

OVERSEAS HIGHWAY OPENED TO TRAFFIC

Splendid Roadway Constructed Between Miami and Key West, Florida

The "Overseas Highway," connecting Miami and Key West, Fla. has been formally opened to traffic, although a ferry is used to transport automobiles over an uncompleted link of about 40 miles, according to the National Touring Board of the American Automobile Association.

The A. A. A. says that the highway, as it stands today, represents an investment of over five million dollars and an equal amount will be required to finish the project. The highway follows the route of the overseas extension of the Florida East Coast railroad and a series of bridges connect the Florida keys.

The national motoring body says that when the project is entirely completed the road will be 125 miles long and will be probably one of the most unique highways in the world. Ferries now used on the uncompleted link, says the A. A. A., were purchased by authorities of Monroe county, in which Key West is located, and were built especially for the transportation of automobiles, with every convenience for motorists to pass the time away on the trip across the inlets. The A. A. A. statement continues:

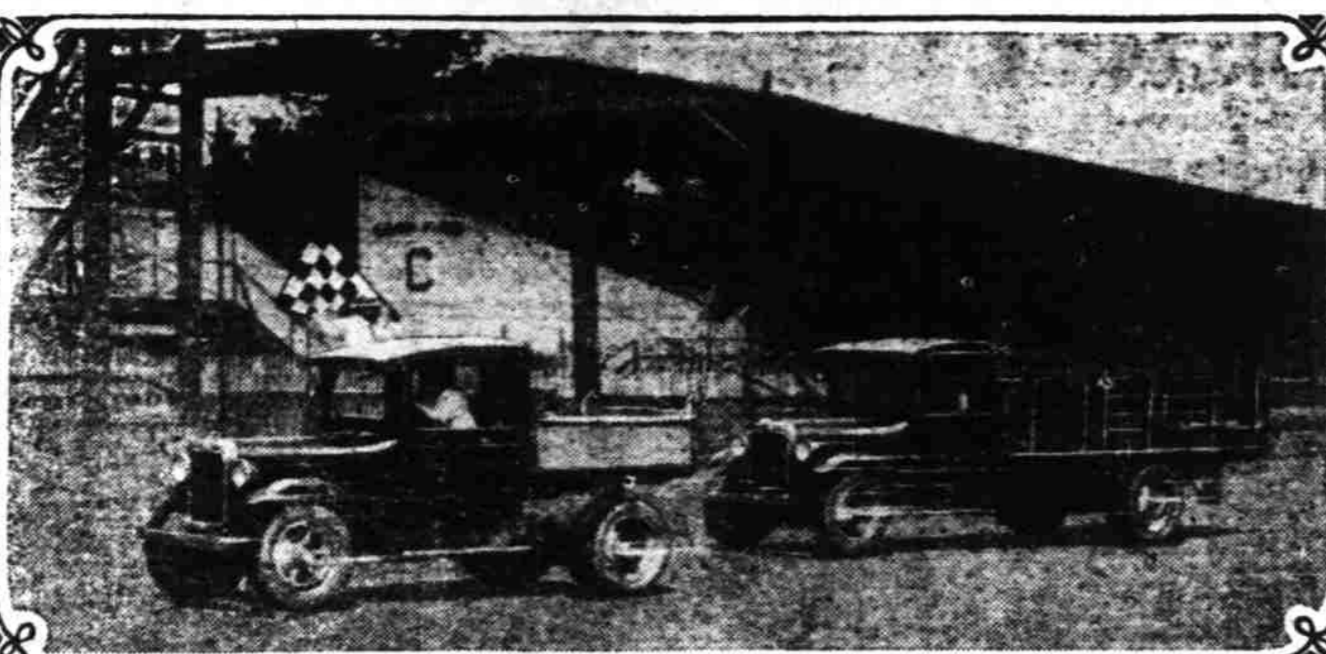
"With the completion of the entire stretch of the Miami-Key West highway, it will be possible to drive an automobile to within 90 miles of far-famed Havana, Cuba. Cuban immigration authorities have announced that it will be no longer necessary to put up bond for arrangements have been made to facilitate the shipment of cars between Key West and Havana. "More than \$75,000,000 is being spent on a new Cuban highway, now under construction by American engineers, and this is expected to prove an added lure for motorists."

