

CHRYSLER BUILDS NEW '65' AND '75'

Entirely New in Style and Design, More Striking Colors; Real Car

Chrysler announces today in its new '65' and '75' the most artistic and distinctive, most radical, daring and stylish, and the most luxurious cars it has ever built at or near their prices. They are also the largest, fastest, most graceful and most comfortable, as well as the smoothest and quietest at every speed. Fleetness and nimbleness are emphasized in every detail.

J. W. Frazer, Chrysler sales manager, in announcing these two new creations, as well as the Chrysler-built Plymouth—discussed elsewhere in this issue—points out that "Walter P. Chrysler and his associates have held that Chrysler, constantly to extend its leadership, must periodically create new models which would proclaim themselves, almost on sight, as overwhelmingly more attractive. The national public demand for progress and improvement in motor car performance and style is insistent and insatiable.

"The Chrysler designing, engineering and manufacturing forces feel that any new Chrysler offering must be extraordinarily in every sense of the word to satisfy that demand. And so it is that the Chrysler '65' and '75' have been produced in pursuance to these principles on which the Chrysler business was conceived and built.

Beautifully Designed Scientifically designed to be both stylish and beautiful, they possess the finest and most symmetrical body designs of any car Chrysler has ever built, for this reason:

Starting with the known fact that the oval offers the least visual resistance, careful study has been devoted to the Greek theory of dynamic symmetry which is, in part, that all lines should be placed in sympathetic and harmonious relationship one with another. "With that knowledge, a sequence of lines, arcs and tangents has been evolved by Chrysler designers whereby one flows into another without a break. All circles are concentric, with all arcs parallel either to smaller or larger arcs. From the front end to rear end of each car all lines, arcs, and tangents flow one into another. The result is a co-ordination of the car's visual picture that is absolute—a result in motor car beauty and symmetry never before achieved.

"It is believed," continues Mr. Frazer, "that these new Chrysler creations will show at first sight that motor car manufacture has, within most recent times, made such vast strides that they would have been impossible, either as an economic value or in the development of such a radically new school of design, even 12 months ago."

Through the continued operation of Chrysler's famous principle of standardized quality in engineering and manufacture, prices are generally lower than ever before, affording considerably greater value per dollar.

Many Other New Features Other outstanding features found in both cars include—

Style and beauty which, it is believed, will re-style all motor cars; finer smoothness of operation at all speeds; greater comfort through a redesigning of seats and seat postures, plus the use of finer shock absorber equipment; larger, lower and wider bodies, affording unusual leg-room and head-room; moulding treatment which permits of a greater distribution in the choice of colors; light-action internal expanding hydraulic four wheel brakes, which retain their efficiency in all weathers, and with which are used molded squeakless brake linings; "Silver Dome" perfected high compression cylinder head, using any grade of gasoline, and extracting from each grade more in power, speed, acceleration, hill climbing and general operating efficiency than has hitherto been considered possible; "Red Head" compression cylinder head, for use with high compression gasolines, for those who desire even greater compression; new Iso Therm Invar strut pistons; Chrysler created slender profile radiator shell with new, bowl-shaped head and cowling; all chrome plated for permanent brightness and freshness in appearance, as are all other exterior bright parts of both cars.

With this new beauty are combined many other features, bestowing on both cars a still stronger style appeal and elevating Chrysler performance to a yet higher level. Their head-on view is notably impressive. More than that, from the motif of their headlamps and radiator shell to the completely finished appearance at the sides and rear—including gasoline tank shield, harmonized moulding, fender and body detail, and live rubber spring shackles—the '65' and '75' present features which once more literally place these cars out in front in freshness of appearance and zest in performance, ease of handling, freedom from repair and general performance.

crowded street and open highway alike. New Value in "65" The new "65" combines the most powerful engine, strongest chassis and roomiest, most luxurious body ensemble that Chrysler has yet offered in a motor car. It is indicative of Chrysler's contributions to the entire field of motordom since its first famous car that the "65" with larger, more roomy and more luxurious bodies of finer proportion throughout, and with a finer proportion throughout, and with a finer and larger engine and greater chassis ability than the original Chrysler. Like the "75" the "65's" entire body is mounted on live rubber springs to promote quietness and prevent loosening of hold-down bolts. Seats are both wider and deeper, with greater leg-room and head-room; upholstery and body trim finer and more durable. Brilliant new colors are offered for each of the six body styles.

