

SEVENTY-SIXTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 20, 1927

PRICE FIVE CENTS

## CABRIOLET MODEL NASH INTRODUCED

Coupe and Sport Touring  
Types to Make Appear-  
ance Same Time

Three brand new models—a Cabriolet, with a rumble seat, on the special six chassis, a coupe, with rumble seat, on the advanced six chassis, and a sport touring model on the advanced six chassis—are announced by the Nash Motors company. Shipments of the sport touring car will begin before the end of the month and of the coupe about April 1. With the addition of these new cars the Nash line comprises 26 models.

In the strikingly beautiful and impressively distinctive new Nash special six Cabriolet, the individuality and utility of roadster and coupe are successfully combined in a quickly convertible car of ultra-modern design and appointments.

Eye-arresting with its rich coloring of deep maroon on the body and contrasting fenders and running gear of gleaming black, the attractiveness of the new Cabriolet is further enhanced by its classic Burbank top with nickled coach bars. The top is easily adjustable and may be quickly lowered and raised. Upholstery of genuine leather covers the driving seat and the rumble seat. Space for two additional passengers is provided by the generously rumble seat which is available for use with the top up or down.

Included in an array of superb features are wide glass windows that may be lowered or raised with the top either up or down; a genuine walnut steering wheel with comfortable hand grip; and beautifully inlaid instrument panel of walnut finish.

The forward sweeping rear deck adds rakish length to the design of the car which is accentuated by the graceful curve of the belt moulding. There is a spacious compartment opening on the right side, for carrying golf clubs or parcels.

The coupe has a low forward sweeping body, French type back and roof, and a graceful nickel-mounted rear deck. It is perhaps the most perfect specimen of Nash-Seaman body craftsmanship ever presented to the public and with its ample seating capacity for four passengers, it is an serviceable as it is beautiful.

The deep, broad driving seat has all the appearance and comfort of a luxurious davenport. It is upholstered in dark green mohair, tufted. The wide doors, side walls and head-lining are trimmed to match.

The genuine walnut steering

## ONE 'DON'T' DOES FOR DOZEN DOESN'T

Single Rule Urged by Jewett  
to Curb Majority of Auto  
Accidents

"Don'ts for motorists" are one of the most numerous things in the world. They are written into the laws by the scores, into city ordinances by the hundreds; manufacturers write them into their instruction books, policemen shout them at the passing driver, and wayside signs proclaim don't this and don't that. In short, the motorist is don'ted to death.

Now the American drivers might might well give a vote of thanks to H. W. Jewett, chairman of the board of the Paige-Detroit Motor Car company, who has just done his bit to dam the flood of don'ts. "Don't don't" is Jewett's platform.

A large national industrial association recently asked Jewett to contribute, for a safety campaign pamphlet, "a list of a dozen or more things a motorist should keep in mind," suggesting that "a line of don'ts" would be most effective. Here is Jewett's reply: "There would be no use of my writing you a list of 'a dozen things a motorist should keep in mind'—for the kind of motorist who can keep his mind on more than one thing at a time is not the kind that causes accidents. "There is just one 'don't' that, if generally observed, would prevent most of the automobile accidents: "Don't Do Anything Suddenly."

"Apply that to starting, stopping, backing, changing direction, turning, crossing railroads, entering street intersections, etc., and the causes of the accidents are eliminated."

## New York's Most Important Historical Building

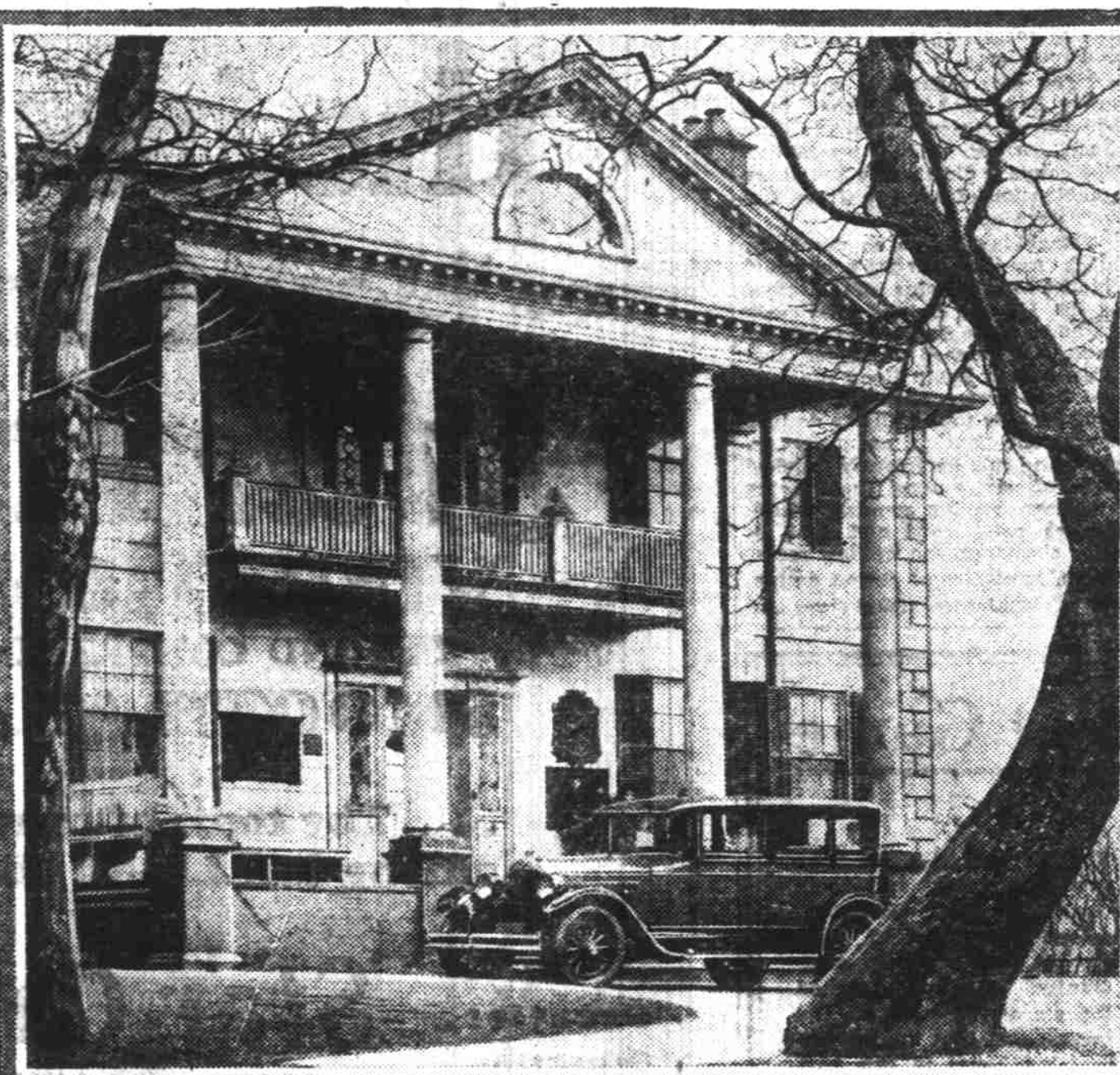


Photo courtesy Hupp Motor Car Corporation

The Morris House or Jumel Mansion, George Washington's Headquarters in New York City.

The most important building in New York, historically, is the Morris House, or better known as Jumel Mansion. This building was erected in 1765 by Lieut. Col. Roger Morris of the British army and is most intimately associated with Washington in New York during hostilities. It was occupied by him as headquarters from September 16 to October 21, 1776.

Upon its surrender to the British it was occupied by Lieut. Gen.

Sir Henry Clinton, and became the headquarters of the invaders all through the summer of 1777.

After Sir Henry's occupancy the house was used during the summer of 1778 and for the continuation of the war by the Hessian generals and their German staff. In 1810 the house was purchased by Stephen Jumel, who later went to France to try to induce Napoleon to come to America and spend his last days here.

At one time this building was known as Calumet Inn and was the first stop for a change of horses on the trip from New York to Albany.

Jumel Mansion is today owned and maintained by the City of New York. It attracts many visitors daily who are interested in early American history. Included among these recently was a Hupp mobile owner whose car is shown in front of the mansion.

## PLEAS MADE FOR ANIMALS, BIRDS

American Automobile Association Issues Strong  
Appeal for Wild Life

WASHINGTON, D. C. — (Special.)—Because thousands of animals, birds and domestic fowl are sacrificed yearly on the streets and highways of America, every motorist should give his full cooperation to the various humane movements designed to reduce these losses.

