

DODGE OFFERS 2 NEW MODELS

Low Priced Six and Eight-Line Announced For 1930 Season

Climaxing 15 years of successful production of dependable motor cars, Dodge Brothers for 1930 presents as companions to the present Dodge Six and Dodge Senior, a new Six and a new Eight-in-Line of commanding value.

Retaining all the basic ruggedness and dependability that have characterized Dodge Brothers products for 15 years, the new cars embody progressive principles of engineering and design that promise to command a high place in public interest.

Following a motif that is essentially expressive of the finest blending of grace and solidity, the body styles on the new cars, from the wider radiator profile straight through the deftly merged lines and curves at the rear, stamp them with an individual personality fully reflecting the outstanding reputation of the Dodge engineering organization.

Unitized bodies, incorporating the latest advances made in stamping and welding practices, are used on both new lines. Described by engineers as "the automobile body of the future," this type of construction assures complete continuity of structure. With the floor boards mounted directly on the frame, Mono-piece design not only conforms with the present tendency for lower lines, but also actually promotes safety by affording a lower center of gravity. The elimination of body joints by welding the major sections does away with annoying squeaks and rattles and adds further to the safety factor. In addition to gains in strength and rigidity due to improved design of the new bodies, headroom, width and general interior comfort and roominess have been increased.

Vision-ventilation windshields, and general interior comfort and set at an angle which avoids reflections, are features of the new cars.

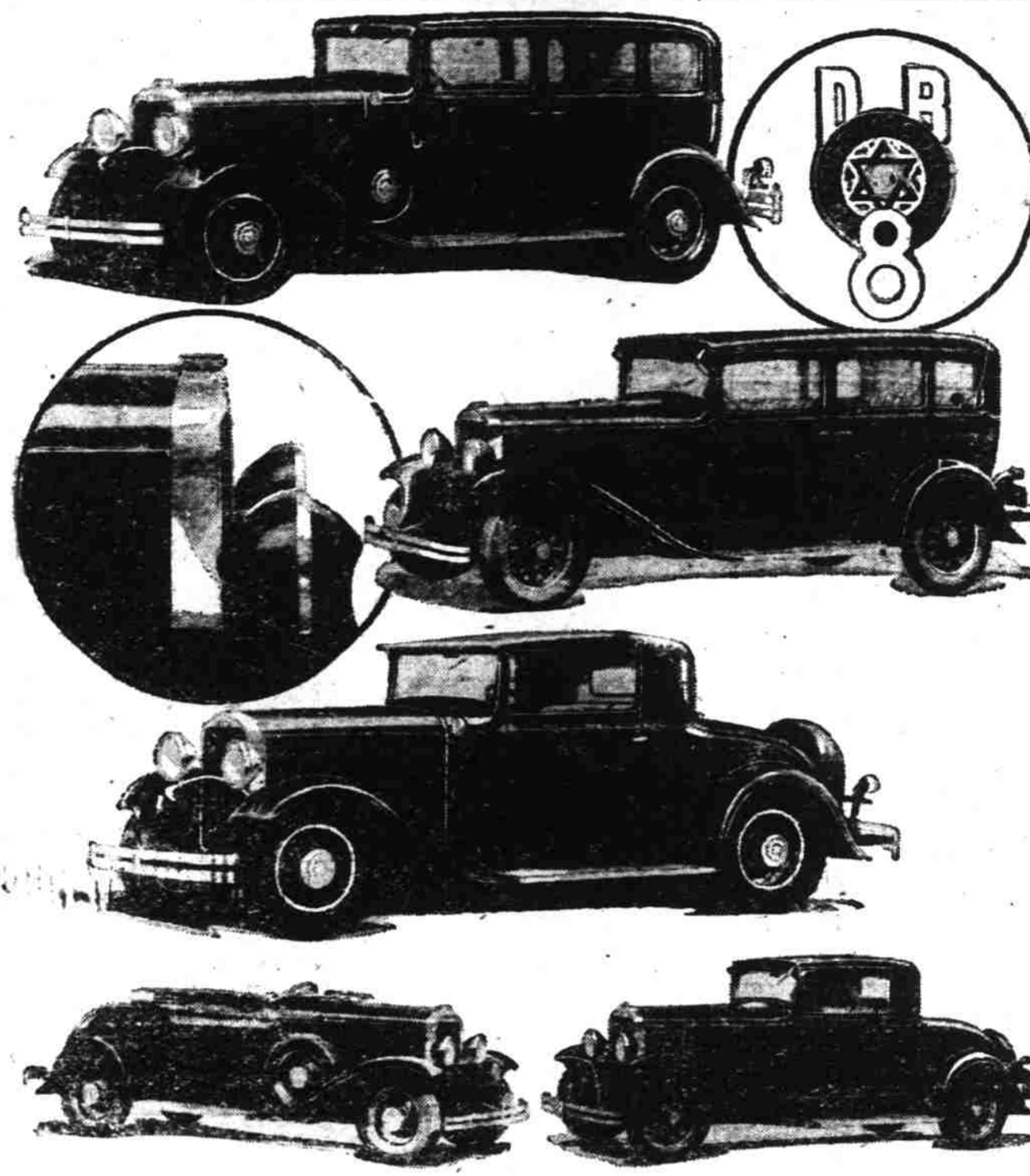
Body types of the Eight-in-Line include a four-door Sedan, Coupe with rumble seat, Convertible Coupe with rumble seat, Roadster and Phaeton.

