BUICK HAS BROAD PRICE RANGE WITH 20 EIGHT-CYLINDER TYPES

Company Believes Its 1931 Display Is Greatest in 27 Years of History

In the 27 years that Buick has been known to the motor world, no Buick ever before this year has been offered in such a wide variety of models and in such a broad price range. As a result, the Buick eight exhibit will be a focal point of the Bismarck Auto Show, according to E. T. Strong, president and general manager of the Buick Motor company. Buicks are sold in Bismarck by the Fleck Motor company.

Every one of the 20 models is powered with a straight eight valve-in-head engine and equipped with the engineering features that have made Buick the outstanding car of the year —syncro-mesh transmission, engine oil temperature regulator, carburetor air intake silencer, torque tube drive, steering wheel road shock eliminator, and many other important advancements.

These 20 Buick eights are divided into four series, each series differing in the length of the wheelbase and in price. The smallest of the series is the 8-50 which now is offered for the first time with the syncro-mesh transmission and other big car refinements. The six models in this series are built on a 114-inch wheelbase. The straight eight motor in these 8-50 models develops 76½ horsepower and has a maximum speed in excess of 75 miles per hour.

Five models on a 117-inch wheelbase comprise the 8-60 series, and these cars have straight eight motors which develop 90 horsepower and give a speed in excess of 80 miles per hour.

The big cars in the two remaining series are the four-passenger coupe and the five-passenger four-door sedan in the 8-80 series on a 124-inch wheelbase, and seven models on a 132-inch wheelbase in the 8-90 series. The same motor is used in all cars in both these series; it is a big straight eight valve-in-head motor developing 104 horsepower and delivering a speed of about 85 miles per hour.

One of the features of the new Buick eight, and one which has created a lot of favorable comment on the part of the experienced motorists, is the new Buick engine oil temperature regulator. Probably no improvement of recent date contributes quite so much to better engine performance and longer motor life as does this comparatively simple and effective device which holds the heat of the oil down to effective lubricating temperatures. The high speeds made possible with the modern automobile engine have resulted in higher oil temperatures and a consequent lowered viscosity.

Therefore Buick has provided a safeguard against extreme oil temperatures by the adoption of this regulator, which is similar in principle to a radiator. It is mounted in a metal casing at the water inlet to the cylinder block. Water from the pump flows through the tubes of this radiator on its way to the motor, while the oil from the oil pump flows around the tubes on its way to the bearings. Thus it quickly warms the oil in cold weather and reduces the heat in warm weather.

Insulation is accomplished in the front compartment of all models through the use of layers of felt and insulating material which in turn are covered with a special embossed composition board on the dash. On the floor a heavy rubber mat is used instead of the composition board. In the rear compartments the felt is glued directly to the floor and covered with a carpet of deep piling. All metal floor pans, even under the seat cushions, are covered with felt.

Another improvement is the fact that both the brake and gear control levers in the front compartment have been moved forward, making this compartment unusually roomy.

The improvements that have been made in the performance of the new Buick eight—its increased speed, silent operation, rapid acceleration, economy and ease of handling—are equaled by the many refinements that have been added to the appearance of the car and its appointments.

For instance, the instrument boards and panels are entirely new; all the instruments are grouped together in one compact panel of artistic design which is illuminated with a two-way lighting system that gives indirect lighting when driving and a direct light to the front compartment when desired.

The 1931 Buick eight differs from all previous Buicks in that the bodies and chassis have been developed as a unit. As a result of this unit development a maximum in strength and rigidity has been produced that eliminates squeaks and rattles, Mr. Strong said.

The entire framework of all bodies has been greatly strengthened by revising the roof construction and using metal brackets in place of glued joints.

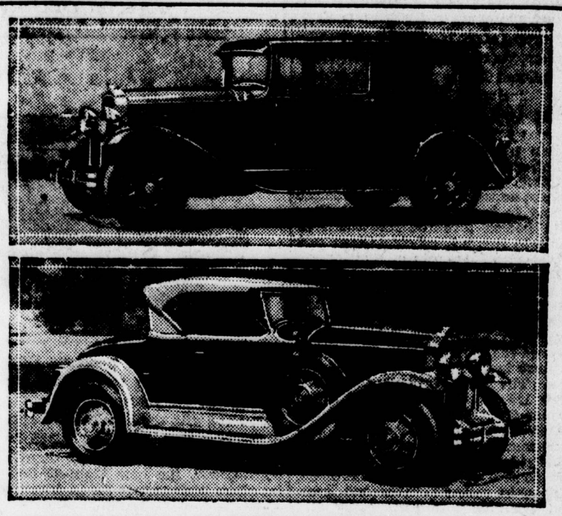
Another contribution to driver comfort is found in the redesigned front seat and the mechanism which adjusts it. Both the driver's seat and the front passenger seat are lower and upholstered with wider and deeper cushions.

The public has been quick to appreciate the inherent mechanical excellence of this new line of straight eights and as a result Buick has been holding steadily and by a wide margin the leadership in its price field, according to Mr. Strong.

CARS FOR BREAKWATER

Ventura, Calif., has applied for permission to build a breakwater on its ocean front. Old cars will be dumped into the ocean and allowed to fill with sand and rock to form the barrier.

New Models of Famous Line



Above are shown two new models of a famous line of motor cars. The Buick sedan is designed as an all-purpose family car and represents the maximum in motoring ease and comfort.

The four-passenger roadster is one of Buick's newest creations, combining luxurious comfort with a dash and verve which gives it a distinction all its own.

HOW'S SHE HITTIN'?

By ISRAEL KLEIN
Science Editor, NEA Service

An apt comparison of the automobile engine with the human body, the careful attention needed by both, and their failure under neglect or overwork, appear in the February issue of The Wheel, monthly publication issued by The Studebaker Corporation.

Both as a help and a warning to motorists, it is worth repeating here in its major parts.

* * *

"The automobile engine," this comparison begins, "has the sweetness, softness and constancy of well-behaved folk when it is treated with consideration—likewise, the obstinacy and perversity of a peeved person when certain elements bearing on its proper upkeep are deliberately disregarded or unconsciously overlooked.

"But there's more that's human about the automobile than its moods.

"It breathes, for instance, and a constant supply of pure fresh air is essential for it to perform at its best.

"The automobile feeds on a liquid diet of gasoline. If it overeats—operates on an over-rich mixture—it becomes sluggish in its performance and is feverish. Isn't that most human?

"Starve your motor—operate it on a lean mixture—and it becomes feeble and faltering in its delivery of power.

* * *

"The motor has a highly developed nervous system. The ignition distributor is the brain of the engine—it signals its various commands to the different cylinders even as the huban brain signals our muscles for action.

"If the delicate tissues composing the human brain are seriously disturbed, complete lapse of activity is the result.

"So, with the engine's nervous system. Some serious derangement of the distributor may cause a 'dead' motor. Less serious maladies such as dirty points, damp wiring, loose connections, chafed insulation and like disorders cause the engine to miss and lag; to act much as a person beset with some nervous ailment.

* * *

"It is chemical action within our bodies which generates the heat of life and the power which animates our muscles. Food supplies the source of the chemical action.

"In the automobile engine, combustion of fuel takes place, heat is generated, gases expand against the piston and the engine is vitalized.

"Chemical action gives rise to waste products. There is wasting tissue in the human body which we carry off through the lymphatics into the veins, thence to the lungs where, passing through thousands of cellular passages, it is brought into close contact with the cleansing air and then expelled from the lungs.

"Isn't that exactly how the water cooling system of the automobile works? It picks up waste heat, carries it to the many-celled radiator, where heat is dissipated and brings it by contact with the air.

* * *

"Most vital, perhaps, of the many systems necessary to the support of life, is the blood system. The human heart is a perfect pump and it discharges a constant stream into our arteries which distribute blood to each vital part of the body.

"In your motor car, the lubricating system is the blood system of the engine; the oil pump its heart; the oil ducts its arteries and the lubricant its vital fluid."

STEEL INDUSTRY BEGINNING TO TAKE GOOD HOLD IN DETROIT

Auto Men and Bankers Make City Center for Supplying Sheet Steel for Cars

Detroit, March 12. — (NEA) — Auto men and bankers, who have made Detroit the world's hub of automotive activity, now are directing their efforts toward making the city a huge center to supply sheet steel and other such products direct to the automotive plants.

Rumors of huge steel combines seeking sites for plants in and near the city have been going the rounds of automotive and manufacturing circles for months. It is expected that several will commence plants before the year is out, furnishing employment for thousands now out of work.

Automobile manufacturers have realized during the past few years that they could put their cars on the market cheaper if they could purchase their steel close by and avoid shipping costs. Sheet steel has been shipped in here from eastern steel centers such as Toledo, Cleveland, Pittsburgh and Youngstown.

One of the first Detroit men to bring to the front the steel situation here was George R. Fink. His steel mill, built in Ecorse in 1923, started the ball rolling.

Ford Among First

Henry Ford was another pioneer when he began making his own steel at his River Rouge plant. Another "early starter" was the Michigan Steel Company which, since its origin, has grown to four times its original size and has profited greatly through orders received from automobile plants here and in Flint, Lansing and Pontiac.

