

### GRAHAM CARS ENTER LOW PRICED FIELD

#### Standard Six Line Priced to Appeal to Buying Public

Graham is entering a lower price field, with new body models on the Standard six chassis. A four-door four-window sedan at a list price of \$845, and a four-door six-window sedan at \$895, both five-passenger cars, are to be known respectively as the town sedan and the universal sedan. The former is \$150 lower in price than any four-door sedan previously available on the new Graham chassis. Other new body models of the Standard six line are the business coupe at \$845, and the rumble-seat coupe at \$895. Loder Bros. local agents are showing the new models.

The new models share with all other Graham sixes and eights the distinctive safety feature of laminated shatter-proof safety glass in every door and window, as well as in the windshield.

In this new presentation by the Graham brothers is seen practical proof that by strict adherence to quality standards in massed manufacturing, motor cars can rise above the commonplace in quality and still be held down in price.

The way for this demonstration of combined quality and low prices has been paved by the Gramhams during the last three years. In that time they have perfected their manufacturing processes—engineering, chassis construction, and body building, and acquired the manufacturing volume afforded by more than 160,000 owners.

The Graham quality evidenced in the Town sedan is the culmination of all the quality ideals which have guided the Gramhams throughout their manufacturing career of a quarter of a century. In the Town sedan they offer, on a 115-inch wheelbase, a full five-passenger car with four wide doors and a roomy, sturdy, Graham-built body in which are incorporated many exclusive features of construction that insure long life.

Both cars are powered by a six-cylinder motor which develops 66 actual brake horsepower. The power plant is the original sturdy and economical Graham motor perfected and refined. Its more prominent features are the seven-bearing crankshaft; interchangeable bronze-backed main bearings; pressure lubrication; four-point suspension, and the cushioning of the rear engine mountings on rubber.

All main, connecting rod, and camshaft bearings, as well as the timing chain, water pump shaft, and valve tappets are lubricated from a submerged gear pump. A guarded flat tube and fin radiator of ample size cools the water, which is circulated by a chain-driven centrifugal pump. The cylinders are water-jacketed the full length of the bores and the cooling system includes a thermostat.

