

## NEW LINE OF CARS ATTRACT ATTENTION

General Motors Presenting Solid Front of New Models For Approval

Commenting upon the new line of cars just announced by the various General Motors car divisions, Alfred P. Sloan, Jr., President of the Corporation, made the following statement today:

"General Motors, through the Chevrolet Motor division, is offering at this time a full line of new models—a bigger and better Chevrolet. While the details are being fully announced in the usual manner by the Chevrolet Motor Company, I want to emphasize the very material advance which these cars offer over any car that the Chevrolet Motor Company has heretofore been able to present.

"In the first place, the power plant has been materially improved, resulting in increased performance. This is in line with the current trend, particularly in the direction of increased acceleration for traffic and hill climbing. Many details in construction of the chassis have been altered to effect this result. The most striking advance, however, is an entirely new line of Fisher bodies which, together with new radiator and hood treatment, results in an artistic development which has never been equaled before in motor cars in the Chevrolet price class. The new bodies provide not only greater room of appointment but added comfort and convenience as well as considerably more room. Four-wheel brakes have also been included to effect a more positive control. The wheel base has also been lengthened. There results a bigger and better Chevrolet in every sense of the word. In the development of the Chevrolet it has been in the past and will continue to be the policy of General Motors to offer in that car the maximum possible value that its extensive resources permit at the price, rather than to build the car at the lowest possible price.

"In the new models of the Pontiac offered by the Oakland Motor division, important changes have also been made. The power plant has been materially improved, increasing performance, particularly acceleration. A new line of Fisher Bodies have been developed which, together with a new development in the front, has greatly improved the artistic appearance of the car. Four-wheel brakes have also been added.

"The Oldsmobile division is offering an entirely new motor car from beginning to end—a complete new power plant as well as a complete line of new Fisher bodies. I feel sure that the Oldsmobile workers in collaboration with the engineers of the Fisher Body division have developed a car of unusual attractiveness even in this day of many attractive motor car products.

"Still in addition to the above, the Cadillac Motor division is offering additional models in the LaSalle line, particularly a very interesting five passenger sedan at an unusually attractive price. This is made possible by the substantial increase in volume enjoyed by the Cadillac Motor Car company resulting from the inauguration of the new Cadillac as well as the addition of the LaSalle to the Cadillac line.

"To make the General Motors picture complete, I should include the fact that Buick and Oakland also need their new models in the recent past so that General Motors now presents a solid front of an entire new line of cars to the public.

All the above offerings are in harmony with the policy that General Motors established some years ago and to which it has consistently adhered; i.e., a program of continuous progress with quality as the basis.