The new eight is a splendid example of modern automotive design. The motif is based on the perpendicular lines and recesses that give strength and beauty in modern skyscraper construction. Body moldings and decoration throughout the car follow this laminated pattern from the instrument panel in which are grouped the speedometer, engine temperature indicator, fuel gauge ammeter and oil gauge, down to such details as the switch plate escutcheons, etc. Upholstery of the closed models is in mohair, broadcloth or fine box-grain leathers. Leather is used entirely on the open models.

The entirely new, ingeniously-designed power plant with eight cylinders in line has been pronounced by eminent engineering talent as a marvel in the quiet development and smooth application of tremendous energy. It is of the bloc cast L-head type, with 2 7/8 inch bore, 4 1/4 inch stroke and a piston displacement of 220.7 cubic inches. The power plant develops a maximum of 76 horsepower. Four-point engine suspension system is used, with rubber insulation at the rear supports to absorb vibration.

The New Dodge Six A four-door Sedan, Coupe with rumble seat, Business Coupe,

NEW SIX AND EIGHT FEATURE DODGE ANNOUNCEMENT



Bodies of the Dodge Eight-in-Line reflect the subtle, long, low lines of modern body construction as exemplified in the Four-Door Sedan shown at the upper left. The simplicity of design of the new Six is illustrated by the Four-Door Sedan at the right center. In the oval at the upper right is shown the masterful radiator and emblem design of the Eight-in-Line. The wider radiator shell and bowl-type headlamps of the new Six are shown at the left center. Immediately below is the smart-looking Eight Convertible Coupe. Beauty and utility are combined in the new Six Business Coupe at the lower right. The smartness and dash of the new Six Roadster are shown at the lower left.

Convertible Coupe with rumble seat, Roadster and Phaeton constitute the body types available in the new and lower price six-cylinder line.

Basic simplicity of design gives the new six its dignity and richness of style and appearance. Simple lines that lend impressive beauty to the car as a whole are carried out in all details. The instrument panel and all other interior hardware appeal strongly to the discerning because of their plain surfaces, set off with a delicate fringe of laurel decoration.

Velour and leather are the materials used in upholstery in the six-cylinder models. In the open cars, a taupe, seal-grain leather is used throughout.

Dodge Brothers engineers state that in experimental and road tests extending over a period of many months, the new six-cylinder power plant has sustained a consistent record for pulling power, durability, speed and general efficiency. It develops a maximum of 61 brake horsepower, has a bore of 3 1/8 inches, stroke of 4 1/4 inches, and a displacement of 189.8 cubic inches. The cylinder bloc is integral with the heavily-webbed crankcase. Rubber engine mountings, like that of the eight, are used.

FRUIT MOTH FOUGHT WASHINGTON, Jan. 24. — (AP) — President Hoover today asked congress for \$60,000 for the department of agriculture to combat "a very large increase in the numbers of the Oriental fruit moth in several of the important peach producing sections of the central and eastern United States.

