

### NEW BUYING ERA IN STORE SHORTLY

John R. Lee, Dodge Brothers  
Sales Manager Reviews  
Outlook

With production and employment at top peak to meet the demand for the three lines of Sixes, Dodge Brothers, Inc., anticipates the most prosperous year in history, according to John R. Lee, general sales manager.

Nearly 6,000 men have been added to the payroll since January 1, the figures now standing at 24,124 compared to 18,223 on the first of January.

Shipments of cars and trucks from the plants of Dodge Brothers in the United States and Canada during the first quarter of this year totaled 60,387 units, according to preliminary figures announced by the company.

Compared to the first quarter last year, when 46,566 units were shipped the gain is 29.7 per cent. Shipments in March totaled 26,895 units compared to 13,272 for March 1927, a gain of 102.6 per cent.

"Reports reaching us from dealers all over the country indicate a record breaking spring buying season," said Mr. Lee. "The introduction of the Standard Six at prices within the reach of millions of families not only met with public acclaim, but stimulated interest in the Senior and Victory lines as well."

"The low priced automobile these days, if it is to be built and sold on a quantity scale, must possess style, high speed and comfort as well as dependability, and it must be produced by a company whose reputation is established by years of successful operation in the automotive field."

"With the introduction of the Standard line, the transition to six cylinder cars is complete in the Dodge factory. For thirteen years, Dodge Brothers based its bid for popularity on the principles of economy and dependability in a single price field. During this time, the company has built up an organization of 5,600 dealers in the United States and foreign countries, forming a sales and service group of international scope."

"The Victory Six introduced last January with engineering improvements years ahead of its time has met with popularity that stamps it as one of the most widely discussed cars on the market today. The Senior Six, introduced nearly a year ago to meet a demand for a larger car with superior appointments, is giving purchasers custom built quality without a custom price. It was only natural that the Standard line, selling substantially under \$1,000 should follow to complete the range of automobile values for buyers who want a moderate priced car with a high standard of performance."

### PECULIAR ANTICS OF CARS EXPLAINED

Motorists Often Find Their  
Automobiles Inclined to  
Perform

By Erwin Greer  
(President Greer College of Electrical  
and Automotive Trades, Chicago, Ill.)

Motorists at times will find their cars inclined to play peculiar antics when certain under-the-frame parts become out of adjustment.

This much I will publish of the answers I gave to peculiar questions.

"When operating my car at high speeds it develops an up-and-down bouncing motion, which increases noticeably as soon as I reach a speed of 25 miles an hour. What, in your opinion, causes this condition?"

Answer: A small diameter wheel and tire, such as your car is equipped with, will show up and out-of-balance in a very pronounced manner when traveling at a speed in excess of 25 miles per hour. No doubt your trouble is entirely due to either an out-of-balance wheel, an eccentric wheel, or an out-of-balance tire. Any one of these three conditions will cause a similar reaction and can be detected and corrected very readily by any one familiar with wheel alignment.

Another motorist inquires: "My car is extremely difficult to hold on the road, as it has a tendency to pull to the right. I have had the car inspected and it apparently checks okay and yet the condition continues. What is the cause?"

I analyzed this problem as follows: The cause of a car pulling to the right or left is due to the friction of the road, and this is brought about by either a twisted axle, bent steering knuckle, or shifted axle. Also a variation of air pressure will bring about this condition to a certain extent, as well as a bent frame. The thing to do is to obtain a proper alignment of the front axle with the frame and you will not have any more trouble.

Equalization of rear brakes represented another question, a motorist writing as follows: "I am having considerable difficulty in keeping my rear brakes equalized. When applying the brake there



**STATION KGGM, one of the few portable radio stations in the country carrying a Federal sanction for wave length, is operated in a Graham Brothers school bus. The truck is accompanying runners in the coast-to-coast "bunion derby" from Los Angeles to New York, and broadcasts the daily standing of the contestants as well as musical programs. The runners are now in New Mexico headed eastward.**

seems to be an uneven action which is carried through to the brake pedal. What can you suggest?"

Here's the following solution to this problem: There is no doubt but that your difficulty is entirely due to eccentric brake drums and it would be my suggestion you have your brake drums trued-up by turning while they remain on the wheels. I am sure this will overcome your difficulty.

### FERCE LIGHTS TRY HUPMOBILE COLORS

Could you endure in five hours the equivalent of three months of the hottest June sunbath? You would probably be willing to chance it if the question were put

to you in the middle of the winter but you would surely long for Alaska before many seconds had passed, while your eyes would probably need a corps of oculists to repair the damage caused by this intense light.

"Such a test, however, was not devised for human beings," says J. M. Watson, chief chemist and metallurgist at the Hupp factory. "It is used for cloth, to determine its resistance to light. The limit of

time that material will retain its original color can be established accurately in this way.

"The object to be tested is placed in a cabinet fitted with a series of powerful violet ray lights. The strength of this light is so great that just five hours of it is equal to three months of mid-day June sunshine. By regulating the distance of the object from the light bulbs the cloth is protected from scorching.

In selecting the upholstery for the Hupmobile closed cars, various grades and makes of upholstery in a specified color are tried. This test, in connection with an acid test which determines the quality of the texture, enables us to choose material which will not only give the longest satisfactory wear but will also retain the original color so as to remain in harmony with the body finish.

"When you consider the average amount of sun and light that reaches the interior of the car it is evident that short but efficient test is a safe precaution against the loss of an upholstery's original color in a short time.

"This test is typical of the thoroughness of many that are

given to Hupmobile cars. Not an item of the car's total equipment but what undergoes a close inspection test at the factory laboratories. To this care in the selection of materials is due the long life and durability that has always marked Hupmobile cars."

**Anger Aids Business Failure**  
The man who is easily frightened or easily angered is hopelessly handicapped in the normal world of business.—The American Magazine.

**When A Man's a Bull**  
An authority on women's shops complains that the expression "A man in a gift shop" should super-

cede the bull in the china shop as a symbol of the inappropriate.—Woman's Home Companion.

**Our Insect Enemies**  
Insects are man's rivals for this planet. They are damaging us infinitely more today than at any other time since civilization began.—American Magazine.

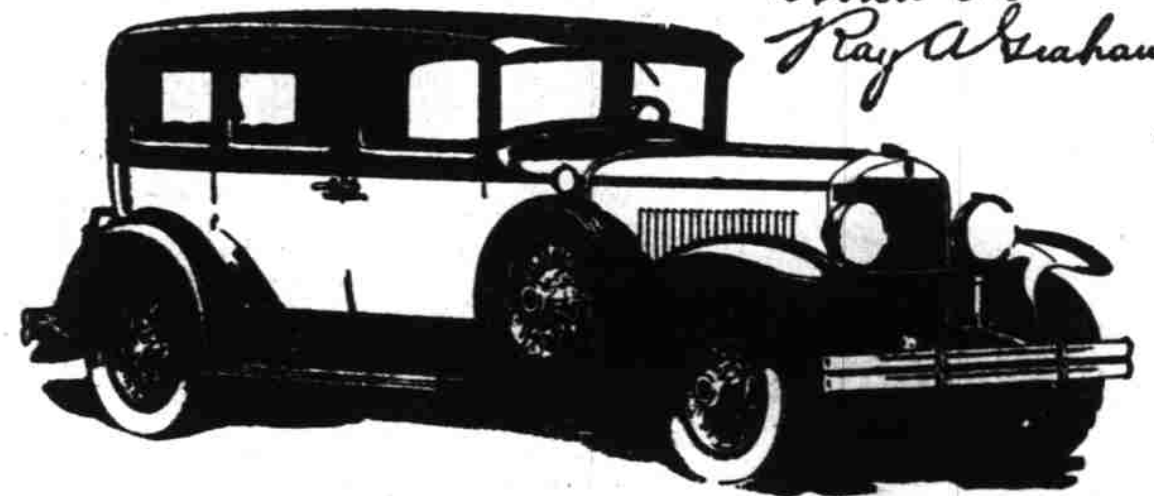
## An Invitation to Fine Car Buyers

We believe you will find in Graham-Paige models 619 and 629 those features of beauty, comfort, and performance to which you have been accustomed—plus the delightfully new experience of driving with four speeds forward, standard gear shift.



Five chassis—sixes and eights—prices beginning at \$860. Car illustrated is Model 629, five-passenger Sedan, with 4-speed transmission, (standard gear shift), \$1985. Six wire wheels \$75 extra. All prices f. o. b. Detroit.

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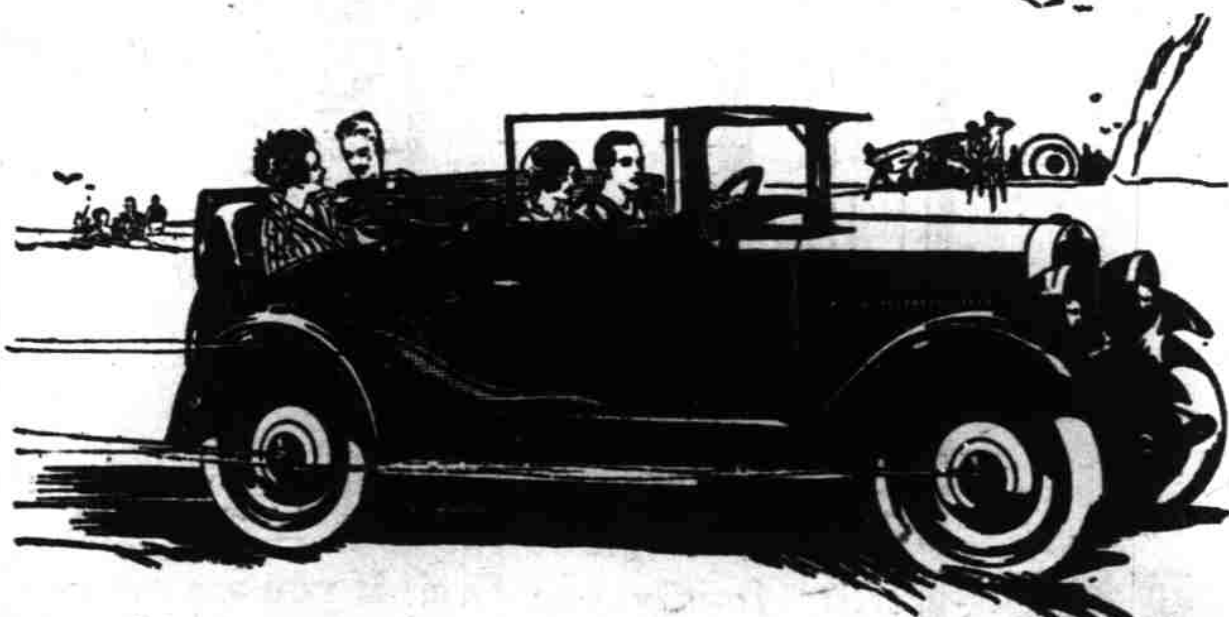
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AGAIN Chevrolet introduces into the low price field an entirely new conception of style, distinction and elegance—

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Finished in Romany Red Duco, with black body beading striped in gold... and embellished with artistic touches of gleaming polished nickel—this distinguished new model is one of the most attractive cars to be seen on the streets and highways.

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- The Touring \$ 495
  - The Roadster \$ 585
  - The Coupe \$ 595
  - The 4-Door Sedan \$ 675
  - The Convertible Sport Cabriolet \$ 695
  - The Imperial \$ 715
  - Light Delivery \$ 495 (Chassis Only)
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## VALUE more obvious with every passing mile

A Successful Six  
now winning Even  
Greater Success



In the New Series Pontiac Six you get all the style, roominess and staunchness of Fisher bodies. You get the biggest, smoothest, most flexible engine in any car of its class. And, above all, you get value that grows more obvious with every passing mile!

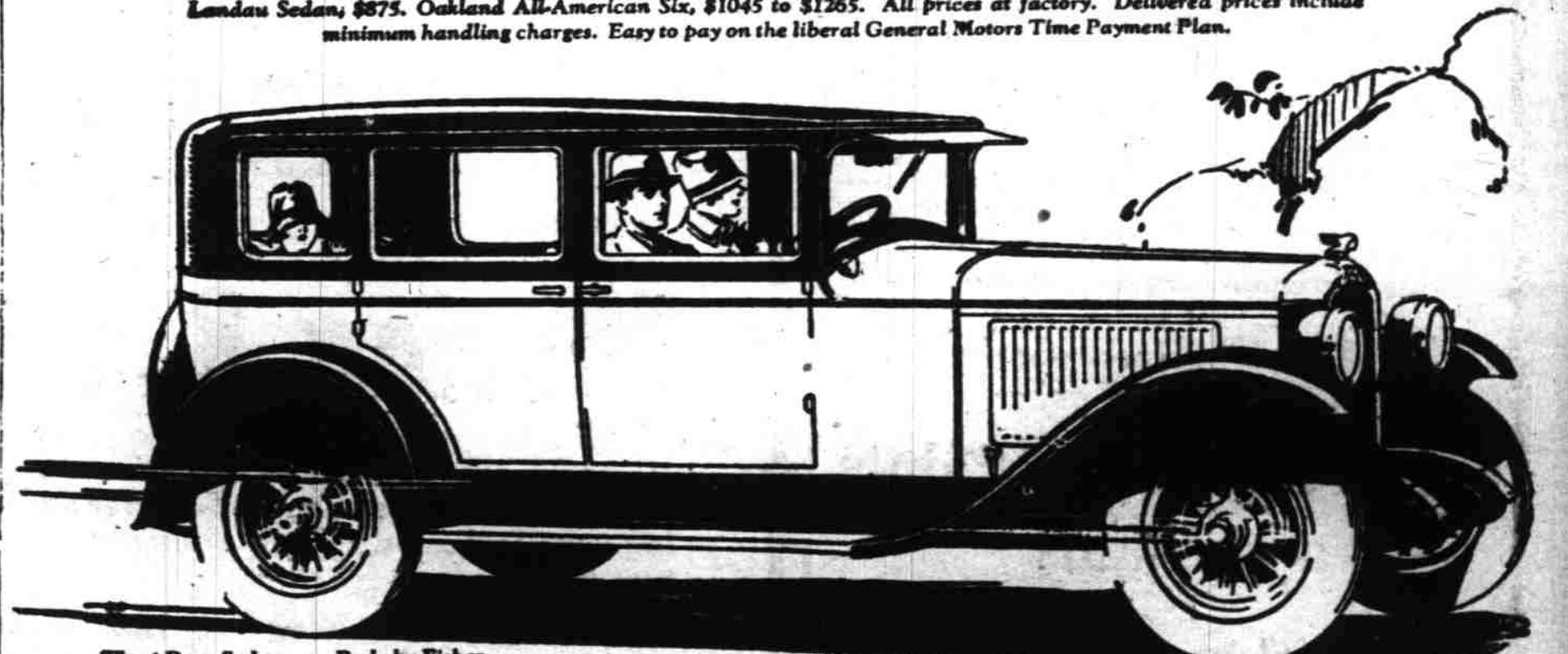
For long life and reliability have been the primary qualities demanded in this car from the start by General Motors and Oakland. Years of development on General Motors Proving Ground—oversize dimensions in every vital part—such fine car features as a full-pressure oiling system supplying 250 gallons of oil per hour to moving engine parts at 35 m. p. h.—

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A great car when you buy it—and still great with every passing mile—unquestionably the New Series Pontiac Six is the finest, most enduring six-cylinder value ever offered at \$745.

2-Door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-Door Sedan, \$825; Sport Landau Sedan, \$875. Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.



The 4-Door Sedan Body by Fisher

VICK BROS., Salem, Oregon

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# PONTIAC SIX

PRODUCT OF new series GENERAL MOTORS