

GAS PUMP PLACED ON PONTIAC SIXES

New Method of Assuring Proper Fuel Introduced On Oakland Six

Continuing the policy of keeping its engines up to the latest developments in engineering, the Oakland Motor Car company this year has equipped the New Series Pontiac six with the pump-feed of fuel supply. This with the G. M. R. cylinder head, a new carburetor and improved manifold, brings to the Pontiac Six new advantages in economy, reliability and performance.

Flooding of the engine is guarded against, fuel supply is conserved and easy starting is insured. Maximum power with a high degree of economy has been worked out to bring to the motor car that enviable combination—economical and dependable transportation.

Exactly the amount of gasoline needed is provided by the new fuel pump, which is driven directly from the cam shaft. Thus, when the starter first turns over the motor, just the required amount of gasoline is forced into the carburetor. Then in the carburetor an ingenious device automatically shuts off the gasoline when the proper quantity has been injected, preventing flooding. The gasoline pump is of exactly the same type as was introduced by the Oakland All-American Six.

The carburetor is of an entirely new vertical type, built especially for the Pontiac Six, and embodies two distinctive features—the Venturi Choke and the Internal Economizer. The Venturi-Choke develops high velocity at the carburetor nozzle, making starting easy and reducing crank case dilution. By means of a new internal connection between the choke and throttle lever, the speed of the motor is raised automatically when the motor is started to an idling speed corresponding to a road speed of 15 miles an hour. The Internal Economizer, by means of a sleeve valve inside of the carburetor and operated by the throttle valve, gives a lean mixture at average driving speeds and increases the mixture as the foot throttle is depressed.

Cold weather driving is made more easy through re-designed intake and exhaust manifolding. The three-point intake passages are an evolution of an much larger and the exhaust manifold follows the design of the Oakland All-American Six manifold, which carries the heat from all six cylinders around the intake riser. The amount of this heat carried to the intake riser is controlled by an adjustable valve.

An important factor which contributes to the efficiency of the New Series Pontiac Six engine is the G-M-R cylinder head, pioneered and proved on the Oakland All-American Six. Through its higher compression, more complete cooling of the gasoline mixture and its elimination of "spark knock" or roughness, the G-M-R head has permitted the automatic advancement of the spark to the highest point of efficiency and has increased the power of the new Pontiac by approximately 12 per cent with no change in cylinder displacement.

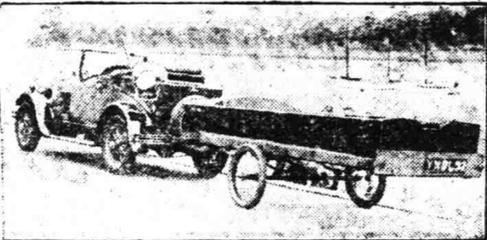
The bus division of the national motoring body says, "less than one per cent of the total railroad mileage as of December 31, 1919, was abandoned and only four and three-tenths per cent of this total mileage abandoned was the result of competition with motor vehicles."

The bus division has long advocated a policy of primary state control. Such a plan is definitely proposed in the I.C.C. Examiner's conclusions and now awaits action by the entire membership of the commission. One of the questions that has been raised is that of the constitutionality of such a proposal and Mr. Flynn discusses the legal phases of the problem in an exhaustive manner, finding that it is constitutional. The conclusions, briefly summarized, are as follows:

1. Transportation of passengers by motor vehicles over the public highways has become a permanent factor in the nation's transportation system.

2. Steam and electric railways have realized this condition and

Buick Figures in Channel Feat



For the first time in history, the English Channel has been crossed by a small outboard-motored boat. The man who performed the feat is Wilfred F. Fry, of London. Mr. Fry uses his Buick roadster, equipped with trailer as shown here, to haul his boat cross country to the various regattas in which it is entered.

REGULATION MOTOR BUSES CONSIDERED

(Continued from page 1.)

inary line known as a state boundary in order to take rank as an interstate carrier, although they carry passengers strictly in intrastate hauls."

The A.A.A. bus division cited impressive examples from the findings to show that many wide areas with a large population are entirely dependent on motor carriers. In Indiana there are 185,000 people living within 75 miles of Indianapolis who have no direct rail communication with that city. In the same state there are 600 towns and villages with a population of 50 or more which have no direct rail service. A total of 289 of these are served by regular bus lines and 500 by motor trucks. In California 855 towns rely entirely on motor transportation. The nation as a unit is becoming a network of improved highways over which travel modern buses transporting each day millions of passengers.

"The steam railroads have undoubtedly lost much business to the new highway transportation agency," the report to the I.C.C. says, "but it is also probably true that in the aggregate this has been more than offset by the gain from new traffic created by the development of the automobile industry. In the words of the president of one of the great transcontinental railroads in reference to the automobile industry: 'Its importance is so great, taken as a whole, that the railroads gain much more from the freight traffic it gives them than they lose from the freight and passenger business it takes away.'"

"From 1920 to May 1, 1925," the bus division of the national motoring body says, "less than one per cent of the total railroad mileage as of December 31, 1919, was abandoned and only four and three-tenths per cent of this total mileage abandoned was the result of competition with motor vehicles."

