

STYLE ADVANCE MADE IN AUTOS

Public Demands Color and Design in Ever-Improving Types

Cultural advances made by the American people during the last 50 years have evoked interest and surprise among the older nations. Prior to the Civil war an American who called himself an artist or who pretended to an appreciation of art, was regarded as abnormal; or perhaps subnormal; would be the better word, says John N. Willys of the Willys-Overland company.

In the last half century, however, Americans have abundantly believed their necessities. Foot, shelter, and clothing have been given in plenty. Of recent years the American people, as a nation, have come to emulate older civilizations. Having gained their necessities, they have turned to luxuries and culture. The comparative new appreciation of art, in its best and truest sense, is reflected everywhere in the national life: in the homes, the gardens, the furniture, the dress, in everything that American people use.

Among the proudest possessions of the typical American family is

its motor car, or cars. A man may be known by the car he keeps, and by the way he keeps it. Little wonder, then, that art has fairly burst its way into the intensely practical and mechanical field of the automotive industry. The mechanical genius is as much of a prize on an automobile engineering staff as he ever was; but in these days a genius in artistic design is one of the star contributors to the success of an automotive creation. Practical America wants cars that will perform. But further, America insists upon having performing cars of beautiful and artistic design.

"During a recent tour of Europe as chairman of the Foreign Trade committee of the National Automobile chamber of commerce, I was struck by a note of internationalism that has entered the field of automotive design. This is something new," states Willys.

Not so long ago, a person only casually familiar with automobiles could identify an American car, a French car, an Italian or a German car, an English or a Belgian car at a glance. Now, however, the cars of practically all countries closely conform to the fundamental principles of sound design. And fundamentals of good design are no different in one country than they are in another.

This international conformity means, to me at least, that the world's automotive artists have achieved an ideal in proportion, in balance, in the execution of lines and curves, in the handling of colors.

PLYMOUTH SEDAN PLEASURES GIANT



Sold Comfort—Jack Earl, world's tallest man, who hails from El Paso, Texas, is eight feet, six inches in height and is not an easy individual to fit in clothing or anything else. He had great difficulty in obtaining a car to accommodate his mammoth frame until he discovered the Plymouth sedan at the Chicago Auto Show. Then he found his personal transportation problem was finally solved. Photos show Earl beside his car with an average sized man, and the ease and comfort with which he can sit in the drivers seat of the Plymouth.

PORTLAND, Ore., Mar. 20.—(AP)—Ten aliens were sent to Seattle today to join deportees there for the east coast and Europe or the Orient by E. P. Bonham, district director of immigration.

NEW PLYMOUTH CAR PLANT HUGE AFFAIR

23 Acres of Floor Space Occupied on One Level in Structure

The new Plymouth auto manufacturing plant, at Lynch Road and Mt. Elliot Ave., Detroit, has been thrown open to the inspection of visitors interested in the most modern methods of motor car production.

This huge manufactory, only recently placed in operation, is one of the most modern and completely equipped in the country. It occupies 23 acres of floor space and is the largest single floor structure of its kind in the country. The plant itself is 2,490 feet and with the 40 acre plot on which it stands represents an investment of over \$10,000,000.00.

Due to this single floor plan, it has been made possible, through the use of 12 miles of conveyor machinery to produce 1,000 cars a day, when operations are on a single shift basis and 2,000 cars on a two-shift basis.

Two thousand nine hundred and forty individual machine tools, all operating under their own motor power, perform the myriad of functions necessary to make the various parts of the engines, control and running gear.

GRUELLING TESTS MET BY NEW TIRE

A new standard of service, miles ahead of previous performance, has been set by the new Seiberling special service tire. The most gruelling road tests have only served to prove this tire the high mark of achievement for 1929 in the rubber tire industry, according to Walter Zosel Tire Shop, local distributors of Seiberling tires.

"The first thing to be said about this remarkable tire," Mr. Zosel explained, "is that it is the result of design, not of accident. The tire, 10 per cent wider and 35 per cent deeper in tread, gives 40 per cent greater traction than any previous Seiberling tire."

