

## ROAD ASSOCIATION PLANS CONVENTION

American Road Builders Association Ask Assistance of Civic Clubs

Plans have been completed for the annual convention and road show of the American Road Builders' association which will be held in Chicago January 10 to 14, 1927, during good roads week.

The convention will be attended by highway representatives from every state in the union and from several foreign countries. Mr. H. K. Bishop of the bureau of public roads is general chairman of the program committee and he has been assisted by Mr. Paul Tebbs, construction engineer of the Pennsylvania state highway commission, as chairman of the engineering section, and Mr. Sam Williams, vice president of the Autocar company as chairman of the constructors section. Special attention has been given this year to select topics that are especially important and of great interest to the highway industry.

Those appearing on the program are men that have been selected because of the attention they have attracted in the activities of their state and foreign country.

The first day of the convention will be "governors' day." Invitations have been sent to governors of all the states and to a few former governors who were especially active in sponsoring a highway program. Already sufficient acceptances have been secured to assure the day of being a huge success.

During the afternoon of governors' day there will be a special trip planned for the governors to attend the road show in a body. Upon returning to headquarters the attending governors will be guests of President Shirley and the directors of the American Road Builders' association at the governors' day banquet. Mr. Fred Reimer is chairman of governors' day and will have charge of all day's activities.

Wednesday, January 12, 1927, will be known as Pan American day, and one-half of the day's program will be given over to papers presented by engineers from countries of the western hemisphere outside the United States.

Col. R. Keith Compton is chairman of this day and the Pan American program will be jointly presided over by him and Mr. Francisco Diaz Leal, member of the federal highway commission of Mexico. There will be provision for the delegates of all foreign countries to visit the road show. It is possible that a trip to the road show will be arranged after the road builders' banquet when the halls will be clear of the crowds.

The delegates of the foreign countries will be the guests of President Shirley and the directors at the road builders' banquet, which will be held at 7 p. m. in the grand ball room of the Palmer House on Pan American day. It is expected that 2000 people will attend the banquet. Arrangements with a speaker of national reputation are now being made.

Thursday, January 13, will be designated as states day, which day is set aside especially for state engineers and officials to visit the road show, and especially

## CHEVROLET NAMES GILPIN ASSISTANT

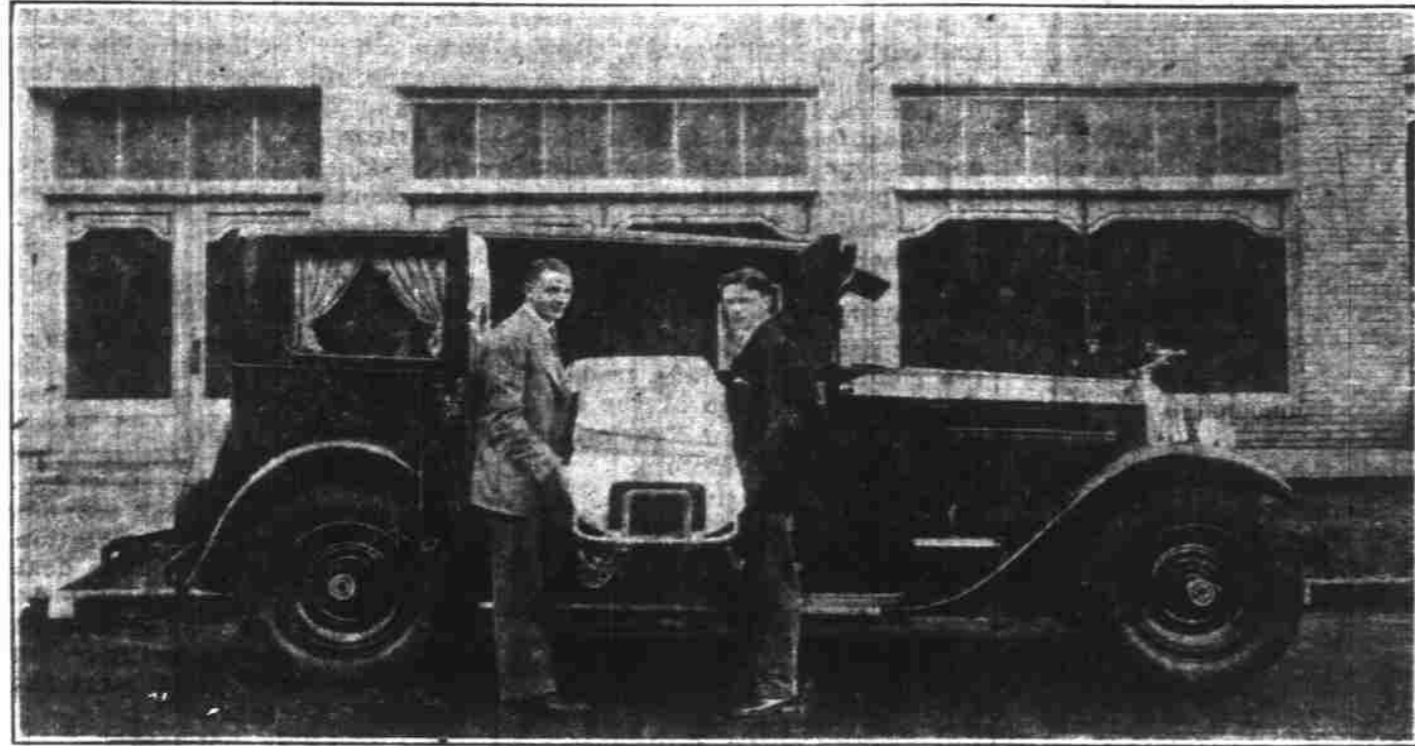
Motor Company Expects Record Year With Increased Sales Department

