

## SEVEN NEW BUICK MODELS WELL LIKED

Series Designed To Meet Variety of Owner Requirements and So Please

FLINT, Mich., Nov. 26.—The seven Buick models comprising the Series 115 group, which was introduced into the Buick line less than four years ago, is finding particularly ready acceptance among the fast-growing ranks of two-car owners. C. W. Churchill, general sales manager of the Buick Motor company, announced this week. Mr. Churchill was discussing the American family's increasing recognition of its need for more than one automobile.

Dealers' reports, Mr. Churchill said, indicate that a surprising proportion of the Series 115 models sold during Buick's record-breaking past three months were bought by owners who already possessed one or more of the Series 120 or Series 128 models. Buick's retail sales for the period between June 30 and Oct. 1 totaled \$2,955 of which approximately half were cars of Series 115.

Credit for the immediate success of the Series 115 Buicks is given by dealers to the one-quality policy governing construction of the Buick line. Though designed to the requirements of the driver who prefers a somewhat lighter car than the 120-inch and the 128-inch wheelbase Buicks, the seven models on the 114 1/2 inch wheelbase are identical with the others in quality of material, in workmanship, and in engineering details.

"This fact," said Mr. Churchill, "has made our Series 115 cars popular among owners who have long derived satisfaction from the larger Buicks. It is only natural that when need for a second car arises, they turn again to Buick. Besides assuring themselves of reliable transportation, they secure added convenience in operation and servicing, through use of two or more cars of the same make. The Series 115 Buicks are designed to meet a variety of owner requirements. They include five-passenger two- and four-door sedans, roadster, touring car, passenger coupe, four-passenger country club coupe, and five-passenger town brougham.

### CHRYSLER ANNOUNCE MOST POWERFUL CAR

(Continued from Page One)

Advances in manufacturing make each of the five Chrysler-built body models an individually custom-tailored creation, with new ideas and many options in both body trim and upholstery of broad-cloths, Bedford cord, mohair and leather.

This custom idea is furthered by finishing all fenders to match the individual body tones. It is accentuated still more by matching the colorings of bumpers, radiator shells, trunk and even tire covers to fit each car turned out. The buyer has the option of having disappearing glass panels built into the backs of the front seats in each of the sedan models, at slight extra cost. This feature converts these cars into either an owner-driven or chauffeur driven car in a moment. Outside finish is in new and distinctive color blendings, with narrow belt lines. One experiences a surpassing sense of comfort in the long, wide bodies.

**New Front Seat Design**  
Chrysler has accomplished another unusual thing in fashioning the back of the front seat straight across the car, rather than following the conventional practice of curving it. Its engineers have devised a front seat that is equally as comfortable as the curved one, combining with that factor a full utilization of the width of door openings, both front and rear.

This also permits the use of flat plate glass partitions, rather than the curved type heretofore universally employed, obviating those light reflections that have always been bothersome to rear seat occupants at night because of the curved glass partition. Doors are likewise wider.

Roof coverings of all closed cars

are of the soft fabric type, impressive in appearance and of enduring quality. Rear quarters are of the same material and match the body colorings.

The striking individuality of the new Imperial '80' is heightened by the fact that the car is completely without manufacturer's insignia which tends to advertise it as to make, except for the wings of the Chrysler radiator cap, Federal theft plate and Chrysler trade mark on the dash and door sill plates. Neither on the radiator shell, hub caps or lamps can any manufacturer's identification be found. Lamps, incidentally, are of new bowl type. Lamps, tie rods and radiator shell are plated with chromium, one of the hardest and most durable of metals.

Rear lights are of the three signal type—red warning light, stop and backing lights, the latter throwing a flood-type white beam.

**Great Range of Vision**  
Seated in the front compartment, the use of new narrower corner pillars will be noted, increasing the range of vision. The steering column is adjustable to three positions—for large, medium-built and small persons, by means of a bracket under the cowl. The steering wheel has new-type spars, throttle and head-lamp controls. Instrument panel is of new design, indirectly lighted in the fashion Chrysler originated. Ventilation built into both sides of the cowl and the vision-ventilating windshield, long a Chrysler feature, aid in keeping fresh, cool air constantly circulating in the front compartment whenever desired and promotes driving comfort. The ignition lock, which automatically cuts off ignition and makes the car inoperative in the event of a theft attempt, is standard equipment.

