

### SPECIAL GASOLINE NOT REQUIRED NOW

Distinctive Design of Sleeve Valve Makes It Adaptable To Trend.

One of the most important developments of the year in automobile design has been the steady trend by many manufacturers of engines to the high compression type. Marked evidence of this trend can be noted in the special grades of gasoline for high compression motors, now being widely distributed all over the country by the larger oil companies.

This trend, however, merely follows a pace set more than ten years ago by the Willys-Overland company. It was back in 1915 that the Willys-Knight sleeve valve engine first employed high compression and since that date owners of this car have been able to enjoy the advantages of increased power, greater vitality, unusual hill climbing ability and a general smoothness and economy of operation throughout.

Engineers point out that the patented design of the Willys-Knight engine readily lends itself to the requirements of high compression, the limitations imposed in other types of high compression engines being entirely absent in the Knight sleeve valve power plant.

One of the best proofs offered to justify the claim that the Willys-Knight engine is naturally adaptable to high compression work is the fact that this engine does not require a special grade of gasoline to obtain the maximum efficiency. It is notable that other manufacturers of high compression engines recommended the use of special grades of fuel in order to secure the results claimed and to eliminate knocking. The Willys-Knight engine, it is said, operates as successfully on the ordinary fuel as it does on the grades required for high compression engines of other design.

Numerous tests have proved the fact that the Willys-Knight sleeve valve combustion chamber where the gases are highly compressed before firing, is ideally designed to provide a rapid, steady burning of the fuel. Detonation, so prevalent in other types of high compression engines, therefore, is absent in the Willys-Knight.

With the additional force imparted to the pistons in the Willys-Knight engine, the car is assured of greater power, faster road speed, quicker acceleration, unusual vitality and a smooth performance which as often is lacking in other types of high compression engines, especially where such engines employ regular or ordinary grades of gasoline.

It is the characteristic design of the Knight sleeve valve combustion chamber, with the spark plug located in the exact center of the compressed fuel charge, which provides the unsurpassed high compression performance of this engine. Basically different from other engine types, the combustion chamber of the Willys-Knight engine is ideally designed for high compression work, noted automotive engineers have declared. The entire surface of the head and walls is smoothly machined with no projecting edges to form "hot spots." The location of the spark plug results in the spark having the shortest possible distance to travel. In all, it is the compactness of the sleeve valve combustion chamber that places this engine as the ideal type for high compression performance.

### Buick Sales Since Models Introduced, Break Record

FLINT, Mich.—Buick sales since the introduction of new models in July have shattered all records in Buick history. C. W. Churchill, general sales manager of the Buick Motor Company, announced today. The July, August and September total this year is 23,955 cars, as compared with 20,941 cars sold during the corresponding period in 1926.

"The average monthly increase during the last three months, over the corresponding period in 1926, amounts to more than 4,000 cars," said Mr. Churchill. "This represents an average increase of 1,000 cars a week, or considerably better than 100 a day."

### Martius Family Holds Anniversary Reunion

BERLIN (AP)—To celebrate the anniversary of five hundred years of uninterrupted family history, men and women bearing the name of Martius flocked to Berlin recently from all parts of Germany and several foreign lands. The family roll call showed that there are Martiuses in Austria, Germany, Hungary, Poland, and America.

The founder of the Martius family, Galeotto Martius, was born 1427 in the Italian city of Vercelli. He achieved fame as a teacher of philosophy and medicine at the universities of Padua, the service of King Matthias Corvinus of Hungary and through his marriage to a Hungarian girl of the Martius family.

### Motor Chiefs Touring the West



H. J. KLINGLER E. W. FUHR

H. J. Klingler, general sales manager of the Chevrolet Motor Company, is now on a tour of the western territory. Bringing a message of optimism from the east, middle west and the Pacific northwest, Klingler reports an unprecedented demand for the new Chevrolet, a demand that will assist a production record for the year in excess of 2 million cars.

