

28 Buick Unleashes Surge of Power With Still Greater Improvements of Noted Motor

City of Los Angeles Pays Tribute to Buick Supremacy With Order for 20 New Police Cars

The effortless surge of power which enables Buick for 1928 to idle in barely perceptible motion, or to flash away like an arrow, is claimed by those who have driven the new car as one of its most amazing features.

The power plant responsible for this dazzling performance is the famous Buick six-cylinder valve-in-head engine, whose vibrationless operation was the most discussed engineering advance in the automotive industry the past season. This famous engine is carried to new heights of power and smoothness in Buick for 1928.

As in the 1927 car, the counterweight crankshaft and torsion bar absorb all vibration, nipping the troublesome problem before it has a chance to develop. Buick engineers acted on the knowledge that vibration, once set up, could not be checked.

The vacuum ventilated crankcase, filter, air cleaner, and thermodynamic water control all are condensed in Buick for 1928. Such well-established principles as the rigid chassis and torque-tube drive of course remain.

Engine Improvements

Chief among engine improvements is the new Buick cylinder head, worked out in light of long study of the problem of internal combustion. The head is of the vertical type, and it gives higher compression, with less detonation,

which means that a greater portion of the fuel is transformed into useful power. Buick engineers, however, have avoided placing Buick owners in the plight of the racing driver, whose high compression, small displacement engine will operate only on special and costly fuels. The Buick engine is adaptable to any fuel, and will give a brilliant account of itself on any.

The entire exhaust system, from the exhaust ports through the manifold, pipes, and muffler, is en-

larged to eliminate back pressure and increase power. The valve-operating mechanism, including valve springs, has less inertia to be overcome by the camshaft. The gear ratio between starter motor and flywheel is greater, to improve winter cranking, and there is a thermostatic output control on the generator, to regulate automatically the charging rate for winter and summer.

Research Department

The Buick Motor Company has broken ground opposite its executive offices in Flint, Michigan for a \$600,000 building to house its research engineering departments. The building, a four-story steel and concrete structure, will be ready for occupancy by fall.

Centralization of all Buick research, engineering, and experimental work under one roof is consistent with the systematized operation policy already adopted in Buick's production departments. Cady B. Durham, vice president and assistant general manager, explained. The new building will release large amounts of space now devoted to experimental work in various plants of the Buick factory, leaving that space free for production expansion.

Low Theft Insurance

Owners of Buick for 1928 will enjoy the lowest theft insurance rates, by reason of the new two-way lock—an exclusive Buick feature.

Located at the junction of the steering post and dash, and made of case-hardened steel, the lock

combines accessibility with the utmost protection and safety.

While both ignition and steering wheel are locked with one turn of a key, shutting off the ignition does not lock the wheel. This ingenious arrangement makes it impossible to lose control of steering if the engine is cut off for coasting or any other purpose while the car is in motion.

When locking the car after ignition has been turned off, both wheel and ignition are locked.

L. A. Pays Tribute

The city of Los Angeles has paid a tribute to the speed and stamina of Buick by adding 20 Buick touring cars to its fleet of police department vehicles, bringing the total number of its police-owned Buicks to 65. The cars are to be used in general police work, as well as in supervision of traffic.

The decision to augment the police fleet of Buicks as a means of increasing police efficiency, was reached as a result of a year's test with Buicks, Captain C. J. Sweeney, in charge of the Los Angeles police transportation division, explained.

Tests with the Buick indicated that it could be operated with equal safety in all weather, that it enabled police to be constantly on patrol, and that in emergencies it would carry five or even more policemen to the point where they were needed, along with the equipment required to take charge of the situation.

Jazzy Fiesta 'Harmonologists'



Ted and Jack Dale, Piano, Xylophone and Whistling Artists, Are on Wednesday Night Fiesta Program With Diminutive Evalyn Nair. Their Specialty is "Harmonology."

Puncture Weed Still Auto Peril

Although relentless war has been waged against the puncture weed it has not been eradicated, according to reports reaching the Automobile Club of Southern California. Recently some of these destructive plants were found close to the downtown district of Los Angeles.

To insure the early elimination of this costly menace to automobile tires, the automobile club requests every motorist knowing of the location of this obnoxious weed to report exactly where the plant is found to either the Automobile Club of Southern California or the County Horticultural Commissioner of the county in which the weed is found. All such reports will be acted upon promptly, and in this manner it is believed that all Southern California will soon be rid of this pest. The co-operation of every motorist is urged in this plan for elimination.

