

VICK BROTHERS HOSTS AT NEW AUTO SHOWING

23,000 Dealers Cooperate
in National Week for
Oakland-Pontiac

In conjunction with a national program participated in by 23,000 automobile dealers, the doors swung open Saturday on a special display of new Oakland and Pontiac Sixes at the showrooms of Vick Brothers, local dealers.

This display ties in with the General Motors spring showing, a huge cooperative undertaking providing for dealers handling all makes of General Motors cars in the United States to place more than 125,000 automobiles on exhibition from April 20 to 27, George Vick, of Vicks Brother stated.

"The idea behind this national showing is to acquaint motorists with the newest developments in motor car styles and performance during that season of the year when they are vitally interested," he continued.

The General Motors spring showing comprises the largest simultaneous exhibition of new automobiles since the inception of the industry. Thousands of new Oakland All-American Sixes and new Pontiac Big Sixes alone will be used during the week, solely for display purposes.

"Our own showrooms at High and Trade streets, have been especially arranged to provide all interested local citizens with a concrete and informative conception of the latest trend in smart color combinations and body styles as well as new engineering developments that provide responsive performance at all speed ranges. Special shipments of cars have been received from the factory to endow the exhibit with a wide variety of body types dressed in brilliant spring color combinations.

"We believe our exhibit will prove of especial interest because both lines of cars have features new in the industry. This is keeping with the reputation established by the Oakland-Pontiac organization for being first with many new developments that since have been widely adopted by other manufacturers.

"Notable among the features contributing to the fame and prestige of our cars are the cross-flow radiator, Duco finish, four-wheel brakes, the rubber-silenced chassis, oil and fuel filters and air cleaner, crankcase ventilation and depression beam headlights operated by foot control. The new Oakland All-American Six also was the first car to bring the custom-like Landulet Sedan, with a soft folding top over the rear quarter section, out of the high priced class.

"This new body type also is being shown in the latest Pontiac Big Six. There are seven body types in the Pontiac line and eight in the new All-American series, the 15 models offering distinctive style and performance features at a price range of from \$745 to \$1375, f.o.b. the factory.

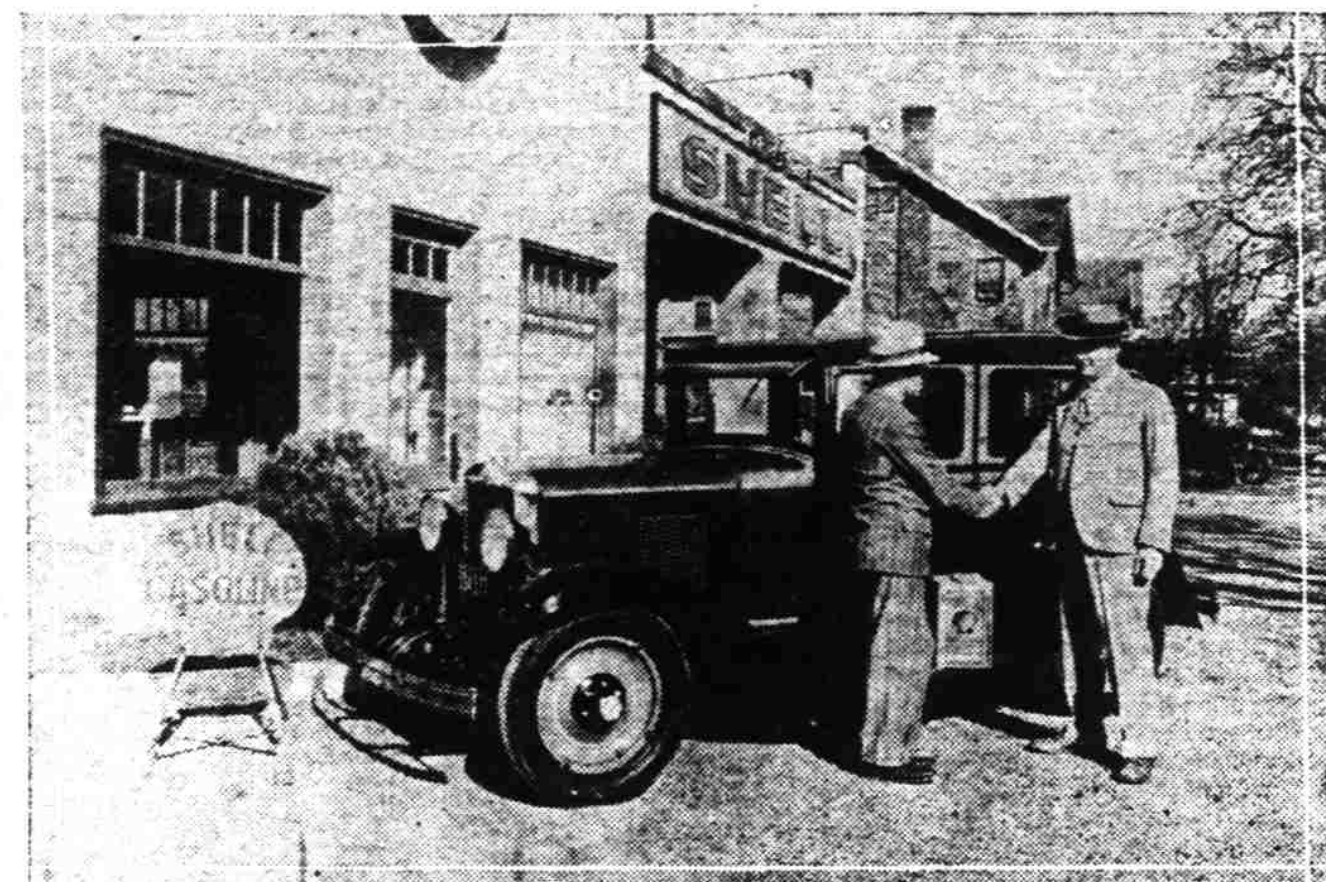
"Features common to both lines in the smart new bodies by Fisher are the adjustable driver's seat which may easily and quickly be set to accommodate the height of any driver; ebony finish instrument panel flooded by two shielded bulbs; harmonic balancer and counterweighted crankshaft to provide for easy, vibrationless performance; larger, fleetier and more powerful engine; new Oakland internal-expanding weather-proof four wheel brakes, and Hotchkiss drives.

