

NEW PONTIAC SHOWING SOON

Vick Brothers Will Present Latest Model to Salem Early in Week

The new Pontiac "Big 6," shown for the first time at the New York national automobile show and which is being placed on display in dealers' showrooms throughout the country this week more than fulfills the advance promises of big car performance, big car appearance and big car value made in the preliminary news announcement in December, according to dealers and officials who have seen the new car and driven it.

"It is essentially a new car from radiator to tail lamp and includes chassis improvements that give the car flexible performance comparable with cars in a higher price range," according to L. M. Dreyes, Pacific coast regional sales manager, who predicts that the new Pontiac "Big 6" will still more firmly entrench itself in the favor of motorists everywhere by reason of the extraordinary value evident in the 1929 car.

All the bodies are entirely new, the line including a 2-door sedan, 4-door sedan, coupe, sport roadster with folding rumble seat, sport phaeton, convertible cabriolet with rumble seat, and a landaulet sedan with folding rear top quarter. The last two are innovations in the Pontiac line, having the appearance of custom built bodies.

Outstanding features contributing to the extraordinary performance of the new Pontiac are a larger and more powerful engine; new counter-weighted crankshaft; new transmission; larger carburetor, intake manifold and valves; wider springs with new shackles self-adjusting for wear; increased valve lift and new Hotchkiss drive.

The shell of the radiator, narrow and built up to 35 inches in height, gives to the front the appearance of power and fleetness borne out by the performance of the car. No emblem or nameplate marks the front of the radiator shell, but the familiar "Chief Pontiac" radiator cap ornament is retained. A chrome plated bar extends vertically from top to bottom of the radiator core.

Larger fenders, full crowned and with beaded edge, flare out in graceful sweep over the smart low wheels. A forged fender tie rod replaces the pressed steel rod and lamp support formerly used. Headlamps on four body types come in full chrome plate, while on the remaining models the rims are chrome plated.

A full side view shows to best advantage the original lines of the new car. The slightly arched window design, with new paneled effect between the windows; a high waist line, and unique new concave moulding distinguish the Fisher bodies. This new belt moulding starts at the cowl and completely encircles the body. It is not continued down the hood, as in the Oakland models, but a new curved pillar line, quite similar in appearance to one of America's costliest cars, runs from the center panel on the cowl down to the rear of the hood.

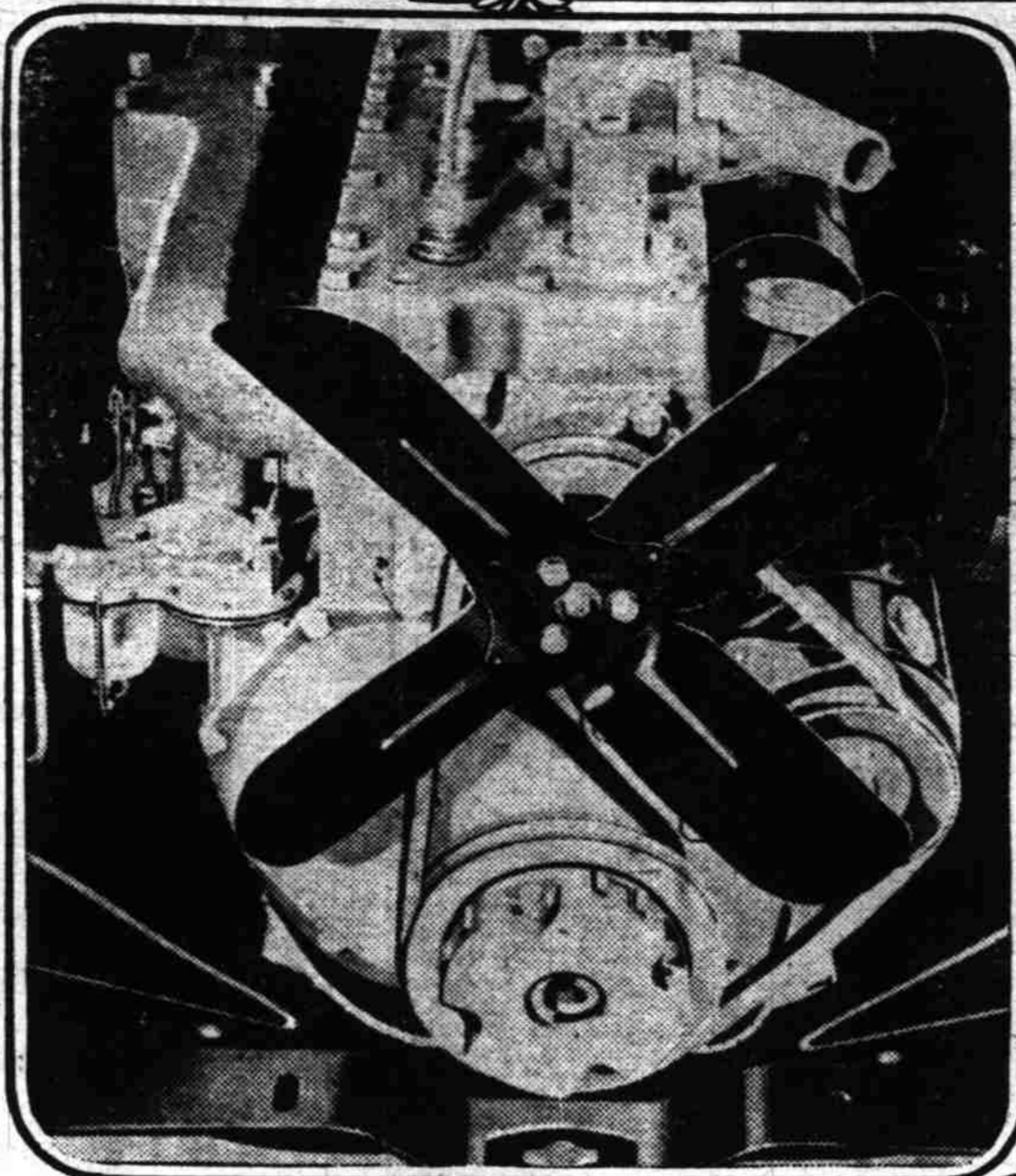
A smart new louvre design sets the car instantly apart in traffic. Instead of in the conventional manner, all are grouped in one panel and extend horizontally across the hood. A slender and brilliantly finished cowl band with parking lamps adds to the exterior beauty of appearance.

All enclosed bodies have adjustable driver's seats, smart new sun visor, slender ebony finish 27-inch steering wheel, ebony finish instrument panel illuminated by two hooded bulbs, Delco-Remy combination transmission and ignition lock on dash, depressible beam lamps operated by foot control, new approved combination tail lamp, stop light, and Horns support, larger Delco-Remy motor driven horn, automatic windshield cleaner, rear view mirror, theft-proof door locks and exclusively designed running board mats.