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more extensively using buses to replace train operations or to serve as feeders.

3. These carriers should be allowed to engage in such service upon obtaining the certificates of convenience and necessity as required under the Transportation Act.

4. The problem of regulating motor vehicle operation in interstate commerce is comparatively a new one, and it is too early to attempt regulation by a rigid law.

5. This regulation should not include motor vehicles operated by owners incidental to the conduct of their business.

6. Motor carriers operating in interstate commerce should first be classed to include those serving routes between two fixed terminals.

7. Original jurisdiction would be placed with State Commissions, with authority to appeal to the Interstate Commerce Commission.

SCHOOL BUS SALES GREATER THIS YEAR

(Continued from page 1.)

high grade instructors may be available for more children in even sparsely settled communities, bus manufacturers generally, and Graham Brothers particularly, anticipate that 1928 will be a record-breaking year in the sales of school busses."

Six of Century Now Possesses Cabriolets

A cabriolet for two, designed for the less conservative motor car owner, is announced as an addition to the list of body styles for the new Hupmobile six of the century. It comes with or without the rumble seat.

Fitted with factory installed customizing equipment, such as cowl lights, trunk rack, wire or disc wheels in front fenders, its racy effect is enhanced by the one-piece, full-crowned fenders, radiator shell design and cap, military visor and forward tilting windshield, the slight elongation of window spaces, landau bows and the graceful sloping of body lines at the rear and over the gasoline tank.

A remarkable color effect has been produced in this car. Main body color is Hawthorne green with Zanzibar green for the window reveals and wheels, black windshield frame and military visor, combined with scapings in old ivory. The rear curtain may, of course, be removed. Custom equipment matches that of the car's colorings in every detail, including wheels—whether wood, disc or wire. Even the bumpers and tire covers are designed to match the remainder of the car's ensemble.

Interior trimming is a special mohair or leather. All exterior bright work is chromium plated.

FALCON PLANNING MUCH EXPANSION

Only New Manufacturer In Passenger Car Field Sets Sales Record

Production plans of the Falcon Motors corporation, manufacturer of the Falcon-Knight Six, show a 200 per cent increase over production for the nine months, starting with April of last year, during which this organization has been in business.

With a dealer organization covering 750 dealer outlets, located in all basic sales points in the country, this manufacturer has built and distributed to owners, approximately 10,000 cars in its initial sales and manufacturing campaign.

This figure stands as a record in the price class occupied by the Falcon-Knight, made by a new manufacturer entering the field with a new type of car in its particular classification.

In percentage of increase, the production plans for this year are outstanding. According to statements made by various members of the management the estimated requirements of dealers, on a conservative basis, will make 30,000 of these cars a normal requirement for the year without forcing the present market.

The present organization has been completed and rounded into shape since March of 1927 at which time the initial announcement was made by Falcon Motors that deliveries would be made.

Sales records of the company show that the public acceptance of the car stepped into good volume immediately after it was first announced and that it has been maintained on a constantly increasing scale as new cars have been distributed throughout the country.

Steadily increasing interest in the Knight sleeve-valve motor is given by John A. Nichols, Jr., president, as the reason for the present position of the company. "Falcon Motors corporation was the first manufacturer to produce a six-cylindered Knight

sleeve-valve motored car in the \$1,000 price range," he says. This is an important price classification in the industry. Previous to the introduction of the Falcon-Knight, buyers who were restricted to this price range were unable to satisfy their demands for a sleeve-valve car.

"We found prospective owners waiting for the product we had to offer. Without attempting to force the market in any way, we have exceeded our original plans for our first sales period.

"We have let the car prove itself. It has done so in a highly successful manner as the records of our dealers clearly show.

"At our manufacturing plant in Elyria, Ohio, we have installed new machinery, and general tool production which we have estimated as being required to meet normal demands for this year.

"We have developed an entirely new line of bodies which will emphasize the luxury and beauty features which are so important to motor car users at the present time.

"In every way we have prepared to maintain the policies which established the Falcon Motors corporation on a sound foundation at its start.

"A study of the developments inside the industry during the past 12 months shows that the trend toward the Knight sleeve-valve motor has been one of the outstanding features of owner demand.

"At the present time we have a dealer organization of 750 covering the entire country. This in itself is an achievement in face of conditions which have prevailed during the past year, particularly so since we first started deliveries on the Falcon-Knight in April of last year."

Modernizing Motor Repair Shops

H. R. Cobleigh, secretary of Service of the National Automobile Chamber of Commerce, has been visiting the Buffalo, Cleveland, Detroit and Chicago Automobile shows making special studies of their shop equipment sections. Modern, efficient methods are now being introduced in automobile repair shops with the aim of turning out work more promptly and at greater economy.

All For Hupmobile Auto On First Ballot

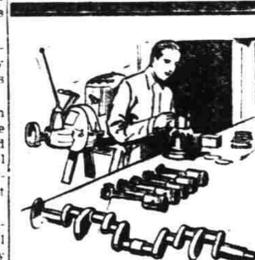
"Our family of seven went shopping for a new car," reports a prominent Oklahoma banker. "We inspected the various makes before attempting a decision. That evening we decided to take a secret ballot, giving our first, second and third choices. When the votes were counted Hupmobile

had received seven for first choice—a unanimous decision."

R. S. Cole, Hupmobile general sales manager, points out that "when a new car makes such an impression it is no wonder that people stand in line to buy, offer premiums for immediate delivery and do other things that have not occurred since the automobile was a baby and the century had just been born. As a matter of fact, this car

has so startled and excited the motor world that it has been aptly christened the Six of the Century.

"Literally thousands of persons have guessed its price from \$2000 up as high as \$3500, the average being more than \$2200. Naturally, they are pleasantly surprised and even more pleased when they actually discover that it is hundreds of dollars less."



THE INSIDE

of the motor is the vital place whence the power originates. For that reason you need skill and experience in repairing it. Our men know crank shaft alignment, piston travel, rings, bushings, wrist pins, etc. as they do the alphabet. You profit from their knowledge when we do the repair work on your car.

The MOTOR SHOP

COFFEY & DAVIDSON
267 N. Church Tel. 43

Your Motor Tested Free

We are now equipped to test your motor scientifically. Drive out and see us. Specialists in—

MOTOR, ELECTRICAL AND BRAKE WORK

HOLLYWOOD GARAGE

1999 N. Capitol Telephone 361

PONTIAC SIX



The New Series PONTIAC SIX is scoring a sensational success

The New Series Pontiac Six introduces a multitude of important improvements on a basic design which was already famous. New power, smoothness, speed—new style, comfort, luxury... if there ever was a low-priced six that actually challenges comparison, this is it.

2-DOOR SEDAN

\$745

Coupe • \$745 Roadster • \$745
Cabriolet • \$795 4-Door Sedan \$825
Sport Landau Sedan • \$875

Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include usual handling charges. Easy to pay on the General Motors Time Payment Plan.

VICK BROS., Salem

ASSOCIATE DEALERS

Byerly Motor Co., Albany, Oregon; Benton Motor Co. Inc., Corvallis, Oregon; Silverton Motor Car Co., Silverton, Oregon; Fred T. Bilyeu, Seio, Oregon; Bones Brothers, Turner, Oregon; C. J. Shreeve & Son, Dallas, Oregon; Henry C. Holleman, Harrisburg, Oregon; T. D. Pomeroy, Independence, Oregon; F. L. Miller, Aurora, Oregon; ...

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Monroe S. Cheek

Complete Automotive Lubrication
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Cars Washed WHILE YOU SLEEP

We Call For and Deliver Your Car



"JIM" SMITH and WATKINS

Open 8760 Hours Each Year

"That Means We Never Close"

Phone 44 Center and Liberty

OAKLAND COMPANY RECORD PRODUCTION

(Continued from page 1.)

Its present high level we confidently expect that in 1928 the volume of Oakland-Pontiac business again will show a 40 per cent increase.

"The continued popularity of the Oakland All-American Six and the enthusiastic public reception accorded the new Pontiac Six, with its many improvements and new features, indicate that our hope of bettering the national position of fifth in point of sales Oakland achieved last year is in process of accomplishment."

TURN TO THE RIGHT PLACE

Fitzgerald-Sherwin Motor Co.
Corner Liberty & Chemeketa
Telephone 1132

Transportation for less!

OTTO BUY

MILES

A fine car for less than half! Why wait? Little Cash! Ride and Pay!

1926 Chrysler Sedan \$950
1926 Chev. Sedan ... \$475
1927 Chev. Coupe ... \$600
1924 Jewett Sedan ... \$500
Buy a fishing car for ... \$75

Fitzgerald-Sherwin Motor Co.
Corner Liberty & Chemeketa
Telephone 1132
"The House of Courtesy"

\$1095
SEDAN R.O.B. DETROIT

BRILLIANTLY Different

Dodge Brothers Victory Six is not only a new car but an entirely new and better kind of a car. For the first time in history, body and chassis are a single, integral unit. The wide, deep Victory chassis frame, flush with the body lines, eliminates the body silt and the customary body OVERHANG. Major body parts are reduced from 367 to 81 175 pounds of useless weight are cast off! The gravity center is radically lowered—with head-room and road clearance unaffected. And battleship construction (i. e., double steel walls) is applied for the first time to the construction of a motor car body. The results can not be expressed—they must be experienced. No unpleasant skidding or sidesway at the corners. No back-wheel "chatter" when the Lockheed Hydraulic brakes are quickly applied. A smoothness over cobble roads that you have never imagined possible. A swift car that is safe—a moderate-priced car that is unsurpassed in smartness and individuality.

Tune in for Dodge Brothers Radio Program every Thursday night, 8 to 8:30 (Eastern Standard Time) NBC Red Network

Bonesteel Motor Co.

474 S. Commercial Telephone 423

The VICTORY SIX

DODGE BROTHERS, INC.
THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY