

GRAHAM BROTHERS FACILITIES GROW

1926 Sees Large Increase in Manufacturing Plant of Dodge Branch

Production facilities of Graham Brothers, truck manufacturing division of Dodge Brothers, Inc., were expanded over 40% in 1926, the first full year of Dodge Brothers control of this company, according to an official announcement. Production and sales under Dodge Brothers guidance last year more than kept pace with the increase in manufacturing facilities.

Shipments of trucks and motor coaches in 1926 totaled 37,463 units, a gain of 55.7% over the 24,056 shipped in 1925. Graham Brothers best previous year. Shipments of 1/2-ton commercial cars totaled 29,830 against 26,657, a gain of 11.9%.

One of the particularly bright spots in Graham Brothers record last year was the very large gain in Canadian business. Total shipments of trucks to dealers in the Dominion during 1926 show an increase of 191.9% over 1925.

Expansion of Graham Brothers plants last year includes the addition of a quarter of a million square feet of floor space at the plant in Detroit, Evansville, Ind., and Stockton, Cal. The total floor space devoted to the building of Graham Brothers trucks and commercial cars now exceeds 850,000 square feet. These plants are among the largest and best equipped in the industry.

Since 1921, when Graham Brothers adopted the Dodge Brothers engine as the standard power plant in all models, Graham Brothers factories have grown 1,250%.

This tremendous increase in manufacturing facilities has been paralleled by the development of the trucks themselves. Ten years of constant improvements since the incorporation of Graham Brothers in 1917 have resulted in new conceptions of what a truck can do and of the values available.

From a single model in 1921, the Graham Brothers line has grown to 13 models with 31 stand-

ard bodies. These are made in 1/2-ton, 1-ton (G-Boy), 1 1/2-ton and 2-ton models with varying wheel bases. In addition to the standard models, the factory, through its special equipment division, supplies special bodies designed to meet the different needs of over 400 distinct businesses and vocation.

The past year marked the introduction of Graham Brothers 2-ton truck at a price nearly \$600 lower than any 2-ton truck had before been sold. The 1-ton (G-Boy) also made its bow in 1926 as an important development in design and weight distribution. Note-worthy improvements were also incorporated in the 1 1/2-ton models. All of these improvements added to the rugged strength and handsome appearance for which Graham Brothers are so well known, have been welcomed by truck buyers.

Graham Brothers now build trucks, motor coaches and busses to meet over 90% of all commercial motor transportation requirements. With this advantage at the beginning, 1927 promises to bring even greater records.

Dodge Brothers dealers who sell and service Graham Brothers trucks in every part of the world have set their sales quotas for trucks during the coming year well beyond the 1926 record and a large bank of orders is on hand at Graham Brothers factories. The plants are being operated at full capacity. At the convention of Dodge Brothers dealers in Detroit early in January practically every dealer confidently predicted that 1927 is to be another record breaker for Graham Brothers sales, continuing the unbroken record of yearly gains of 53 to 213% which have been made every year since 1921.

MARMON ACHIEVES UNUSUAL ECONOMY

(Continued from page 1.)

thereby giving one more inch to leg room or head room within the confines of smaller total dimensions. It means getting greater horse power, combined with greater stamina and dependability, out of smaller piston displacement. The things that don't function in a motor car are usually the things that cost money. These things must be reduced to a minimum. There can be no gifts to waste.

The motor car designed on the principle of dimensional economy must be a comparatively small unit with increased efficiency

rather than simply another large unit which is economical in comparison with other large units. It must have actual economy rather than comparative economy.

However, if the present buying trends are to be observed, the engineer who is practicing dimensional economy must work closely with the artist, the body designer, the cloth manufacturer, the tanner, and the blender of paints. For no matter how good a thing is, it must avoid the commonplace and must accurately key into the public's increasing appreciation for finer and better things.

AMERICAN MOTOR STILL POPULAR

(Continued from page 1.)

pean small car. "True, the Erskine six was the hit of the Paris and London motor shows and has been eagerly accepted by motorists abroad, but its success was due to the fact that it combined with economy and light weight American standards of comfort, performance and stamina. In designing the Erskine six, no attempt was made to rival European cars in economy alone. "The success of the Erskine six

is due to the fact that for the first time in American motoring history the driver who wants economy in first cost and operation combined with easy handling in crowded traffic can secure these qualities without the sacrifice of beauty, quality, or performance. The Erskine six bridges the one-time gap between the relatively smaller, lighter car of the less than \$1000 class and the larger, more luxurious machine whose most desirable qualities hitherto had to be sacrificed in the purchase of a smaller car."

The license plate can be more securely fastened to the car and will receive better protection if encased in an aluminum holder is the advice of the Western Auto Supply company. Combined with town plates to match, they add to the appearance of the car.

The New York Stock Exchange uses 1,250,000 cards a year in its card index for bond investments.

TRIPLEWEAR TRANSMISSION LINING
 FOR ALL FORDS
 Saves Two Labor Costs
 Lasts Three Times as Long
 PROVEN PRODUCT OF
 ENGINEERING ABILITY
 Greater Than Its Name
 Knows the world over. Millions now in use.
 BRANDED with the "CROWN OF PERFECTION"
 The MAGIC performance of this WIZARD Transmission Lining reduces strain on drums, gears and axles, and saves time and fuel. Fleet owners a surprise for you also. The easy start on steep hills and smooth getaway is amazing; works like an electric motor. Thousands of minute oil pockets in each band. An assured smooth stop.
 TRIPLEWEAR SATISFIES WHERE ALL OTHERS HAVE FAILED
 Follow Directions for Installing and Adjusting.
 MAKE IT TRIPLEWEAR. ACCEPT NO OTHER.
 Aggressive Dealers everywhere have it. Mammoth distribution featured by Jobbers
 Paterson DURWYLLAN COMPANY Inc., Mfrs. New Jersey

Our Stock of USED CARS
 Will Be Found at
Salem Automobile Co.
 255 North Church Street
 THE BEST BARGAINS IN OREGON
 Delano & Eoff

Is Your Bicycle In Need of Repair?



You'll need to have it in the best condition for spring use.

We specialize in Bicycle repairing, accessories, etc.

Lloyd Ramsden
 387 Court

NASH

Leads the World in Motor Car Value

23 Models — 4 Wheelbase Lengths

Prices range from \$1097.50 to \$2460
 Delivered

Never before in its history has Nash offered so compellingly attractive an array of motor car values.

Colorfully finished in exquisite blends and harmonies, of supreme gracefulness in line and design, and richly appointed and fitted thruout, this great group of 23 models provides America's most inviting opportunity in the selection of a motor car.

Embraced within this notable array of body styles are three distinct series—the Light Six, Special Six, and Advanced Six, and 4 wheelbase lengths, for the Advanced Six Series includes models of extra long wheelbase.

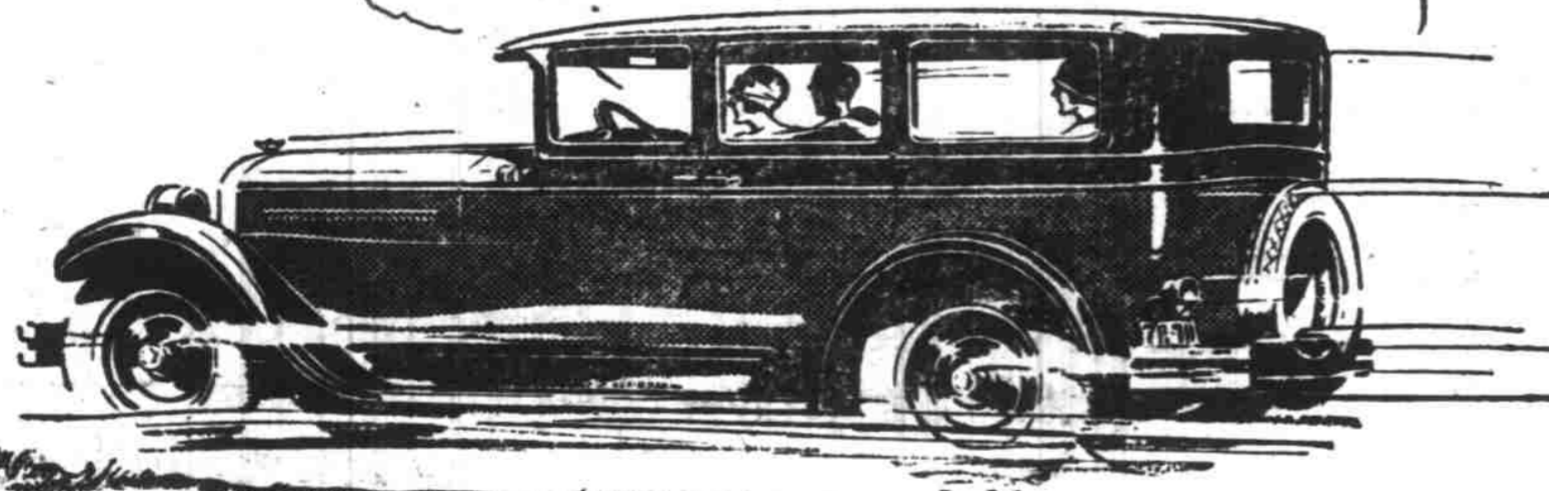
And of particular interest is the sensational new Nash body design as exemplified by the new Cavalier model and the new Special Sedan on the Special Six chassis, and the new Ambassador and the new Special Sedan on the Advanced Six chassis, together with the superb new Light Six De Luxe Sedan—the style car of the \$1000 field.

