

### TRUCKS OPEN NEW DISTRICT TO MART

#### Graham Brothers Machines and Dodge Brothers Find Great Usefulness

Graham Brothers trucks and commercial cars, together with Dodge Brothers cars, which are said to make up 92 per cent of all automotive equipment in the northern Peruvian Andes, are opening rich virgin agricultural and mining districts to the markets of the world.

Fleets of these cars and trucks running from Chanchamayo Valley at the headwaters of the Amazon River across the crest of the Andes to Orova, Peru, connect with the Yalfoad head there, which runs direct to Calloa, chief seaport of Peru. Agricultural products and silver and lead from the mines can be transported for more economically by these trucks than by pack mule, which was the former method. As a result, an era of prosperity has come for inhabitants of the South American interior. Additional trucks and commercial cars are being purchased with the profits accruing from the new transportation link to outside markets and every one of the 123 Dodge Brothers and Graham Brothers units in the province of Tarma is said to be paying for itself.

A journey from Callao or Lima, capital of Peru, to the other side of the Andes is replete with breath-taking experiences and awe-inspiring views. Also, the traveler is amazed at what the modern motor truck can accomplish. Traveling east from Lima by rail, the passenger or cargo may spend the night at an altitude of 12,225 feet. The next morning, passengers and cargo are both loaded into a Graham Brothers truck and started for the Chanchamayo Valley. It is first necessary to climb to an altitude of 15,003 feet within a distance of 12 miles. Thence in another 20 miles the truck descends to Tarma at an altitude of 8,910 feet. This 32 mile road is frequently driven in 1 1/2 hours, despite the heavy grades, hairpin turns and narrow bridges.

Tarma is an interior Indian village of about 5,000 inhabitants serving a community of about 15,000 in the surrounding valleys. Here, as in nearly every other populated center of the world, a well equipped Dodge Brothers Dealership is located. Now heading for La Merced in the Chanchamayo Valley, the truck continues the long descent. For the next 30 miles to the village of Palca, the descent is gradual, making a drop of 1,310 feet, to an altitude of 7,600 feet. However, from Palca to La Merced,

another 23 miles, the descent is very rapid, dropping 2,200 feet, to an altitude of 2,400 feet at La Merced. From Palca the road is narrow with hundreds of sharp curves. These must be taken at a very low rate of speed to prevent accident as the only protection afforded is that of the dependability of the truck plus the skill of the driver.

La Merced is now the end of the motor road and only mule trails continue through the tropical parts amongst the headwaters of the Amazon. However, a new road from La Merced to Puerto Jessop, 100 miles away, will be finished within two years. When this is completed it will be possible to motor from Orova to Puerto Jessop in one day. Thence, the journey eastward may be continued by small steamer to Iquitos on the Amazon, where connections are made with Booth Line steamers plying the Amazon to Para. From Para, ocean steamers continue down the Amazon direct to American or European ports.

Thus, Graham Brothers trucks will cover the most difficult link in a new transcontinental transportation service which will open virgin territories to the markets of the world.

At Shipley's the ladies of Salem have satisfied themselves that they can get the finest spring frocks, coats and dresses ever shown in this city.

New sweaters. A large shipment just in. New patterns, new shades in the popular pull-over and coat styles. Emmons, Tailor-Furnisher, 426 State St.

### PUBLIC APPRECIATES SLEEVE VALVE MOTOR

(Continued from page 1.)

There are already gratifying indications of the acceptance of the Falcon-Knight which we will build. Like other developments in the motor car industry, acceptance starts slowly at first and then among experienced motorists. But like the electric starter, four-wheel brakes, and balloon tires, when it reaches its real momentum the results are likely to be somewhat staggering.

"Everyone acknowledges that marked changes are coming in motor efficiency. To date, the greatest advances have been made in the Knight motor."

The newest creations in Spring Hats at the Vanity Hat Shoppe. Each hat possesses a charm all its own. Beautiful designs and colors. 389 Court St.

Acclimated ornamental nursery stock, evergreens, rose bushes, fruit and shade trees at Peary Bros. in season. We have our own nurseries. 178 S. Com'l.

Patton's Book Store offers all the latest in Birthday Cards. Try them. Ask to be shown the funniest of all cards, Scotch Birthday. 340 State St.

### CONSPICUOUS RADIO SERVICE STARTED

#### Conversation Carried on by Officials Between London and New York

When the first trans-Atlantic radio telephone service from New York to London was opened on January 7, 1927 the following conversation took place:

President Walter S. Gifford of the American Telephone and Telegraph Company, speaking from New York to Sir G. Evelyn P. Murray, secretary of the General British Post-Office at London, said:

"Today, as a result of very many years of research and experimentation, we open a telephonic channel of speech between New York and London. Thus, the people of these two great cities will be brought within speaking distance. Across three thousand miles of ocean, individuals in the two cities may, by telephone, exchange views and transact business instantly as though they were face to face. I know that it is your aim, as it is ours, to extend this service so that in the near future any one in either of our countries may talk to any one in the other.