"But that isn't all. A new rubber compound—"Affinite"—developed by the Seiberling rubber company, gives the Seiberling special service tire 35 per cent greater wear. The achievement is Frank A. Seiberling's answer to the challenge of the new 1929 car models. The 1929 car will start 27 per cent faster, travel 28 per cent farther, maintain top speed, if necessary, hour after hour, and stop 20 per cent more quickly.

GRAHAM-PAIGE IS POPULAR AS EXPORT

Foreign Trade Won Rapidly by New Product in Domestic Market

Graham-Paige, which in its first year attained a record-breaking sales volume of more than \$80,000,000 worth of automobiles, is rapidly gaining a place close to the leaders in export business. Not only has the new product of the three Graham brothers taken hold rapidly in foreign countries, but a great increase in the dealer organization abroad assures the company the benefits of world-wide distribution. Graham-Paige cars are now on sale in virtually every country of the world, handled by dealers operating under 115 overseas distributors, of which 11 have been obtained this year.

The remarkable gain in popularity of the Graham-Paige abroad is evidenced by the fact that in the first two months of 1929, export shipments, (not including Hawaii, Canada, and Cuba), totaled 2224.

or nearly eight times as many as in the same period last year. Among the markets recently opened to the Graham Paige are Japan, China, Java, and the Dutch East Indies, and these countries are already absorbing a goodly portion of the export shipments.

FOREIGN TOURING COST FOUND LOW

The scale of touring costs in Europe can now be brought into the realm of the average pocket-book, just as they are in this country, according to the foreign travel division of the American Automobile association.

The national motoring body says that the selection of steamship accommodations, hotels and seasons enter largely into the question and deserve special consideration if the car owner desires to limit expenditures.

"Only recently a party of young ladies, under direction of the foreign travel division, toured Europe at an average cost of \$5 per day for each person," says the A. A. A.

NEW BALLOON TIRES PUT OUT BY MILLER

The Miller Rubber company has announced production of a new line of moderately priced balloon tires, with extra thick tread and deep cut tread design, built to withstand the demands of modern driving conditions. "Russ" Smith, local dealer, will handle the line in Salem.

This line of tires, which will be known as the new Medalist, has a particularly snappy, high-class appearance, combined with excellent wearing qualities which appeal to the motorist who drives his car only moderate distances, and who does not wish to invest in tires that give such extreme mileages as the regular Miller geared-to-the-road or De Luxe lines.

The tread design is new and distinctive, very deep, and with an abundance of rubber to maintain its anti-skid features throughout the life of the tire. Its long, heavy sides give ample protection to sidewalls in rough and rutty roads.