Besides the Michigan Steel and Ford plants there is the huge new plant of the Great Lakes Steel company in Ecorse. This plant is valued at more than $20,000,000.

Just south of the city, in Monroe, is the Newton Steel company's $8,000,000 sheet mill, which is one of the most modern and efficient sheet plants in the country, according to manufacturers.

Another plant located here is the National Steel company, a holding corporation that brought together the Great Lakes firm, the Weirton Steel company of Weirton, W. Va., and certaine subsidiaries of the M. A. Hanna company, Cleveland. This company, manufacturers say, illustrates the tendency of outside steel interests securing a hold on the Detroit market.

Automobile production men say steel can be produced as cheaply in Detroit as it is in the eastern centers. The iron ore can be brought down from the Lake Superior regions cheaper by boat than it can by the combined boat and rail method used to ship it into interior steel cities. Coal can also be shipped up the Great Lakes.

May Mean Cheaper Cars.

By erecting their own steel plants, automobile experts assert much of the expense in body and frame construction will be cut. Rail rates, research overhead and production costs could be lowered, manufacturers believe, and such reductions might result in a cheaper product for the consumer.

Mentioned as possible seekers of manufacturing sites in Detroit are some of the biggest names in the steel industry. Among them are Bethlehem, United States Steel Corporation and the Mather interests.

It is expected that increased activity in the steel industry will be brought about here if the rumor of a gigantic steel combine, closely rivaling the U. S. Steel Corporation, being pushed by the Eaton-Mather group in Cleveland, is brought about.

The automotive industry takes 18 per cent of the annual steel production of the country, the ranking single consumer. That is the primary reason why business men of the city are endeavoring to secure an independent supply of steel for consumption by the automobile industry here.

Freight Cuts Offered To Motor Companies

New York, March 12.—(AP)—Motor car manufacturers will be offered reductions in freight rates on automobiles ranging from 11 to 50 per cent, it was estimated in railroad circles Wednesday, through the new schedules that are expected to go into effect on April 20.

The slashing of freight rates on the products of the automobile industry, which was announced last week, is a move on the part of the carriers to meet the competition of other forms of transportation. They hope to regain a portion of the business that has been diverted to motor trucks and inland waterways, especially the Great Lakes.

The largest reductions will be made on automobiles shipped less than 500 miles from the originating point.

While sanguine as to the ultimate result of the rate cuts, carriers are understood to anticipate a loss of revenue at the start.

MINIATURE TAXIS

Diminutive taxicabs, accommodating two passengers, to be run at a fare of 12 cents a mile, are planned in England.

Canada has 445 commercial and 48 private aircraft registered, and 70 licensed airports and seaplane bases.

Canadian aviation started 1931 with 311 private pilots, 402 commercial fliers, and 370 aeronautic engineers holding licenses.

DURANT - NASH AUTOMOBILES

GILLETTE TIRES

30x3½ Cord	$4.31
29x4.40 Balloon	4.81
28x4.75 Balloon	6.40
29x5.00 Balloon	6.77

Buy Super Traction Tires for all weather driving.
No Chains needed.

Gillette Batteries, $5.75 and up
According to Size

Repair Shop in Connection

Hedahl Motor Co.
201 Broadway

BUICK'S MASTER CONTRIBUTION TO GEAR-SHIFTING AND GETAWAY

Silent Syncro-Mesh

in all BUICK Straight Eights

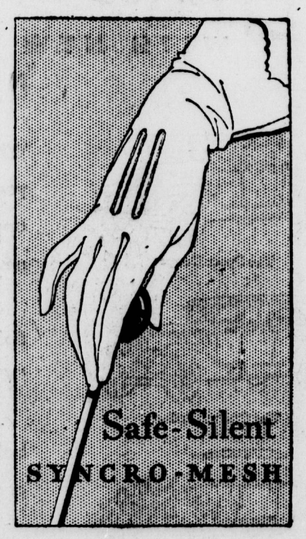
including the Series priced *from* $1025 *to* $1095 *f.o.b.* Flint, Mich.