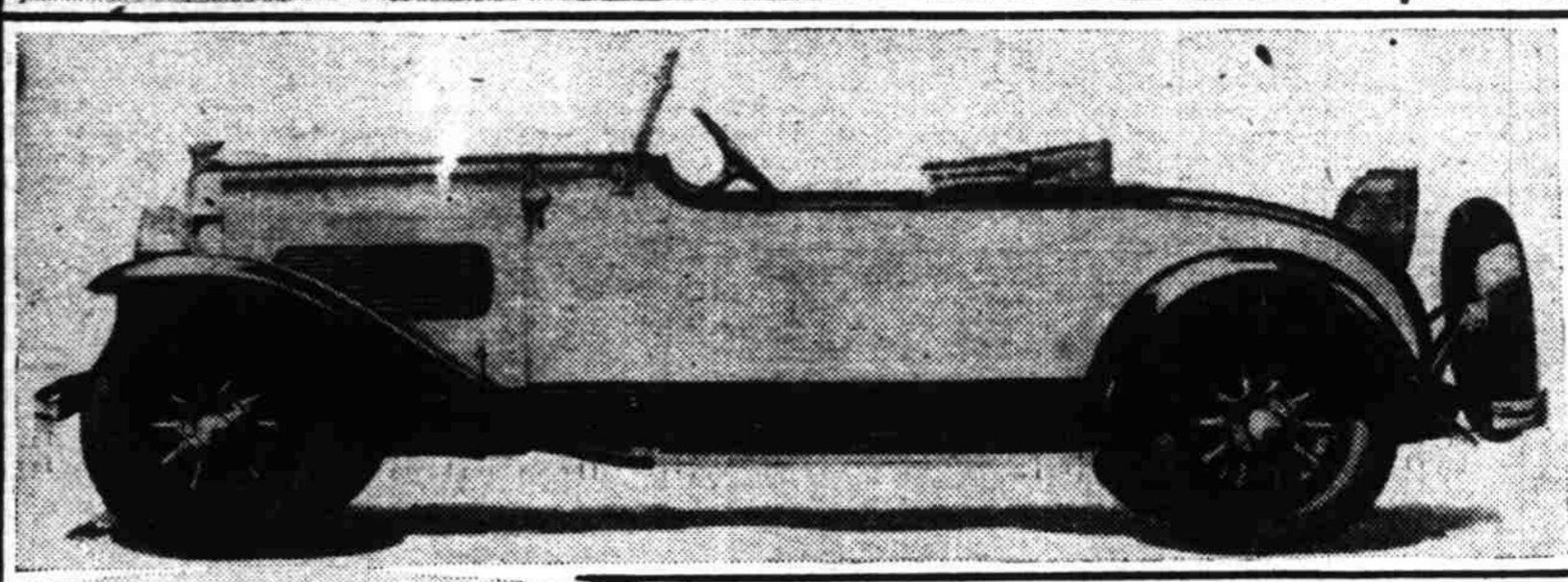
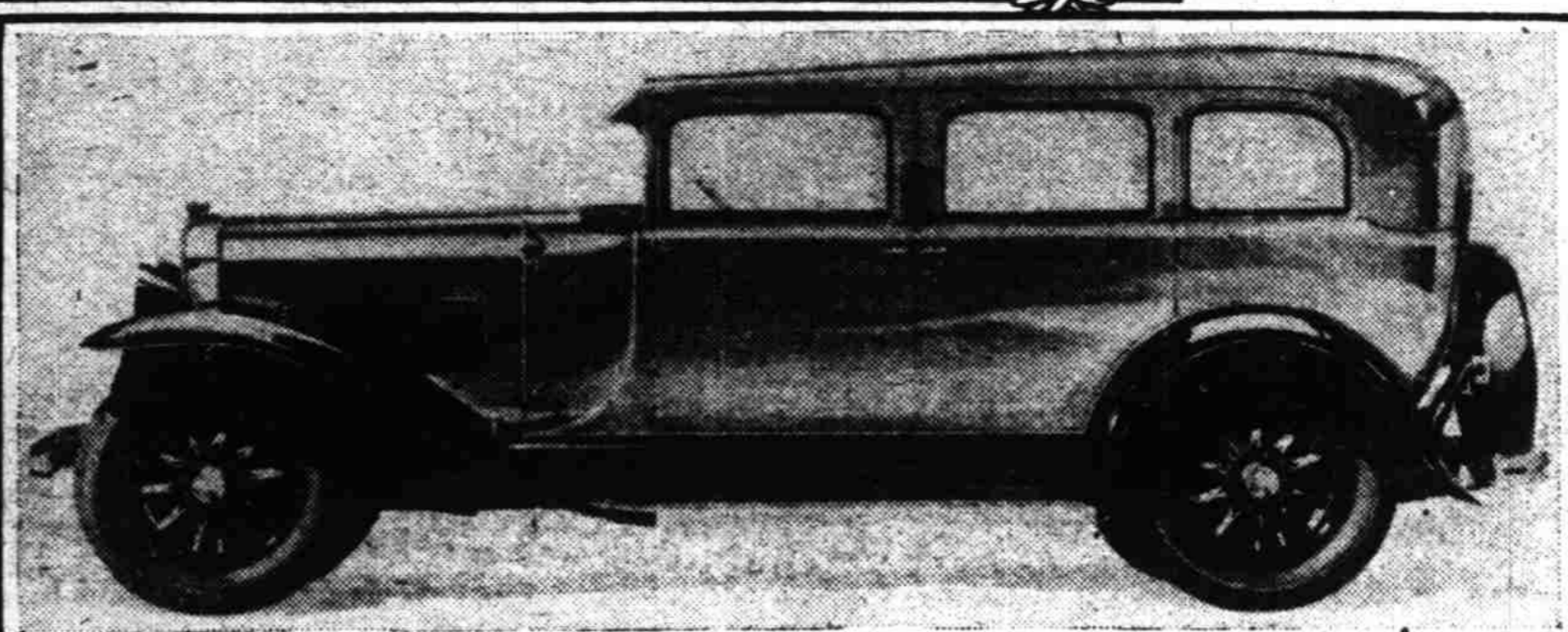
Other important mechanical features include: Larger 1-head engine developing 57 brake-horsepower at 3000 revolutions per minute; re-designed crankshaft, statically and dynamically balanced, with counter-weights to accommodate the increase in power output of the engine; crankshaft weighing 53 pounds; harmonic balancer to eliminate any vibration or crankshaft torsion likely to be developed by the more powerful motor; larger radiator; massive ten-spoke artillery type wheels with 29x5 straight side balloon tires, with six-wire wheel equipment available at slightly greater cost; larger intake valves and greater valve lift; oil pump with capacity of 175 gallons of oil an hour at 25 miles per hour; constant flow pressure feed lubrication to main and connecting rod bearings and timing chain, with splash to other parts; pressure-suction type

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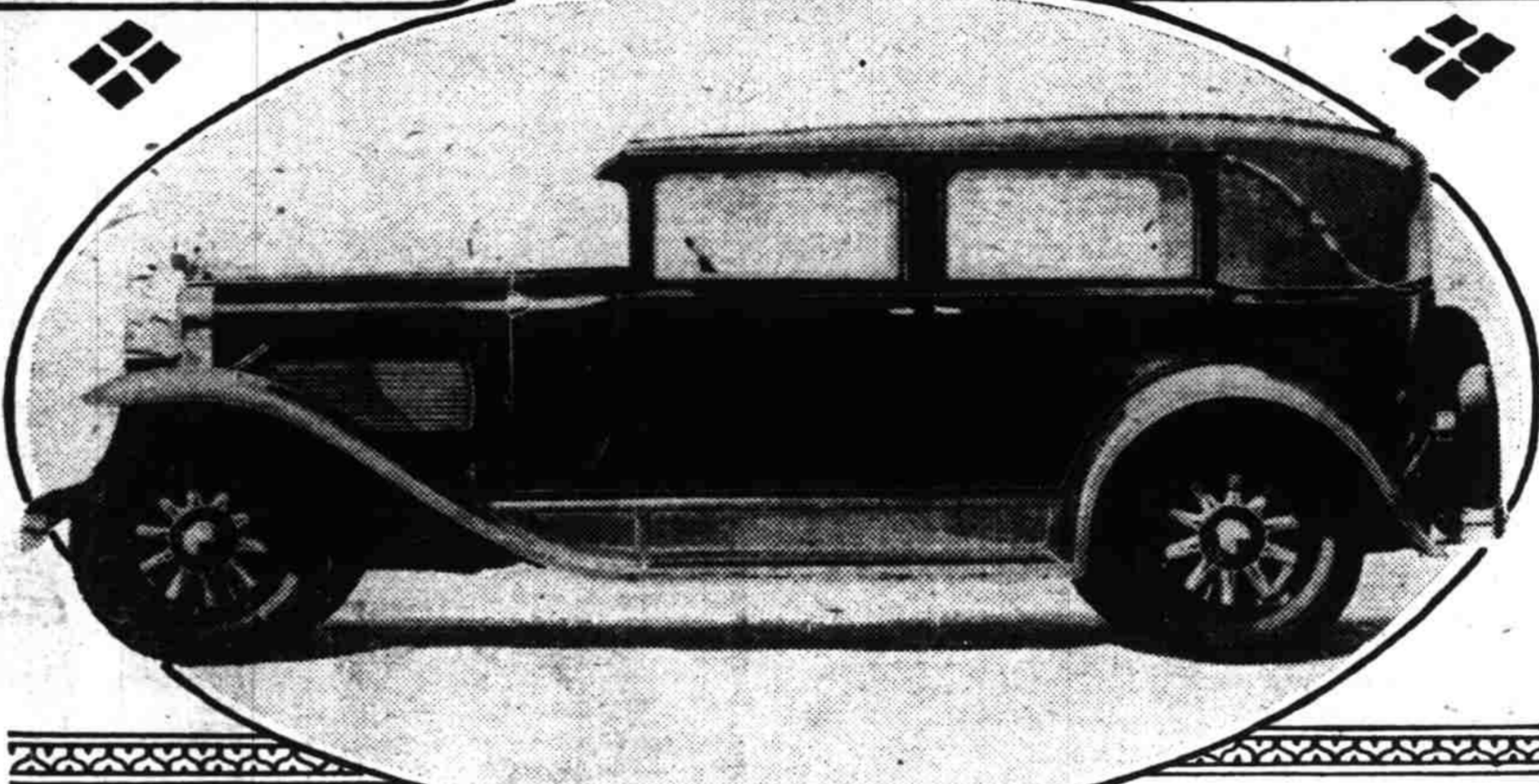
SMART BODY LINES FEATURE NEW MODEL "BIG 6" PONTIAC



