

SINGLE PLATE TYPE OF CLUTCH POPULAR

Dodge Brothers New Clutch Brings Smooth and Gentle Application

In England and on the Continent, just as in the United States, the single plate type clutch is the choice of designers who are bringing out new models or are incorporating important improvements to make their cars easier to handle, according to Ernest Bonesteel of the Bonesteel Motor company, local Dodge Brothers dealers.

"I have been interested in examining the specifications of foreign cars as published in the 1927 statistical issue of a prominent automobile engineering magazine," Mr. Bonesteel states. "In comparison with an old issue discloses that although the cone clutch was the favorite of a majority of British designers several years ago there has been during the last two or three years a great gain in popularity of the simple dry plate clutch. Of 117 different models of 1927 British passenger cars fitted with cone, multiple disc and single plate clutches the proportion is cone, 33; multiple disc, 14; single plate, 70. Prominent English builders like Daimler, whose cars are recognized as truly fine cars throughout all the British dominions and colonies; Wolseley on two 'ours' and one 'six,' not to mention both models of the well known British Rolls-Royce—all use single plate clutches. Sunbeam, whose 24 cylinder, 1000 horse power, special car is now in Florida being tuned up by Major Gregrave who expects to cover the measured mile on Daytona beach at a speed well above 200 miles an hour, builds four six cylinder and two eight cylinder cars all fitted with single plate clutches to give smooth engagement, easy adjustment and easy gear shifting.

"In France we find a similar preference. Of 170 models produced by 73 makers 86 use the single plate clutch; 46, the multiple disc, and 38 the cone. With few exceptions, however, all the new models and all the old ones which have been re-designed by the builder to give maximum ease of handling are fitted with single plate clutches. Berliet uses the single plate on four out of five models; and Peugeot on three out of five. De Dion, Hispan-Suiza, Hotchkiss, Lorraine-Dietrich, Panhard (who produces an eight, a six and four different four cylinder engines) and many other well known French builders use the single plate exclusively. Renault uses cone clutches on four four-cylinder models but adopted the single plate on his two sixes—one of his six cylinder stock cars holds a record of averaging 110 miles per hour for 24 hours.

"The fault which some designers both abroad and in America, found a few years ago with the single plate clutch was the amount of wear which took place on the limited friction surface available and the high pressure required to transmit the power. Some facings which were hard enough to resist wear frequently became glazed and slipped or grabbed. Many builders adopted the multiple dry disc clutch to secure the greatly increased area of friction surface available in that type. But many engineers who were using the single plate type and many engineers who were using the multiple disc type but who recognized the ad-

vantage of easier gearshifting made possible by the single plate worked on the problem of developing more durable facings and simpler means of adjustment.

"The new single plate clutch now used on Dodge Brothers motor cars is so simple in construction and so easy to adjust that when, after long service, the facings do become slightly thinner the necessary adjustment can be made by the mechanic or the owner in less time than is required to change a tire.

"The unusual ability of the new facings to resist wear is the result of much research in selection and preparation of raw materials and in development of improved manufacturing processes. The carefully selected long fibers after being twisted tightly into strong yarns are woven into curved fabric in special looms designed for the purpose. The snowy white fabric is impregnated with a binding composition under enormous pressure and baked at high temperature. As a result of the curing the finished facing is uniformly impregnated and of uniform density from the outer to the inner edge, a characteristic which could not be obtained by making circular facings from straight woven fabric. The nature of the impregnating compound is such that after it is once baked it is not softened by heat. It is sufficiently resilient to permit the smooth gentle engagement which was a few years ago so difficult to secure in combination with long life in a single plate clutch.

"Dodge Brothers new clutch," Mr. Bonesteel states, "brings remarkably smooth and gentle application of power and quick almost effortless gear shifting. This with the smoother more powerful engine performance resulting from more rigid engine mounting and new five-bearing crankshaft plus the easier steering accomplished by re-designing the steering gear, makes the car so easy to handle that a surprise awaits anyone who has not enjoyed the pleasure."

18,750 Cars Produced by Company in Month

TOLEDO, O.—(Special.)—With the production of 18,750 Whippets, Whippet Sixes and Willys-Knight Sixes during February and indications that March production will be approximately 85% over the same month of last year, Willys-Overland has been forced to step its car building schedule ahead at a rapid pace to keep abreast of the influx of orders from all parts of the country.

The February production figures released this week by Willys-Overland officials shows an increase of 62% over the production for February last year and an increase of 62% over February 1925.