"Four Lovejoy hydraulic shock absorbers and fitted spring covers packed with lubricant to insure freedom from squeaks and ease of riding for many miles, are standard equipment with the All-American and are fitted at the factory for slight extra cost on the new Pontiac Big Six.

"Ample provision has been made in our showroom to accommodate a large number of guests during the week. We anticipate a high attendance of motor-minded people in view of the unusual character of the showing."

"Pupils are given a certain task to accomplish each week or month, but not driven to study so many minutes each day on each subject," says Alison Secor, editor of "Successful Farming" writing in the April issue in explanation of the individual method of instruction for rural schools. "No one is held back by slow ones. Each one is playing a game each day against his own record, and that keeps him keyed up to his best. He is not allowed to get away ahead on one study and away behind on some other, but if he can keep all his studies running even, he can go just as fast as he pleases."

They Like New High Compression Oil



R. H. Inman, right, local manager for the Shell Oil Co. is seen shaking hands with Ray DeMerritt, sales manager for the Douglas McKay Chevrolet Co. as both men agree that the new Shell product is quite the right thing for the high compression type of motor.

Heard Along Auto Row

Of special interest to Salem motorists is the announcement of the arrival of the new Ford Town Sedan. A model was delivered to the Salem dealers yesterday morning, and is now on display in the show rooms of the Valley Motor company. This beautiful model has a number of distinctive new features, and will be available for orders within a short time.

The Ford Town Sedan is the ideal family car. Built on long, low lines, it is more spacious than the former models. It is of the three window, four door type, and is particularly pleasing in appearance with its smart French roof quarters and its belted moulding which runs sharply back from the radiator and circles the entire body.

The entire hardware is finished in an effective scroll design in rich bronze, which matches the color harmony of the trimmings.

Perhaps the most outstanding feature of this new model is the rear compartment. The floor is dropped, in order to provide full leg room. Arm rests have been provided on the sides, and also the new center rest, which folds into the cushion back when its use is not desired.

A new model of the Nash car was delivered to the Salem agency Friday. It is the Royal four door sedan, and features the new natural wood demountable wheels. This new wheel offers a new facility for Nash drivers, and is one of the latest devices on the market. It can be placed on any one of the 18 different models of the Nash motors, thus offering this new convenience on any type of Nash automobile, at a nominal cost.

Robert Butler, Pacific Coast regional manager of the Williams Overland Pacific Co., was a Salem visitor Friday.

Chrysler sales this year are moving along in remarkably satisfactory fashion according to James Fitzgerald, local dealer for this line of cars. National display week begins Sunday for the Chrysler line which will exhibit new models all during the week.

New Plymouth and new Chrysler cars will be on display.

Easy to Own



JOIN our Savings Club—\$2.50 starts you— and soon you can ride out on a Harley-Davidson Twin of your own. There's no sport like motorcycling—the "Sport of a Thousand Thrills"—and it costs so little that you'll never notice the running expense! Come in today—let us show you the Big Twin in the picture, and the other 1929 Harley-Davidson models—Sport, V-Twin, and Flathead. Plans, Sun, we're open evenings!