Upper left: Front end of motor in new model Pontiac "Big 6" showing installation of Harmonic Balancer, fitted to car in this price class for the first time; also the new four-blade fan and neat arrangement of motor assembly.



Upper right: The new four-door sedan. Lower right: Pontiac Sport Roadster.



Below: New Convertible landau sedan.

STOP SIGNALS HARD TO SEE

Fog and Rain Obscure Signs on Corners, Reflectors Suggested as Aids

By J. P. Prescott
Stop streets and speed laws bring more motorists into the toils of the local police than any other ordinance with the exception of the one controlling lights. The speed and light violations have no alibi other than carelessness or malicious neglect. Violation of the stop street ordinance may easily be unintentional at several of the downtown corners or on a foggy night.

Persons unfamiliar with the city often miss the stop signs and drive on ignorant of any traffic violation unless they are stopped. They create a menace to motorists driving on the through street, and who are expecting them to stop before crossing. Through no fault of their own visitors to Salem may be involved in serious accidents because they fail to stop at a through street.

Sign Invisible
On a recent foggy night on one of the earlier rainy nights on the visibility of the stop signs on the intersection of the streets where he knew they were placed he glanced to the right and to the left as would a driver not expecting any special sign but watching out for approaching cars. His comment was:

"My lights were dimmed in accordance with the law and I was driving nearer the center of the street than the curb. In the brief glance to the right to look for the lights of another car I did not see anything of the yellow and black sign. If I hadn't known that I should stop there I would have gone on across."

Light Recommended
"A red reflector on the post or in the middle of the street would make it almost impossible to fail to notice the stop signs. For the protection of Salem motorists and visitors some kind of light or reflector should be put on the signs or in the street."

Large cities have found it necessary to use the reflectors in the middle of the street to warn motorists of the stop necessary. In Salem where parking close to the corner is not frequent, a small reflector on the post would be sufficient. At the downtown intersections where a stop is mandatory, markers in the middle of the street would be necessary as parked cars totally obscure the signs from approaching drivers.

TWO STATES FINISH PLAN
Maryland and Delaware are the only two states in the country which have thus far completed initial improvement of all the roads in their state systems although other states are not far behind.

OAKLAND EXPANDS FACTORY CAPACITY

Expansion of the field organization of the Oakland Motor Car company to meet the anticipated increase in business in 1929 is announced by W. R. Tracy, vice president in charge of sales.

A closer tieup between the manufacturer and the public is assured by the expansion, which included the creation of a new district office, the transfer of another, and changes in the field personnel of additional districts.

This announcement follows directly on the heels of a statement issued by the Oakland factory declaring that shortly "a Pontiac six, new in practically everything but name," would appear on the market, and at a time when the new Oakland All-American six is commanding greater public interest than any previous model in the history of the line.

In addition to expansion in the sales department, production facilities also are being stepped up so that next year the Oakland-Pontiac plant will have a capacity in excess of 350,000 cars, a size against an estimated output this year of 265,000 units.

Field changes included the establishment of a new district office on December 15 at Los Angeles, the 25th to be established in the United States, which exercises jurisdiction over southern California, Arizona and parts of Nevada. Annual business flowing through this office will range from nine to 12 millions of dollars.