Each model of the 23 possesses the superlative performance ability of the great Nash 7-bearing motor—the world's smoothest type.

And each model offers as standard equipment, at no extra cost, 4-wheel brakes of special Nash design, and 5 disc wheels.

F. W. Pettyjohn Co.
 365 North Commercial Telephone 1260

Ahead in Refinements As in Smooth Performance



See the Hupmobile Eight today, if you would know the greater value made possible by the world's largest straight-eight production.

Augmented in beauty and luxurious appointments, refined mechanically, this Eight alone explains the new and growing interest in multiple cylinder cars.

Especially to those accustomed to paying more for purely individual appearance, the striking lines of Hupmobile Eight closed models will have instant appeal.

Wheels are smaller and the roomy bodies lower; graceful, compact lines have been attained without sacrifice of

passenger comfort; equipment features inside and out reflect the highest standards of custom-built cars.

To distinguished beauty is added new ease and perfection of control. All dials are grouped on a single plate under glass and indirectly lighted. An improved heat control is operated from the dash. Headlight switch is located at top of steering wheel.

When you examine the many new features of the latest series Hupmobile Eight, when you add to them the superiority of Hupmobile smoothness, performance and low maintenance cost, you will realize why thousands are turning to this car as the final expression of motoring luxury.

Fourteen Distinguished Body Types—priced from \$1945 to \$5795 f. o. b. Detroit, plus revenue tax. Custom Bodies designed and built by Dietrich.

THE DISTINGUISHED HUPMOBILE EIGHT

KIRKWOOD MOTOR CO.
 311 North Commercial Telephone 311

Here's another letter—read it!

Seattle, Washington

General Petroleum Corporation
 Dear Sirs:
 Would like to have you know of the results I got using the new General Gasoline. I drive a 1920 Studebaker touring car. Always had to shift to second gear on Twenty-fourth Avenue hill out of Montlake district. After putting in the new General Gasoline was able to make it in high gear. This is about a ten percent grade. Also noticed that it made the motor operate more smoothly doing away with knocking on hard pulls.

Yours truly,
 A. Olson
 3244 Montlake
 Seattle, Washington

Seattle motorist gets more power, smoother operation with the new

GENERAL GASOLINE

Up a hill in high that always called for a gear shift before.

Here's what you'll get—a noticeable increase in power and pick-up—less carbon deposit—no crank-case dilution—a noticeable increase in gas-miles—no fuel knocks—no pitted valves or fouled spark plugs—lower transportation cost.

Here's why you'll get these results—this new gasoline is highly volatile but perfectly balanced. Every drop vaporizes—it burns clean, leaving no deposit to



produce carbon. Contains no acids or sulphur.

Don't forget the importance of using the right oil. Drain your crank case and fill up with Parabase—"end of the run" insurance for your motor. For Fords use Para4rd.

Probably you too have had some unusual experiences with the new and greater General Gasoline. Write us about them. General Petroleum Corporation, 701 Mason Building, San Francisco.

Proved by THE PUBLIC



Sold through INDEPENDENTS

—[Look for the Green and White Sign]—