**Many Chassis Improvements**  
Chassis improvements are many. In addition to those already enumerated, Crankshaft, crankcase, pistons, valves, carburetor, impulse neutraliser, engine mountings, clutch, transmission, manifold, radiator, rear axle, springs and brakes have all had the close painstaking attention of the Chrysler engineering staff and are designed to handle with an ample factor of safety, the vast power capabilities and extreme flexibility at every speed of the 112 horsepower engine.

**"Red-Head" Engine Standard**  
Performance will be found even smoother. With the "Red-Head" high compression engine, first introduced into the Chrysler line several months ago, and now adopted as standard for all body types of the new Imperial '80', is obtained even faster acceleration and noticeably greater power at all speeds.

Pistons of the famous inverted-strut type, which Chrysler pioneered, are now equipped with "Tung-stite" rings, another new development by Chrysler engineers. Each piston is now fitted with four rings of the new type and one oil wiper ring. Valves are silchrome steel.

The cylinder bore has been increased to 3 5/8 inches, with 5 inch piston stroke. An efficient crankcase ventilation system is built into the engine, lengthening the useful life of the oil and minimizing the possibility of corrosion through impurities in the oil or air. It has a shut-off that is quickly accessible for warm weather driving.

The crankshaft is balanced both statically and dynamically, and counterweighted. The impulse neutraliser, another improved result of Chrysler pioneering achievement, neutralises torsional reactions in the crankshaft at all engine speeds. According to factory officials these developments play a large and vital part in the combination of engineering triumphs in the new Imperial '80' which set up new standards of performance, even for super-fine motor cars.

**New Carburetor Principle**  
The carburetor is especially designed to assure the greatest flexibility in meeting all power requirements, and to promote an amazing smoothness of engine operation. A new principle of positive injection of fuel for acceleration assures instantaneous response to every touch on the throttle, and overcomes the tendency toward studdering that has characterized carburetors of the past when used with engines of exceptionally rapid acceleration ability. It has an extra gasoline needle lift for cold weather start-

ing. The manifold, of course, is also constructed to handle the great power output.

The new clutch is of the single plate type, with cushion drive. The transmission case is aluminum. The emergency brake lever is so shaped that handling it is unusually convenient. Large ring gears are used in the rear axle. Springs are anchored in blocks of live rubber, the springs themselves being protected from water and mud by tailored boots.

The new type hydraulic four-wheel brakes are internal expanding, with an automatic refill for the master cylinder—a feature showing great improvement in braking performance. The gasoline tank has 20 gallon capacity, with three gallon reserve. A feature of the roadster that marks another interesting departure from the usual is that it has a special door built into the right side to assist entering the rumble seat.

### WHIPPET CABRIOLET COUPE INTRODUCED

(Continued from Page One)

side windows set in nicked frames may be raised, thus providing a three-sided windshield. The interior is fitted in fine leather upholstery adding to the smartness in appearance. Landau bows and the top of genuine Hartz material, are among the custom car refinements which enhance the individuality of the cabriolet coupe.

The high standard of performance of the Whippet line of motor cars is maintained in the cabriolet coupe. Noted for its oil and fuel economy, power and speed, it also embraces numerous advantages and features found in cars selling in a higher priced field. These features include Bendix 4-wheel brakes, increased roominess, low center of gravity to provide smoother riding qualities and greater road stability, higher speed, more power, faster acceleration, force-feed lubricating system, silent timing chain, adjustable steering column, oversize balloon tires and snubbers on the front springs.

In the design and production of this new cabriolet coupe, Willis Overland officials declare that an advanced step has been taken, striking a new idea of value in both the light car and the light six chassis.

### KEEPING YOUR CAR IN TRIM IMPORTANT

(Continued from Page One)

ing crankcase ventilation on the Buick by removing all solid particles of metal, carbon, etc., from the lubricating oil, your oil will last many times as long as previously. Oil that would be worn out at the end of five hundred miles of operation is still full bodied and in good condition after two thousand miles of running in a Buick, because of the oil filter and Buick crankcase ventilation.

### LARGEST A. A. CLUB

The California State Automobile Association, affiliated with the American Association, has a membership of 73,000.