H. P. Grove, formerly Oakland district manager at San Francisco and previously at Pittsburgh and Butte, heads the new Los Angeles district office. Under his direction are 15 field officials and a clerical staff.

Largest Highway Mileage in Texas
Many interesting side-lights are contained in the records of the bureau of public roads bearing upon roads.

Front Wheel Drive Forecast As Next Major Development for All Automobiles

NEW YORK, Jan. 19.—With the closing of the automobile show in New York after a record-breaking week, not only in attendance, but in revelations of the motor car world, the observer stands back and asks what might be next in automobile development. To the car owner and the prospective car owner, the automobile manufacturers have given every possible refinement, the maximum of efficiency in engine performance and the final degree in luxury and beauty, of body designs.

Noteworthy among the achievements in motor car building is the trend toward making every car appeal to the finer tastes in a universal range of thought and viewpoint. The lowest price four-cylinder car job combines appointments comparable with the luxury and quiet dignity of the most expensive custom-built eight.

Careful Study Made
Clark W. Parker, noted automotive engineer, and chairman of the board of Automotive Royalties corporation, an engineering institution which Mr. Parker has built to be of great aid in the development of refinements in the American automobile industry, believes strongly that the front wheel drive will be the next major development in the perfection of the motor car.

Long an advocate of the front wheel drive, Mr. Parker has been devoting the past few years to a careful study of the matter, and while he has not stated definitely what he intends to offer, it has been hinted in well informed circles that Mr. Parker is about to bring forth a front wheel drive design, so simple and so practical as to make its adoption feasible to every type of car in the medium and higher priced lines.

"It will not be surprising to me," Mr. Parker stated, "to see as the next outstanding development in motor car manufacture, the introduction of the front wheel drive in a variety of car makes. I have talked with some of our outstanding automotive engineers, and I have learned that every month more and more thought is being centered on such a development. "Turn to Page 13, Please."

'29 AUTO OUTLOOK FOUND PROMISING

LOS ANGELES, Jan. 18.—The outlook for 1929 in the automotive industry, promises continued success and development, according to views expressed today by George Pepperdine, president of the Western Auto Supply company, said to be the largest retail distributor of automobile supplies in the world.

Conditions appear most promising for the west, during the coming year, predicted Mr. Pepperdine, who stated that business is sound, all lines of industry are moving smoothly, crop conditions in the west, as a whole, are excellent and the extended growth of the foreign market is still another factor that will aid continued prosperity.

"In automotive lines, payroll and employment have been mounting steadily during the past year," said Western Auto's president. "Most of the major automotive equipment manufacturers have entered 1929 with plants operating at an active rate and the end of the past year saw all lines of motor cars with an increased production schedule over the same 1927 period.

"Excellent values will be the keynote of all automotive offerings this year, whether they be automobiles, accessories or tires. Improved methods of production and distribution indicate that prices will be lower and quality will be better than ever before in the history of the industry.

"With competition so keen in all branches, the automotive distributor or dealer who can offer the best values and the most efficient service will be rewarded with the bulk of the business. Public approval is the surest proof that a business is being conducted along proper lines. Because of the steady increase in sales in our own business, we have reason to believe that the values offered by the Western Auto stores and the service we give, have merited the unqualified approval of the automobile owners in the western states.

NEW GROUPING CREATES POWER

Chrysler Motors Presents Vast Organization to Automotive World

The far-reaching significance of recent Chrysler operations was not fully grasped either by the trade or the public until announcement was made yesterday that the great group of manufacturing properties under the direction of Walter P. Chrysler is hereafter to be known as Chrysler Motors.

The purpose of this highly important move was tersely expressed by Walter P. Chrysler when he said:

"The one and only justification for a grouping of motor car properties is to render a better public service. Chrysler Motors will accomplish mutual efficiencies and savings which will give new benefits to the buyer of individual and commercial transportation in quality, service and economy. That is its sole purpose."

Get Mass Advantages
All of the products of Chrysler Motors are manufactured in one great group of plants and therein, Chrysler experience has proved, rest the economic possibilities for overhead reduction, conservation of facilities and the application to all units of a common policy of purchasing, engineering and quality manufacturing.

Chrysler Motors manufacturing facilities and financial resources are so vast and their combined distributing agencies so numerous that every price class in every country in the world is supplied with a Chrysler Motors car—and each ranking as a leader in its class.

Every Price Covered
Each of these products partakes of the advantages of unified engineering, purchasing and manufacturing accruing to all the others, the cardinal principle of the grouping of the properties being the one thought—to benefit the buyer by a uniform basis quality and an outstanding standard of value in every price field.

"In the precise form in which it is operated," said Mr. Chrysler, "Chrysler Motors represents a new economic force in the industry because, while still preserving a complete separate identity in the units and their distribution, it welds together the advantages resulting from the common policy of engineering, purchasing, manufacturing and financing under one personal head."

Conceived Years Ago
The inception of this gigantic plan actually dates back to the production of the first Chrysler car. At that time Mr. Chrysler had the plan to erect a great manufacturing organization individually controlled and directed, exchanging engineering, designing, manufacturing and production advantages among the units which would ultimately cover the entire market with a Chrysler-built car for every price class.

LARGE GROUP OFFERS MORE

Combination of Chassis and Body Producers Allows Greater Values

No longer is it necessary for buyers in the lowest price six cylinder field to compromise between their desire for a six and their desire for body style, comfort and excellence, says H. J. C. Henderson, sales and advertising manager of the Fisher Body corporation.

In the new Chevrolet six, he points out, a body of composite wood and steel construction is offered for the first time in automotive history on a six cylinder chassis in the lowest price field.

This remarkable combination of mechanical and body excellence, he adds, would have been considered impossible of attainment a few years ago. In the past it was taken for granted that the purchase of a low priced six necessarily involved the sacrifice of quality body construction.

Vast Resources Permit
Through General Motors, Fisher Body has solved the problem of combined body and mechanical excellence in the low price six cylinder field. The Fisher body of the new Chevrolet six is possible only by reason of the vast resources, the unparalleled machinery and manufacturing methods and the long experience of Fisher Body corporation in producing bodies of surpassing reputation.

Bodies of composite wood and steel construction have long been standard in the higher priced and quality car groups because engineers admit that this is the only type of automobile body construction which permits of maximum strength, maximum resiliency and maximum safety. The appearance of this composite type of body construction in the field of low priced sixes marks the establishment of a new high standard of values for the entire industry.

In addition to its superior construction, Henderson declares, the new Chevrolet body has many typically Fisher style and appearance features which make it all the more outstanding in its field. Fisher one-piece "V" windshield provides adequate ventilation and the raising or lowering of the windshield may be accomplished with a minimum of effort while the car is in motion. The narrow front pillars eliminate blind spots and reduce the possibility of accidents.

Adjustable Seat Used
Upholstery is of the highest grade velour designed and produced according to Fisher ideals especially for use in Fisher bodies for the new Chevrolet. A feature new to this price class is the adjustable driver's seat in the closed models of the new Chevrolet six.

A regulator, so placed as to be easily accessible, allows the seat to be moved to suit the driver's comfort without exertion and while the car is in motion. All closed cars are equipped with high grade interior fittings of a special design which add to the richness of the finish.

"The new Chevrolet six with its Fisher body of composite wood and steel construction is graphic evidence of the great strides which scientific manufacturing and production methods have made even in the last six months toward increasing the worth of the automobile dollar," says Mr. Henderson. "The appearance of this six cylinder which adds to the richness of the finish.

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advisable to develop a companion car bearing the Chrysler name. This brought into existence "the Chrysler '55,'" many thousands of which are today continuing to give satisfactory service. Later the line consisted of four cars, the Chrysler '52," the Chrysler '53," the Chrysler '54," and the Imperial '50."

In the logical development of the plan, and to simplify public understanding of Chrysler operations, the Chrysler low priced car, with its entire change in appearance, was named the "Plymouth," which, according to Mr. Chrysler, was designed to effect the greatest possible economy of operation in the lowest-priced field, consistent with quality and reliability with quality and reliability.

DeSoto New Six
With the coming of the entirely new Chrysler style, three individual new lines of cars were named—the '65," the '75," and the Imperial, the supreme achievement of Chrysler engineering and manufacturing.

Another Chrysler creation, the DeSoto Six, was added to the line during the past year.