Do your brakes work? Find out before you meet a locomotive on a blind crossing.

Company Supervises Service Rendered By Chevrolet Dealers

Hanson Describes System Which Guides Him and Associate Dealers in Torrance, Lomita, Gardena and Moneta

"Purchasers of Chevrolet cars and users of Chevrolet service are never left at the mercy of any dealer," says Jack Hanson, Chevrolet agent for the Torrance, Lomita, Gardena and Moneta territory. "Myself in Torrance, Mr. King in Lomita and Mr. Heine in Gardena and Moneta, are under direct supervision of the Chevrolet company at all times, as are all Chevrolet agencies. The service rendered must not only please the public, but it must meet the service requirements set by the Chevrolet company as well. With that double check, Chevrolet service can never be allowed to slacken in efficiency."

W. A. King recently was appointed by Mr. Hanson to be associate agent in Lomita, and Walter W. Heine was appointed associate agent in Gardena and Moneta, with headquarters in Gardena.

Chevrolet service is advancing and being improved at all times, Mr. Hanson pointed out. At present the Torrance shop is being remodelled, an enlarged and improved service system and additional equipment is being installed. This is being done under the supervision of the Chevrolet company, which, in conjunction with Mr. Hanson, has worked out plans for the most efficient and satisfactory sales and service system possible to render the public in this territory.

At Lomita Mr. King is having his shop remodelled and is equipping a showroom, and at Gardena, Mr. Heine has established a showroom and a complete service department for his territory, including Moneta.

A full line of parts is carried at the Chevrolet agencies and courteous expert mechanics are ready for any installation or service that is required on any model of Chevrolet cars.

What Do You Spend Annually for Cars?

How much does the average American citizen spend per year on automobiles?

He spends \$21 on cars and parts, according to the annals of the American Academy of Political and Social Science. Compared with this cost per year for cars, the report which recently reached the Automobile Club of Southern California, says that Mr. Average American spends \$28 for luxurious services, \$45 for luxurious foods, \$3 for ice cream, \$10 on public schools, \$55 on men's clothing, \$2.58 on diamonds, \$1.10 on books, \$1.15 for near beer, 22 cents for dentifrices and \$30.75 for government expenses.

Magneto Lights Are Out After Tomorrow Night

Motor Vehicle Division Gives Final Warning to Drivers of Old Models

Sacramento, AUG. 30—A final warning to motorists that automobiles lighted by means of current derived from a magneto which has not been approved by the testing laboratory of the Division of Motor Vehicles will not be permitted to operate at night on the highways of California after tomorrow, was issued today by the Division of Motor Vehicles.

Beginning September 1st, it was stated, officers will have instructions to stop all cars so lighted and to prohibit them from proceeding.

The division's order is in compliance with a law passed four years ago by the legislature setting September 1, 1927 as the final date upon which magneto-lighted cars would be permitted to operate.

The law was passed in the interest of safety as it has been determined that cars so lighted give little light when running slowly and are apt to glare when traveling at higher speeds.

Don't forget, when you're a few thousand feet above sea level, you will have to shift for grades your car could take in high at lower altitudes.

There would be less trouble on the highways if every motorist would drive as he advises the other fellow to do it.

Ford

THE UNIVERSAL CAR

WAIT FOR FORD

The automotive world is tense, Manufacturers are nervous, the public is impatient. Everywhere, people are asking

"WHAT WILL FORD DO?"

And the very fact that Mr. Ford's announcement is delayed is the best indication that every precaution is being taken to give Ford buyers a PERFECT CAR, thoroughly tried and proven. For to be sure, "What is Worth Having, is Worth Waiting For."

The past history of the Ford Motor Company guarantees a matchless value in automobile service, and wise buyers are waiting for the new Ford.

We already have many orders on file, and they will be filled in order of their receipt. We are so confident that the new Ford will be such an OUTSTANDING VALUE that we are giving ANYONE PLACING ORDERS NOW THE PRIVILEGE OF CANCELLING SUCH ORDERS WITHOUT LOSS AT ANY TIME PRIOR TO DELIVERY.

Place your order at our booth at the Automobile Show, and be ONE OF THE FIRST to own one of the cars that the world is waiting for.

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For the 24th year, Buick has again fulfilled this promise: . . . WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM