

FORD ENGINE REAL WONDER

W. L. Phillips of Valley Motor Company Gives Some Interesting Facts

"The engine of the new Model A Ford car represents one of the most remarkable engineering accomplishments in the history of automotive development," said W. L. Phillips of the Valley Motor company. "While the new model is new in principle or design, it represents a new combination of engineering principles which has produced the best tested performance features of the older types of automobile engines with the most important features of the newer types," he added.

"Without abandoning entirely the principles of the old low-compression, low-speed motors in favor of the extremely high-speed, high-compression type, Ford engineers have developed a medium speed, medium-compression motor that has proved itself much better adapted to the needs of a light car. A wide variety of uses under all sorts of road conditions and in widely varying climates are thus served more satisfactorily than would be possible with a radically high-speed, high-compression motor."

Power Remarkable
"Its power, smoothness and flexibility are remarkable for its size and weight. The Model A motor develops 40 brake horsepower at 2200 revolutions per minute. In accounting for this performance credit must be given to the following improvements: An induction system which permits a better and more uniform flow of air and fuel to the combustion chamber; redesigned valve and combustion chambers which give higher, more uniform power impulses; lighter but stronger connecting parts; increased bearing size which result in sturdier construction and consequently smoother operation; newly designed hot-spot manifold gives unusually efficient carburetion and there is also improved timing.

OLDSMOBILE'S NEW MODELS, SUCCESS

Production has been ordered increased on the new line of Oldsmobile models. The company introduced recently. Orders received from dealers when the first of the DeLuxe models were delivered equalled the entire production schedule for the remainder of the year, making necessary the production increase.

"The new DeLuxe line," says Biddy Bishop, Salem dealer, "consists of specially designed and finely finished body types on the new Oldsmobile chassis. It supplements the standard line of body models which, with the chassis, remain unchanged.

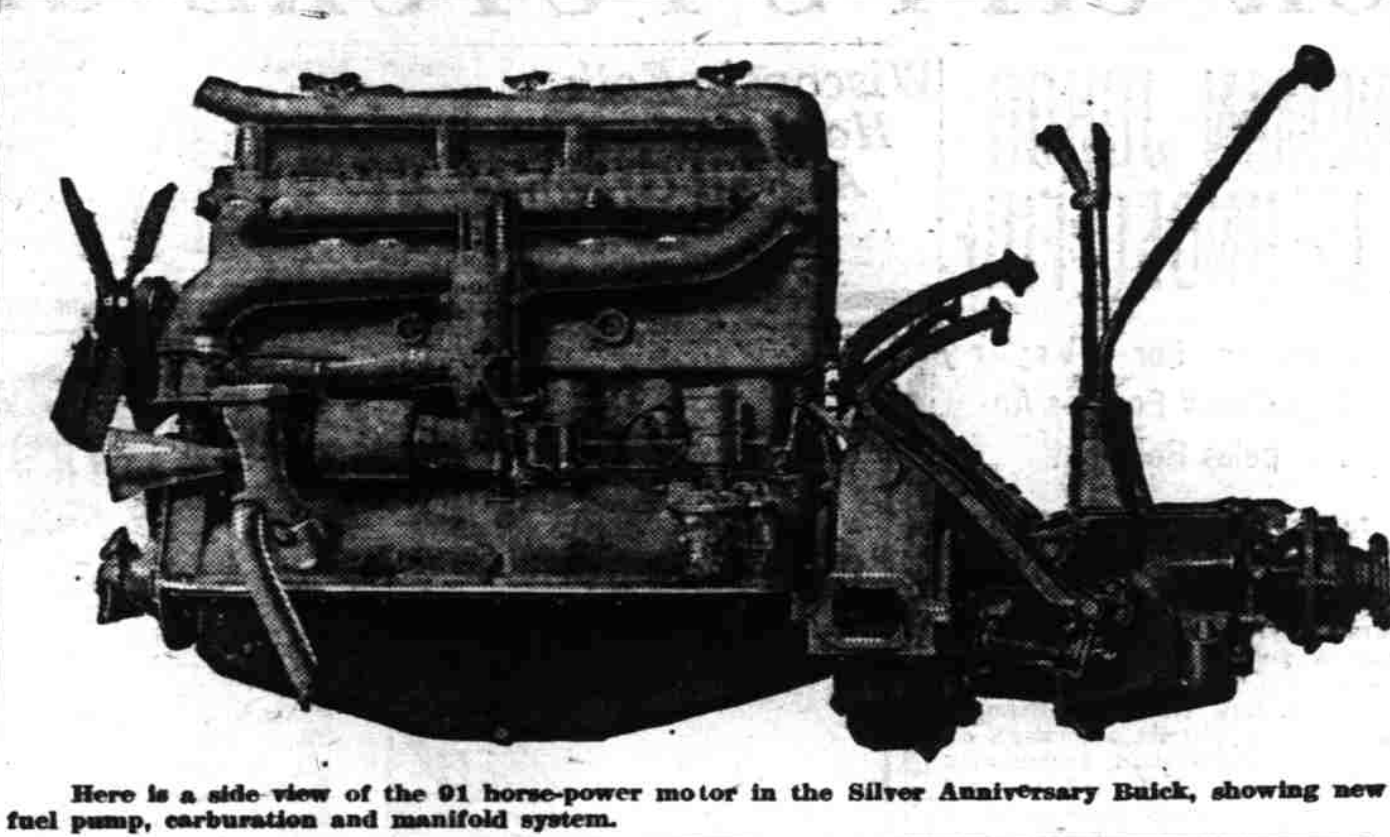
"Owing to the large and continuous demand for the standard Oldsmobiles, which has resulted in breaking all previous production and sales records this year, factory officials set up a modest schedule for the DeLuxe models. The flood of orders during the past few months, however, has caused them to materially revise their plans to accommodate the demand for the DeLuxe line."

Demand Strong
Dealers report that the DeLuxe body types are meeting the demands of a new and growing field of Oldsmobile buyers. These are owners of higher priced cars who have tested Oldsmobile performance and wanted a powerful, easily handled car of this type, yet desired the distinctive appearance given by the DeLuxe models.

Because of this instantaneous demand for the DeLuxe models, factory officials report that they have been unable as yet to supply all dealers. The majority of the models so far shipped have been sold in the larger cities where they had been forwarded for distribution. This condition, however, will be corrected in the near future, as production increases.

What Line Includes
The DeLuxe line includes the DeLuxe Landau, DeLuxe Four Door Sedan, DeLuxe Roadster, DeLuxe Sport Coupe and DeLuxe Phaeton body types. All are equipped for six wire wheels, six tires and tubes, the two spare wheels being carried in wells in the two front fenders. Special upholstery, color combinations of the and fittings, which include spring covers, folding trunk rack and chromium plated head lamps, feature these distinctive and sportive models.

Buick's New Power Plant



Here is a side view of the 91 horse-power motor in the Silver Anniversary Buick, showing new fuel pump, carburetion and manifold system.

A. A. A. Takes Up Question Of Uniform Traffic Rules

WASHINGTON, D. C., Aug. 25.—(Special)—Some spots in the national touring situation in 1928 were stressed in a preliminary survey made public by the national headquarters of the American Automobile association here today.

Motorists Dissatisfied
"From all sections of the country," said the A. A. A. statement, "comes the same story. It is a story of millions of motor tourists who are sick and tired of running the gauntlet of traffic regulations that change not only from state to state, but also from town to town and even every few minutes from hamlet to hamlet in the same county. The worry, the strain on the driver who must be ever on the alert to observe changing regulations, the waste of time and energy mars the pleasure of the tour for hundreds of thousands of people."

RUBBER OUTPUT HELD ESSENTIAL
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Japanese controlled zone of the south Manchuria railroads. Germany, pressed by wartime necessities, evolved several laboratory substitutes, though in all probability, the lack of rubber had a good deal to do with breaking down the German war machine.

"If the automobile is to continue as a factor in American progress, we must do something to break this foreign monopoly. Encouraging reports reach us from one American rubber company which has extensive holdings in Mexico, and whose output from the guayule plant has run as high as 150,000,000 pounds a year.

MODERN AUTO CAMP MAKES TOURING FINE

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Further, if he wishes, he may rent bedding, including sheets, for a small additional sum.

One garage proprietor of Salem told the Statesman's automobile editor that his night storage business had dropped off 30 per cent in the past twelve months, due to the auto camp. Persons who formerly stored their cars in garages on arrival in Salem now use the camps, he said.

O. J. Butler, station agent at Tigard for the Oregon Electric has received orders to close the office, business having fallen off to such an extent that it is unprofitable to have an agent.

A pessimist who can remain such in the presence of honest-to-goodness strawberry shortcake is hopeless.—Columbus Dispatch.