## WILLARD'S POWER UNITS MEET FAVOR

Units Conceded To Be Among Best On Market and Use Proves Case

The Willard line of power units which now includes an "A" unit, a "B" unit and a combination "A" and "B" have become extremely popular in Salem and are being included on more and more sets, claims Joe Williams, Willard dealer here.

"When these units first appeared on the market under the Willard name it was conceded that they were among the best to be had and actual usage over a number of months has proved this to be true.

"The new 'A' and 'B' combination unit, which has just recently been added to the Willard line, embodies all the best features that have come out of a long experiment.

"The 'A' side of the unit consists of a 40-amp. hr. charged Bone-Dry Willard battery and a tube-type charger. A switch provides for two rates of charge—a 1/2-ampere trickle charge, and a two-ampere charging rate for sets of 6 tubes or more—and for emergencies. The 'B' side of the unit is the new Super 'B,' which is a new filter circuit worked out in the Willard laboratories. The use of larger condensers enables the unit to deliver a considerably higher voltage than can be secured from the standard size.

"With a current drain of 40 milliamperes this unit will deliver 150 volts and at 20 milliamperes it will deliver from 200 to 210 volts. An automatic relay switch is connected to turn the trickle charged on and off."

### WHY OLDSMOBILE 4 BRAKES ACT AS ONE

(Continued from Page One)

regated iron rolls which are used to transmit the power of the electric motor to the tire tread. The surface of the rolls produce the same co-efficiency of friction as a good concrete road and rotate at a slow speed to avoid taking advantage of the high self-energizing characteristics of Oldsmobile brakes and to make sure that readings will not be inaccurate because of

cause of deceptive temperature rise of brake lining or drum.

"After driving the car on the rolls, the operator places the transmission control into neutral position, stops the engine and depresses the brake pedal a distance of 3/4 inches where it is held by a gauge block. This distance is equal to 75-pounds pedal pressure.

"Under these conditions, with the road surface literally being pulled under the tires, the dial on the weighing scales of the respective units register accurately the pounds of 'road pull' created by the resistance of the engaged brakes. Four mechanics, working in a pit beneath the car, quickly and easily adjust each brake to the required figure, as indicated on the dial, insuring perfect equalization between the brakes at the left and right sides of the car.

"After the adjustment is made the brakes are released and the dial again read to make sure that none of the brakes drag on the drum.

"As a result, upon application of the Oldsmobile four-wheel brakes the car does not 'drag' to left or right and all four brakes build up to the point of maximum braking value simultaneously. That is why there was no danger of turning into either line of Oldsmobiles when we applied the brakes after leaving the steering wheel free."

### PRESENT PROSPERITY DUE TO AUTOMOBILE

(Continued from Page One)

first importance as a trade barometer. "The automobile, creator of mass production, is the real center of this present period of prosperity. Mainly to the automobile belongs the opportunity of opening up the world, of penetrating every nook and corner, of becoming in this mechanical age the counterpart of intrepid explorers of centuries past—the forerunners of commerce as we know it today," Mr. Franklin said.

### Construction of Roads Should Look To Future

Secretary of Agriculture William M. Jardine says that the construction of earth roads on the lines and grades and with the drainage provisions that will be required by the pavement of the future is a recognized application of sound principles. But it has a much wider application than that. The acquisition of rights of way of ample width for the future, so that whe-

be possible without heavy expense or injury to private property to effect the necessary improvements in another highly important thing. The same foresighted policy suggests the location of improved highways in relation to railroads at crossings in such a manner as to provide for separation of grades and it applies also to provision for the construction of future by-pass highways around cities and for the diversion of traffic from routes of growing congestion.—Motor Chat.

### Chandler Motor Pulls Heavy Load In Low Gear

CHANDLER—14 AUTO  
"A tribute to the stamina of the various Chandler motors was paid recently when a letter was re-

ceived at the factory telling of a sand-sucker powered by a six-year-old Chandler," remarks Mr. MacDonald of the MacDonald Auto company, local Chandler distributor.

"Mr. T. H. McKenzie of Oilphant, Ontario, secured an old Chandler that had seen much hard service. He mounted the motor and frame on a scow and coupled the drive shaft to a centrifugal pump with an eight inch suction pipe. This combination, known as a 'sand-sucker' is used in dredging channels.