### CHRYSLER SIGNING MANY NEW DEALERS

Rush of Applications for Agencies Accompanies Remarkable Demand

Record breaking sales of Chrysler cars this summer and fall are being accompanied by a corresponding increase in dealer representation of the Chrysler corporation according to company officials.

In one recent period of seven weeks 507 new dealers applied for and were granted Chrysler franchises, these officials state. The number is said to be the largest that has ever joined an automobile organization in such a short time.

The unprecedented rush is attributed by J. W. Fuhrer, Chrysler sales manager, to the general knowledge that a remarkable reputation has been extended by the public to the three new models the Chrysler corporation introduced this summer. Demand for the new '27, the Great new '28 and the illustrious new '29 is pushing all previous Chrysler sales marks to entirely new high levels, he states, while at the same time the Imperial '26, the company's representative in the luxury car class, is also enjoying a sale unprecedented in the company's history.

"The remarkable reception which has greeted the three new Chrysler models, together with the strong demand for the Imperial '26, is bearing out our expectation of the best fall and winter business in our company's history," says Mr. Fuhrer. "The present right now is that the second six months of 1927 will far surpass the first half on our books."

"Gratifying as this recognition of Chrysler car merit naturally is to us, we feel especially pleased with the large proportion of our new demand that is coming from small towns and farm communities. This feature of recent business is pleasing to us not only because it reveals general recognition of the performance abilities built into our cars but also because it reflects an improvement in the agricultural situation that cannot but result in a marked benefit to the country generally, and that assures a continuance of 1927 good times well into the coming year."

### New Biblical Play For City of Oberammergau

BERLIN (AP)—A new biblical play, "The Passion of Jesus," is being rehearsed in the School of the Church of Oberammergau. Christ appears in it only in a non-speaking role, and his life and work are communicated through visions of Pilate's wife and the daughter of King Baltasar. The bulk of the action is concentrated around Judas and Mary Magdalene.

The stage management is in the hands of Georg Lang, and the roles of Judas and Mary Magdalene are played by Lang and Franziska Froelinger, of Passion Play fame.

Since the Passion Play is presented only every tenth year, it becomes necessary to train up new players, and it was to this end that the "School of the Cross" was instituted. Through the new biblical play added interest is given to the work.

### UNIQUE CHEVROLET CONTEST SPEEDS UP

Turkey-Bean, Event Gets Into Full Swing During Month of October

With more than 27,000 persons who make up the selling organization of the Chevrolet Motor company involved, the unique "turkey-bean" contest inaugurated by this company a year ago is again in full swing during October.

This huge sales organization has been divided for the duration of the contest into competitive groups of which the winners will eat turkey and the losers will dine only on beans—and pay the entire dinner check. Two major divisions of the country have been made, with an assistant general sales manager of the Chevrolet Motor company in charge of each.

Each of these sections has been subdivided. The Flint sales region has been pitted against the Atlantic coast region, the southeastern against the middle western, and the Great Lakes against the Pacific coast. Every one of the 43 zone sales offices in the United States also has been squared away against another zone; cities are competing against cities, as are dealer organizations and individual salesmen.

Officials in the sales department of the home office have entered the field to aid various groups. H. J. Grant, vice president in charge of sales, has gone to the Great Lakes region for one week and then will move to other regions; H. J. Klingler, general sales manager, is stationed on the Pacific coast; Mr. Ralston is concentrating on the middle west; Mr. Douglas on the southeast; H. K. White, sales promotion manager, has the Atlantic coast; and Sidney Corbett, manager of the truck division, is at Flint.

Mr. Grant, in an address to dealers at the beginning of the contest, stated that Chevrolet plans to sell 71,451 cars this month. He also stated that selling conditions in October loom considerably brighter than in September.

"I am optimistic also for November and the ensuing months," he declared. "Last November our sales quota called for 43,000 units, whereas we sold and delivered more than 72,000 cars and trucks. What we accomplish this year in November and December will hinge largely upon our October showing. I look forward to 1928 with confidence in continued leadership and continued progress for Chevrolet's record breaking success."

Womah's Hair Occasions Quick Death by Lightning

BERLIN (AP)—Her long hair proved a fatal conductor of electricity to Gracien Schaefer, a young peasant woman of Sittling, she was struck and instantly killed by lightning which shot down the electric lighting to a lamp, and from there to her hair as she was combing it out.

### COLD DAYS AHEAD, AUTOIST REMINDED

Winter Annoyance In Form of Imperfect Equipment To Be Warded Off

FLINT, Mich., Oct. 22.—It's time for the car owner to prepare for cold weather. This is the reminder issued by C. W. Jacobs, service manager of the Buick Motor Company, who advises attention to batteries, oil, tires and brakes as a precaution against winter annoyances.

The following suggestions made by Mr. Jacobs hold good for most cars:

1. Have battery checked and if necessary charged to insure vigorous cranking in cold weather. Have generator cleaned and charging rate advanced to maintain battery in proper condition.

2. Switch to lighter oil at the first indication that the starter is having hard work cranking the engine.

3. See that tires are sound. It is less troublesome to repair them now than to make emergency changes in cold weather.

4. Have brake action equalized, particularly on two-wheel brake cars. "The heavier the car, of course, the less the chance of interrupted service due to cold weather. "With the new Buicks, for instance, most of these preparations may be omitted. Buick of 1928 is equipped with an automatic charging control which prolongs the life of the battery by preventing over-charging. The charge is adjusted for winter and summer operation without any attention. Addition of water is all the new Buick's battery is likely to need for a long time.

5. Sufficient alcohol should be added to radiator to prevent damage by freezing, but not until weather requires it.

"The crankcase oil in Buick for 1928 need not be changed very often. It must of course be replenished from time to time, and as cold weather approaches, these replenishments should be made with lighter oil.

"Unless they are very evidently out of adjustment, the Buick brakes will need no attention in preparation for winter. But for the average car, they should be checked over carefully, for dry streets and badly-equalized brakes are a dangerous combination.

"Pretty nearly every one who is driving a car today can remember when the majority of owners jacked up their automobiles for the winter, drained the oil and water, and deflated the tires. Today that is almost unheard-of. There is no reason why, with a little extra care, the modern motor car should not go through the winter without a single interruption of service."

French milliners are making many models of velvet. Brown and yellow as well as black, dark red and dark green are favorite colors with Reoubou, as well as beige and gray. Agnes makes use of all the blues and bright pink and black is also used by her.

Man in Kansas City says he has a cigar 37 years old. That's nothing, we got a box full last Christmas.

### S. Barber Secures Agency For Willys-Overland Here

S. Barber, recently of Chicago, has been appointed Willys-Overland dealer in Salem. It was announced here Friday. Mr. Barber's son will be in active charge of the agency, which will be located in the new building now being completed for the Valley Motor company on Center street near Commercial, where the Bonesteel Motor company used car lot was formerly situated.

The new company here will handle Willys-Knight and Whipper cars. The state distributor is the Billingsley Motor company, of Portland.

### Stuttgart Indignant When Statue of Etzel Removed

BERLIN (AP)—The recent German Association (Hindenburg) tournament in Munich was marked by an unprecedented attendance. More than 4,500 championship holders, 1,200 champions of small caliber were competed. Even though the Austrian shooting leagues did not attend this year.

## SUPPLIES

Let us suggest a few needed accessories which are needed for comfort and safe winter driving:

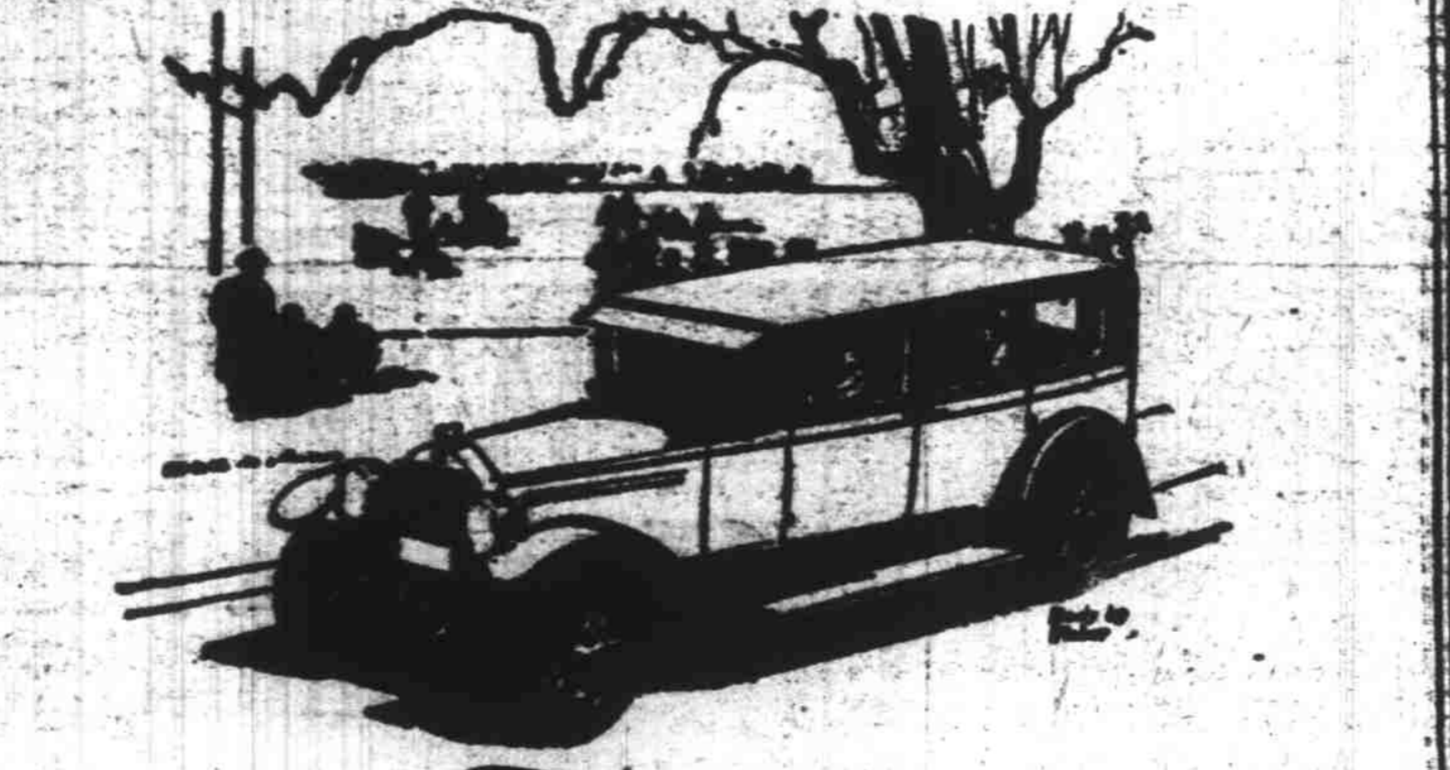
WINDSHIELD SWIPE	HEATERS
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WHEN BETTER AUTOMOBILES ARE BUILT, QUICK WILL BUILD THEM



## There's no "time out" for Buick

The referee's whistle shrills... "time out!"... The game halts pending a player's return to the line-up. "Time out" is never called for Buick—Buick is always "in the game"—never "on the side lines". If there is a "long run" to be made, you can depend on Buick to reach the "goal".

When you attend the big football games this year, notice the predominance of Buicks—for men and women who like action, like Buick.

Sedan \$1295 to \$1995 Coupe \$1195 to \$1850 Sport Models \$1195 to \$1525

## BUICK for 1928 OTTO J. WILSON

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## Does Your Starter Start?

BEING automobile electricians, firing self-starters on them with start, and repairing them so that they will perform their functions properly—that is our particular work. If you are having any kind of trouble with your starter, bring your car in and have it remedied. It will be repaired on a flat rate and you will know from the time you bring your car in until you take it out—just what it is going to cost you to have that starter repaired.

### E. H. BURRELL

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