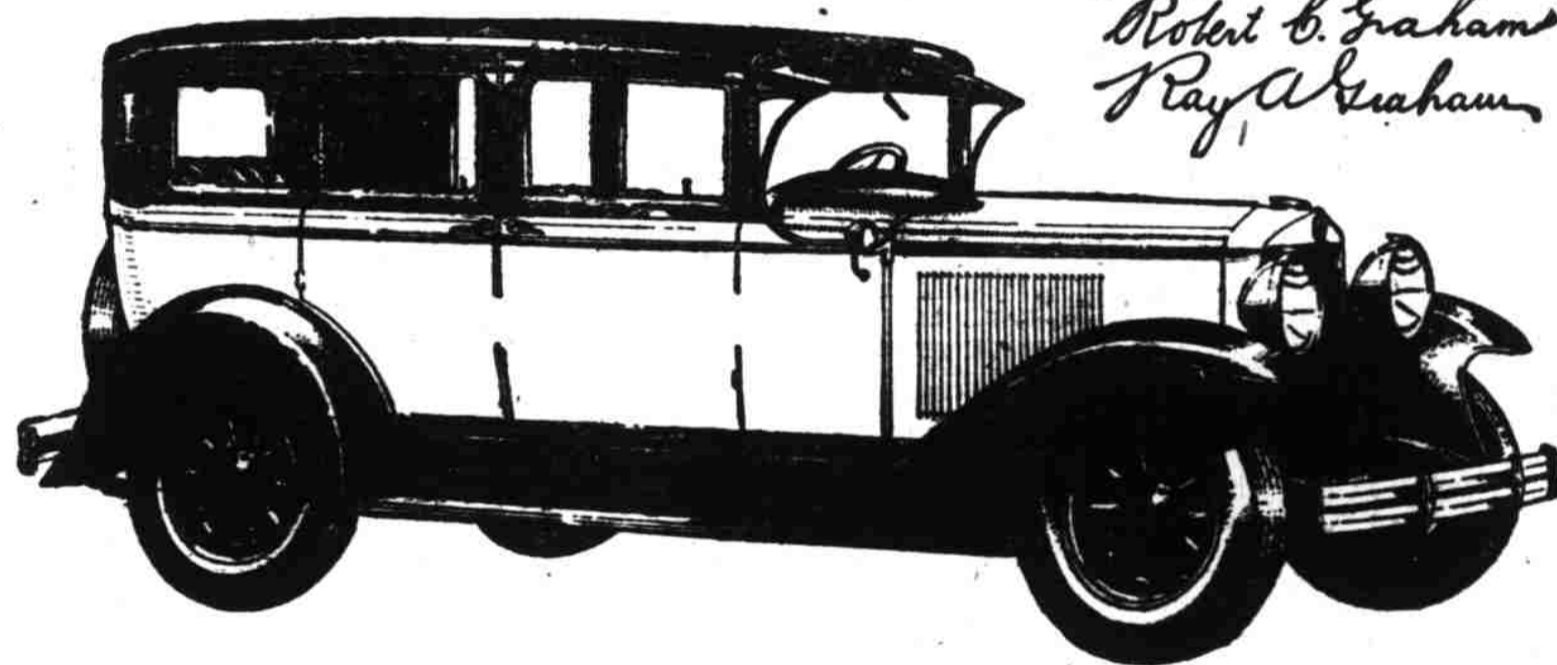
The New 612



Five chassis—sixes and eights—prices ranging from \$885 to \$2495. Car illustrated is Model 612, six cylinder, five passenger, four door Sedan, \$935 (special equipment extra). All prices at factory.

We present the new Graham-Paige Model 612 as a motor car of exceptional value — not in some one or two features — but throughout the entire car. The more thoroughly you examine the Model 612, the more evidence you will find of extra size, extra sturdiness and extra quality.

*Joseph B. Graham
Robert B. Graham
Ray A. Graham*



The Motor, for example—

62 brake horsepower; 2 1/2" balanced crankshaft supported in seven extra large bronze-back inter-changeable main bearings; thermo-statically controlled cooling with water jackets extending the full length of cylinder bore and completely surrounding valve seats; adjustable silent chain timing; positively driven gasoline pump, water pump and generator; constant clearance aluminum alloy pistons; exhaust from front of engine keeping heat away from driving compartment; engine mounted at four points on rubber.

LODER BROTHERS
Graham-Paige Sales and Service

445 Center St.

For Marion and Polk Counties

Phone 450

GRAHAM-PAIGE

Spring Opening

Time to put on a set of

MILLER TIRES

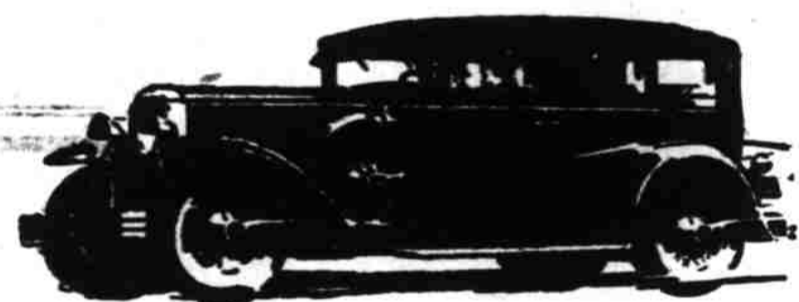
So you may enjoy driving this spring and summer without any tire trouble

Miller Tire Service

"Russ" Smith

Telephone 313

199 S. Commercial



See and Compare

The

BUICK

Our display room filled with all models for your inspection tonight — COME



Otto J. Wilson

388 N. Commercial

SPRING CALLS You to the Open Road!



You are invited to visit our show room this evening and see our complete line of

Fords

We have a couple special paint jobs we would like to have you see.

Valley Motor Co.

Center and Liberty Ford Sales and Service