$1335 f. o. b. factory. The body is a full two inches lower in the fashionable vogue. Window and door ledges, the

instrument board and its crown ledge, all are finished in walnut. The steering wheel is solid walnut, inlaid and crested. There are shirred door pockets. Vanity case and smoking set. New type, form-fitting cushions, upholstered in rich mohair and button-tufted in the custom manner. *Luxury wherever you look!*

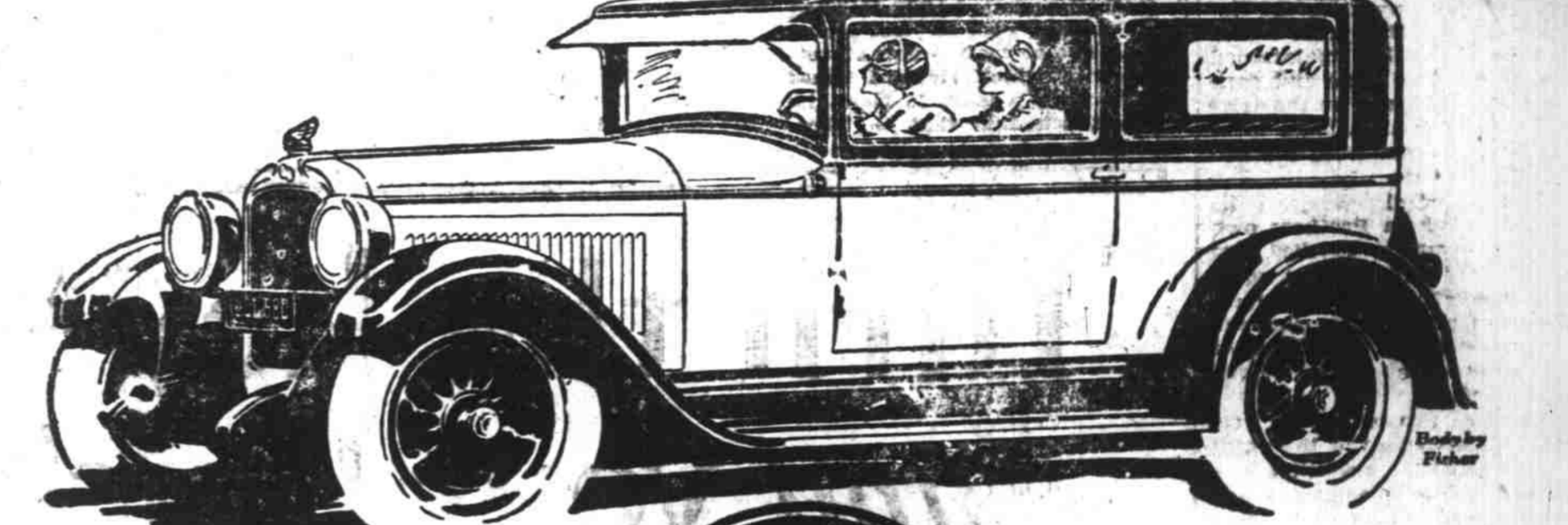
And luxury in every mile and minute you drive it. It is quick on the go, always out in front at a traffic start, effortless on hills. There is increased power

in its big 7-bearing Valve-in-Head motor. Yet that motor is even more quiet, even smoother. *Integral balance of Nash operating parts has accomplished an astounding improvement in already fine motor performance.*

This Nash Sedan at \$1335 is equipped with Nash Two-Way 4-wheel brakes—the safest, most comfortable acting type in all the world.

And it is the easiest steering, easiest managed car you ever handled. It turns a corner at a mere hint from its steering wheel.

Finally, here is an easier riding motor car. *New secret-process alloy-steel springs, just introduced by Nash, achieve supreme travel comfort. Drive this car before you buy your new one. Buy this car and save \$100 to \$150 of your good money.*



\$745 2-DOOR SEDAN

# Now—Your dollar buys more than ever with a Finer Pontiac Six selling at lower prices

Eversince it flashed into the field, the Pontiac Six has won its success on the basis of dollar-for-dollar value. When introduced, it represented a new idea in low-priced sixes—the idea of truly high quality in design, performance and appearance. And it won world record public acceptance almost overnight.

Yet now your dollar buys more than ever—for today's Pontiac Six embodies many improvements in the original Pontiac Six design. It is now offered with beautiful new Fisher bodies in

new Duco colors and every body type has been reduced in price! You may have heard that the Pontiac Six is a marvelous car for performance.

You may have admired the sparkling beauty of its Fisher bodies. You may have read that a new measure of value was created by this finer Pontiac Six selling at lower prices—but until you come in and actually see today's Pontiac Six, and actually sit at the wheel, you cannot know how fine a six can now be bought for \$745!

New lower prices on all passenger car body types (Effective July 15)

- Coupe . . . . . \$745
- Sport Roadster . . . . . \$745
- Sport Cabriolet . . . . . \$795
- Landau Sedan . . . . . \$845
- De Luxe Landau Sedan . . . . . \$925

The New Oakland All-American Six, \$1985 to \$2295. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

VICK BROS.

Associate Dealers: Miller Motor Co., Albany, Oregon; Fred T. Bilyeu, Scio, Oregon; E. E. Taylor, Lebanon, Oregon; Silverton Motor Car Co., Silverton, Oregon; Geo. Dorr, Woodburn, Oregon; C. J. Sheezy & Son, Dallas, Oregon; Harrisburg Garage, Harrisburg, Oregon; Johnson Motor Sales Co., Corvallis.

# The New and Finer PONTIAC SIX

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