

NO SQUEAKS FOUND IN VICTORY SIXES

Felt, Rubber and Fabric
Used Extensively In
Chassis and Body

No builder of the finest custom bodies could take greater care or devise more effective means to eliminate all likelihood of squeaks, rattles and body noises than have Dodge Brothers engineers in designing and developing the new Victory Six, declares Ernest Bonesteel of the Bonesteel Motor company, local dealer.

"The panels of the double wall steel body," Mr. Bonesteel explains, "are lined with thick felt pads to insure against any possibility of drumming or of sounding board effect when the car travels over uneven pavements. Beneath the rear floor carpet, securely cemented to the floor, is a heavy pad of sound-proofing material and on the under side of the rubber mat of the driver's compartment is a similar pad. The body engineers state that over 85 per cent of the entire outside surface of the body, exclusive of the window openings, is lined with sound-proofing felt. This felt is effective not only in sound-proofing the body but also as heat insulation, making the car warmer in winter and cooler in summer."

"The polished plate glass windows slide in noiseless runways of felt and when lowered rest on rubber supports."

"So accurate are the dies used in the mammoth presses which form the double walled steel doors and the door openings in the bodies that the desired clearances at the top, bottom and sides of the doors are maintained within very close limits. The adjustable rubber stops against which the doors strike when closed are of liberal dimensions. The 'dove tails' which serve as guides when the doors are closed are padded with cushions of live rubber armored with metal to protect against wear. There is no 'tinny' sound when a Victory door is slammed."

"A careful examination of the car discloses the beaded edges of the fabric strips which are placed between the front and rear fenders and the frame, between the rear fenders and the body and between the body and the vertical surface of the side members of the frame. The body itself rests at the front on heavy fabric strips and at the rear on quarter inch thick strips of heavy felt. Although the body and the chassis frame when fastened together with the 23 body bolts act as a single unit the body can be removed if necessary as easily as any other type of body."

"To prevent hood rattles the hood fasteners are designed to exert pressure in two directions, downward and inward or toward the frame. At each fastener, riveted to the side panel of the hood is a cushion pad two inches in diameter made of tough rubber com-

FORDS AS GUESTS OF THE EDISONS



Two of America's best known families snapped together at Thomas A. Edison's estate at Fort Myers, Fla., where the "electrical wizard" is wintering, and where Henry Ford and Mrs. Ford were recent visitors. Left to right in the photo are Henry Ford, Mrs. Ford, Thomas Edison and Mrs. Edison.

position similar to that used in soles for shoes. Where the hood rests on the radiator shell and on the cowl a special fabric is used. The fabric is not flat like ordinary cotton webbing. The special looms weave it with thick edge and thin center in order that the rivet heads may be well below the surface and not touch the metal of the hood. The tightly woven cotton webbing is thoroughly im-

regnated with a compound which serves both as a waterproofing and as a lubricant.

"The close attention which Dodge Brothers engineers have paid to every detail of protection against possible body noises," Mr. Bonesteel explains, "is typical of the care they have taken in developing every detail of the power plant and chassis of the Victory Six to insure care-free dependability."

PLAN YOUR MOTOR VACATION AT ONCE

Always Best To Check Up On
Roads Before Starting
the Summer Tour

Plan your motor vacation early—that, in effect is the advice given by Douglas McKay of the local Chevrolet dealer organization, who explains that motorists preparing now for a late spring or summer trip will have the advantage of those who wait until the last minute and then decide in a more or service throughout the long life for which Dodge Brothers motor cars have always been so well known."

less haphazard manner when to take vacations and where to go.

"It is best to check up with one of the automobile clubs in the larger centers of population as to road conditions just before making the trip," says Mr. McKay. "even if this necessitates waiting for the information desired. They are always glad to extend assistance of this kind to motorists. By this procedure one may avoid roads partly closed by bad detours or otherwise in condition taking the joy out of driving. However, there will this year be hardly an interesting point in the entire northwest that may not be reached in comfort and in good time."

In Washington Rainier park is open the year around by way of Longmire. Summer is the best time for a trip to Spokane, Yakima and southeastern points of the state. In Oregon Rainier park opens June 15, and a comparatively light snowfall insures less difficulty in the last stage of travel during the early season. Ore-

gon beaches are accessible during the entire year. Points of interest in Idaho and Montana, also Yellowstone national park, may in all likelihood be reached earlier than usual this season by reason of a comparatively mild winter. "The number of Chevrolets on the open road in touring season is growing rapidly because of the favor which this line is meeting from the buying public," said Mr. McKay. "It was conclusively proved by the trip of the National Park Chevrolet last season that this car is ideal for touring purposes under every condition of road and climate. It is strong, easy-riding, fast, powerful and slow to heat even during the warmest weather in mountainous country."

Lexington Equipped
For Land-Sea Service

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 Shipyard, 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 horse power, 180,000; crew of 1800 men and 200 officers; has eight 8 inch guns and twelve 5 inch guns; largest ship in U. S. Navy.



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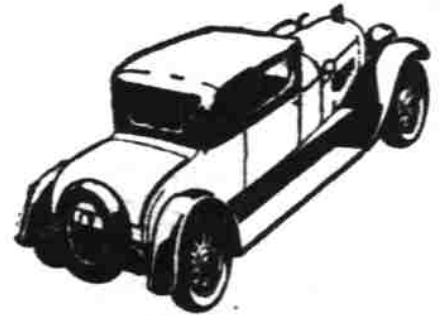
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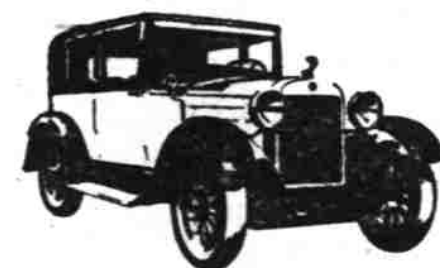
SERVICE



The 4-door SEDAN \$795
A. C. H. Detroit, plus your dealer tax



The COUPE \$745 (Rumble Seat
\$30 extra)
A. C. H. Detroit, plus your dealer tax



The COACH . . . \$735
A. C. H. Detroit, plus your dealer tax

GRAND RAPIDS—"Outsold every other make of car for January, 1928, excellent past Hudson-Essex record more than 100%."

CLEVELAND, O.—"In first 15 days Cuyahoga County sold approximately 300 cars, double the former record."

IDAHO—"While the automobile industry as a whole showed a loss of 25% in Idaho during 1927, the Hudson-Essex line won its highest popularity, increasing sales over the previous year by 43%."

LITTLE ROCK, ARK.—"Have sold more cars in Little Rock than 3 agencies last year sold during the entire month of January."

JACKSONVILLE, FLA.—"In 15 days deliveries were 70% greater than for the entire month of January, 1927."

GASTONIA, N. C.—"A gain in actual deliveries over last January of 150%."

NEW YORK—"Greatest January and February business in our history."

PHILADELPHIA—"These are the greatest values Hudson-Essex ever offered and they deserve their great success."

CHICAGO—"The most successful automobile show we ever held."

A Buying wave



that sweeps away all records
... Value the reason of course

Sales that surpass all records for this time of the year; outselling all other cars at many points, and gaining momentum at a speed that astounds the trade, the new Essex Super-Six is enjoying the greatest public ovation in 6-cylinder history.

The localities reported in the column to the left are not unusual, but typical, and they merely reflect the countrywide triumph. Everywhere dealers are reporting more than 100% greater sales than for the same period last year which was the previous record.

It is easily the greatest Essex Super-Six in history. It offers \$200 to \$300 more visible value than its great predecessor which outsold any other "Six" at or near the price by overwhelming margins.

Come with the crowds who acclaim it the "World's Greatest Value—Altogether or Part by Part." You will say the same the moment you see it. And place your order now to insure early delivery.

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VICK BROTHERS USED CARS

1927 PONTIAC ROADSTER Equipped with bumper, new rubber with a spare, finish like new and A1 mechanically. Price.....\$650

1927 CHEVROLET COACH. This car has run less than 9000 miles, has 80% new rubber, bumpers and a car that is a real buy at.....\$615

1925 BUICK ROADSTER Has been reconditioned throughout, 75% new rubber, new Duco finish, glass enclosure and well equipped. Priced at....\$575

1926 FORD ROADSTER. Looks like new with balloon tires, Ruckstell axel, Rajo head, light weight pistons, bumpers, S. & M. spot, automatic swipe and several other extras. This is a real buy at.....\$450

1924 FORD ROADSTER Had pick up body, 1928 license, 85% new rubber and a fine running car for.....\$125

1925 ESSEX COACH Overhauled completely, well equipped, 80% new rubber, finish A1 for.....\$350

Vick Brothers