SPEED OF PLANE REACHED BY STREAM

Air Used In Cooling Engine of Franklin Sweeps By At High Rate

Air used in cooling the engine of the Franklin Airman car sweeps on all sides of the exterior walls of the cylinders at a velocity of 109 miles the hour when the car is moving at brisk touring speed, engineers of the Franklin Automobile Company of Syracuse revealed recently. This rate is more rapid than the speed of the average commercial plane using air-cooled engines, it is said. The normal cruising speed of the Spirit of St. Louis, in which Col. Lindbergh has made so many spectacular records is around 100 miles the hour. Because it uses the air-cooling system the Wright "whirlwind" engine of this ship is able to cool efficiently at all altitudes and all speeds, the rapidity of explosions and the amount of heat generated increasing and decreasing in mathematical proportion to the engine speed. Many people consider that the air speed of an airplane contri-

Two Week Night and Day Run on Speedway Tests Cooling Capacity of Graham Trucks



Speeding thousands of times around the 2 1/4-mile oval of the Indianapolis Speedway night and day for two weeks, with sudden stops, quick starts, hundreds of miles in low gear—this is one of the tests to which a caravan of Graham Brothers trucks, two of which are shown above, was recently subjected in the program of engineering tests constantly

carried on by the truck division of Dodge Brothers, Inc. These tests were among several which proved out the speed, cooling capacity and brake efficiency of the new Graham Brothers line to the engineering staff. In addition to special tests of this nature, Graham Brothers trucks of all models, loaded to capacity, are run night and day by the engineering staff over a course of 100

miles on some of the most difficult roads in Michigan, while caravans are driven through the mountain districts of the south for all-around tests of stamina and pulling ability. This policy of constant testing under the most adverse conditions is added assurance of the dependability for which Graham Brothers trucks have become noted, the engineers say.

butes materially to the cooling of the plane's engines. While this is true, it is more or less in the nature of paradox, Franklin engineers point out, due to the fact that the ship travels no faster through the air than the propeller displaces the air in front and in the final analysis, the propeller is the cooling fan of the engine.

Inasmuch as the cooling fan in the Franklin engine is keyed directly to the crankshaft in the same manner as the propeller of the airplane, the same relation holds true. What the plane gains in actual in actual group speed or distance covered, the automobile gains through enclosing the air current in a housing which pours the cooling draft under pressure down around the hot tops of the cylinders and circulates it on all sides instead of merely pushing it past the front as the airplane does.

The cooling fan of the Franklin motor is of the turbine type, similar in many respects to that used in ventilating theaters and public buildings. Through its direct attachment to the crankshaft, it eliminates all moving parts and bearings and delivers a powerful air stream even when the engine is idling.

The air blast is directed by baffle plates in the air housing to the six cylinder heads being concentrated over the areas surrounding the exhaust valves where the greatest heat centers.

Although some advantage is gained through the forward motion of the car, Franklin engineers have demonstrated time and again that this is not essential to efficient cooling. In the early days of the industry, many spectacular tests were carried out to prove this fact. In one test in Kansas, a Franklin engine idled for 60 hours in a garage, then drove the car in reverse on the road for 12 miles and then forward in low gear back to its destination. Another test included driving for 40 miles in reverse gear. Frequent mountain climbing tests in reverse have been carried out in various parts of the country.

When an Italian feels like forecasting the early downfall of Mussolini he goes outside of Italy to exercise his prophetic gift—Toleno Blado.

ENCLOSED CAR IDEAL FOR SPRING TRAVEL

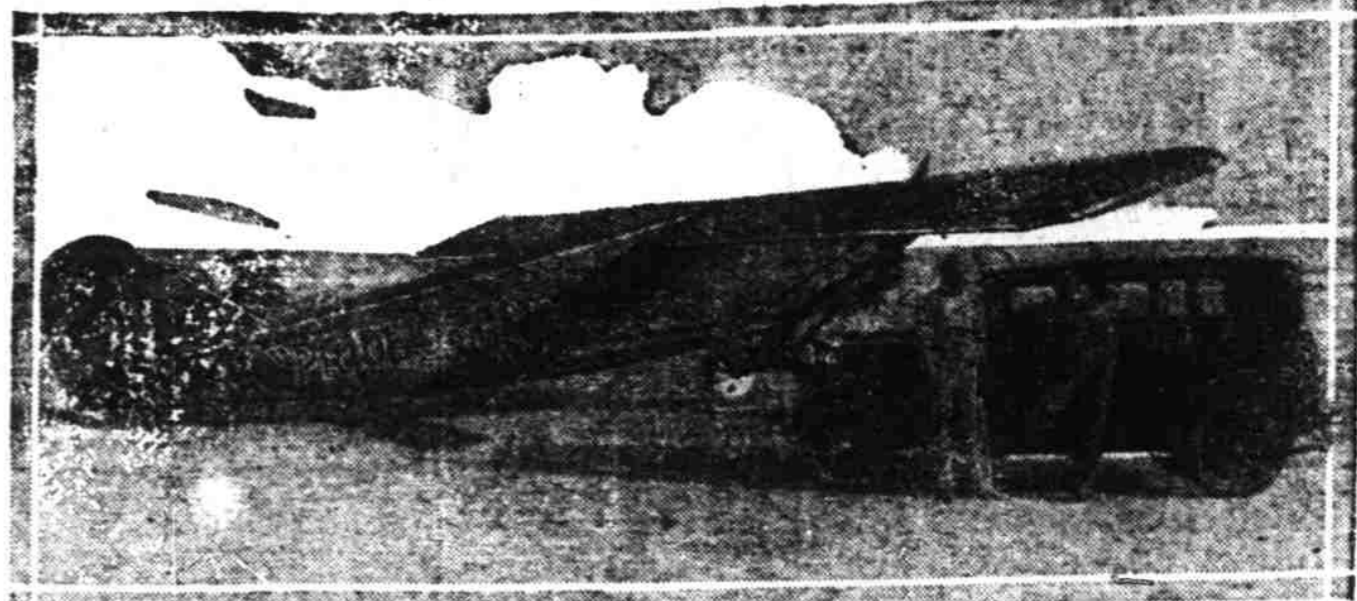
"Bigger and Better" New Model Chevrolet Has Added Advantages

While most of the east and middle west and parts of the south have been suffering from cold snaps, thaws and sleet storms, motorists of the Pacific northwest have an excellent opportunity to see Mother Nature actively engaged in primping up for spring and giving the hills and meadows their annual garment of wild flowers.

The enclosed car is the ideal type for spring travel, as in fact it is for the greater part of the year. The possibility at any time of wind or fog makes the convenience of movable windows a decided advantage even in this favored country, where bad roads seldom interfere with touring and sunshine for a good part of the year is the rule rather than the exception.

The Chevrolet Motor company last year sent out an imperial landau to visit the various National parks of the west in order to demonstrate to the motoring public how really easy it is to make such a trip—and, if taken in a Chevrolet, how economical. During this tour elevations up to almost 12,000 feet were reached, and at some points snow was encountered banked up higher than the top of the landau. Nevertheless, no difficulties were encountered on the

Detroit's Flyers Welcome New Victory Six On Daytona Beach During Endurance Trials



Brock and Schlee, famous Detroit flyers, who spent much time in Florida this winter endeavoring to lower the endurance flying record were enthusiastic in their praise of the Dodge Brothers Victory Six. The "Pride of Detroit," with which they flew the greater distance around the world, is shown along with the first Victory Six sedan to be exhibited in Florida.

trip, which covered a distance of approximately 120,000 miles in less than three months.

"Bigger and Better" than last year, the new model Chevrolet has added advantages for strenuous touring, with its air-funnel system of cooling, thermostatic control, four-wheel brakes and a wheelbase four inches longer than that of the 1927 car. It has almost two-fifths more power than the former model and a speed five miles greater.

"The tires, too, are slightly larger," said the local dealer, "and add somewhat to the comfort of driver and passengers, without considering the shock-absorbing unit built into the springs and re-

quiring no attention whatever. The company's engineers have also added to the steering ease of the car."

U. S. S. Lexington Now Ready for Land, Sea, Air

Part of the regular equipment of the U. S. S. Lexington, airplane carrier, one of the largest in the world is a Graham Brothers truck which carries officers, or marines to the scene of action. On top of the truck is carried an airplane wing to be rushed to any point where the emergency exists.

The keel for the Lexington was laid Jan. 8, 1921, and the ship was launched Oct. 3, 1925, but did not

leave the Fore River shipyards, Bethlehem Shipbuilding Corp., Quincy, Mass., until Jan. 5, 1928.

Some interesting data regarding the new addition to the navy are: Cost forty to fifty million dollars; length 888 feet; breadth (extreme) 106 feet; carries 88 planes; speed 39 miles per hour; engines, combined horsepower, 180,000; crew of 1800 men and 200 officers; has eight 8-inch guns and twelve 5-inch guns; is largest ship in U. S. navy.

Naval reduction will scarcely be possible so long as it remains necessary to scour the seas hunting foolish stunt flyers.—Indianapolis Star.

Sneezing Powder Stops Performance of Opera

BERLIN (AP)— Sneezing powder proved the undoing of a theater cast at Weissenfeld recently. During a performance of the opera, "Liebfräulein," at the

local civic theater, young mischief makers threw boxes containing sneezing powder against the curtain. The effect proved disastrous, the actors had to sneeze so violently that they were unable to sing or speak a word. The show had to be interrupted.

See these features of the NEW OLDSMOBILE THE FINE CAR OF LOW PRICE

"The Fine Car of Low Price" is the earned title of this new Oldsmobile Six . . .

Earned by virtue of the most imposing array of quality features ever embodied in any car priced "for the American family!"

Body features . . . engine features . . . performance features . . . equipment features . . . features new and different, smart and refreshing . . . many so daring, so obviously a pace ahead as to reflect a buoyant, modern spirit unapproached in even the best of cars at anywhere near its price.

The instant you view its new body by Fisher you will recognize these facts. But you can't grasp their full significance till you know the whole story of its new features.

New, Larger Engine of High-Compression Type
If it is speed you want, just drive this new, larger Oldsmobile.

If it is smoothness you seek, you will be amazed to find acceleration from 0 to 25 miles per hour in 8 1/2 seconds, so smooth and flowing that it has been compared to the steady, "stageless" pickup of an electric motor.

If power is important to you, here is developed 60 horse power. And even with more speed and more power, here also is greater operating economy.

All these are the results of a new and larger L-head engine . . . a high-compression engine. This engine embodies a new cylinder head developed in the General Motors Research Laboratories—a head of exclusive design which permits full, smooth power-flow, and provides the advantages of high-compression design without special fuels.

Proved by a Million Miles
This engine stands proved by 1,177,000 miles of testing . . . proved under actual traffic conditions on the highways . . . proved under the searching eyes of engineers on General Motors Proving Ground.

The surpassing efficiency of this engine is augmented by crankcase ventilation, which eliminates excessive dilution . . . by oil filter, air cleaner, a specially controlled cooling system and other features which are sources of great satisfaction.

This engine is also notable for remarkable rigidity of crankcase and cylinder block. It rides on a rubber cushion mounting, not the ordinary rubber mounting but a positive "discovery."

Two Years Ahead
But the triumph achieved in this great engine is but one of innumerable features which stamp this new larger Oldsmobile as at least two years ahead of current automotive practice.

Easy operation is an outstanding quality . . . easy control, easy steering, easy parking.

New sources of long life are presented by point after point in the design and construction of body, chassis and engine.

A new degree of safety, stronger assurance of dependability, added elements of operating smoothness . . . all are expressed in surprising provisions for thorough satisfaction which has heretofore identified high-priced cars.

Automotive Critics Praise It
Harvard Motor, Boynton of Automotive Daily News, Chery of Motor Age and Denham of Automotive Industries, are among the eminent automotive critics whose commendations of this



TWO-DOOR SEDAN \$925 F. O. B. LANSING

Fine Car of Low Price, come as further evidence that it is indeed two years ahead.

Naturally interested in technical merits, their attention has focused largely on the engine and upon the many chassis features.

These chassis features include—four-wheel brakes, and specially selected springs—which, with a complete set of four Lovejoy hydraulic shock absorbers, make riding gliding.

Silenced Chassis
In no respect is this new Oldsmobile more truly the fine car than in its quietness. Not till you have ridden in it can you realize how the new rubber cushioning of the motor, a new rubber core clutch, a new double-cushioned universal joint system, new non-squeak shackles and even rubber cushioned bumpers, combine with sound insulation to silence both chassis and body.

Silenced Interior
This insulation of the body between the interior and the engine, is an outstanding feature. Hidden, but constituting a tremendous source of satisfaction, this insulation provides a silenced interior—the finishing touch to that all-around riding enjoyability which is a dominant characteristic of this new Oldsmobile.

Super-Sturdy New Frame
The frame is of remarkable rigidity, ruggedly formed of heavier gauge steel with channels five and a half inches deep, flanges 3 1/2 and 3 inches respectively, and five sturdy cross-members. This frame is tapered at front to provide an unusually short turning radius, and is "low-dropped" to achieve extra low body lines and road security.

The rubber core clutch mentioned above also adds softness to clutch engagement. A new progressive starter separates gear engagement and release of starting motor into two successive

operations accomplished by one pressure on the starter—a method of decided advantages. The easy starting that results is a fitting beginning to easy operation throughout, such as easy shifting and easy steering with the adjustable-height steering wheel.

New Driving Enjoyment
New vertical radiator shutters, new controlled cooling, thermostatic charging, full-automatic spark and engine-temperature thermometer on instrument panel, all add new ease and enjoyment to winter driving.

And, winter or summer, this new Oldsmobile will be found to possess a roadability positively uncanny . . . steadiness and dependability that are equally matters of enjoyment and safety.

And so the story of this great new Oldsmobile continues through details of engine and chassis to a triumphant climax in its crowning glory—the daringly modish new body by Fisher.

Seven New Creations By Fisher Artist-Engineers
This new Oldsmobile is presented in seven body types: Two-Door and Four-Door Sedans, Landau, Coupe, Sport Coupe, Sport Roadster and Sport Phaeton. All embody the striking style elements heretofore noted, and in addition those rugged structural qualities and invaluable convenience appointments for which these master body-makers are justly famous.

Generous use of fabric heading between metal surfaces prevents body squeaks. Flush door construction, so characteristic of costly cars, is a feature. The windshield is of the Fisher VV type, the parking lock of superior theft-proof design.

Rounding out the whole are equipment items commonly considered "extra," but standard with this *Fine Car of Low Price*. You will

instantly recognize them as extraordinary for their completeness. The list includes rubber-cushioned bumpers, front and rear, rear view mirror, Lovejoy hydraulic shock absorbers, engine temperature thermometer on instrument panel, fuel gauge on instrument panel, automatic windshield wiper and rear traffic light.

A Car to be Proud of
The style and luxury elements now found in this smart car read like the descriptions of expensive cars that everyone has coveted. To begin with there is a longer wheelbase and longer body design . . . an over-all length of 171 inches. Doors are larger, windows wider and lower. The low frame provides that jaunty effect so desirable.

This jauntness is further emphasized by new full-crown fenders of sweeping lines and by new, smaller wheels with smart oval spokes and 28 x 5.25 balloon tires.

Ultra-Modern Styling
The body design itself is sensational. We realize that any automobile manufacturer may say this and believe it. But public opinion is too definitely expressed, the modern spirit too unmistakable, to permit of any doubt regarding the popularity of this voguish, ultra-modern styling. Never has Fisher artistry achieved more refreshing freedom.

Vivid, vibrant colors in enduring finish further the effect. Smart, distinctive touches complete it. For example, the headlights are of semi-bullet type; the radiator cap is of that smart flat design and the front-end view is deep-radiated with wing-like fender lines, the whole effect being enhanced by vertical radiator shutters.

Exterior polished parts are chromium-plated, exposed nuts and screws cadmium-plated.

New Roominess
The interiors are marked by new roominess and the charm of new, modish upholstery and finishes, as smart as they are rich and tasteful. A high point of beauty is the handsome new instrument panel. All indicators, including fuel and oil gauges and new engine-temperature thermometer, are enclosed under one glass and indirectly illuminated.

The all-black steering wheel is of an attractive design which again reminds one of expensive cars. The sensitive horn button at the center is mounted flush. It operates a new, deep-voiced horn. Also on the wheel are neat hand-accelerator and headlight levers, the latter operating twin-beam headlights with offset parking light.

A General Motors Triumph
Such in fact is this new Oldsmobile—sweepingly new, smart and thrilling. Never has the advantages of General Motors resources, of General Motors research, of General Motors Proving Ground facilities shown more emphatically. Their result is a car which eclipses all former conceptions of value in cars "for the American family." And behind this story of achievement stands the story of a cherished ambition—the story of Oldsmobile's policy pledged to progress.

The builders of this car set out to produce the car the people wanted. And they have done it. So swift, so smooth, so quiet, so comfortable, so easy to drive and so good-looking is this new Oldsmobile, that you will agree with the man who inspected it and said—

"You can buy a bigger car, but not a better one."



"Imitation Is the Most Sincere Form of Flattery"

But nothing can take the place of

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You will never know the real comfort and service enjoyment until you let us tire your car with Miller's.

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