25,000 SCOUTS GIVEN BADGES

Awards Of Honor In Auto- mobiling Awarded To Youths In America

Since the establishment in 1911, of the Boy Scout Merit Badge for automobilism, more than 25,000 members of the organization have won the right to wear the insignia of this badge, an automobile wheel. The first year, 1912, 16 Boy Scouts met the requirements. Last year 5,443 boys passed the requirements and qualified for the badge. For 1927 the number will be even greater. To the end of 1927 22,631 boys in all had qualified.

There is no doubt that the Scout Merit Badge for Automobilism has done much to stimulate an interest in motors and motor cars among boys. The Merit Badge system seeks to arouse and establish interest of boys in various pursuits and to point the way to the selection of a vocation.

To obtain a Merit Badge in Automobilism a Scout must meet the following conditions and functions: 1. Demonstrate ability to start a motor, explaining what precautions should be taken.

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HUPP'S CENTURY CAR MAKES HIT

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In the expectation that other manufacturers might develop features they would want to have in their cars.

New Models Out
"Now all the new models are out in sight. People have compared them with the Century and are convinced that, with all the great advances scored by the industry, no other 1929 car approaches the complete artistry of the Hupmobile. When this conviction is reinforced by sight of the refinements of the new Century—its tailored-metal appearance, its enhanced riding and driving ease and its sparkling performance—no further persuasion is required to bring a definite decision in favor of Hupmobile."

Characteristic expressions culled from the messages being received at the Hupmobile offices include such as these:

"New cars meeting with wonderful reception," this comes from the New York distributor. "Dealers report many sales after

NEW BUICK IS BIG SENSATION

Added Power On Same Low Fuel Consumption Is Claimed For Car

That was the problem Buick Motor company engineers faced in development of the Silver anniversary Buick, which has proved a sensation since its initial presentation, according to Otto J. Wilson, Buick dealer in Salem.

How well this problem was solved already has been demonstrated to the thousands who purchased the luxurious new cars in the first few days after their announcement. For Buick's six-cylinder valve-in-head engine is almost one-fifth more powerful than heretofore and the entire chassis has undergone commensurate enlargement.

This power increase, according to E. A. DeWaters, chief engineer, has been accomplished through an 11 per cent increase in the piston displacement of the larger engine and an increase of 12 per cent in the smaller. But changes in the carburetor and manifold system, re-designing of the camshaft and provision of a new muffler, in which back pressure is reduced to a minimum, have kept the fuel consumption virtually unchanged, DeWaters pointed out.

Marked improvement in the automatic heat control unit built into the fuel intake system was cited by the engineering chief. "This device, which is exclusively Buick's is responsible for the quick start in the coldest weather," DeWaters declared. "The butterfly valve which controls the flow of heat from the exhaust manifold toward the carburetor and intake now is made of a special heat-resisting metal

OAKLAND FACTORY SAVES SHAVINGS

Oldsmobile now presented in 12 different body types following the recent addition of a line of five deluxe models.

The fact is those shavings represent potential automobiles. Far from being scrapped, they are carefully salvaged and put through a reclaiming process. After sorting, they are run through a crusher and then placed in wire mesh baskets in a centrifugal motion machine which extracts practically 100 per cent of the grinding oil. This is filtered and used again.

Visitors going through the plants of the Oakland Motor Car company, at Pontiac, Mich., have noticed small piles at machine turnings, or shavings, accumulating every few minutes under various machines used in the building of Oakland and Pontiac Sixes. Several men go from place to place carefully shoveling these turnings into steel containers. Not one visitor in fifty thinks to ask what becomes of them, pre-supposing that eventually they reach the scrap heap.

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"Western Auto's" Semi-Annual New Customer TIRE SALE

This great sale offers a new peak of tire savings to motorists who have not yet learned the many advantages of economy and satisfaction offered by "The World's Largest Retailers of Auto Supplies" . . . ! Sale Ends Saturday, September 8th.

Our thousands and thousands of old friends, too, will welcome this money-saving event . . . during which, for two weeks, long-lasting, trouble-free Western Giant and Wear-well tires will be offered at lower prices than ever before.

Table with tire specifications and prices. Includes columns for 'Wear-well Balloon', 'Wear-well Cord', and 'Western Giant Balloon' with various sizes and prices.

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Substantial Progress

Six months' sales exceeded any twelve months in eighteen years. The Graham-Paige four speed transmission (standard gear shift—two high speeds) contributed to this substantial progress. A car is at your disposal.

Graham-Paige advertisement featuring a car illustration and contact information for Trumm Motor Car Co. at 447 Center Street, Salem, Oregon. Includes phone number 959.

Western Auto Supply Co. advertisement for tires. Includes contact information for the Salem Store at Corner Court & Commercial, Tel. 796.