In preparation for what promises to be another record year for the Chevrolet Motor company, R. H. Grant, general sales manager, recently announced the appointment of A. W. L. Gilpin as an assistant general sales manager.

Gilpin will work with C. E. Dawson and H. J. Klingler, present assistant general sales manager, in directing Chevrolet sales. Each of the three assistant sales managers will have charge of two regions. Gilpin assumes charge of the Chicago and Cincinnati regions. Dawson, the Flint and Tarrytown regions, and Klingler, the St. Louis and Oakland regions.

The new executive brings to Chevrolet 15 years of experience in the automobile business, having served the industry since 1908 successively as dealer, retail sales manager, wholesale sales manager, branch manager and more recently as an assistant general sales manager for the Ford Motor company.

## Salem's New Packard Ambulance



Virgil Golden and Biddy Bishop, managers of Capitol Motors, Inc., Packard distributors of Salem, Oregon, are shown here taking the car out of the car.

## SETS FINE RECORD WITH AAA SANCTION

Whippet Averages 43.28 Miles Per Gallon in Transcontinental Run

By Joe Nikrent Official Observer

In a transcontinental economy trial which started in Los Angeles at midnight November 29th and which ended in New York City at noon on December 30th Cannonball Baker, driving a stock Whippet touring car, under the official sanction of the AAA and accompanied by Joe Nikrent as official observer, drove 2559.8 miles and used but 59.25 gallons of gasoline. The average fuel consumption was 43.28 miles to the gallon. The highest average for any one day was obtained on December 1st when the distance between Sweetwater and Dallas was covered at the rate of 53.6 miles to the gallon of fuel.

The route followed the Southern transcontinental highways passing through Ajo, Arizona; Deming, New Mexico; El Paso, Texas; Dallas, Texas and thence north to Memphis, Tenn.; Indianapolis, Philadelphia and New York.

The record exceeds any previous economy record made by a stock touring car, under ordinary driving conditions and officially observed, by a wide margin. It betters an average of 34.69 miles per gallon, made by an experimental Whippet model on a west bound trip by 8.59 miles to the gallon and exceeds the claimed economy of the Whippet by 13.28 miles to the gallon.

The distance covered each day was greater by a wide margin than is the average with any motor car owner. Although no attempt was made to establish a speed record of any sort the average daily distance traveled on the entire trip was 254.27.

The first day of the run, three hundred and twenty-two miles were covered and the stop was at Aztec, Arizona. The average for the day was 41.33 miles to the gallon of fuel despite the fact that the mountains between Los Angeles and Yuma, Arizona, were crossed.