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Motorcycles &
Harry W. Scott
"The Cycle Man"
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NEW ROADSTER BY CHRYSLER PLEASURES

Unique in design, strikingly individual, graceful and fleet in appearance, a new Chrysler Imperial roadster is now being shown to the public by Chrysler dealers in all sections of the country.

"Particularly timely in its introduction, inasmuch as spring and summer are the open car seasons for motoring, this new roadster will not only be well received but will create unusual interest wherever it is seen," says J. W. Fraser, general sales manager.

The design of the body, which is by Locke and company, is notably different from any of its predecessors in the Imperial series. The top line of the body extends back in a straight line to the cowl, where it slopes into a beautiful curve over the door and then up across the raised section of the back of the seat cushion. The modeling of the upper section of the body and the lower portion, from the hood to the rear fender, in a sweeping curve, is a

new style note that brings added distinction to the Imperials smartness and individuality.

An innovation sure to be found to the liking of passengers riding in the spacious rumble compartment, is a windshield that, when not in use, folds down and serves as the forward section of the rear deck. Easy access to the rear compartment is afforded by a door on the right side.

CAREFUL SELECTION ESSEN- TIAL IN FRESH FRUIT MARKETING

Fresh fruits in the menu these spring days are a welcome variation from the canned and stored fruits used throughout the winter months. In selecting the fruits care must be taken to obtain the best possible, reads an article in the April issue of "Successful Farming."

"There are rules to remember when buying fresh fruits that every homemaker should remember when marketing. One cannot always judge by size. Sometimes the smaller of medium size is much sweeter. An orange or grapefruit that has a thin skin is always best. They should be heavy for their size, which is always an indication that they are quite meaty."

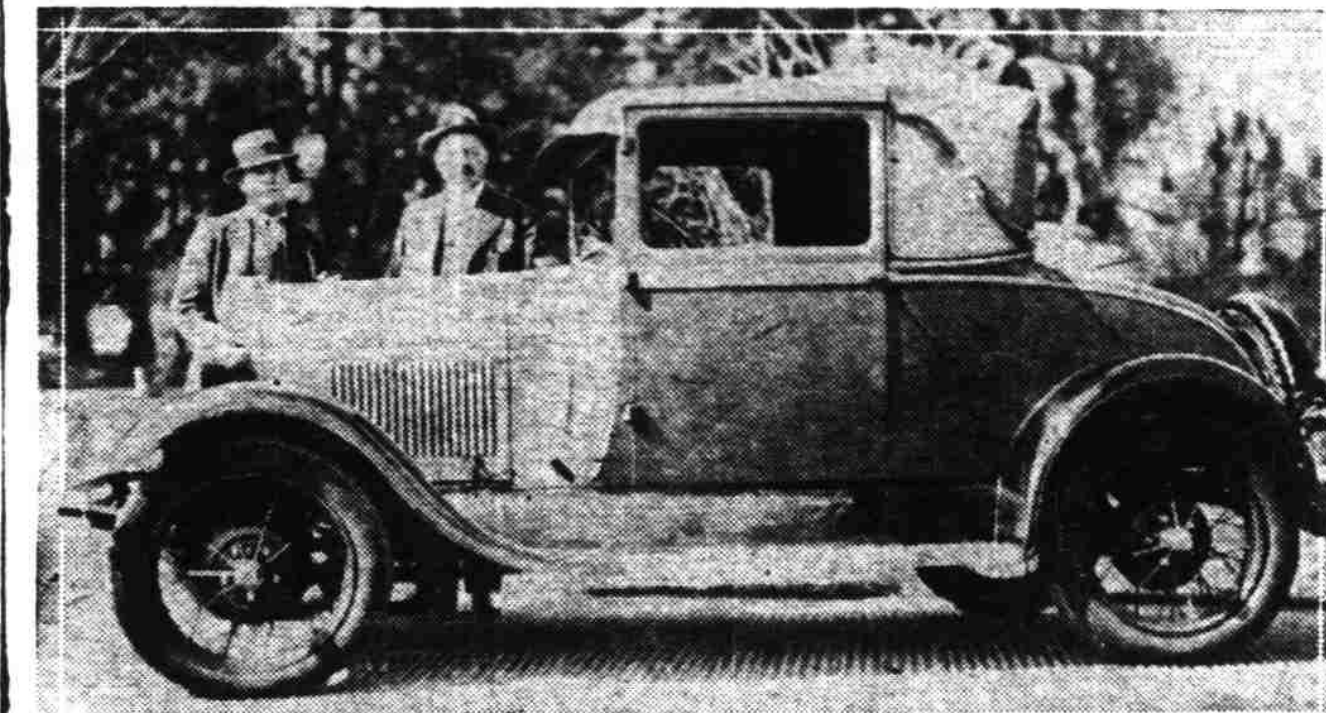
SEAMAN NAMED ON NASH DIRECTORATE

The appointment of Harold H. Seaman, president of the Seaman Body company of Milwaukee, a half interest of which is owned by the Nash Motors company, to the board of directors of Nash Motors, was announced this week by C. W. Nash.

