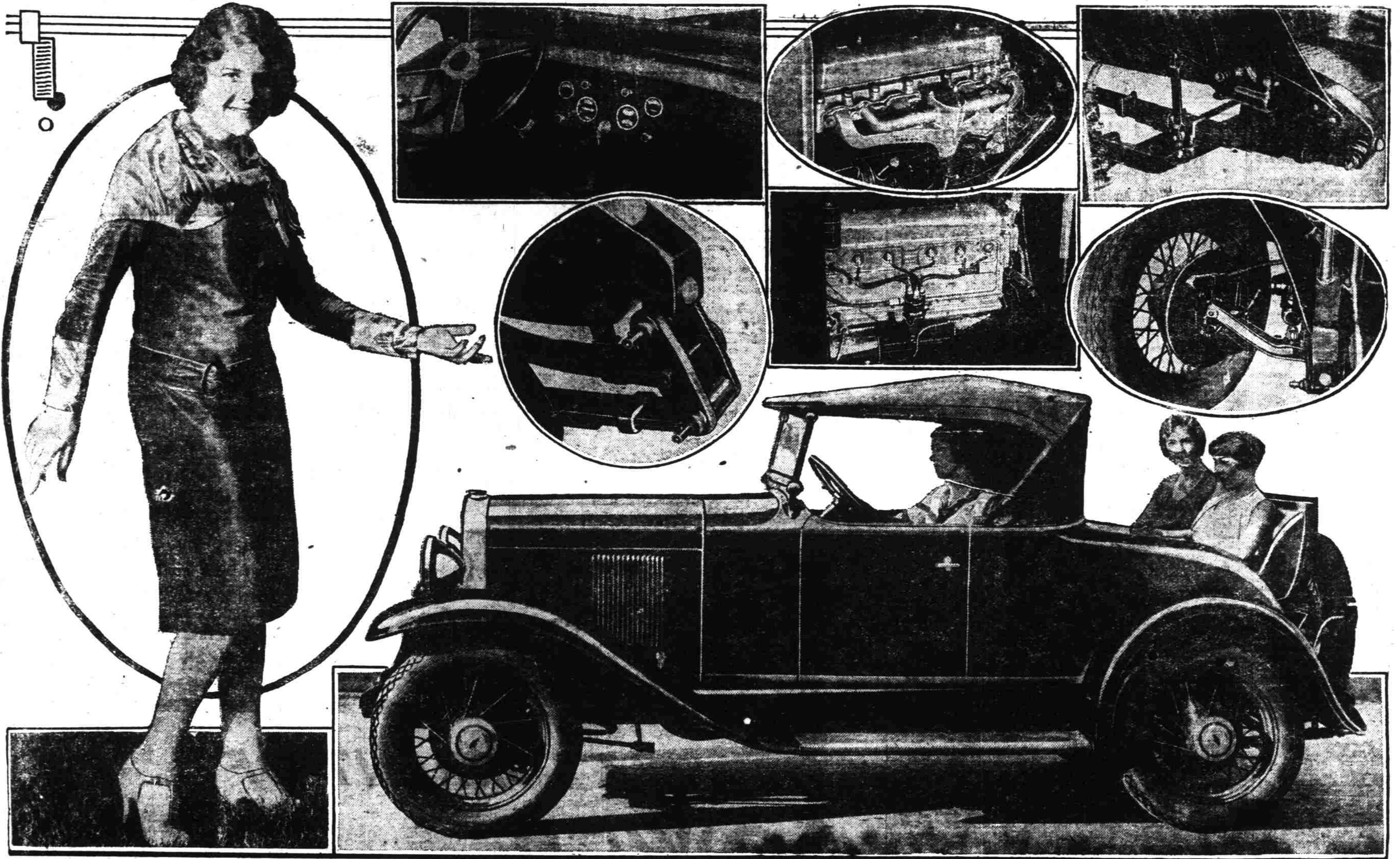


Chevrolet Presents New Series Of Cars For The 1930 Selling Season



"Smoother, Faster, Better," and proclaimed as the "greatest Chevrolet in Chevrolet's history," tells the story of the new series of 1930 Chevrolet sizes, which are presented to the motoring public today. The striking sport roadster, with top up, is shown here with insets of instrument board, motor, Lovejoy hydraulic shock absorbers, spring shackles, another view of motor, fully enclosed, internal expanding brakes and wire wheels

**DYNAMIC ERSKINE  
NOW BEING SHOWN**

Marion Garage Presents  
Studebaker Built New  
Erskine

Concurrently with the official introduction of Studebaker's Dynamic New Erskine at the New York automobile show January 4, Marion Garage company will display this unique new car in their showrooms across from the Marion hotel, 235 South Commercial street, commencing today. One of the outstanding features of the new Erskine is that it has more power per pound of weight than any other car under \$1000. Many outstanding improvements typical of Studebaker's progressive engineering policy will be found on the Dynamic New Erskine, including a new Burgess

Acoustic muffler which absorbs sound waves yet offers little or no resistance to the passage of exhaust gases. Loss of power, due to back pressure, is thus eliminated. The walls of the acoustic muffler are lined with steel wool which makes unnecessary the use of baffle plates found in the conventional muffler. Effective horsepower in the new Erskine is increased by the use of the improved muffler. Another outstanding feature of the new car is the Lancheater vibration damper on the heavy drop-forged crankshaft. This feature of engine design is of European origin, and is seldom found on any but the highest priced cars. It subdues motor vibration and contributes to the smoothness for which the new Erskine engine is pronounced. Smoothness is further enhanced by the engine being mounted in live rubber to minimize vibration to the body and frame. A spring loaded choke, automatically controlled, precludes the possibility of an overchoked engine with its consequent injury to motor parts, and again typifies

**Better Performance is  
Outstanding Feature of  
1930 Chevrolet Models**

"Smoother, Faster, Better!" This tells the story of the new series of 1930 Chevrolet sizes which are now on display in the showrooms of Douglas McKay. Proclaimed as the "greatest Chevrolet in Chevrolet's history," the new series includes a sport roadster, standard roadster, sport coupe, standard coupe, phaeton, club sedan, standard sedan and coach. Coincident with the show-

ing, new, reduced prices are announced. The 1930 Chevrolet six, with scores of improvements, is the offering Chevrolet Motor company makes to the new year; an offering made possible by the fact that in 1929 Chevrolet built and sold over a million, three hundred thousand six-cylinder automobiles. This enormous volume production has made possible many savings in the Chevrolet factories, especially in the cost of raw materials and various production processes. In keeping with Chevrolet's policy these improvements represent increased dollar per dollar value with no appreciable increase in price of any of the models. The 1930 Chevrolet six embodies scores of vital improvements which affect phases of comfort, performance, endurance and safety. Lighter cast-iron pistons, with bronze bushings; new motor head design; fully-enclosed, internal-expanding brakes; four Lovejoy hydraulic shock absorbers; sturdier transmission; heavier clutch—these are typical of the improvements found throughout the design of the car. Other advancements include a heavier rear axle; larger tires; new self-adjusting spring shackles; new electric gasoline gauge; new non-glare windshield; new instrument panel; new and richer upholstery. These improvements evidence themselves in the car proper. Striking colors add beauty, dignity and smartness to the body lines. To those discriminating buyers who desire a car in the low-priced field—a car which embraces everything that is modern, yet powerful and fast—the new Chevrolet is proclaimed by its designers and builders as being the embodiment of all these attributes. The combined creative talents of Chevrolet and Fisher designers, in offering these eight beautiful new models, have been put to full use. The interior of the car is particularly striking. Upholsteries are richer and more durable. Seats are wider and deeper, with more luxurious cushions. The new non-glare windshield makes driving safer and more pleasant. The new airplane instrument panel carries a convenient grouping of driving

controls—and the distinctive new color combinations grace every model. Chevrolet engineers point out that the four Delco-Lovejoy hydraulic shock absorbers on all models eliminate road shocks and greatly increase comfort. They also declare that the improved 60-horsepower six-cylinder motor gives smoother, quieter operation with increased power. In traffic, the new automotive acceleration pump provides the flashing pick-up which is to be desired so much. And fully-enclosed, internal expanding weather-proof brakes assure positive brake action at all times. New, larger, full-ballon tires with smaller wheels improve roadability, comfort and appearance. For night driving the two-beam headlamps controlled by a foot button permit courtesy, without dimming the lights. And of course all closed models have the distinct Chevrolet feature, the adjustable driver's seat.

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**NEW FIRM HANDLES  
WILLYS-OVERLANDS**

A new motor firm has been organized to handle the Willys-Overland line of cars in Salem and surrounding territory. The firm name is the Willys-Knight Agency, Inc., and the place of business, 515 South Commercial, the former Packard garage. Members of the firm are Charles Vick and Henry Lizar, both veterans in the auto game in Salem having been identified with Vick Brothers for many years. The new lines of the Willys-Overland factories are being presented for 1930. They offer the Willys-Knight in two series, the Willys six, and the Whippet Four. A complete showing and a formal announcement of the new sales organization will be made at an early date. In the meantime the new concern is doing business in selling cars and taking care of service for present Willys-Overland owners. Charles Vick has recently returned from a trip to California where he visited his brother, Ben at Woodlake, Cal.

Coach Harold Drew, who piloted the University of Chattanooga to two straight southern intercollegiate athletic association titles, has signed a three-year contract as director of athletics.

**Fords Reveal New Beauty  
as First 1930 Models Are  
Shown in Salesroom Here**

New Ford bodies made their appearance for the first time Tuesday, December 31, in dealer's showrooms throughout the United States, including the Valley Motor company Salem. Added beauty of lines constitutes the outstanding feature of these new bodies. Mechanically, the Ford retains the same chassis and engine that have established the performance records of the Model A with such changes as have been built in since its introduction. The new lines of the Ford are most readily apparent in a deeper and narrower radiator, a higher and longer hood and streamline mouldings that sweep gracefully rearward without a break. The instant impression of a car that sits and rides lower results from a lowered top, smaller wheels, larger tires and new fenders, while increased riding space has been provided through greater interior dimensions. Fenders of new design add a great deal to the flowing sweep of the car, while the running board and side dust shield of valance fit snugly to the body. Also, the fenders flare up from the chassis frame in a pleasing line to a higher elevation than formerly. Rear fenders also sweep down gracefully over the wheels to a point two inches lower than previously. One of the distinctive changes found in the new Ford is sturdier 19-inch wheels a reduction in dimensions of the earlier wheels. This change, when coupled with larger tires, brings the car closer to the ground, thereby attaining a still snuggler adherence to the roadbed and permitting of increased riding comfort and safety. While an effect of new length and lowness results from the lowering of roof-lines, there is no curtailment of head-room inside. The interior reflects improvements as much as the exterior. Throughout the 1930, greater leg-room and riding space have been achieved. Adjustable seats have been added to all closed types to permit increased ease of riding, entrance and exit. Another of the innovations of the new Ford bodies is the use of rustless steel for exposed metal parts. This is found in the radiator shell, headlamps, hub caps, cowl finish strip and tail-lamp. It

the first time Tuesday are Keweenaw green, chic and copra drab, thorne brown, Bronson yellow, moleskin, Andalustite blue, maroon and black. Jack Conover who handles this territory for the Flak tires, was a Salem visitor the past week, calling on the Wolf Tire shop, local Flak dealers. Conover thinks the prospects are excellent in the tire game for the coming year; prices are well stabilized, he thinks; and retailing conditions are improving. Conover lives in Portland and covers the territory from Chehalis to Corvallis. Bodies will be available in a variety of new colors. Among these on the cars to be seen for

**NEW CHAMPION OF HER CLASS**



"Miss Seattle", owned and piloted by Glen E. Shaw of Seattle, Washington, has held the Pacific Northwest championship for speedboats with engines of 151 cubic-inch piston displacement for the past two years. When Shaw built "Miss Seattle" he selected a Durant four-cylinder engine because he says the ability of this motor to accelerate at an almost unbelievable rate and its capacity for sustained high speed are its outstanding characteristics.

**THOROUGH SATISFACTION  
in  
USED CARS**

**VALLEY MOTOR**

Early 1928 Essex Coach	\$350.00
1927 Olds- Sedan	\$425.00
1924 Buick Master Four	\$190.00
1922 Dodge Special Road	\$275.00
1923 Hudson Coupe	\$165.00
1923 Studebaker Special Tour.	\$90.00

**Valley Motor Co**

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