Tucson, Arizona, was reached on the second day, the distance traveled being 224 miles and the fuel consumption being 49.9 miles to the gallon. At Deming, New Mexico, the record was set.

## Safety Suggestions Offered for Pedestrians' Benefit

How pedestrians can avoid getting hit by automobiles is told in a bulletin issued by the National Safety Council, which credits Charles A. Harnett, New York State Commissioner of Motor Vehicles, with the following:

1. Do not jay walk. "Better careful a thousand times than a cripple once."
2. Do not alight from moving trolley cars. It's always dangerous.
3. When walking from behind elevated pillars, look before you start. You may be elevated too.
4. Do not walk out from behind parked cars. Motorists can't see through automobiles.
5. Do not read newspapers while crossing a street. Try reading at home—it's better for the eyesight.
6. Do not allow children to play in the street. The playground or yard is much safer.
7. Watch and obey traffic signals. They mean safety.
8. When walking in the highway, use the left side of the road.
9. Warn children about hitchhiking rides. This act has meant death to many.
10. When crossing the street look first to the left and then to the right.

As Salem grows so does its public utilities. Virgil Golden of 1295 Saginaw street, owner of the "Golden Ambulance Service" after serving as an ambulance driver in the United States army, opened up his business upon his discharge from the army.

His first equipment consisted of a small five passenger sedan. Recently, due to the fact that his business had grown so large it was necessary for him to put in operation larger equipment, which would be ready at a moments notice, both night and day, and give the maximum service both in comfort and economy, he decided to purchase a five passenger Packard sedan and have it converted into an ambulance and invalid car. His new Packard is equipped with oversize balloon tires, and shock absorbers, for comfortable riding, he also has one of the latest and best ambulance carts, having an air mattress, so that the patient can be transported with the maximum comfort.

Mr. Golden is ready at all times to answer calls and assures the public that he has spared no expense in purchasing his equipment for his benefit, and is equipped to handle the most serious cases as well as minor ones. Mr. Golden is just one of the many firms who are using Packards as part of their equipment.

## Some Safety Slogans From Eastern School Children

During a recent educational accident prevention campaign in a Massachusetts county school children submitted 1556 safety slogans, reports the national safety council, which states the following were among the best offered:

- "Don't try to show your speed; show your intelligence."
- "Look ahead; never mind the girl."
- "Drive with care; other lives amount to just as much as yours."
- "Protect pedestrians; don't abolish them."
- "The price of coffins is too high."
- "Brake linings are much cheaper than funerals."

## MARMON NEW EIGHT APPEARS AT MEET

Full Line of Automobiles to Be Theme of Convention in January

Between seven and eight hundred automobile business men are expected to attend the annual convention of Marmon distributors and dealers in Indianapolis January 3 and 4.

This meeting will mark the inauguration of the Little Marmon which rounds out the company's full line of quality automobiles.

This new car is powered with an eight-in-line engine developed after years of experimentation.

G. M. Williams, president of the Marmon company, in a statement just made public, says:

"Of more than ordinary interest to automobile business men is the inauguration of Marmon's full line of fine automobiles which will be observed January 3 and 4 when the 1927 Marmon convention assembles in Indianapolis. "Plans for our annual convention include thorough demonstrations of all types of Marmon cars, including both the Series 75 and the Little Marmon. Each guest at the convention will be given ample opportunity to test for himself the claims made for the complete line of Marmon motor cars. "We shall characterize our annual meeting by well-planned business meetings at which Marmon's expansion program and our 1927 merchandising plans will be thoroughly explained.

"Our exhibit of automobiles will be in the Murat theatre, one of the largest playhouses in the Middle West. Trips through the factories, a dinner the evening of January 3, and many different tests and demonstrations are included in the two-day program. "From requests for reservations received by the company we are expecting the largest attendance in Marmon's history."

