

OAKLAND DISTRICT LEADERS HOLD MEET

Gathering in Line With Company's Policy in Keeping in Touch

District managers for the entire western territory met in San Francisco last week for a two-day conference with L. M. Dreyfus, Pacific coast regional manager. This meeting was in line with the Oakland factory's policy of keeping in close touch at all times with its representatives in the field, thereby enabling the factory to cooperate more closely with its dealers and to better serve the motoring public, according to the announcement of the meeting as given out by Dreyfus.

Dreyfus, whose territory includes practically the entire Pacific coast and Rocky Mountain region from Grand Island, Nebraska westward, has only recently returned from a conference with factory officials at the company's headquarters in Pontiac, Michigan, and was able to give the visiting executives a clear picture of the factory's program for the next sixty to ninety days together with reports from other sections of the country indicating the tremendous popularity achieved by the Oakland-Pontiac line during the last few months.

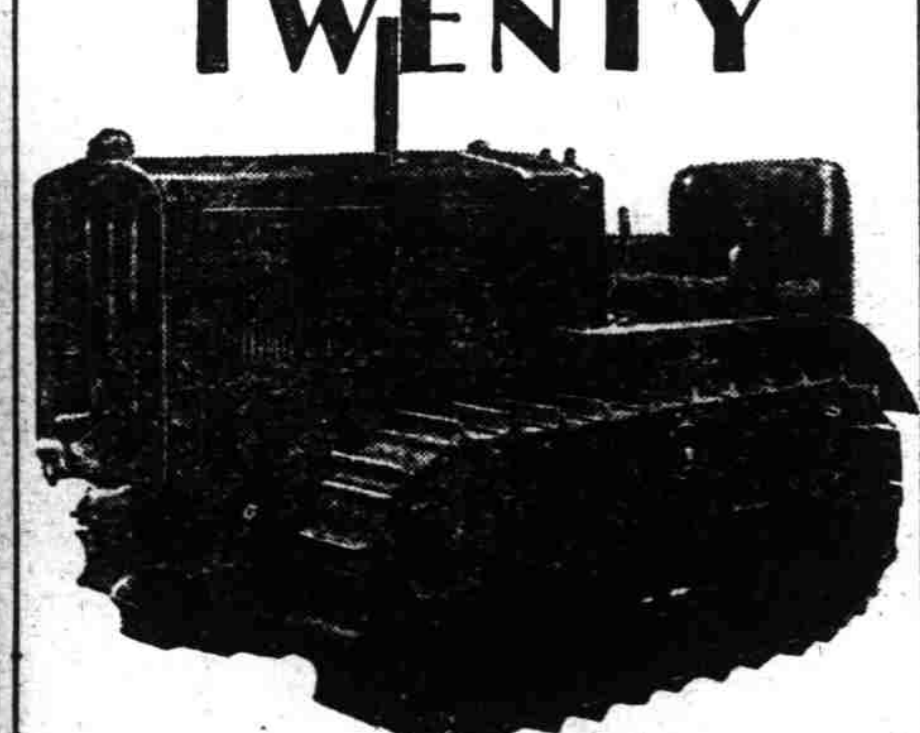
The conference was held in the regional offices in the Russ building and was attended by D. M. Nouse, manager at Denver; C. L. Pugh, district manager at Butte; W. M. Warren, district manager at Seattle; H. P. Grove, district manager for the San Francisco district and his assistant, S. C. Newcom.

According to Dreyfus managers from a majority of the company's twenty-four districts in the United States are called in to the factory at Pontiac approximately every six to ten days for consultation. Owing to the fact that Denver, Butte, Seattle and San Francisco are located so far away from Pontiac this practice has not been found practicable with the Pacific Coast region and the district managers make trips to the east at less frequent intervals, regional conferences over which Dreyfus presides being held in San Francisco, or other district headquarters in this region instead.

NASH INTRODUCES NEW SERIES CARS

(Continued from page 11.)
"400" series of cars to the motoring public.

This impressive presentation of sixteen entirely new models, engineered to a degree of operating efficiency and riding comfort never before attained in the same



For New Achievements on the Farm

The TWENTY joins the "Caterpillar" family of 2-TON, THIRTY, SIXTY... welcomed to a new place on the farm... new in size, new in rating, but old in the accomplishments that have made every "Caterpillar" the model of better, quicker, cheaper power.