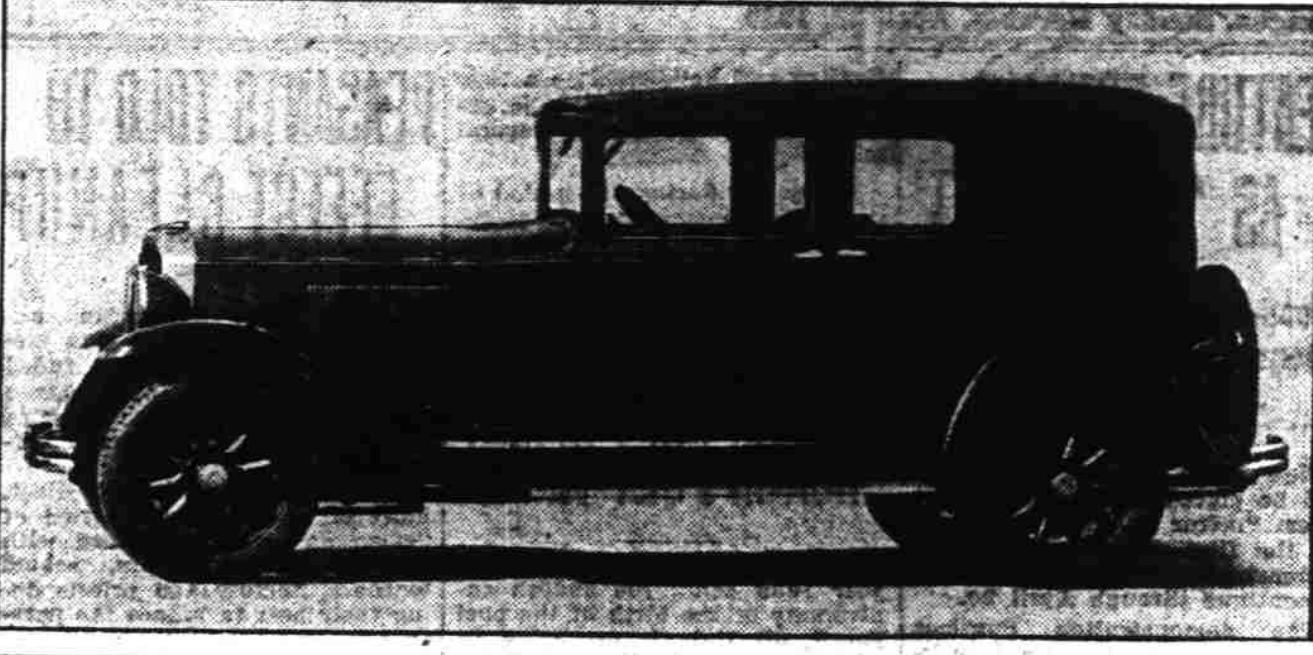
#### Car Has Quick Getaway

Speedy getaway in traffic has been provided for by an expansion vane type carburetor with built-in accelerating pump, which automatically insures a proper fuel mixture at all times. The fuel pump is mechanically driven and mounted on the engine. Before entering the carburetor, all gasoline passes through a filter, and all air passes through an air cleaner, while special intake and exhaust manifold provide even distribution of properly mixed fuel to all cylinders.

The most important mechanical change is the adoption of an advanced form of manifold heat control which regulates the temperature of the fuel mixture. This heat control was developed by Graham engineers, and was first shown on the new Graham eight-cylinder cars this year. It proved so advantageous in use that it has been adapted to both six-cylinder engines in the Standard three-speed chassis and the Special four-speed chassis.

The many advanced features incorporated into both the Town and Universal sedans could not have emanated from any source other than the Graham plants. In them are crystallized ideals of quality manufacturing which first

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came into being more than 20 years ago and which, previous to the last three years, were carried out in the truck business which, with one single exception, was the largest in the world.

Selective sliding gear transmission, with standard shift, three-speed forward and one reverse, features both sedans. The clutch, which is provided with a vibration dampener, is of the single dry plate type. The clutch release mechanism is fitted with ball bearings, while the clutch pedal is adjustable and is fitted with a rubber pad. Rear axle is semi-floating, while the front axle is of the reverse Elliott type with taper roller thrust bearings in the steering pivots.

Instantaneous control is afforded by extra large hydraulic four-wheel brakes of the internal type, which function smoothly at all speeds and which require little servicing. Adjustment when it does become necessary, is readily effected from the outside, and since the brake mechanism is fully enclosed, it is not affected by water, dust or ice.

#### Safety Glass

In Closed Cars Both the town and Universal sedans are completely equipped with shatterproof safety plate glass. Of the highest quality plate, the glass does not obscure nor distort the vision of the driver, and since it is laminated, all risk and danger from breaking glass is effectually removed. This safety glass is provided, not only in the windshield, but in every door and window of all Graham cars.

The interior trim and fittings of both the Town sedan and the Universal sedan have been worked out to accord with Graham closed car standards in every respect. The upholstery of the backs and seat cushions is in broadcloth. The side-walls and headlining match in color. The interior equipment includes a moire curtain at the rear window, carpet covered footrest, windcord around all door openings, shirred pockets on the right front and left rear doors, dome light, and robe rail. The instrument board is in black lacquer, finished with an embossed panel in blue, and the garish mouldings and wainscoting panels are of metal with black eggshell finish.

### NEW DIESEL MOTOR WILL BE LIGHTER

By DAVID J. WILKIE (Associated Press Staff Writer) DETROIT (AP)—Carefully guarded secrets of the new Packard-Diesel aircraft engine were revealed today by its builder, Captain L. M. Woolson.

Huge weight necessary to withstand tremendous cylinder pressures developed in high-speed operation previously has prevented use of the Diesel type engines in other than stationary or marine work. Even light-weight types weighed around 25 pounds per horsepower.

Capt. Woolson's new model however, is constructed on a basis of 2.26 pounds per rated horsepower. This is accomplished by elimination of carburetors and magnets, light-weight, one-piece crank case construction and the single-valve arrangement which halves the number of parts required for valve operation. The fuel, usually furnace oil,

### EMBASSY BUILDINGS MORE IMPRESSIVE

WASHINGTON (AP)—Uncle Sam is turning a more imposing face to the world in foreign capitals.

In marble, steel and stucco new embassies, legations and consulates are rising to replace the former obsolete and undignified quarters of American diplomats. Since the passage of the foreign service buildings act in 1926 the United States has been acquiring more and more of its own buildings abroad.

Before that time members of the foreign service often were housed in make-shift, unsuitable dwellings.

is injected into the cylinders by a nozzle unit. It is exploded by the heat of pure air compressed in the cylinders.

The pure air, used instead of a mixture of air and fuel as in the gasoline engine, is compressed to a temperature of approximately 1,000 degrees Fahrenheit.

structed residences and offices built in keeping with the country they represent and furnished to provide all the comforts of the United States.