JIM AND BILL ON JOB AGAIN

Smith and Watkins Resume Operation of Service Station in Salem

Auto row was greatly surprised to read in the Saturday Statesman that Jim Smith and Bill Watkins were back in the gas and tire game at the old stand. Only a few weeks ago after lengthy negotiations Jim and Bill sold out clean to the Firestone people, who took over the big super-service corner at Liberty and Center streets. That left Jim and Bill adrift. At the invitation of the Firestone Tire & Rubber company both Smith & Watkins visited the large Firestone manufacturing plant in Los Angeles and were so favorably impressed with the progressiveness of the organization and the quality of their products that they could not resist the opportunity to secure their old business back with the Firestone merchandising franchise.

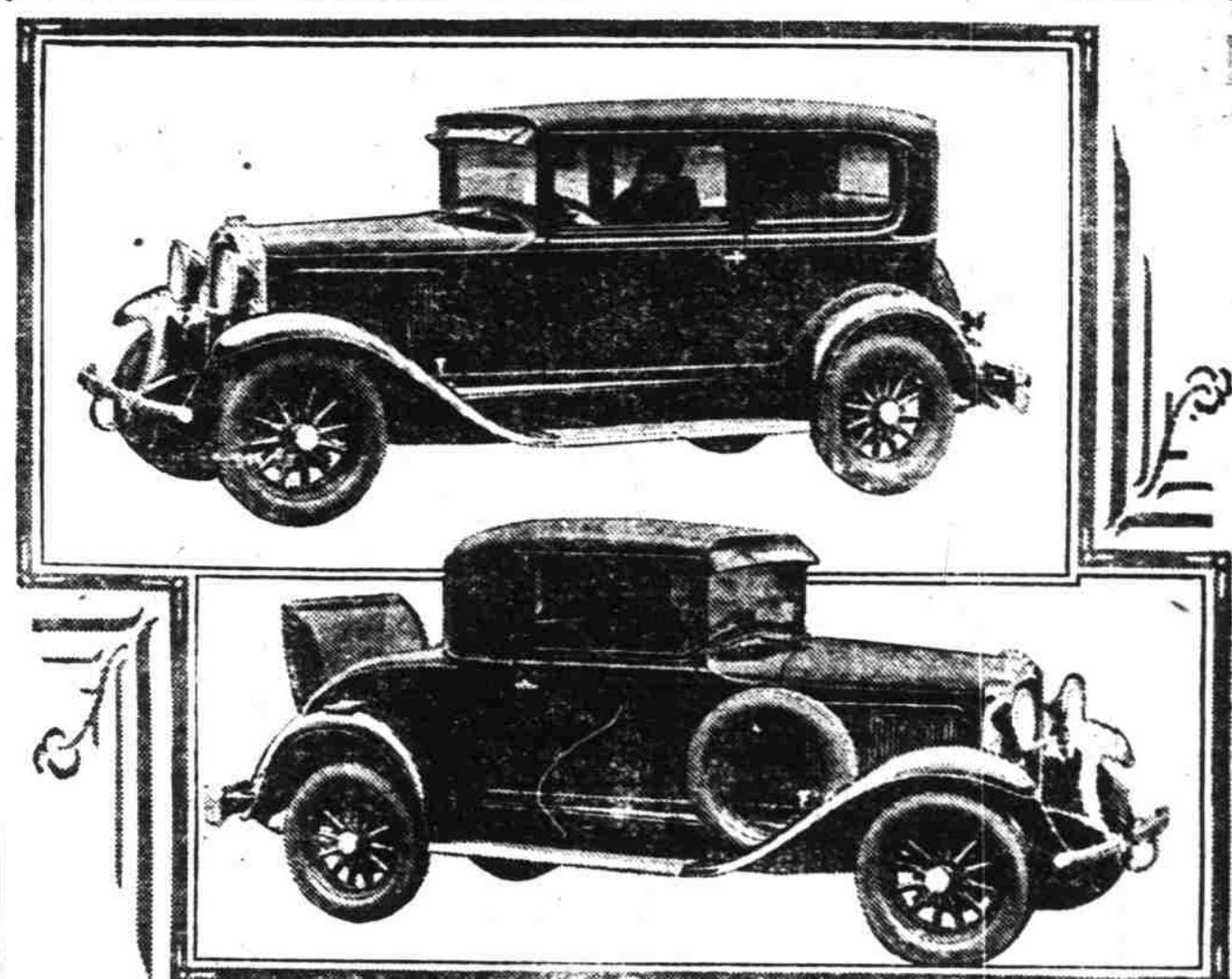
Saturday saw Jim and Bill back on the old lot with the old smiling faces. The deal involves a purchase of the business from the Firestone interests and a lease of the real property. The terms of the deal were not disclosed. "We are glad to get back in business," said Bill Watkins, "and glad to get back to our old stand. Life won't seem quite so lonesome as it did for several weeks with no job to absorb your thought and attention. We are glad to welcome our old customers and expect to render the old service."

In this new six we have more than met the demands of the public for a low priced six cylinder car with the speed and power development heretofore found only in cars that sold in the higher price ranges. All of the vast manufacturing facilities of Willys-Overland were employed to bring about the perfection of this new model which develops 72 miles an hour in high gear and is powered by an engine that produces 65 horsepower. Compare this rating, if you please, with cars that sell in the higher price classes and you will be better able to visualize the Willys-Overland advancement.

The high standard of performance set by this model has not been restricted to its power and high speed development. Appreciating the constantly increasing growth of heavy traffic, especially on the congested streets of our business sections, an unusual amount of technical attention was paid to the development of a second gear performance that would answer to a large degree, the modern demand of the motorist for a car with a flashy getaway and ability to weave in and out of congested traffic lanes. This has been accomplished in the new Willys Six with a second gear performance of 48 miles an hour.

In the development of this powerful engine, the factor of safety was not overlooked. We decided to equip this new car with large, internal four-wheel brakes, with only a slight pres-

NEW WILLYS SIX COACH AND COUPE



Style, quality and comfort characterize the new Willys Six car. Careful attention to every detail is apparent throughout, not alone in exterior appearance but in the interiors as well. The upper picture is the Willys Six five-passenger Coach. The four-passenger Coupe is shown below. The public has shown unusual interest in the remarkable performance of this new car which has an engine that develops 65 horsepower, producing a high speed of 72 miles an hour and 48 miles an hour in second.

sure of the foot bringing the car to an almost instant stop. Advancement has not been held to the power plant alone, other features including design of bodies that adhere to the modern style trend, roomy and comfortable interiors, easy steering, "Finger-Tip Control" over-size tires and other specific advantages which are immediately apparent, have been incorporated in this new six.

Nor has this engineering efficiency been confined to the new Willys Six. Our development of the 1930 Willys-Knight great six, ranks as one of the most notable advancements, not alone in the design of the bodies which have won unstinted praise from some of the world's greatest custom car designers, but in the perfection of its sleeve valve power plant. A comparison of this engine with other power plants previously built of Willys-Overland, shows it to be the most powerful ever developed by our organization and one of the most powerful of its size ever built by any manufacturer.

The details of advancement over several years time are also reflected in the Willys-Knight "70-B" line and in the Whippet four, these models holding conspicuous positions in their respective price classes for highest

efficiency in engineering development.

With the presentation of these four lines of motor cars, each built on the soundest of engineering

ing research and exhaustive tests Willys-Overland goes into the new year in an excellent position providing as it does complete coverage in every price class.

NEW WILLYS SIX IS BIG ACHIEVEMENT

Efficiency of Engineering is Cited by Willys-Overland Head

The automobile industry is going through another great transition. It has passed through the period devoted to the development of a long period. The next advancement was the designing of bodies that would strike an entirely new style motif.

Both of these forward steps have been realized. No one today will question the ability of the modern motor car to deliver satisfactory performance nor can it be denied that bodies of striking design, pleasing lines and

carefully selected colors are now found in the wide selection from the low price range to the higher priced cars of the so-called luxury classification.

Then we come to a concentration on increased engineering efficiency to built cars with greater power and speed development to meet the demand of the present-day car buyer. These demands are for safe, speedy transportation, and a power development to master the steepest grades in smooth high gear, the ultimate aim being to bring the motor car up to a still greater standard of excellence in its performance value.

Willys-Overland has been actively engaged in advancing our products, sensing in advance the demands of the public, then building and pricing the cars in line with these demands. This is nowhere better exemplified than in our 1930 presentation of the new Willys Six which I believe represents the major accomplishment of Willys-Overland in more than 22 years of motor car

EVERYTHING you want in a motor car

In an entirely new, big roomy DODGE SIX at the amazingly low price of

\$835 AND UP F.O.B. FACTORY

In a DODGE EIGHT-IN-LINE sensational in value — absolutely new in design — at

\$1095 AND UP F.O.B. FACTORY

These are the great new achievements of Dodge Brothers. In beauty, style, luxury, comfort and completeness of detail, they are unapproached in their price fields. In powerful performance, dependability, smoothness and safety, they carry to still higher peaks all the finest Dodge traditions. One or the other of these sensational cars will supply your every motoring need.

DODGE BROTHERS SIXES AND EIGHTS

UPHOLDING EVERY TRADITION OF DODGE DEPENDABILITY

Bonesteel Motor Co.

474 S. COMMERCIAL

TELEPHONE 423



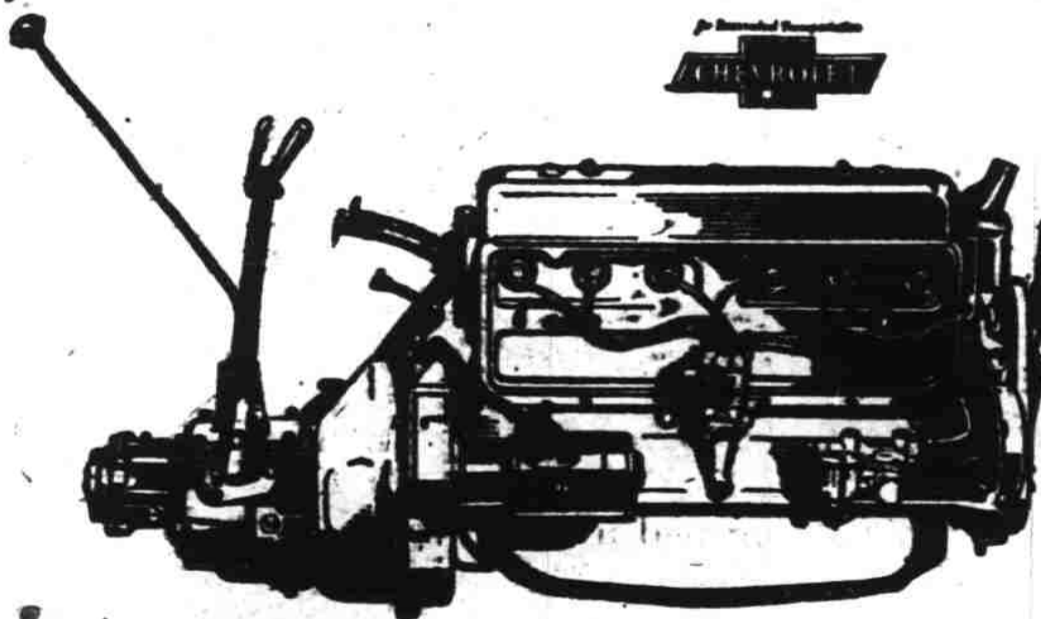
VALLEY MOTOR

Best Values This Week

Table listing car models and prices: Model A Ford Sedan \$575, Model A Business Coupe \$485, 1928 Whippet Sedan \$395, 1926 Chevrolet Coupe \$235, 1925 Chevrolet Truck \$200, Model A Ford Truck \$575.

Valley Motor Co

Corner Center and Chemeketa Tel. 1995



50 horsepower six-cylinder engine

Not until you drive the new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills — for swift acceleration — and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact — it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

- at greatly reduced prices!

Table listing Chevrolet models and prices: The ROADSTER \$495, The COUPE \$565, The SEDAN DELIVERY \$595, The PHAETON \$495, The SPORT COUPE \$625, The LIGHT DELIVERY CHASSIS \$365, The SPORT ROADSTER \$525, The CLUB SEDAN \$625, The 1 1/2 TON CHASSIS \$520, The COACH \$565, The SEDAN \$675, The 1 1/2 TON CHASSIS WITH CAB \$625.

The New CHEVROLET SIX

DOUGLAS McKAY CHEVROLET CO

430 N. Commercial Telephone 1802

A SIX IN THE PRICE RANGE OF THE FOUR