Many other features heretofore exclusive to the higher priced Chryslers are now included in the "65." Like the "75" and Imperial "80," its seven bearing crankshaft is counterweighted—the first time this has been incorporated in a car even approximating the "65's" price. The engines develop 65 and 75 horsepower and car speeds of 65 and 75 miles an hour respectively. Bodies and engines of both cars are wholly insulated against transmitting shocks to each other by new type Chrysler engine mountings, having rubber plates between the frame and engine supports. Instead of metal spring shackles, both cars have rubber spring mountings, with their freedom from wear, easier riding, lack of noise and non-lubricating features. Both use Lovejoy hydraulic shock absorbers all around. The still higher compression "Red Head" may be used in either engine in place of the standard "Silver Dome" for those desiring the advantages of even greater power.

Other striking new standards of beauty are particularly noticeable in both cars. Radiator, hood and cowl are all higher. There is a distinct innovation to the radiator shell design. Departure from the heavy conventional type to the narrow oval design gives each a trim, powerful, clean-cut appearance and lends itself in perfect harmony with the treatment used throughout hood and body. Both the head and cowl lamps are ingeniously mounted, concealing all bolts, nuts, wires and grommets. Striking Highbowes Graceful curves of the body lines for both cars are among the first details of the body ensemble which immediately impress themselves on the onlooker. Roofed cowlings, arched windows and hood side panels contribute to carry out this motif, and give an unusually beautiful effect both inside and out. Full crowned "air-wing" fenders—lower, broader and more sweeping—also lend much to their beauty. They also cut down wind resistance and protect the front of the cars from splashes.

Closed bodies are covered with a high grade rubberized coated deck material to assure durability. Drip and roof mouldings are rust proof. All braces anchoring the pillars, both to the roof rails and sills, have been worked out to provide maximum strength and stability. Getting into the closed models one quickly notes numerous necessities indicative of the careful, well-planned attention to detail and comfort throughout. All doors are wider. Front pillars are small but sturdy, and provide maximum vision consistent with safety. Rear view mirrors are glareproof. Hardware is of new artistic design, as are the outside door handles and locking arrangement. Design of the instrument boards is new, but the features of indirect lighting, organized by Chrysler, combined with convenient compact and attractively krouped instruments are retained of course. Dash lights are controlled by an independent switch, permitting them to be off or on at night, as the individual driver prefers.

Cushions in all closed cars are of the "luxury" saddle-spring type. Upholstery in the "75" is offered either in mohair or broadcloth. Particular attention in both cars has been devoted to the human body's proper seating posture to provide the most restful and comfortable seating both for the driver and passengers. This same attention is also noted in the open models. Further to assist in promoting absolute comfort, the front seats in the two-door sedan in the "65" line have form-fitting backs. Side arm rests, smoking and vanity cases are standard in all two-compartment closed models.

Draft Prevention Featured Prevention against the entrance of draft into closed cars has also been given careful study, and indicates the care with which every detail of both "65" and "75" alike has been planned. Newly-designed rubber mats, with ribs running fore and aft to harmonize with those on the running boards, cover the floor of the front compartments. Felt pads are underneath as insulation against both heat and cold. Draft plates, designed to match the mats and overlap them at the edges, are provided around the pedals and controls. These plates hold the mats in position and give a more finished appearance. A waterproof dash line with felt backing is placed inside the dash panel as another insulator. Large size windlases with rubber tubing core are used to seal doors, further to prevent drafts.

Rubber weather strips are used at the bottom of each door of the closed bodies. Sun and waterproof curtains with tassels in color to match trimming, are included on the rear quarter and back windows of the four-door sedan and the back window of the coupe and two door models. A rubber mat covers the floor of the coupes' rumble compartment. These models also have the movable back window to insure adequate ventilation in hot weather and for conversation with occupants of the rumble seat.

All rumble-seat body styles, both in the "75" and "65", are completely finished, with heavy tilted rubber mats on the floor, heavy leather seats, arm rests and other conveniences. Seats themselves are wider.

The "75" has automatic thermostat radiator controls so expedite rapid engine efficiency in cool weather, which also adds to the car's frontal appearance. It also has a duplex-channel frame for greater rigidity and finer high speed operation. Non-shatterable windshield glass is standard equipment. Its windshield wiper—automatic of course—has an automatic return which keeps the wiper out of driving focus at all times when not in use.

RAPID TRANSIT BILL MEETS WITH FAVOR

Construction of Such Road Would Mean Great Step in Motor Development

Unusual vision and foresight, according to H. H. Brooks, general sales director of the Marmon Motor car company, are seen in the bill recently introduced in the House of Representatives by Congressman Rathbone of Illinois, providing for the appointment by the President of the United States of a commission to make a survey with a view to the eventual construction of a federal transcontinental rapid-transit roadway which will adequately serve the growing traffic needs of the nation.

In urging motorists to support the measure, Mr. Brooks points out that such a highway, aside from its value as a military and post road, would be no more than an adequate recognition on the part of Uncle Sam of the motor ve-

hicle owners who since 1918 have contributed in excise taxes more than \$1,000,000,000 to the federal treasury.

"The United States," said Mr. Brooks, "despite the annual \$75,000,000 appropriation for federal aid, has not been bearing its share of highway costs. The government is using some 1,500,000 miles of roads for mail delivery, subjecting them to wear and tear, and leaving the maintenance and repair work for the individual states and counties to assume.

"The federal aid policy works to advantage in the east, but many of the western states not only are sparsely populated but contain vast territory set aside for national parks and forests which are not taxable for local needs, and it is impossible for these states, progressive as they are, to raise their share of the funds for federal aid roads.

"An all paved coast-to-coast highway is perhaps America's greatest need today. Excellent roads, such as the Lincoln highway and the national old trails lead from the eastern seaboard to the Mississippi valley, but the fan-shaped highway system narrows down as it approaches the corn belt, and I believe the jumping off place is at some little town

in Kansas. From that point on to the Pacific coast, a motor trip is made over roads dusty at best, and their worst, hub-deep in mud.

"The United States is building about 6,000 miles of paved road every year, but the projects are scattered and pitifully inadequate to meet the needs of our 23,000,000 motor vehicles. If this road building were concentrated, it would be possible to build two coast-to-coast highways each year. It has been suggested that 50 per cent of the federal allotment be appropriated for the closing up of the gaps so conspicuous just now between the Mississippi river and the Pacific slope, and this plan, too, would be a good one.

"Some hope is held out to motorists in the Browne-Watson bill providing that the fund of \$400,000,000 soon to be realized from the sale to France of road-building and war material be pooled with the federal aid appropriations, but it has been so amended that, even with this money available, no comprehensive program can be carried out. The farmers, for one thing, have demanded their share for the completion of rural roads bringing them closer to the city markets, and the flood relief organizations also have been promised a slice.

"What Congressman Rathbone proposes, as I understand it, is a super-highway, a concrete ribbon divided into six traffic lanes, the center lanes to be reserved for freight-carrying trucks, the outer lanes for tourist traffic, with the local traffic running between the two.

"The value of such a highway even as a military road for the rapid transportation of armed forces and military supplies in a time of national danger would be immeasurable. Its social and economic value is self-evident, as it would be the means of interchanging both products and ideas and would help to weld the nation together into one homogenous unit. Furthermore, it would save millions of dollars in wear and tear on motor vehicles.

"Highland building has not kept pace with the development of the motor car which under present conditions is not more than 50 per cent efficient. Aerial passenger, mail and freight service will in time partly relieve the congestion, but the automobile will for many years continue to be our principal means of transportation. Congressman Rathbone's measure, therefore, holds great possibilities and deserves the support of every motorist."