"No one can foresee the ultimate significance of this latest achievement of science and organization. It will facilitate business; it will be a social convenience and comfort; and, through the closer bond which it establishes, it will promote better understanding and strengthen the ties of friendship.

Through the spoken word, aided by the personality of the voice, the people of New York and the people of London will become neighbors in a real sense, although separated by thousands of miles.

"We are glad to have cooperated with you in this notable enterprise and shall actively continue to work with you in extending and improving the service. I congratulate you upon your successful solution of your problems and wish to extend to you and to your associates the greetings and good wishes of the officers and staff of the American Telephone and Telegraph Company and of their associates in the Bell Telephone System."

Sir G. Evelyn P. Murray, secretary of the General British Post-Office, replying from London to President Walter S. Gifford of the American Telephone and Telegraph Company at New York said:

"The opening of a public telephone service across the Atlantic between London and New York is a conspicuous milestone on the road of telephonic progress and marks the beginning of a new epoch in the development of communication between our two countries. Personal conversation between Great Britain and the United States has emerged from the stage of experiment into a practical reality, and we are confident that the service, which we are inaugurating today will be a boon to both nations, whether as an aid to commerce or as a medium of social and domestic intercourse and will tend to strengthen the bonds which unite the two countries.

"I am charged by the Postmaster General to take this occasion to acknowledge the notable contributions which your company has been able to make through its engineering and research organization, towards the solution of the many baffling problems which

have been encountered. We recognize, as we believe you recognize, that there are difficulties still to be overcome before the trans-Atlantic service can attain the standard of regularity and reliability at which we aim, but we are convinced that there is no better means of solving these difficulties than by putting the service to the crucial test of daily use, and we hope that before long trans-Atlantic conversation will be available not only to the citizens of London and New York but to every telephone subscriber in both countries.

"We of the British Post-Office look back with pleasure upon the cordial cooperation with the American Telephone and Telegraph Company, which has led to the success so far achieved, and on behalf of the Postmaster General and the officers of the General Post-Office I warmly reciprocate your greeting and good wishes. I now declare the service opened to the public."

### NUMBER OF CHANGES MADE IN CHEVROLET

#### New Officials to Spend Part of Time on Road Visiting Dealers

In keeping with the plans of the Chevrolet Motor company to build and merchandise a million units in 1927 a number of changes and additions have recently been made which factory officials believe will materially aid in successfully carrying out the schedule now under way. Executives express the opinion that attainment of the production goal set for the year depends to a large extent on the successful business operation of the thousands of smaller dealer organizations throughout the country; enlargement of the factory field staff has been made primarily in the effort to assist these dealers in the marketing of Chevrolets.

Important additions to the list of Pacific Coast officials are W. H. Grover, chosen as regional organization representative, and H. K. Bragle, named as sales promotion manager for the same territory. Both men have had a wide and varied experience in the automotive field, and Grover is well acquainted with Northwest conditions. They will work out of the Pacific coast offices of the company at the factory in Oakland, California, and will be under direct supervision of E. W. Fuhr, Chevrolet regional sales manager.

The new officials will spend a good part of their time on the road, visiting dealers from Montana to Arizona. Much of their work will be the imparting of information and outlining of methods to individual firms handling Chevrolets. They will prove of great assistance in the marketing of this line, and dealers as a body in this territory will welcome them.

### PRODUCTION RECORD CHEVROLET GROWS

#### Factory Representatives Ascribe Increase to Meeting Public Demand

Because of an unprecedented demand for the new models announced at the beginning of the year the Chevrolet Motor company during February again topped all previous monthly production records for automobiles with an output of 85,821 cars.

February production this year showed an increase of 34,518 cars, or more than 67% over the total of 51,303 Chevrolets built in the same month last year. Despite the greatly enlarged facilities provided under the \$10,000,000 expansion program completed December 1, 1926, the factory has been forced to expand its operations by working overtime, day and night, to meet the nationwide demand, which marks the rise of the company to its position as the

largest manufacturer of gear-shift cars in the world. "Factory executives ascribe only one reason for the phenomenal growth in popularity of the Chevrolet car—it has met the public desire for an automobile of exceptional quality and performance at a reasonable price. This is what is causing the company continually to extend its production, a record seemingly being made one month only before that of the following month."

The Man's Shop saves you a ten dollar bill on every quality suit. Shirts, hats, ties, collars. High grade clothing, perfect fitting, long wearing. 416 State.