To meet the increased production schedule thousands have been added to the working personnel, within the past few weeks 4000 employees being taken on. This has brought the total work force at the Toledo plant over the 14,000 mark.

"The reception being accorded the 1927 Whippets and Willys-Knight cars is without a parallel in Willys-Overland history," one official of the company declared in commenting on the sales record being established by the organization.

Chas. K. Spaulding Logging Co., lumber and building materials. The best costs no more than inferior grades. Go to the big Salem factory and save money. (*)

FOUR TRAINLOADS NASHES SHIPPED

Cars Equally Divided Between Advanced, Special and Light Six

KENOSHA, Wis.—(Special.)—Six hundred and ninety-three automobiles—four solid trainloads—were shipped March 1, from the company's three factories at Kenosha, Racine, and Milwaukee, to San Francisco and Los Angeles. The cars were about equally divided between Advanced Six, Special Six, and Light Six models. The shipments left the Kenosha and Milwaukee plants over the Chicago and Northwestern Railroad and left the Racine plant over the Chicago Milwaukee & St. Paul Railroad. The cars will arrive on the Pacific coast in about ten days. As the long trains laden with approximately three quarters of a million dollars worth of automobiles, steamed out of the yards at the various Nash factories for their long trip to California, they presented a graphic picture of industrial activity.

Included in the large shipment were many of the new enclosed models, introduced to the public during the automobile show period in New York and Chicago. These models have forward-sweeping French type backs and French type roofs and, like all cars in the Nash line, are equipped with 7-bearing crankshaft motors.

Coincident with the heavy coast shipment, it is announced by the company that the "high ten" among all Nash distributors sold 100 more cars at retail during the week ending February 19 than were sold in the same period by the ten leading distributors a year ago and 267 more cars than were sold by the "high ten" among all Nash distributors the same week two years ago.

Cross Meat Market, Biggest business and best in Salem. Choice steaks, bacon, hams, sausage, lard, eggs, milk. Absolutely sanitary. 370 State St. (*)

ART OF SOUNDING HORN IMPORTANT

(Continued from page 1.)

When someone comes up behind you and blows and blows after you have heard him and are doing your best to give him room to pass.

There are nervous drivers who use their horns so much that they keep their batteries down. There are other drivers who never seem to sound a warning from beginning to end of trip, unless it may be to scare some old lady or to startle a flock of chickens. There are drivers too, who use their horns as they are intended to be used, to make motor travel safe for motorists and others.

There is dignity and assurance in a well sounded, long but not too long, alarm. It shows confi-

dence in one's right of way and it intimates control of the car and of one's temper. It indicates that you believe that you have a right to expect to be given your share of the road and that you are not asking anything unfair. Also to sound one's long note and stop shows that you acknowledge the other fellow's rights and realize that there are reasons why it may be inexpedient for him to get out of your way instantly.

There is such a thing as sportsmanship to the kind of horn on your car, and you like to have the kind that has an impressive sound rather than a cheap squawk, and you can afford to put on a horn that suits you in such particulars, but the evidence of sportsmanship does not cease with the kind of a noise your horn makes. You have to consider the way you sound that horn.

Give the other fellow a chance.

TRIPLE TREAT GIVEN PUBLIC IN PONTIAC

(Continued from page 1.)

be removed to provide ample space for a panel delivery box.

"The vogue for an intimate type of closed car is admirably expressed in the second new body type added to the line—the four passenger sport cabriolet. Nowhere is the Fisher craftsmanships so excellently revealed as in this model. The type likewise has the rumble seat in the rear, providing passenger space for two adults and

likewise two aluminum steps mounted on the right similar to the sport roadster.

"The leather top is soft and without slats, while nickel plated landau bows add a distinguished touch to the completeness of this car. It is finished in Cherokee Gray Duco, striped in orange on the body, hood louvers, and moulding; Breevert Green top and fenders and Green leather upholstery—all harmonizing in the latest mode of coloring.

"The Landau Sedan and De Luxe Landau Sedan—both ideal family cars for five passengers—with many refinements added, are expected to be even more popular due to completeness of equipment and roominess.

"The new sedan has a longer, lower body and is finished in a color combination of Beverly Blue Duco, striped with Ivory White. The coupe is finished in a striking combination of Ardley Green Duco with black top.

"Mackinaw Green on the body, black top and striping of Gold Bronze are the color combinations of the Landau Sedan. The body of the De Luxe Sedan, on the other hand, is finished in Peter Pan Blue, with a Robin Hood Blue top and Gold Bronze striping. On this body style is found all the de luxe equipment that is naturally expected on this luxuriously finished style of car, among them being American walnut steering wheel, garnish rails, cowl and dash of color similar to the window recess finish, hardware of period design, rear view mirror, nickel front and

rear bumpers, automatic windshield cleaner, dome light, robe rail, foot rail and special de luxe springs covered with luxurious mohair in a shade of blue to harmonize with the exterior finish." According to officials of the

Oakland-Pontiac dealer organization here the announcement of the price reduction comes as an emphatic surprise, even more surprising than the price of the Pontiac Six when it was first announced 14 months ago and which

has since proved the most popular new car ever introduced. Already more than 75,000 of these cars are in the hands of the users. The new cars are being built in the vast new factories erected for a larger production schedule.

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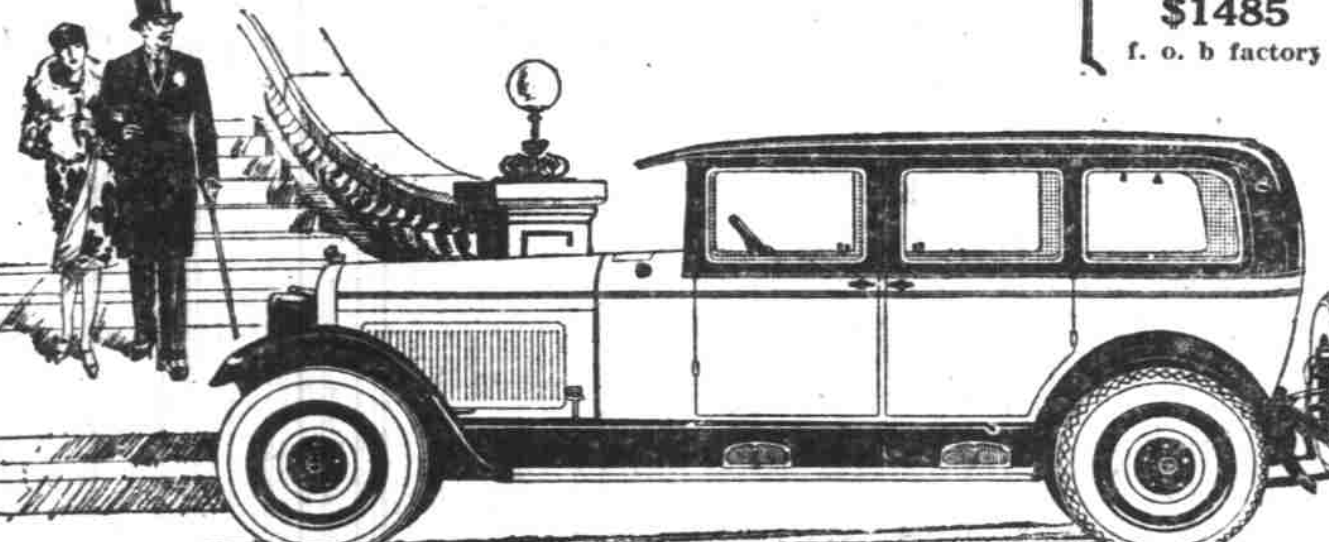
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The Nation's New Vogue in Body Design Styled by Nash

It is emphatically apparent today that Nash has created a new era in American enclosed body artistry with this arrestingly distinctive body design.

With its new symmetry of line, its classically beautiful French-type rear contour and French roof design, and its rich ensemble of costly car features, the new Special Sedan pictured above possesses magnetic appeal for those most keenly perceptive of motor car style and quality.

The steering wheel is of real walnut in fitting harmony with the handsome walnut finish of the inside window mouldings, door panels, the instrument board and the crowned panel which is above the instrument board. The gray toned upholstery is genuine Chase

Velmo Mohair Velvet, deeply tufted. And Nash powers it with a 7-bearing motor—the world's smoothest type.

So that in transcendent power—evenness and quietness, in lightning-fast "pick-up," and in easeful roadability on the straightaway or climbing, together with a world of speed, it stands out as the most notable car of its field.

As standard equipment there are Gabriel Snubbers at front; 4-wheel brakes, of special Nash design, with the front wheel brakes completely enclosed for safety's sake; and 5 disc wheels.


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