## NEW BODY TYPES AND COLORS SHOWN

Particular Interest in Cadillac Autos Exhibited at New York Show

On account of the wide range of body types and color and upholstery combinations recently announced by the Cadillac Motor Car company, particular interest attaches to the company's exhibit at the New York Automobile show. Mechanical features are exhibited in the cut-open chassis with all moving parts more fully exposed than in any of this company's previous similar exhibits.

There are four Fisher-built bodies on display and a Fleetwood town cabriolet. The latter and the Fisher custom-built Imperial cabriolet are shown on 138-inch chassis. Three other samples of Fisher coachwork, a special custom-built sport phaeton, the sport five-passenger sedan and the custom built convertible coupe have a wheelbase length of 132-inches.

In the town cabriolet with body by Fleetwood, the interior, with opera seats facing forward, distinctive upholstery and disappearing arm-rest in the center of the rear seat, appeals to the most discriminating theatre-goer. With hood, body panels, and window offsets finished in a shade between blue and green, and the raised panel on hood and cowl, the fender set, driver's seat railing and chassis in a dark green, a note of individuality is struck, which is accentuated by the leather rear quarters with cabriolet type landau bows. The windshield is equipped with side-wings which open with the doors. The driver's compartment is finished in smooth black leather. Two extra wire wheels set in wells in the sweeping one-piece fenders, nickel cowl lamps, which match the headlamps in design, and a sturdy and attractive trunk rack complete the exterior appointments.

In the Fisher line the aristocratic seven-passenger Imperial cabriolet with its entire body, excepting roof and rear quarters, finished in a rich, dark green duco, with a striping of black and ivory around the windows and body, is a striking example of closed body models on the Cadillac 138-inch chassis. The black long grain

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## Careful Selection of Men Reduces Accident Lists

The president of a concern employing 13,000 commercial vehicle drivers states his company has reduced its accidents twenty per cent by a careful selection of men entering its employ, reports the national safety council, which states that managers of motor fleets with good men can get still better results quite often by organizing safe driving contests among them. A feet of 200 drivers were averaging 10,000 miles to an accident. A safety contest was staged recently and the men averaged 20,000 miles to an accident.

## Winners of \$10,000 in Paige Slogan Contest



J. Luther McFarland, winner of \$10,000 in the Paige slogan contest, with Mrs. McFarland, who helped him win, as they inspected the check at their home in Cairo, W. Va. McFarland says the winning slogan, "Built to Win—Without, Within," came to him in a dream. More than 492,000 slogans were submitted in the contest.

## ADD FOUR WHEEL BRAKES TO AUTO

Larger Balloon Tires Means No Extra Price for Oldsmobile Cars

Oldsmobile announces the addition of four-wheel brakes and larger balloon tires at no increase in prices.

This was the surprise Oldsmobile officials made public at the New York Automobile Show as their contribution to the high lights of that event.

The four-wheel brakes are of improved design. The new full balloon tires are 30x5.25 size. These additional points of value without increase in prices have been made possible, the officials say, by economies in manufacture due to constantly increasing sales.

The type of four-wheel brakes used were decided upon after extensive experiments to determine the style best suited to the Oldsmobile chassis. The front wheel brakes are light in weight, thus aiding easy steering, are self-energizing and enclosed and fully protected against road dirt, water or oil.

A three-shoe, internal expand-

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## DREAMED PRIZE WINNING SLOGAN

\$10,000 Awarded McFarlands for "Built to Win—Without, Within"

CAIRO, W. Va. (Special)—J. Luther McFarland, age 25, is Cairo's most famous citizen today, all because he allowed himself to be talked into spending a nickel.

The expenditure was made last October, and in those days McFarland wasn't spending nickels except for the necessities of life. But high pressure salesmanship on the part of Cairo's drug-store proprietor induced McFarland to invest in a copy of a national weekly at 5 cents the copy—the closing argument of the salesman being that the issue of the weekly contained full details of how McFarland might win \$10,000 in an automobile slogan contest.

But the sale was not easy, even then. McFarland went home and thought it over first, and returned that night and invested his nickel.