Mr. Seaman, who has long been recognized as an outstanding leader in the automobile body building industry, has been closely identified with Nash Motors ever since its inception, and has played an important part in the success of the great Wisconsin manufacturing organization. His appointment to company directorship comes at the peak of Nash manufacturing achievement and is considered another mark of recognition of the success won by the famous Salon bodies which feature the Nash "400" series of cars.

"Considering the kind of weather Salem has been enjoying" business this year is unusually good," commented Douglas McKay Saturday when he reported his sales to a Statesman reporter. Chrysler sales this year are

First Ford's Record Proves Good



Charles H. Gramm, state labor commissioner and Charles A. Lee, driver of the first Model A Ford delivered in Oregon. Since the date of delivery, February 6, 1928, the car has been driven over 20,000 miles on roads covering every section of the state. Total repair expense for the 14 months was \$12.80 and the average mileage on gasoline was 20.5 miles. These figures were taken directly from the records of the Bureau of Labor.

DeSoto Sales in March Up 100 Per Cent Over February

With March deliveries more than 100 per cent greater than in February, sales of the De Soto Six for the first quarter of 1929 show a decided increase over the last three months of 1928, according to official figures just announced by the De Soto Motor corporation, a division of Chrysler Motors, at Detroit.

In the first three months of the company's existence, De Soto

reached a volume of production and distribution unequalled by any car in the history of the automotive industry. Since its introduction to the public an increased demand has necessitated taking over the entire passenger car manufacturing facilities of the big Highland Park plant so production can keep pace with orders

(Continued on page 14)

HIGH COMPRESSION DEMANDS RIGHT OIL

Inman Finds Shell Products
Leave Minimum of Car-
bon in Cylinder

That the problem of high compression in the modern motor has been largely solved by use of proper oils manufactured by the Shell company is the claim of Lee Inman, local manager for the Shell Oil company. Support of Inman's position is given by Ray DeMerritt, sales manager of the Douglas McKay Chevrolet agency which uses Shell lubrication for the new Chevrolet six.

"This modern trend in motors caught many oil refiners unawares. Knocking, engine strain, power loss, caused by hard carbon, is a condition met squarely by the refiners of Shell Motor oils," said Inman this week. "Manufactured by a new high-vacuum process, Shell Motor oil forms as little as one third to one fifth as much carbon as the most expensive oils you can buy. The little it does form is soft and soot like and blows away through the exhaust.

"Chevrolet motorists everywhere are acclaiming Shell Motor oil as the answer to the high compression lubrication problem and to keep away from hard carbon." Ray DeMerritt said. "The modern construction of motors today are of the high compression type giving greater power, speed and smoothness. This is particularly noted in the new Chevrolet" (Continued on page 14)

Everything
you want or need in a
modern automobile
There is nothing
quite like the new Ford anywhere
in quality and price



NEW FORD PHAETON
A roomy touring car, in a choice of beautiful colors. Windshield and windshield wings are made of Triplex shatter-proof glass.

UNTIL you ride in the new Ford—share its comfort—know the thrills of guiding it easily and safely through thickest traffic or stepping it up on the open road, you cannot begin to appreciate the value that has been built into this car.

It is difficult to believe that so much beauty, quiet, comfort, safety, speed and power can be had at such a low price. It would be impossible if this new car were made by anyone but Ford.

The low price of the new Ford and its exceptional performance are the result of manufacturing practices and economies as unusual as the car itself. The new Ford is more than a new automobile. It is the advanced expression of a wholly new idea in modern, economical transportation.

For here, at a low price, is everything you want or need in an automobile—beautiful low lines and choice of colors . . . four Houdaille hydraulic two-way shock absorbers . . . Triplex shatter-proof glass windshield . . . fully enclosed, silent six-brake system . . . vibration-absorbing engine support . . . quick acceleration . . . 55 to 65 miles an hour . . . typical Ford economy, reliability and long life.

Come in and let us demonstrate the performance of this car. You'll get a real thrill in driving it.



NEW FORD ROADSTER
A low, smart roadster that promises speed—and delivers it. Can be equipped with rumble seat at slight additional cost.

Roadster, \$450 Phaeton, \$460 Tudor Sedan, \$525 Business Coupe, \$525 Coupe, \$550 Sport Coupe, with rumble seat, \$550 Fordor Sedan, \$625 (All prices f. o. b. Detroit, plus charge for freight and delivery. Bumpers and spare tire extra.)

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hours later than that.
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