

300 DURANT DEALERS MEET

Motorists Get More Value For Dollar Than Ever Before Says Shade

More than 300 Durant dealers from the six western states, western Mexico, and the Hawaiian Islands gathered in Oakland and San Francisco last week to attend the annual Pacific coast sales convention, according to H. E. Shade who returned here last week.

The local Durant dealer was highly enthusiastic about the automotive marketing outlook for the coming year and predicted that Durant would establish new sales records throughout the western territory.

While in San Francisco he spent several days at the annual Pacific coast automobile show where the Durant display was one of the outstanding exhibits.

"Motorism's latest creations, as exhibited at the auto show, far over-shadow the displays of a year ago," said Shade. "Mechanical improvements and delightful color combinations were noted on every hand."

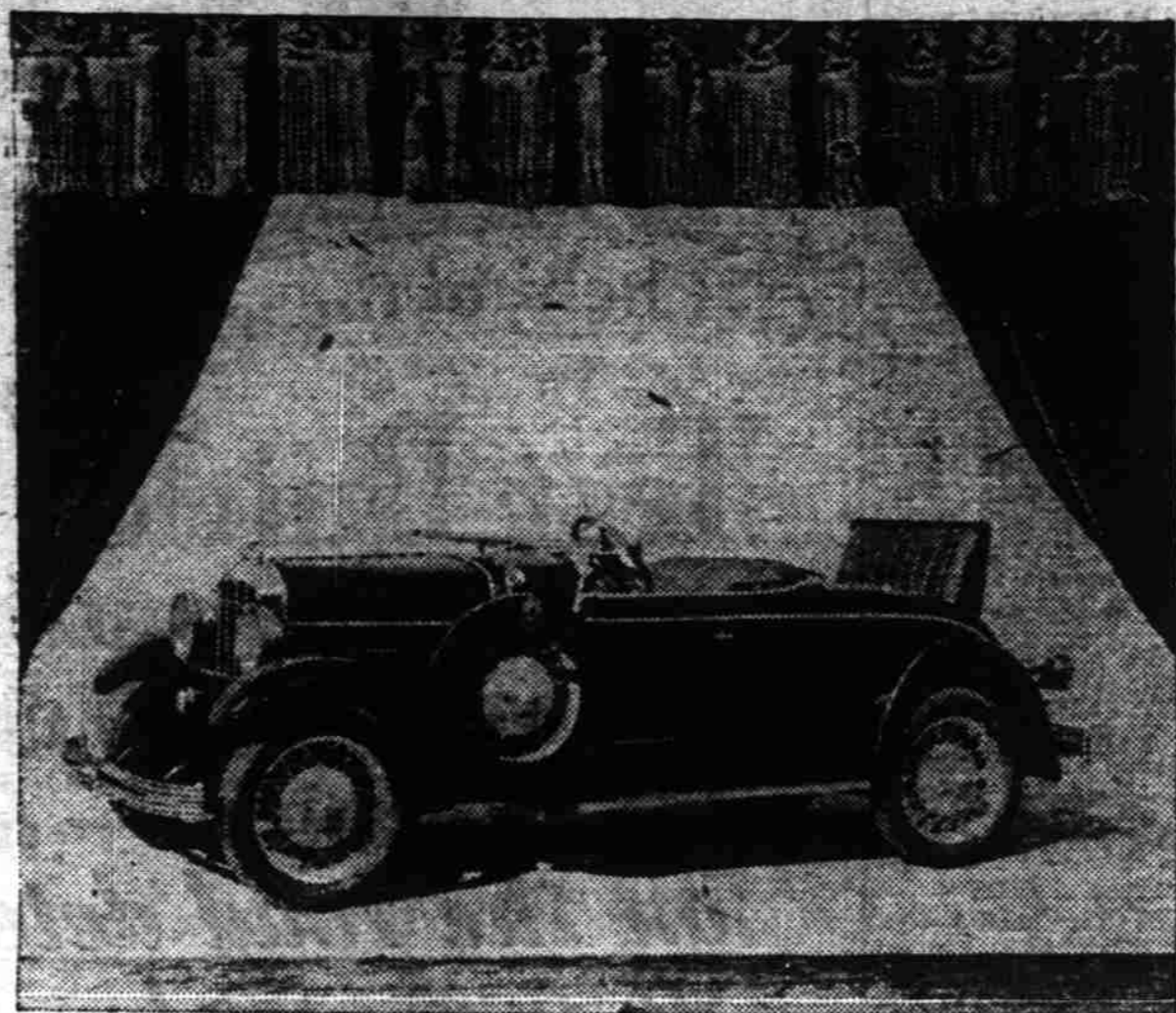
"Dollar's Value High
In my opinion, however, the outstanding feature of this year's San Francisco show was the tremendous value offered for every dollar spent in automotive transportation. Whether a purchaser selects a four, a six or an eight, he secures more for his money than ever before."