Did he go home and write the winning slogan? That would be the regular ending of the store, but not for this story. McFarland went home, enlisted the aid of his young wife, and wrote a dozen or so of the world's worst slogans and kept it up till 2 a. m., then tore up the whole lot. Then McFarland went to bed. And he dreamed. He dreamed slogans. Automobile slogans. And then, how you have guessed it—he dreamed the slogan that won the \$10,000 prize.

"Built to win—without, within"—a dream of five words, at \$2,000 a word! Now, though McFarland couldn't write slogans that pleased him, he could recognize a good slogan when he dreamed it. The recognition awoke him, then he awoke his wife, and together they made out the ballot that won the grand prize—the ballot that, out of the 492,000 submitted, was selected as the best by the committee of judges.

"Easy come, easy go" has oft been demonstrated. But don't worry about Luther McFarland.

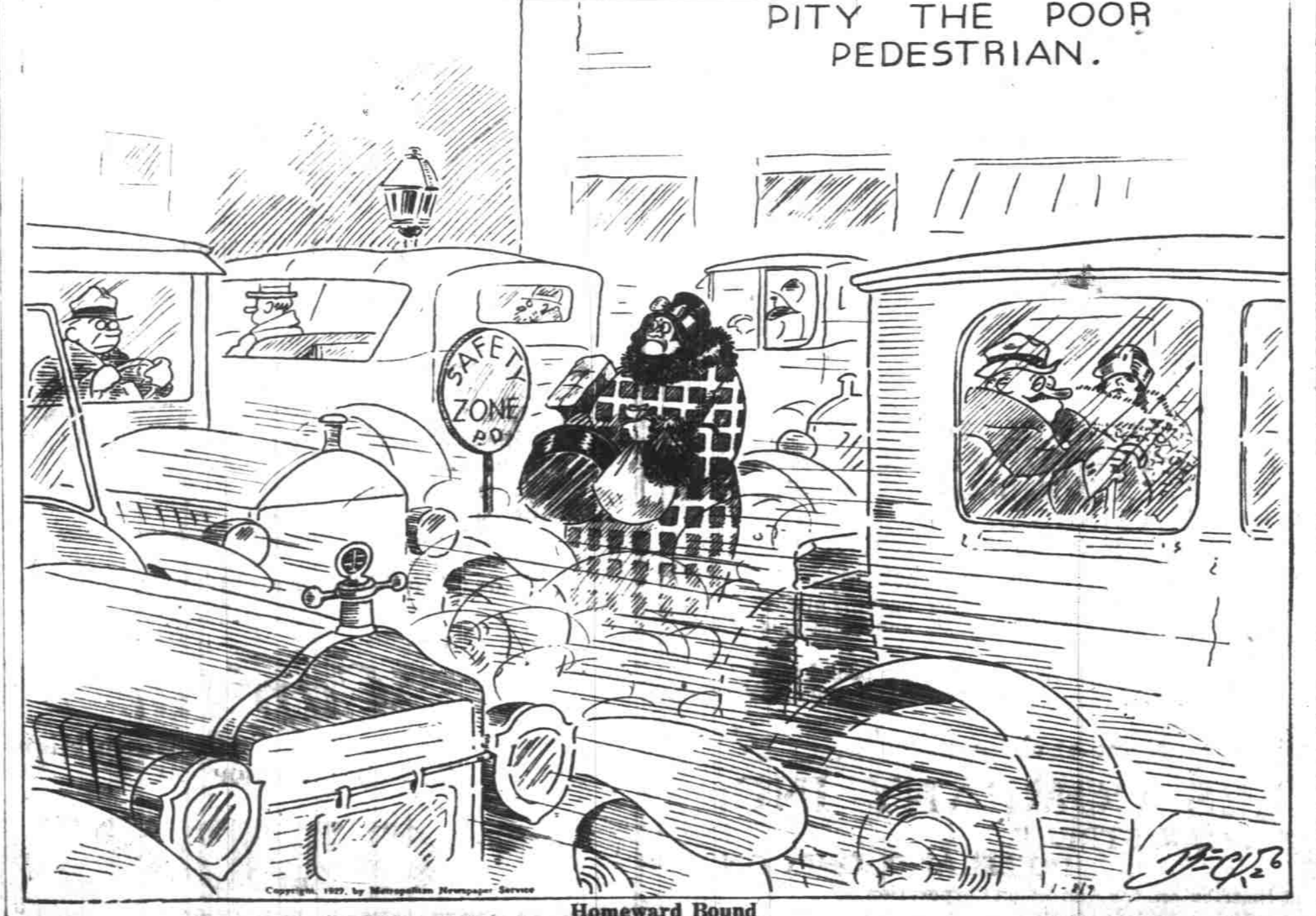
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## Street Car Tracks Often Dangerous in Wet Season