... another compact and powerful "Caterpillar" with long, wide tracks that grip firmly in mud or sand, that tread lightly on plowed ground... traction to defeat tough soil in dry seasons.

... amazing endurance that assures long life, low upkeep and cheap horsepower hours to get things done on time, cutting costs, speeding planting, harvests, profits.

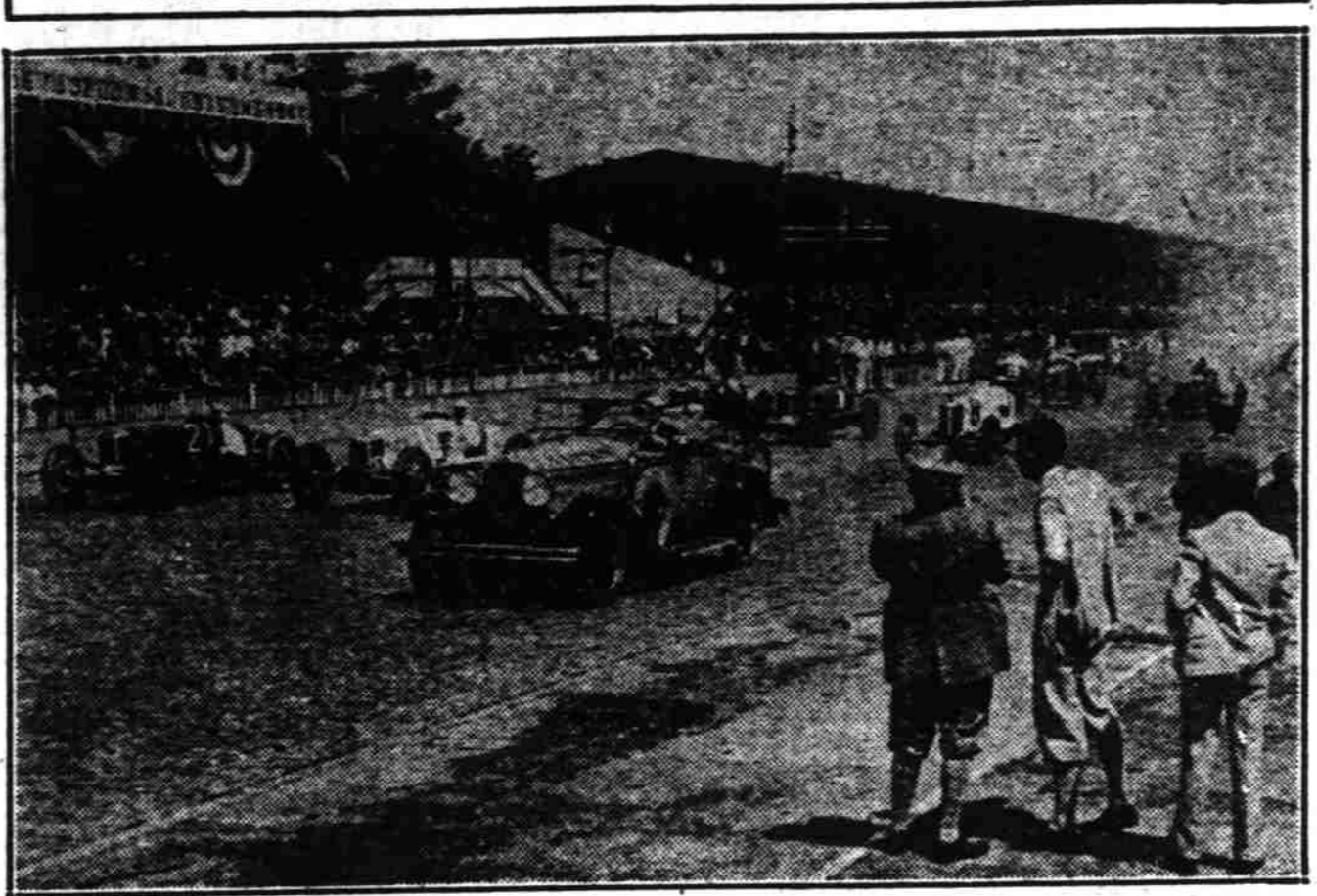
There should be a track-type "Caterpillar" on your farm

Loggers & Contractors Machinery Company

PORTLAND SALEM Eugene



New Marmon "78" Paces Annual 500-Mile Race



A New Marmon "78" two-passenger speedster, with Joe Dawson, speedway champion of other years, at the wheel was the Official Pace Car for the first lap of the annual 500-mile International Race at the Indianapolis Motor Speedway May 30.

The race begins from a flying start at a speed of eighty miles an hour and it is the function of the Pace Car to lead the field on a preliminary lap at this speed.

It is interesting to note that the Marmon "78," just as every car which finished the race, is equipped with a straight-eight motor. For the last five years all places in the Indianapolis race, which is regarded as the foremost speedway event in the world, have been won by straight-eight cars.

ombustion, smoothness in motor operation and maximum economy in the fuel consumed. The high compression pressures are brought about by the new symmetrically shaped combustion chambers which have been reduced in size to give each charge of gas its greatest possible explosive power. The perfected, valve-in-head construction, of vital importance in the motor car design, permits complete machining of the combustion chamber so that there is an absolute uniformity of explosion in all six cylinders. The even-bearing crankshaft, which has been improved with the introduction of hollow crank pins, operates under a greatly reduced centrifugal load and at increased speed, while the new Bohnalite aluminum pistons also lighten the load, reduce operating temperatures and permit increased speed and power. All of these advanced elements in the Advanced and Special Six groups combine in the new "400" motor design to bring about unequalled engine performance.

The Standard Six models here is a new-type motor which combines the advantages of high compression, high compression, aluminum alloy pistons with the same invar-struts, and the seven-bearing crankshaft and torsional vibration damper, with the L-head principle of construction to make a motor design especially favorable to quality manufacturing in the field of lower-priced cars. High turbulence contributes directly to greater motor efficiency and economy, due to the intense agitation of vaporized gases it sets up in the manifold and combustion chambers. The torsional vibration eliminates all vibration from the power stream.

The new radiators, with their artistic new Nash name shield and graceful, speed-lined radiator caps, are higher and narrower to conform with the body design and provide greater cooling capacity for the high compression motor. Radiator shell, bumpers, lamps and all other exterior work are chrome-plated over nickel—another example of Nash extra-quality processes. They are thus proof against all tarnish and corrosion. The new fenders are of one-piece Salom design to harmonize with the body style and at the same time add strength and symmetry, and all models are fully equipped at the factory. The list price of each includes complete equipment. There are no "extras" to buy except one spare tire.

The new Advanced Six models are capable of smooth speed from 15 to 80 miles an hour. The Special Six easily reaches 70 to 75 miles an hour and the Standard Six models have a speed "ceiling" of 65 to 70. Of even greater interest than this safe speed range is the quality of performance delivered by the new motors. At the set-away, top or intermediate speeds, in second gear or high, the performance is smooth and quiet and powerful beyond any comparison in this field. The pickup is alert and sure and the acceleration even and luxurious to the last degree.

Pure riding comfort in the new "400" series parallels their quality of performance in their motors. Each chassis of the three series has a new type double-drop frame, stronger, more rigidly trussed with tubular members and supported with deeper side members. These frames serve to bring the over-all height of the cars to the lowest modern vogue and also lower the center of gravity in the cars to achieve even greater road balance. At the same time the new treatment allows more headroom in all of the bodies.

Houdaille double-action hydraulic shock absorbers in an exclusive Nash "outboard" mounting on both front and rear springs of the Advanced Six models and Lovejoy hydraulic shock absorbers in the same improved mountings on the Special and Standard Six models, bring the new "400" Nash cars to supreme heights of riding comfort. Special alloy steel springs are individually tailored to the actual weight and type of each car. In this development, Nash chassis engineers worked out their achievements step by step with Seaman body engineers and perfectly co-ordinated body and chassis. As a result Nash has been able to create a new and finer kind of body design and mounting. At no single point is there a degree of body overhang. The new Salon bodies are more roomy as well as stronger and more comfortable, and their lines have touched the ideal in artistry and beauty.

Another development of the "400" series is unprecedented steering ease brought about by the new Nash "hair-breadth" steering control. The cars park and turn with a celerity hitherto unequalled. Their turning radius has been reduced twenty-five percent.

wonderful car of a famous company." Second prize in the contest went to F. R. Shoemaker of Erie Pa., with the slogan "Try to Get By Without One." Mr. Shoemaker

CONTEST WINNERS AND THEIR VICTORY SIX (Continued from page 11.)

AUTOMOBILE LUBRICATION IS A SOUND INVESTMENT

Monroe S. Cheek

Complete Automotive Lubrication
Court at Capitol Phone 2295

Look for the Red Tag!

You Get Definite, Known Value

When you buy an "O.K.'d" reconditioned used car from us, you can be certain that all such vital units as motor, body, electrical equipment and brakes have been checked and tested—and that all necessary repairs have been made. It is a car good for thousands of miles of satisfactory service.

This Car has been carefully checked as shown by ✓ marks below

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK

USED CARS
with an OK that counts

REMOVAL OF WAR TAX LOWERS DELIVERED PRICE

Douglas McKay Chevrolet Co.
430 N. Commercial Street, Tel. 745

Dallas Chevrolet Co., Dallas Associate Dealers: Earl Bros., Turner
Geo. Dorr, Woodburn Hallady's Garage, Monmouth
Wm. Predeck, Mt. Angel

QUALITY AT LOW COST

er is an engineer in the Erie City Iron works, and is an overseas war veteran. He received \$500.

The interest women take in a motor car performance is reflected by the fact that two women tied for third prize, thereby receiving \$250 each.

Mrs. W. R. Price, a housewife of Carson, Washington, submitted the slogan "A Phenomenal Car at a Nominal Cost" and Miss Florence M. List, a teacher of Bay City, Michigan, submitted the slogan "Unrivaled in Construction, Unequaled in Beauty — The Victory Six."

On being notified of their awards, both explained that they merely wrote their first impressions of a ride in a Victory Six.

Twenty additional contestants shared fourth place by winning \$100 each. There were thirty-fifth places to receive awards of \$50 each, one hundred, sixth place winners of \$25 each and two hundred, seventh place winners of \$10 each.

The contest opened March 1 and continued through the month, marked by unparalleled interest

in the Victory Six, according to Dodge Brothers dealers throughout the country. Final judges of the contest were E. G. Wilmer, president of Dodge Brothers, John R. Lee, general sales manager, and H. J. New and W. M. Purves, assistant sales manager.

Down to Fine Point
MADISON, Wis.—The Wisconsin agricultural college experiment station has a machine that will measure the thickness of a tobacco leaf down to one-thousandth of an inch.

Chrysler

SIX CYLINDER PERFORMANCE

\$1065

that's Chrysler '62' Value



CHRYSLER "62"—at new lower prices, \$1065 and upwards—constantly keeps on increasing its lead over all competition by embodying new and finer features hitherto available in the "72" and Imperial "80."

In the Chrysler "62," for instance, chassis spring ends are now mounted in rubber shock insulators instead of metal shackles. It is the only car of its price with this equipment.

Among other inimitable advantages of Chrysler Standardized Quality are

Chrysler "62" New Lower Prices	
Business Coupe	\$1065
Roadster	1075
<small>(with rumble seat)</small>	
Touring	1095
2-door Sedan	1095
Coupe	1145
<small>(with rumble seat)</small>	
4-door Sedan	1175
Landau Sedan	1235

All prices f. o. b. Detroit. Chrysler dealers are in a position to extend the convenience of time payments.



the 7-bearing crankshaft in perfect balance, hydraulic 4-wheel brakes always perfectly equalized for safety, ventilated crankcase, pivotal steering.

Come and see this Chrysler "62"—the stylish lines, the roomy bodies, the unusual fineness of fittings and upholstery. Then drive it. See what these Chrysler "62" features really mean in greater performance and comfort.

Fitzgerald-Sherwin Motor Co.

CORNER CHEMEKETA AND LIBERTY TELEPHONE 1132

RELIABLE USED CARS

The Buick dealer tells you the truth

When you buy a used car from a Buick dealer you know he is telling the truth about it.

The Buick dealer is in business to stay. He wants to make satisfied customers.

The prices he asks are fair prices—based on his accurate knowledge of used car values.

Buy in safety and get full value for your money. Buy your used car from a Buick dealer.

1924 Ford Coupe, Rubber 80%, New Paint	\$225	1923 Buick Six Touring, 4 new tires, Paint first class, Priced to sell	\$300
1926 Std. Six Buick Coupe. People take this for a new one. Was \$975, now	\$875	1927 Std. Six Buick Sedan Fully equipped, condition first class. Was \$1250, going at	\$1150
1927 Std. Six Buick Coach, 6 tires, bumpers and Fog light, leather upholstery, A snap	\$1000	1924 Master Six Buick Sedan car for large family	\$595

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