Oakland-Pontiac Sales Reach 128,305 Mark

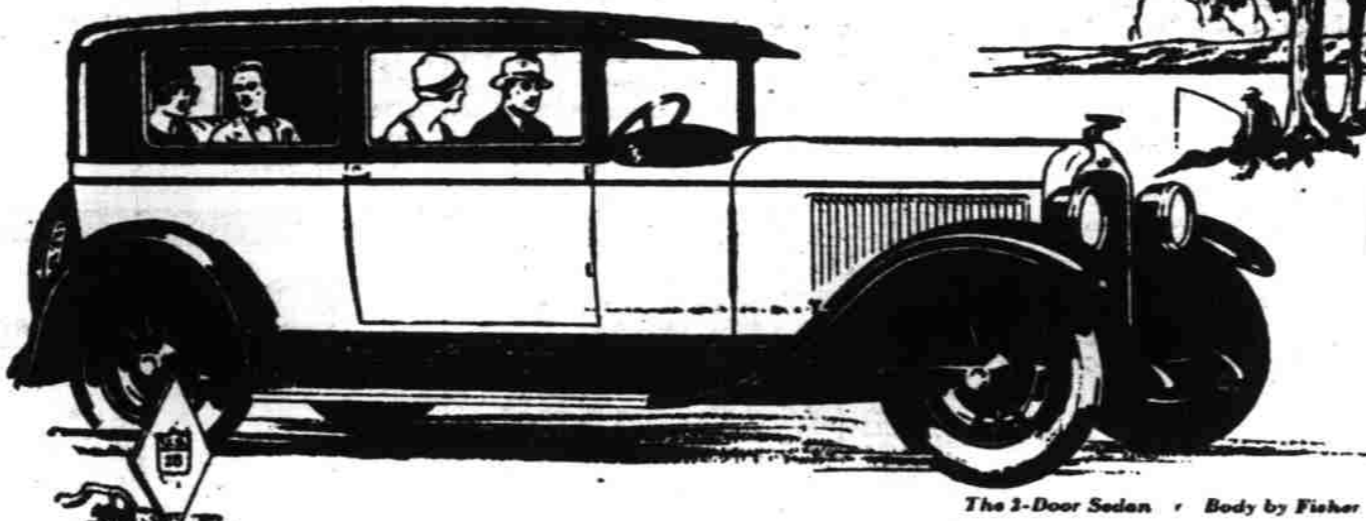
Sales of Oakland and Pontiac Sixes during the first five months of this year reached a record total of 128,305 cars according to figures released at the factory this week.

This volume of sales shows an increase of 49,019 or nearly 62 per cent over the 79,286 Oakland-Pontiac sales recorded during the first five months of 1927 when the Oakland Motor Car company was moving up from ninth to fifth place in the automotive industry.

Oakland executive are making no predictions as to what position the company may attain by the end of the year. They merely point to the figures. One illuminating bit of data shows that when the year 1923 was only three months old, the sales of Oakland-Pontiac Sixes had reached a total of 74,118 which very nearly equals the sales registered by the company during the entire first five months of 1927.

W. R. Tracy, vice-president in charge of sales, states that recent increased factory facilities now are adequate to take care of the growing volume of orders.

Do You Really Know What \$1045 Will Buy?



The 3-Door Sedan Body by Fisher

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3-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075; Phaeton, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265. New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

VICK BROS., Salem, Oregon

ASSOCIATE DEALERS

Beverly Motor Co., Albany, Oregon; Benton Motor Co. Inc., Corvallis, Oregon; Silverton Motor Car Co., Silverton, Oregon; Fred T. Bilyeu, SCo, Oregon; Bones Brothers, Turner, Oregon; C. J. Shreeve & Son, Dallas, Oregon; Henry C. Hollemon, Harrisburg, Oregon; T. D. Pomeroy, Independence, Oregon; F. L. Miller, Aurora, Oregon; N. J. Arnold, Monmouth, Oregon; Toledo Super Service Station, Toledo, Oregon.

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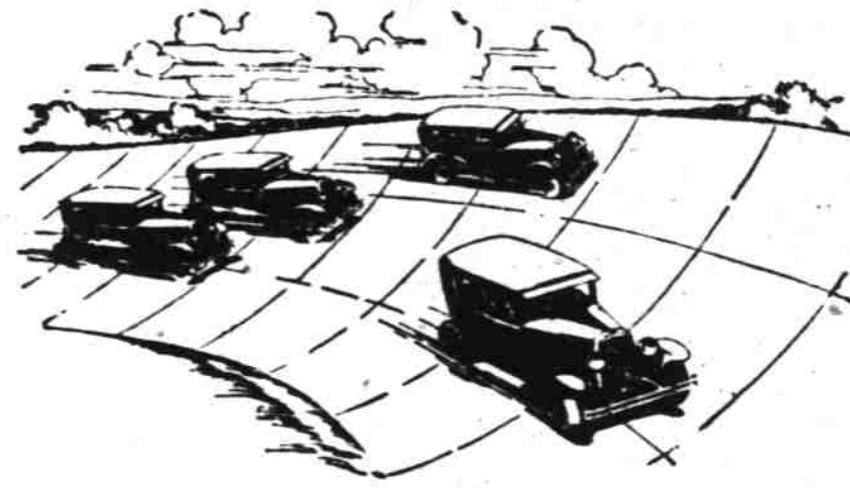
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