This appeal is made in a statement from national headquarters of the American Automobile association asking its 850 member clubs scattered throughout the country to enlist their vast membership in a continuing campaign to protect animal and bird life.

Dogs, cats, rabbits, squirrels, chickens and birds are the victims of tens of thousands of highway mishaps every spring and summer, the national motoring organization's statement declares, and a great majority of these animals may be spared if every motorist will take it upon himself to "give them a chance."

"While there are, of course, no figures available on the total number killed, anyone who has done any touring can look back into his own experience and find himself able to estimate that the aggregate losses are amazingly large," says Thomas P. Henry, president of the AAA, in the organization's appeal. "Undoubtedly, many of these killings are unavoidable. Many, however, are needless and could have been prevented if the motorist had been willing to make the necessary contribution."

(Continued on page 3.)

## Evolution of Firestone Tires to Be Pictured

NEW YORK. (Special.)—The Firestone Tire and Rubber company has placed a contract with the Automatic Movie Display Corporation for developing films taken in Liberia under the supervision of Harvey S. Firestone, it was announced recently.

In addition, operations will be filmed at the Firestone plant, completing a picture of about 250,000 feet to show evolution of rubber from the trees to the finished product.

## PUBLIC APPRECIATES SLEEVE VALVE MOTOR

Changes Coming in Motor  
Efficiency Declares Falcon  
Company Head

Recent discussion of European versus American type motor cars which has been going on since April of last year was recently summarized by John Prioleau, writing for a leading English weekly paper in the statement that the one American invasion which might give European manufacturers real cause for worry was that of American builders of Knight sleeve-valve motored cars.

He cited this as striking directly at the heart of quality production in Europe where the Knight sleeve-valve motor, an American invention, was first developed and where it is now found in the most expensive and exclusive of European productions.

He gave as his reason for the statement he made, the smoothness of performance which is a characteristic of the American built Knight motored car at all speed ranges.

In America, this year has seen the addition of an eight-cylindered Knight motor to the line produced by the F. B. Stearns Co., of Cleveland, Ohio, a marked increase in the output of the Willys-Knight built by Willys-Overland at Toledo, Ohio, and the start of the Falcon Motors Corporation in Detroit.

Deliveries on this new Falcon-Knight will start late in March and production is already well under way.

With the changes in design, which have marked a great many of the leading makes of cars, the one new manufacturer to enter the field has stepped into the Knight motored field.

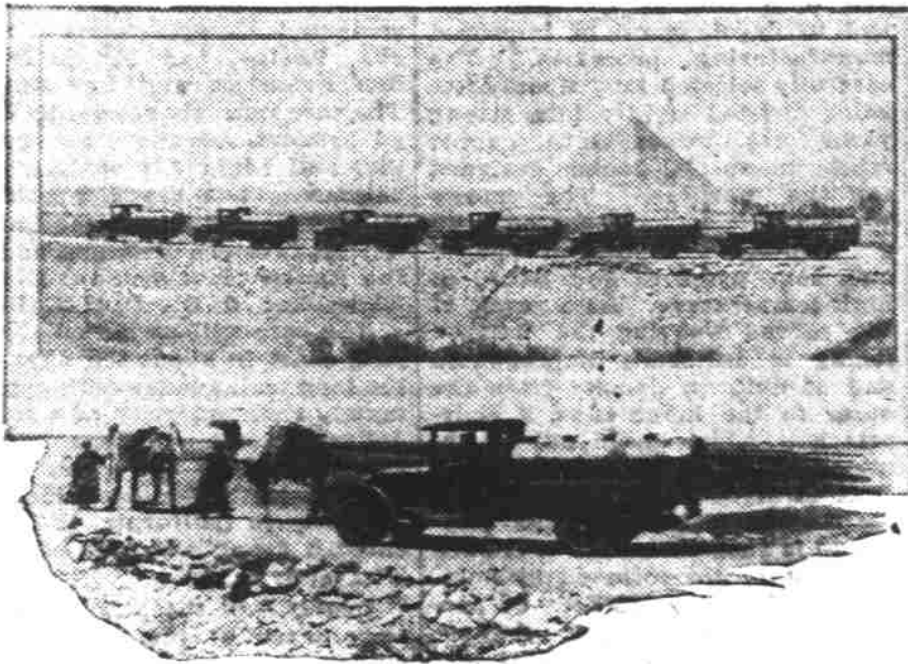
Statements already issued by officials of the Falcon Motors Corporation have established performance standards for this new car, which are entirely consistent with those established by the makers in the higher price class and the facts regarding the dealer organization for the new Falcon-Knight indicate that it will establish a high sales record in its first year.

A study of public acceptance of the Knight sleeve-valve motor, in the face of the general discussion in the motor car trade regarding sleeve-valve power plants, show that the trend has been strongly toward the Knight motor during the past year with the gain in output of this type of power plant exceeding that of the trade in general by 98 per cent.

Referring to this trend, John A. Nichols, Jr., president of Falcon Motors Corporation says, "The change in public appreciation of the Knight sleeve-valve motor has been quietly but steadily on the increase for the past four years in this country as well as abroad. In the European field the only real advancement in the past year has been among the builders of Knight motored cars. Here the proportionate advancement has

(Continued on page 4.)

## One Graham Brothers Truck Does Work of 40 Camels



The desert of Egypt, where the very landscape shifts as hot winds pile and re-pile billows of sand, leads the world in the permanence of its work of man. The pyramids, built more than 3000 years ago, stand practically unchanged by the ravages of time.

This ideal of building for long life, originated centuries ago, still endures in Egypt. So, when the Asiatic Petroleum Co. (Egypt), Ltd., sought to build up a transportation system of utmost reliability and permanence for distributing motor fuel, Graham Brothers trucks were selected. The long life and superior ability of trucks to meet desert conditions has been demonstrated by practical use over a period of many months.

The Graham Brothers trucks in many instances have taken the place of camels formerly used to carry gasoline. In making the change, remarkable figures on the long life of Graham Brothers trucks as compared with camels came to light.

Comparing mileage covered and load carried, Graham Brothers trucks actually have longer lives from the standpoint of work done than average camels.

This is true despite the fact that the camel, next to the elephant, is known as one of the longest lived beasts of burden—the average camel being used 30 to 40 years. But a single Graham Brothers truck can carry eight camel loads and at a speed of more than five times that of a camel. Thus the working capacity of one of these trucks for a given period of time corresponds to that of a caravan of more than 40 camels.

In covering 100,000 miles one of the Asiatic Petroleum company's trucks will have done approximately three "camel lives work."

Many Graham Brothers trucks have exceeded this mileage with still more miles of useful service to give. The maximum life of these trucks has yet to be determined.

## ART OF SOUNDING HORN IMPORTANT

Give Other Fellow Chance  
and Always Show Real  
Sportsmanship

By Erwin Greer

If you wish to avoid being regarded as a nervous, as an irritable, as an inexperienced driver, or as a new owner unused to the ways of the road, consider how you toot your horn.

Just because everyone is entitled to have a warning of what you are doing and what you are going to do, you needn't insult their intelligence by telling them a dozen times when once is enough. To keep jabbing away at the horn after having given adequate notice is not soothing to the other fellow, nor does it incline him to exert himself to move over. You know how you feel

(Continued on page 2.)

## MODERN MUFFLER SAVES GASOLINE

Motorist Frequently Over-  
looks Influence on Con-  
sumption of Fuel

The influence which the muffler or exhaust silencer may exert on the fuel consumption of a motor car is frequently overlooked by the motorist of today in the opinion of E. Bonesteel of Bonesteel Bros., local Dodge Brothers dealer.

"Back in the old days when many makes of cars were regularly equipped with muffler 'cut-out' valves and the owners of many cars of other makes added such equipment," Mr. Bonesteel says, "it was not uncommon to hear a driver boast of the extra speed he could attain with the noise making device open. And perhaps it was true of many of the cars on the road over a decade ago.

"Between two evils, a noisy engine and chassis and the roar of the open exhaust, it is perhaps not strange that some drivers in the old days preferred the barking of the open cut-out. But conditions have changed. The car of today equipped with a cut-out is unusual and the sound of an open, unmuffled exhaust is seldom heard except from aircraft—and doubtless within a few years there will be legislation against noisy airplanes.

"The old 'cut-out' before it was abandoned, however, did accomplish one good thing. It attracted attention of the motorist, and of the engineer and designer as well, to the efficiency of some of the many types of mufflers. Some mufflers silenced the exhaust effectively enough but they caused too much back pressure and loss of engine power—and when the cut-out valve was opened many cars showed marked increase in speed and hill climbing ability.

"The natural result was the evolution of more successful, more

(Continued on page 3.)

## Britain to Give Reward to Careful Auto Drivers

LONDON. (AP)—Silver medals, and perhaps gold are to be awarded to automobilists throughout Great Britain for careful driving.

The competition is open to all drivers of any class of road vehicle employed by members or subscribers to the National Safety First Association. A silver medal is awarded to every driver who competes five consecutive years free from blameworthy accidents. At the end of each year free from accident each driver gets a diploma. It is planned to award a gold medal to those drivers who go ten consecutive years free from blameworthy accident.

## TRIPLE TREAT GIVEN PUBLIC IN PONTIAC

All Bodies of New Cars Fin-  
ished in Combinations of  
Duco Colors

Announcing concurrently an entirely new line of Pontiac Sixes with new Fisher Bodies, new beauty and style, numerous mechanical refinements—the addition of two new body types, one a sport roadster, the other a four passenger sport cabriolet—together with emphatically lower prices is the triple treat accorded the public with the arrival and display of the new cars.

Oakland and Fisher engineers have contributed body designs to conform to the latest custom-built vogue, the bodies being longer, lower and superbly executed to the slightest detail. Recessed window ledges in contrasting colors, narrow windshields pillars to provide a wider area of visibility, deeper radiator, larger, heavier and more sweeping crown fenders and more massive headlamps all blend to give an arresting rakishness and symmetry of body design to be found only in the smartest custom built cars.

To emphasize the inherent smartness of the new cars, all bodies are finished in new combinations of Duco colors of fresh and original color blendings to bring out the individuality of each body type. Every desirable appointment has likewise been provided in line with the advanced design of these cars.

"The foot controlled beam headlights which have been such a marked success on the Greater Oakland Six for the last seven months are now standard equipment on the new Pontiac Sixes, adding to both the comfort and safety of driving," said Mr. Vick of the Vick Brothers local Oakland-Pontiac dealers. "A 17 inch steering wheel with aluminum spiders is another refinement adding to the beauty of the new line, while other new features and refinements in engineering design such as new transmission and brake levers, a clutch even more smooth and positive in action and an oil-sealed universal joint, increase the mechanical efficiency and add to the ease of operation of the cars.

"As the first open model to the line, the Pontiac Six roadster is an entirely new and distinctive body type, with a rumble seat in rear for two passengers. It is finished in Lucerne Blue Duco and striped with Fairlie Red. The upholstery of shark grain leather in harmonizing color, special equipment of nickel plated windshield arms, nickel plated rear deck bars and rumble seat side arms add touches of color and beauty so desirable in this type of outdoor sportful car. The rumble seat is easily opened and easily entered by means of two aluminum steps on the right side—one on the frame and the other mounted on the fender. The spare tire is neatly carried on the left front fender.

The body of this car is so constructed that the rear section may

(Continued on page 2.)

## McDONALD COMPANY HANDLES CHANDLERS

Efficiency of Brakes Attest-  
ed to by the Many Own-  
ers of These Cars

The MacDonald Auto company has completed arrangements for the Chandler agency in this community and a number of cars have been placed on display at their show rooms. This agency was formerly held by the MacDonald company. The price of the cars range from \$1,000 to \$2,500. They will handle the standard, the special, big six and royal eight. Special emphasis is being placed on the one shot lubrication system and the Pike's Peak motor.

The Chandler brakes are very efficient and is substantiated by the owners of the cars.

The linkage in the Chandler system of four-wheel brakes is so designed as to produce no pedal reaction when brakes are applied while driving over rough roads.

On many cars that are four-wheel brake equipped the reaction to the spring deflection when traveling over rough roads is very violent.

This annoying defect is happily absent in the Chandler system, and the owner-driver will find Chandler brakes just as efficient on rough roads as on the smoothest of boulevards.

## DOWN THE ROAD—

WHEN THE POLICE PICKED  
ON YOU TO HELP THEM RUN  
DOWN ESCAPING MOTOR THUGS.



Rides You'll Never Forget

3-11-20