## Let us Use this machine to give you

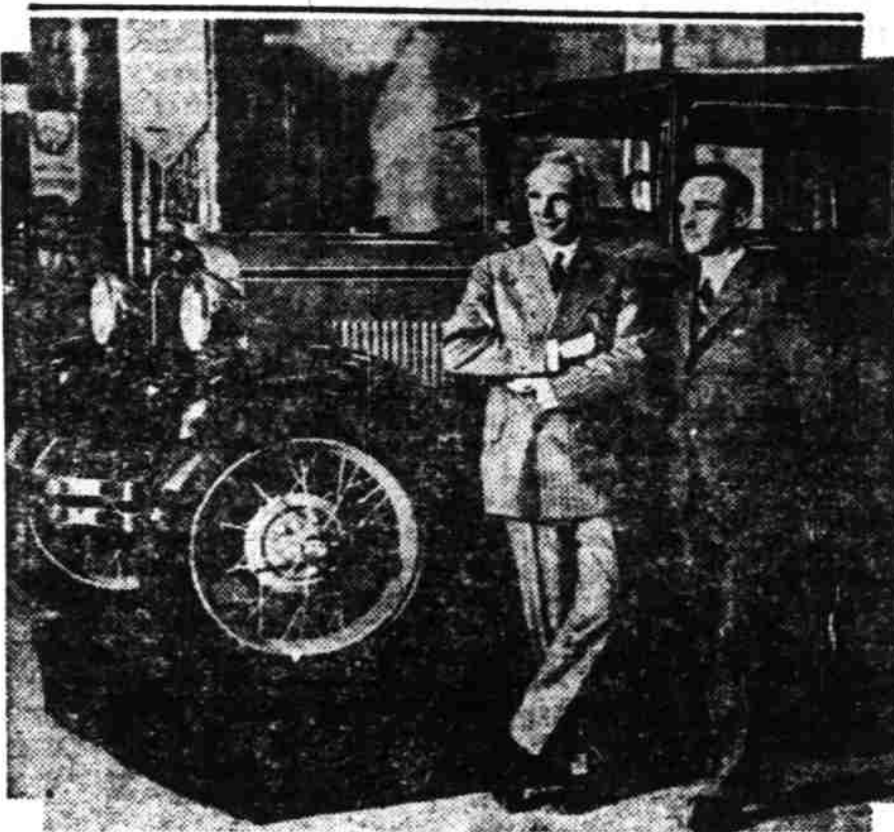


## Perfect BRAKES

Before we relin your brakes we true the drums with this machine. With the drums perfectly true... all scores and grooves removed... we give you perfect brakes that grip evenly, surely and quietly. True drums save brake linings and tires.

**MIKE PANEK**  
SALEM'S BRAKE SPECIALIST  
275 S. Commercial St.  
Hydraulic and Bendix Brake Expert

## FORDS STAGE THEIR OWN SHOW



Running concurrently with the National Auto Show at Madison Square Garden, New York City, Henry and Edsel Ford are staging the Ford Industrial Exposition, also at Madison Square Garden. They are shown here standing before one of their new models at the show, which drew 15,000 spectators the first day.

dominating key note or, in other words, giving to the public promptly, new ideas in motor car construction and development as advanced methods of manufacture and proved engineering developments make possible to the end that General Motors products shall represent a continually increasing standard of value. There is no question but what new offerings at this time represent values that General Motors has never been able to offer heretofore. Prices in the main have not materially altered. There have been adjustments on the various models as altered costs have required. The greatest benefit accruing to the public in my estimation is the very substantial increased value that has been put back into the cars themselves. I have confidence that the public will show its appreciation of these new motor cars the same as it has endorsed General Motors new offerings in the past."

## ALL MOTOR HEADS AT RECORD MEET

(Continued from page 1.)  
fred P. Sloan, Jr., president of General Motors; Henry Ford; Edsel B. Ford, president of Ford Motor company; Walter P. Chrysler, president of Chrysler Corporation; John N. Willys, president of Willys-Overland; Lawrence P. Fisher, president of Cadillac; R. E. Olds, chairman of Reo; Fred J. Haynes, chairman of Dodge Brothers; Charles D. Hastings, chairman of Hupp; Charles W. Nash, president of Nash; Robert C. Graham, vice president of Graham-Paige; William E. Metzger, vice president of Federal; H. H. Rice, assistant to president of General

Motors; Walter C. White, president of White.  
Guests at the head table included: William M. Jardine, Secretary of Agriculture; Congressman James C. McLaughlin and Grant M. Hudson of Michigan; Arturo C. A. Buxton, Automobile Club of Argentina; Emil Salmons, president, Swedish Automobile Dealers association; Sir Herbert Austin, Society of Motor Mfrs. and Traders, London; Thomas H. MacDonaid, chief, U. S. Bureau of Public Roads; Lewis E. Pierson, president, Chamber of Commerce of U. S. A.; H. O. Smith, chief of Automotive Division, U. S. Department of Commerce; Noah C. Rogers; "Senator" Edward Ford and Henry G. Weaver, speakers at the dinner.

Officials of associations in the automobile field at the head table included: J. R. Histed, Chicago Automobile Trade association; Paul Henderson, president, Aeronautical Chamber of Commerce; Thomas P. Henry, president, American Automobile association; Warren Griffith, vice president, National Automobile Dealers association; H. L. Horning, president, Motor & Accessory Manufacturers association; J. H. Hunt, president, Society of Automotive Engineers; J. C. Weston, president, Rubber Association of America; A. G. Southworth, president, Automobile Merchants association of New York; E. M. Morris, president, National Association of Finance companies; Walter C. Hecker, vice president, Automotive Equipment association; Henry R. Sutphen, president, National Association of Engine and Boat Manufacturers.

Read the Classified Ads

## STRONG POSITION; PROSPERITY SEEN

Eyes of Automobile World Centered On Toledo After Price Change

With the eyes of the entire automobile world centered on Willys-Overland following the entry of the Toledo manufacturer into direct price competition with the lowest priced cars in the light car field, John N. Willys, president, has declared all plans have been carefully outlined for 1928 and that the company enters into the campaign in the strongest position in its history.

"In spite of the tumult of competition, I feel assured that Willys-Overland will establish new high records in volume and profits in 1928," Mr. Willys stated. "Low Whippet service costs and facilities will make money even on normal production and with a greater volume of business assured, our profits will be even larger."

Commenting on the sound structure of the company Mr. Willys said, "In the last three years we have put into our five large plants a total of \$12,500,000 in plant improvements and facilities. This notable investment has come mostly out of profits and only \$3,600,000 was capitalized.

"We have been careful to protect our cash position and our last quarterly statement showed cash and cash items of \$18,000,000.

"To meet our enlarged program for 1928 meant that it has been necessary for us to bring up to maximum efficiency the 149 buildings in our plants at Toledo, Pontiac, Mich., Toronto, Ont., and Stockport, England.

"Immense economies are possible through the construction of our own bodies in our own new body plant. This means, not only the elimination of the manufacturer's profit and transportation costs but also a great contribution to overhead.

"Our field stocks are lower than they have been in a long while at this time of the year, and the Whippet, which has been a factor heretofore in the light car field is now headed for a position of leadership in this classification. "Our entire manufacturing plans have developed with the quality idea as their basis. Engineering will be by the same engineers who are responsible for the Willys-Knight and price leadership will be maintained on the same foundation as engineering leadership."

Mr. Willys also sounded a note that voiced unusual optimism over business prospects for the present year when he said:

"Every sound expert who has made an analysis promises that the country is destined to enjoy a continuance of the splendid prosper-

ity that has marked the years from 1923 to 1927. Our national wealth is increasing on an average of 15 per cent a year so that as a nation we have a net worth of perhaps \$350,000,000,000 against total debts of \$18,000,000,000. This is a ratio of assets to liabilities of about 20 to one, which constitutes a pretty good statement.

"Business is going to profit by the reduction of the income tax on corporations and it is a certainty we are going to see a reduction in the excise tax on automobiles and possibly its entire elimination."

Mr. Willys agrees with other leaders in the automobile industry that 1928 will be the biggest year in automobile history and that there will be manufactured 5,000,000 cars, a figure never before obtained.

## INTEREST IN ROADS CREATING FRIENDS

(Continued from page 1.)

tion in Mexico and its Relation to Pan-American Highways" and Julio Fajardo, engineer of Bogota, Colombia, who told of "Road Work in Colombia."

Other Latin-American delegates were: Angel Guareño, Chile, Espritu Santo Potes and Jose Maria Ospita, Colombia; M. A. Cocco, Dominican Republic; Julio Garcia and Jose Rivera, Mexico.

From Spain, the government sent Enrique Demesa as its official representative, testifying to that country's awakened interest in improving its highways. The Union of Russian Soviet Republics sent a delegation of seven experts headed by Max Rabinoff and A. L. Dmitrieff to study American road building methods and improved road building machinery.

"The future of Oldsmobile was optimistically outlined by Alfred P. Sloan, Jr., president of the General Motors corporation, at a dinner meeting of 800 Oldsmobile dealers from the north central section held recently at the factories in Lansing, Mich. Mr. Sloan emphatically stated that the full resources of General Motors were back of Oldsmobile and that the corporation officials attached great importance to the success of this division.

A prosperous 1928 was predicted by Mr. Sloan for the automotive industry. He declared that the purchasing power was present and that, barring some unforeseen catastrophe, a splendid business should be done.