"The new Durant six, which sells in the price class formerly regarded as the stamping ground of the four, attracted much favorable attention. The new models presented in varied color combinations, drew throngs every day of the show. The display also included an array of new 1929 Durant Four models. A cut-away chassis which revealed the mechanical construction of the Durant Six was exhibited, together with the Durant '75' equipped with the Durant four-forward speed transmission."

"It was especially noticeable to me that automobile manufacturers have been able to give the public more value than ever before. In some cases mechanical improvements were stressed; in others, added equipment; in still others, greater beauty of line and color. An inspection of the Durant display disclosed the fact that the newest six and the four combined all of them."

Factory Supplemental
The local Durant dealer also visited the big Durant plant in Oakland where he found that western factory officials are now

Leader Among Latest Durants



This new Durant six deluxe sport roadster exhibited to dealers and western enthusiasts for the first time last week will be one of the most popular cars in the 1929 Durant line of motor cars, it is said. The setting shown above was part of the Durant special display arrangement at the recent San Francisco auto show. Reports state the display drew huge throngs.

in the midst of the greatest production program in the history of the company. Two new \$100,000 additions to the factory have just been completed.

The Durant dealers' meeting had Norman De Vaux, head of the western organization, as its principal speaker. Mr. De Vaux said those present about the recent retirement of W. C. Durant from the active management of Durant Motors, Inc. The western chieftain stated that Mr. Durant will, however, remain with his organization as chairman of the board of directors.

"The remarkable record of Durant in 1928 was one of the principal topics of all the speakers, who pointed out that, during that year, Durant business in the west increased more than 250 per cent over 1927," said Mr. Shade. "Production plans for this year were also revealed and an output of 30,000 Durant motor cars is the goal set by the factory at Oakland."

Rufus—Why on earth do you take all those magazines and papers? You certainly can't read them.
Gofus—No, I don't bother with the reading matter—but the advertisements are so interesting.

Keeping to "Straight and Narrow" Greatest Problem In Speed Record Attempt

WASHINGTON, D. C.—Major H. O. D. Segrave of England will have a score of knotty problems confronting him on the sands of Daytona beach when he attempts to set a new world's record in March, with his Golden Arrow.

Not the least of these will be his problem of keeping the car on a straight course, for a slight variation which would mean nothing in a pleasure car traveling at 60 miles an hour, might spell ruin to him. The world record attempt will be made under sanction of the American Automobile association, the governing body of speed tests in this country, and of the City of Daytona Beach. While these two agencies will make every attempt to have the course in perfect condition, they cannot influence the driving of the car.

It will be up to Major Segrave to keep it in a straight course. At 240 miles an hour the car is traveling 352 feet a second. Suppose the car should deviate only three degrees from a straight course while speeding along at its maximum speed. In one second, it would be 18.442 feet off the course. If it were to veer ten degrees it would be 61.42 feet off

the course in one second. On one side as the car hurtles down the beach is the soft sand of the shore side, on the other the water of the ocean.

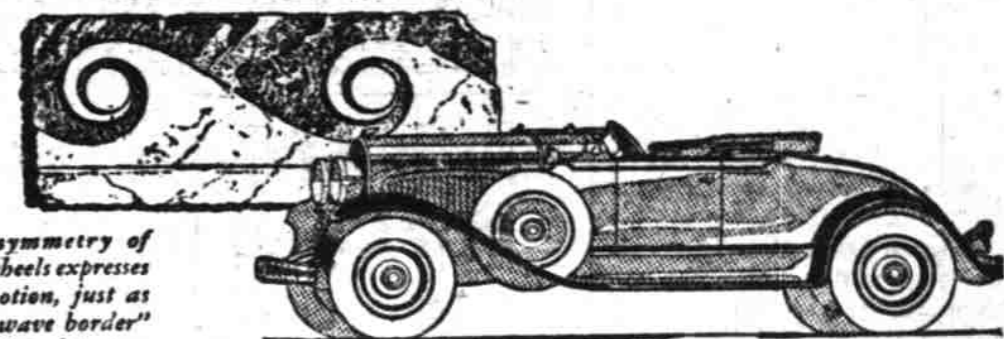
Further than that, a car speed-

ing along at upward of 300 miles an hour cannot be brought back into a straight course at once. The pilot may turn his steering wheel to correct the deviation, but so great is the forward momentum that response is not instantaneous. As someone recently wrote: "No sporting record demands a finer combination of courage and skill; and none imposes heavier penalties for the absence of such qualities."

Streamlining is another matter that the major had to consider.

At first thought the average person might say that perfect streamlining will be the means of reducing the wind pressure to a minimum. This latter might be true, but with perfect streamlining there would be a tendency for the car to lift from the ground and to become unstable from other angles. It generally is recognized that a perfect streamline is a body of modified cigar shape. In the air this design if it could be obtained, would be perfect.

For the first time... CLASSIC ART deliberately utilized in motor car design



NOTE how the dynamic symmetry of Chrysler fender contours and wheels expresses the very essence of life and motion, just as do their counterparts in the "wave border" of the classic masterpieces of architecture and design.

THAT Chrysler motor cars are so different in appearance from all other motor cars is not to be wondered at in view of the unique plan by which their remarkable beauty has been attained.

Chrysler engineers recognized, as no others had recognized, that true beauty in automobile design must come, not from a chance inspiration of individual designers, but from a conscious and deliberate plan.

Guided by glorious precedents in art, architecture and design, they applied the authentic forms of beauty which have come down the centuries unchallenged and unsurpassed and translated them into terms of motor car utility and beauty.

It is because Chrysler style and beauty have this secure artistic foundation that they have won the admiration and enthusiasm of thousands upon thousands of the country over.

New Chrysler "65"—Six body styles priced from \$1040 to \$1245. New Chrysler "75"—Nine body styles priced from \$1335 to \$2345. New Chrysler Imperial—Five custom body styles priced from \$2675 to \$3475. All prices f. o. b. factory.

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Comparison at the Motor Shows is Showing the Country
that the new Nash '400' is the only car of all the new cars that offers all these important features as standard equipment.. at no extra cost

THE new Nash "400" not only gives you all the important 1929 refinements listed above, but gives them to you without one single cent of extra cost. All motor cars have two prices—the factory (f. o. b.) price and the delivered price. If the delivered price includes the extras, charged for at retail prices, you'll find your car costing a lot more than you anticipate.

Some dealers (not Nash dealers) charge as much as \$50 or \$60 for bumpers alone. On the new Nash "400" you'll find every necessary accessory... hydraulic shock absorbers... bumpers, front and rear... even tire locks... installed at the factory... included in the factory price... at no extra cost. That means a very much lower price, delivered, fully equipped. *The Nash "400" leads the world in motor car value!*

The New NASH '400'
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A New All-Time Record

The substantial value of the Graham-Paige motor cars introduced one year ago resulted in the largest first year sales volume of any line in automobile history. We present the new Graham-Paige sixes and eights with confidence that they possess even greater value.

Five chassis—sixes and eights—prices ranging from \$985 to \$2495. Car illustrated is Model 615, six cylinder, five passenger Sedan. \$1195 (special equipment extra). All prices at factory.

*Joseph P. Graham
Robert C. Graham
Ray A. Graham*

LODER BROS.
Graham-Paige sales and Service for Marion and Polk Counties
445 Center St. Salem, Oregon. Phone 450

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