Street car tracks may be smoother than some pavements, but keep off them when driving your automobile during rainy or snowy weather, advises Charles B. Scott, past president of the National Safety Council, who points out that only the motormen of the trolleys can sand the rails. Locked automobile wheels act like skates on ice when the machine is on the tracks in typical December weather. If caught on wet tracks, bring your auto to a stop gradually, by shutting off the power and applying the brakes slowly. Then step into first gear and work out gradually.

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## DOWN THE ROAD—



Homeward Bound

## SALEM AUTOMOBILE COMPANY IS SOLD

Delano and Eoff Retire in Favor of Old Employees; Success Forecast

The Salem Automobile Company, Inc., which was created in 1917 by F. G. Delano and A. I. Eoff, owners, now goes into new hands.

This change took place January 6th, when C. J. Taylor, Horace Wooley and Hobart E. Shade bought the business of Delano and Eoff and the new owners are now in charge.

The Salem Automobile company started in business February 15th 1918 with the Chevrolet line and continued with that line till May 1923 when they dropped it and took the Star and Durant, which they have carried since that time. The new owners will continue to handle the Star line.

The firm name will continue to be "Salem Automobile company" and the stock of cars, accessories, parts and everything connected with the business will be moved to 255 North Church street, to the building formerly occupied by the Certified Public Motor Car Market, which is now undergoing a change in the arrangement of the building and when completed, which will be about January 15th will make the new members of the Salem Automobile company a very nice plant.

The building now occupied by the Salem Automobile company at 151 North High street is the property of Delano and Eoff and was not sold to the new concern and will be leased for other purposes about February 1.

Cliff Taylor, Horace Wooley and Hobart E. Shade are old employees of Delano and Eoff. Taylor has just rounded out his eighth year with them, Wooley seven years and Shade six and one-half years. These men thoroughly understand the business and are especially fitted to carry on the business without a hitch.

Patrons of the Salem Automobile company know the policies of the firm since its inception and it goes without saying that with the old employees taking over the business, who have grown up with it, that they have the assurance of continued sound business policies, courtesy and service that they have received in the past.

Taylor and Wooley are noted in their line for being thorough mechanics, in fact far above the average. Their new location will have ample facilities for taking care of all lines of cars, and with Hobart Shade in charge of the parts department, you will have a combination hard to beat.

Lew Mishler, veteran mechanic and service man who was with Delano and Eoff the first month they were in business and has been with them ever since, Lew, with the big smile, will continue with the new owners.

Mrs. Tom Galloway, who opened the first set of books for Delano and Eoff, will also remain as bookkeeper while John Walls will continue to meet all callers at the front door in the sales department and by the way John Walls, the old veteran salesman of the Willamette valley, has been approached by numerous firms that wanted to buy his services but John is so thoroughly imbued with the Star car that he simply turns them all down. John knows the

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## RAPIDLY GROWING MARKET FOR AUTO

Falcon-Knight Machine Is Important to Buyers Says President

"The Falcon-Knight 6-cylinder car will enter a new and rapidly developing market in this country," said president John A. Nichols, Jr., when questioned today regarding production plans for the coming year. "A survey of the progress and growing popularity of sleeve-valve construction in motor design would be startling to anyone who has not studied the trend of development in automotive refinements.

"We are conservative in our plans for initial production but in our factory we are making ample provision for an expansion program to keep pace with the rapidly growing demand for a Knight sleeve-valve engine car in the lower price range. "Since the patent rights on the Knight engine have expired in Europe and England six new cars have been offered with Knight sleeve-valve engines and the sale of all cars with this type engine is growing at a remarkable rate."

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