"The motor has seen 150 hours of service on the scow according to Mr. McKenzie. Due to the heavy load it is necessary to run the motor in low gear. This turns the pump 210 revolutions per minute and is equivalent to a mo-

tor speed of 20 mph. "The total work done by the motor to date is equal to 15,000 horsepower-hrs. pulling, all in low gear. "This remarkable work has been accomplished without pair bills and Mr. McKenzie the motor has given wonderful service in every respect."

**CARE OF FINISH NEEDED**  
If automobile owners took the same care of the finish of their car as is used in automobile factories their cars would look like new for years. At the Oldsmobile factories every care is taken not to mar the finish when the car is being assembled. At points where there is danger of this occurring coverings and pads are used preventatives.

NICE  
ISN'T IT NICE TO HAVE  
All Night  
TIRE REPAIRING  
GASOLINE OIL  
POWER GREASING  
ACCESSORY  
Service  
Car Washing and Polishing from 8 A. M. to 6 P. M.  
"JIM" "BILL"  
Smith & Watkins  
Center and Liberty Streets Telephone 44

Why Not Have The Best?  
Miller tires are chosen as equipment on America's finest cars. This is a recommendation for their quality.  
If your tires need replacing you should replace them with Miller's and be sure of the best.  
The following cars are equipped with Miller's:  
GARDNER OLDSMOBILE TRUCKS  
BUICK HUSBON ESSEX WOLVERINE MARMON STEARNS KNIGHT PIERCE ARROW VELLIE  
FORD ON KNIGHT COLUMBIA AUBURN STUTZ JEWETT  
MILLER TIRE SERVICE  
197 S. Commercial "Russ" Smith Telephone 313

Inspection Comparison Demonstration  
3 steps that will prove  
The New Chrysler 52 is the car for you  
\$725  
FOR COUPE  
Roadster (with rumble seat) \$725  
2-door Sedan . . . 735  
4-door Sedan . . . 795  
DeLuxe Coupe . . . 795  
DeLuxe Sedan . . . 875  
All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are to be held responsible for the actual prices of these packages. Ask about Chrysler's automotive plans.  
New Chrysler "Red-Head" Engine—designed to use full advantage of high-octane gas. In standard equipment on the new Chrysler "80" it is also available, at extra cost, for all other body types. For a complete list of all other body types, for a complete list of all other body types, for a complete list of all other body types, for a complete list of all other body types.  
Before you buy any car you owe to yourself to see what the New Chrysler "52," at \$725, offers you in greater quality and value.  
First of all, inspect it. After your eye has been satisfied, ride in the car. Get behind the wheel. Try the car's speed, 52 miles and more an hour—smooth, sweet, unfailing. Typical Chrysler acceleration. Power for hills. Comfort for city highways or rural byways. Ease of handling—it steers, turns or parks with consummate readiness.  
Try this program—Inspection, Comparison, Demonstration.  
You'll be convinced that here is the greatest value to be had at \$725—that the New Chrysler "52" is the car for you.  
There are four great Chrysler cars in four great price fields—\$325, \$425, \$725 and Imperial "80"—with 30 body styles, valued from \$725 to \$3995.  
Fitzgerald-Sherwin Motor Co.  
"The House of Courteous Service."  
Corner Chemeketa and Liberty Streets. Telephone 1122.

WAKE UP! Is Your Car Ready for Winter  
The transmission and differential of your car should be thoroughly cleaned and filled with new oil before winter's cold weather. We clean them with steam before refilling, cleaning out all grease and dirt. Ask Any of Our Men About This Service.  
Auto Electric Service  
R. D. Barton  
Batteries, Magnets, Generators  
Electric Service for Auto or Radio  
Telephone 1107  
SALEM SUPER SERVICE STATION  
Yang & Eckerlein High and Ferry Streets  
S S S S  
Service Station No. 2, corner Commercial and Chemeketa. Service Station No. 3, corner Commercial and Mission.

Storage Fuel Transfer  
Crating Local and Long Hauling Moving  
143 So. Liberty Phone 930

Looks Often Deceive  
Your tires may look good and you may think they are good for many more miles—yet one may blow out without any notice sometime when you are in a big rush.  
Looks often deceive—Don't take the chance. Drive in today and let us look over your tires. Perhaps a little repair job or vulcanizing will do.  
Or if you need a new tire we recommend a  
Seiberling All-Tread  
protected against sharpest rocks, ruts, curbs—traction plus, a protector tire.  
ZOSSEL'S TIRE SHOP  
198 S. Commercial