Two of the newest and most pretentious embassies are those at Tokyo and Paris. The former will be completed in 1931. It will cost somewhat more than \$1,000,000 and is built of earthquake proof concrete and steel. The embassy buildings in Tokyo will include offices, residences for the ambassador and two apartment houses to provide residential quarters for the commercial, military and naval attaches and their families.

Construction of the new United States embassy office building in Paris, which will also cost more than \$1,000,000, will start next January. It will be located in the beautiful Place de la Concorde. The government owns the ambassador's residence in Paris, having acquired it furnished from the late ambassador, Myron T. Herrick.

Another pretentious project is the proposed new building in Shanghai to house all activities of the U. S. government. It will be built on a slope above the river.

### 'STEPPING ON GAS' LESS OF CRIME NOW

WASHINGTON (AP)—Improved automobiles and highways are sounding the knell of state speed limits.

Few statutes now carry echoes of the chattering horseless carriage, which was considered a menace at any speed, as new legislation marks an upward trend in speed standards.

Of the 12 states which have taken the most recent action, 10 raised their limits, while two, Indiana and Vermont, eliminated fixed standards entirely.

There are now nine states that have no speed laws, Connecticut, Indiana, Iowa, Kansas, Michigan, Montana, Vermont, Virginia and Wisconsin.

Massachusetts has the lowest standard, 20 miles an hour, while Nevada has the highest fixed maximum, 50 miles an hour.

Where 35 miles an hour was the most general limit a year ago, the 12 states that maintain the figure as their standard are matched by an equal number that have 45 miles an hour as their limit. Nine states have a 40-mile-an-hour standard.

The new standards reflect the development of faster cars, better brakes and wider and smoother highways.

An outgrowth of the greater license on state highways has been a trend to minimize speed as a factor in placing accident responsibility. Instead of making the central issue on what speedometer registered, driver control is given the major consideration.

### OIL REFINERS SEEK BETTER PRODUCTS

TULSA, Okla. (AP)—Progress in the automotive and aviation industries in the last few years has forced the petroleum refiner to quicken step in order to provide motor oils and greases to meet the demands of modern engines.

### COLOR HARMONY DEMANDED



Sally Blane, of Radio Pictures, is shown at left, selecting a set of seat covers for her new Western Auto seat cover sample book. Above picture shows her selection installed on the car.

Attractive, new patterns and fabrics, designed to harmonize with the prevailing colorful trend in car bodies and upholstery, are making automobile seat covers one of the most popular automobile accessories, according to the Western Auto Supply Company.

Intensive research in recent months has brought advances in methods of refining, and as a result new lubricants and oils have appeared on the market.

One problem created by modern motoring is that of excessive oil consumption. Road tests have shown that at speeds above 50 miles an hour the quantity of oil used increases rapidly. To produce a lubricant adapted to high speed driving, refiners are using vacuum pipe stills equipped with fractionating towers which reduce the volatility of an oil to a minimum by separating the more vaporizable parts.

The American Society of Testing Materials has determined that viscosity is the most important single property of a lubricant.

### ANCIENT FLAPPERS WILL BE STUDIED

ST. ALBANS, England (AP)—The life of aristocratic flappers of about the year one, A. D., is likely to come to light in excavation of Verulam, richest of ancient English cities.

Verulam was one of the great tribal capitals of prehistoric England.

When the Romans came, it is believed by archeologists, they made Verulam the only municipality in the province, a distinction that London itself seems never to have attained.

For this reason it is regarded as the most likely prospecting spot in country, 10,000 acres which the Royal Commission on Historic Monuments reports is probably filled with buildings, many of them dwellings of various sizes.

Roman relics already found in other ancient sites has fired the imaginations of archeologists. On the site of the new Bank of England, not far from Verulam, was found a feminine eyebrow and lipstick set more ornamental than those of 1936 fashions.

It was a slender metal painting instrument with a small, beautifully fashioned bottle from which the colors were dipped.

To attain its ancient rank under Roman rule Verulam is believed to have conformed with the highest standards of provincial life of the times. Dr. Wheeler of the London Museum says the excavation should provide much new material for elucidation of the early history of London which was close by.

### LIFE ON THE OCEAN WAVE!



Who wouldn't be interested in the life of a sailor if it's anything like this? The new Firestone Anchortite has a tread patterned after an anchor, so Owen Sweeten, Fox West Coast master-ceremonist and Muriel Gardner had to get playful with a ship's anchor.

# DESIGNED PROGRESSIVELY BUILT FAITHFULLY



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