● *The Syncro-Mesh Transmission adds greatly to the safety of Buick travel. Going down long hills or on icy pavements, when it becomes necessary to slow down—one can shift instantly into second without effort or clash, and the engine is thus used as a brake, providing maximum control at all times.*

● *The Syncro-Mesh Transmission brings safety and silence to gear-shifting. Gears can be shifted smoothly and silently from first to second, second to high, and from high back to second, always easily, always without clash. . . . Quick and easy shifting provides greater control and safety.*

● *The Syncro-Mesh Transmission helps to give wings to Buick at the traffic light. Second speed gears are quiet and smooth and the car can be accelerated up to 45 miles plus in this gear, then quickly and quietly into high, thus giving remarkably fast getaway.*

● *The Syncro-Mesh Transmission makes every driver an expert in gear-shifting. So perfectly are the gears synchronized, so easily do they operate, that shifting is a joy instead of a task. Drive a Buick and know the joy of expert shifting to all gears —quick, quiet, effortless and safe.*



All Buick models—priced from $1025 to $2035 at factory—provide the fine advantages of the Syncro-Mesh Transmission.

Consider the delivered price as well as the list price when comparing automobile values

BE SURE TO SEE THE NEW BUICK EIGHTS AT THE AUTO SHOW

The Eight as BUICK builds it

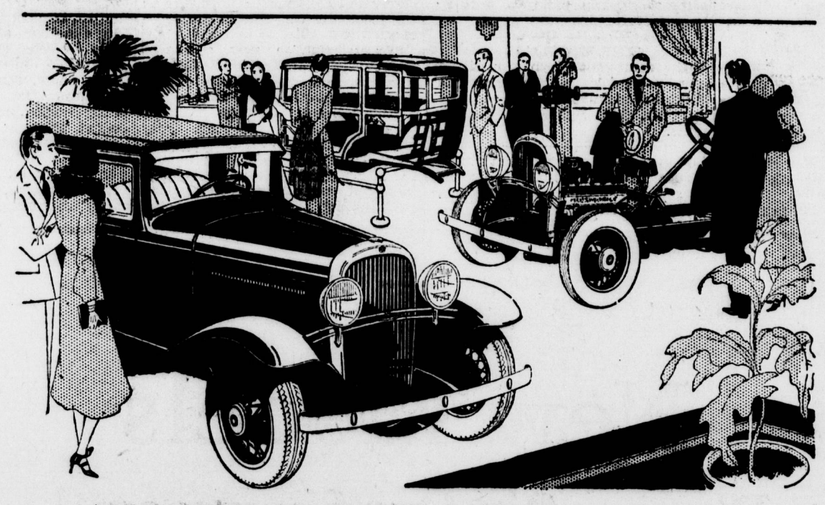
Fleck Motor Sales, Inc.

100 West Broadway Bismarck, N. Dak. Phone 55

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM . . . A GENERAL MOTORS VALUE

See

THE NEW OLDSMOBILE AT THE SHOW



EXAMINE ITS MANY IMPORTANT NEW FEATURES . . IN BODY, ENGINE and CHASSIS

THE SYNCRO-MESH TRANSMISSION . . . A NEW QUIET SECOND GEAR . . . NEW DOWN-DRAFT CARBURETION . . . COORDINATED STARTER AND THROTTLE . . . A NEW CARBURETOR-SILENCER . . . NEW INSULATED FISHER BODIES . . . OPTIONAL UPHOLSTERY . . . A DEEPER, STURDIER FRAME . . . FIVE WIRE OR DEMOUNTABLE WOOD WHEELS . . . MORE DISTINCTIVE APPEARANCE . . . FINER ALL-ROUND PERFORMANCE

WHEN you visit the Automobile Show be sure to see the Oldsmobile for 1931—the great new motor car which has aroused so much enthusiasm wherever shows have been held.

You will discover that new grace and beauty have been added to Oldsmobile's distinctive appearance. Body lines are long and low. From every angle you get an impression of unusual smartness.

As you examine the new Oldsmobile in detail, you will discover that its many important new features are not confined to any one part of the car. Body, engine, and chassis—all offer evidence of the advanced engineering which makes the new Oldsmobile such a remarkable value at its new lower price.

Advancements in construction make the new insulated Fisher bodies strong, quiet, and serviceable.

New features which have been added to Oldsmobile's dependable high-compression engine make performance even more pleasing than in the past.

And other features, added to Oldsmobile's sturdy chassis, contribute to comfort and ease of control matched only in cars of higher price. The famous Syncro-Mesh transmission eliminates gear clashing. And a new Quiet Second Gear, added to Oldsmobile's transmission, assures smooth, swift acceleration which rivals high gear performance in quietness.

Consideration of all these features—as well as Oldsmobile's new lower price—will convince you that the new Oldsmobile is not only a thoroughly *fine* car—but that it is also an excellent investment.

TO DESIGN PROGRESSIVELY · TO BUILD FAITHFULLY · TO SELL HONESTLY · TO SERVICE SINCERELY

OLDSMOBILE

PRODUCT OF GENERAL MOTORS