"I think that general business is going to be good," said Mr. Sloan. "It must be fairly good to have the above prediction come true. As a matter of fact I cannot see any reason why it should not be good.

"Of course, it is a presidential year but there are no important economic questions before the country and it does not seem likely any will arise, and that being the case I do not think the upset of business resulting from presidential election that used to occur in past years, will be material."

The Oldsmobile dealers present were from Michigan, Wisconsin, Indiana, northern Illinois, northern Ohio and western Pennsylvania. Previous to hearing Mr. Sloan they had been informed of the 1928 Oldsmobile plans by President I. J. Reuter and Vice President and General Sales Manager D. S. Eddins. The dinner was part of a two-day program which included a presentation of sales, service and advertising plans of 1928 and a trip to the General Motors proving ground.

Mr. Sloan reviewed the Oldsmobile plans for 1928 and declared that they should result in an exceptional year for the entire Oldsmobile organization. He praised Mr. Reuter and Mr. Eddins as representing a management upon which Oldsmobile could build a super-structure of greater business. Regarding the position of Oldsmobile in the General Motors corporation, Mr. Sloan said:

"I wish to impress on you Oldsmobile dealers, as well as all General Motors dealers and upon the public, that the purpose of General Motors is to offer to the public a complete line of fine motor cars. The Oldsmobile position in that scheme of things is a very important position. It is important not only because it is absolutely essential that General Motors should be represented effectively in that line but it is most important that that particular position should be developed in the strongest and most effective way possible."

HAS UNIQUE MANIFOLD  
The distinctive design of the intake manifold on all Chandler motors provides perfect gasoline distribution to all cylinders, at all speeds, and entirely does away with a tendency of raw fuel to "puddle" and flow into any one

## FUTURE FOR OLDS OUTLINED AT MEET

Prosperous 1928 Predicted By President of General Motors Body

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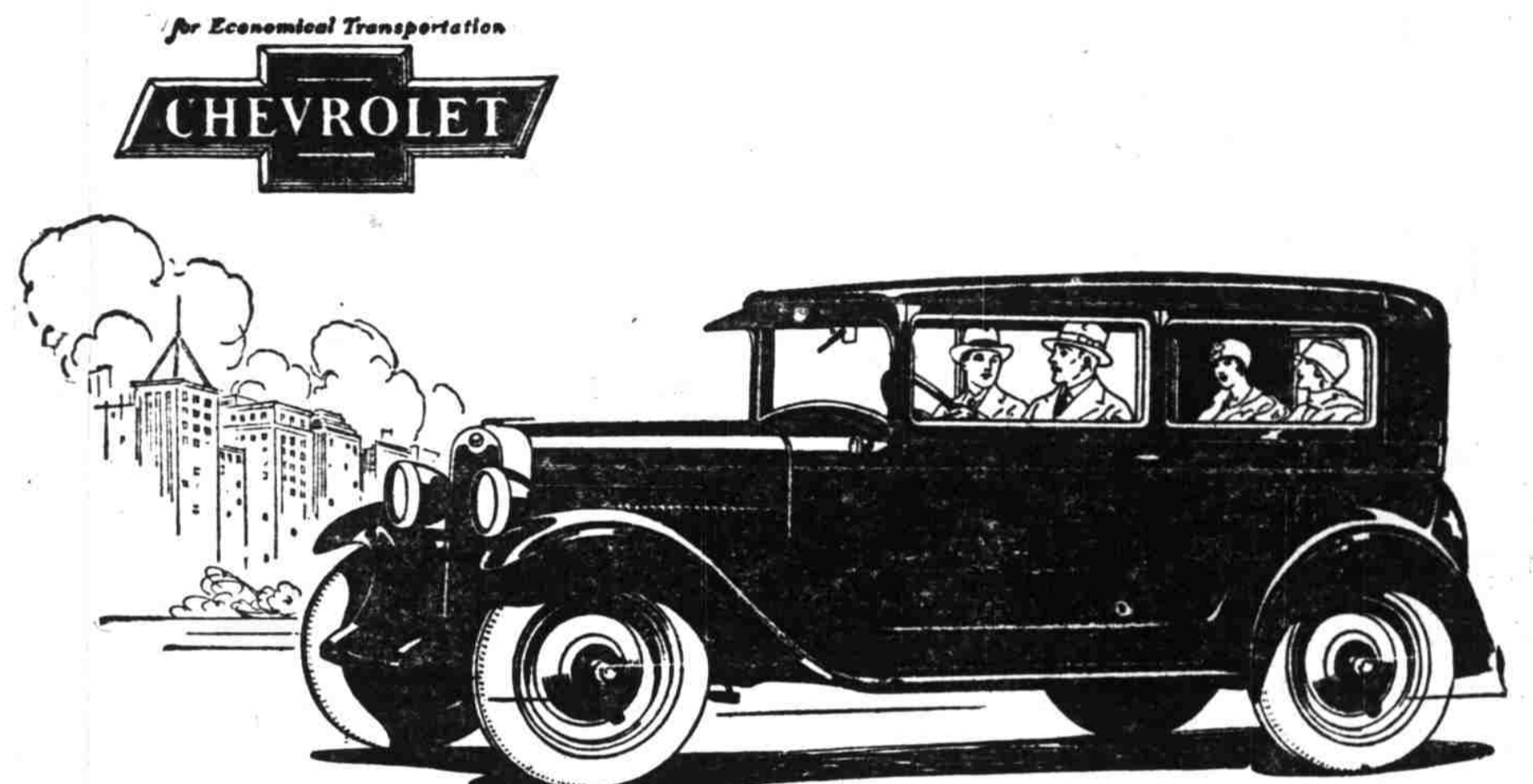
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  - The Coupe . . . \$595
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  - The Sport Cabriolet . . . \$665
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  - Light Delivery (Chassis Only) \$375
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—offering new Fisher bodies whose distinction reveals the world famous mastery of Fisher craftsmen—  
—providing the safety of four wheel brakes, a new measure of comfort, and thrilling new power, speed and smoothness—  
—the Bigger and Better, Chevrolet is being everywhere acclaimed as an amazing revelation in a low-priced car!

See this truly sensational automobile! Note how the hood lines stream back from the higher radiator and blend gracefully into the body contours. Note the deep

lustrous tone of the new color finishes in genuine Duco—the interior atmosphere of richness and elegance. Check the chassis—and discover every feature of advanced engineering design and the completeness of detail demanded in the finest motor cars. Then go for a ride!

Experience the flashing get-away and the marvelous smoothness of the improved valve-in-head engine with its new alloy "invar strut" pistons, new hydro-laminated camshaft gears, new mushroom type tappets and steel enclosure. Travel rough roads and observe the cushioning effect of the new semi-elliptic shock absorber springs.

Do that, and like tens of thousands of others, you will be amazed to learn that such a car can sell at such low prices!



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You have your choice of three popular Buick models—the roomy Sedan, the trim Coupe or the smart Sport Roadster.

And you can have it on terms so liberal that you need not deprive yourself of the joys of Buick ownership.

Luxurious bodies by Fisher in distinctive Duco colors . . . flashing getaway and the virile power of Buick's famous valve-in-head engine . . . supreme riding comfort resulting from Buick's Lovejoy hydraulic shock absorbers and Buick's cantilever springs.

Only Buick offers these fine car features at such moderate prices. See and drive a Buick. We will be glad to demonstrate at any time.

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850  
SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

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- Smart, low-sprung bodies
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- Adjustable steering column
- The Buick Double-Lock (One turn of the key locks both ignition and steering wheel)
- The famous Buick Sealed Chassis—with every operating part sealed inside a dirt-proof, dust-proof, water-tight housing
- Triple-sealed engine
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- Buick mechanical 4-wheel brakes
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- Five-bearing surface steering gear
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- Balanced wheels
- Air filter
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- Gasoline filter
- Thermosyctic circulation control
- Automatic heat control
- Vacuum ventilator (no oil dilution)
- Spark plugs sealed against water
- Engine mountings of resilient rubber—both front and rear.