F. E. Shafer's Harness and Leather Goods store, 170 S. Com'l. Suit cases, valises, portfolios, brief cases, gloves and mittens. Large stock. The pioneer store.

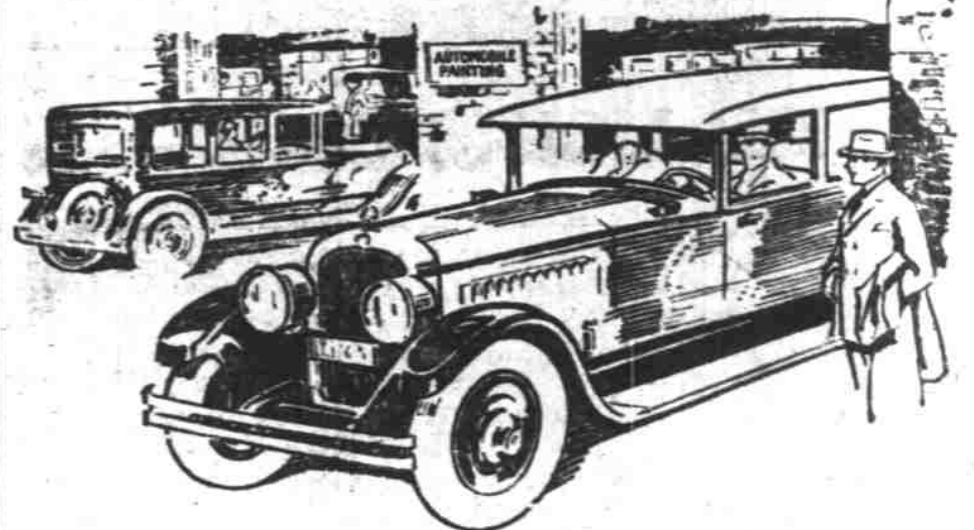
### First Straight "8" Car Constructed by Young

DuBois Young, president of the Hupp Motor Corporation, manufacturer of one of the finest straight eights on the market, is believed to have been the first designer and builder of this type engine in America. As early as 1914 he recognized its superiority

over other types and constructed a straight eight by placing two four cylinder engines end to end together. This car broke all speed records existing at that time. After

years of experimenting and study his company perfected this design and the Hupmobile, forthwith became the sales leader in the straight eight field.

## Can You Imagine A Finish Like This?



DRIVE your car all day in a blistering sun, take a long trip on stretches where road-tar is encountered, sand blown against the body, mud splattered and dried on the hood. The effects of such severe usage will positively affect your car if finished in the ordinary manner. With a Proxlin finish, however, these unusual and extreme conditions have no effect whatever. Proxlin is the modern lacquer enamel that everyone is talking about. It is applied quickly, gives a beautiful finish when applied, and, remarkable as it may seem, improves with use, the constant wiping of the surface actually heightening the original beautiful finish. Drive in and let us tell you more fully the story of Proxlin and how you can save money by having us refinish your car now.

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Recovering and rebuilding furniture of all kinds our specialty. We also solicit auto top work of all kinds. Our prices are right—give us a trial. Work done in the shortest time possible.

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### The Secret of the Life of a Car Lies in the Care It Is Given

Keep your auto washed, polished and lubricated regularly at a minimum cost

FIREPROOF STORAGE GARAGE  
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DAY STORAGE BY MONTHLY RATES

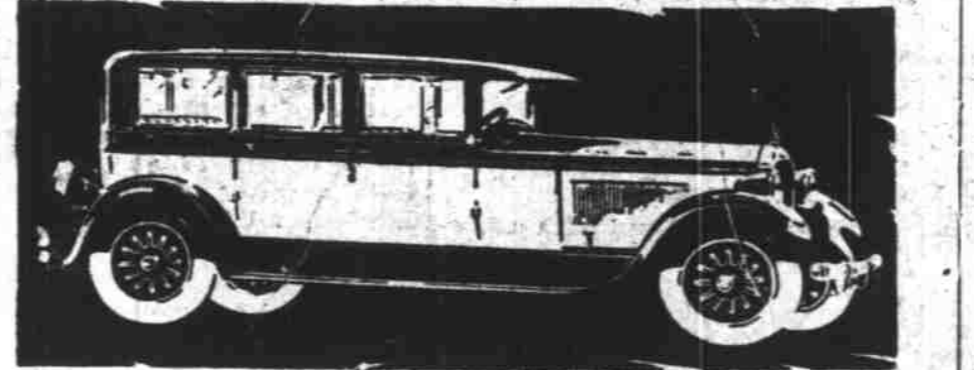
### Call On Us For Any Auto Parts

C. & L. PARTS STORE INC.  
Corner Ferry and Liberty Telephone 666

## Performance such as was never known before now possible in this new Paige "8" with Two High Speeds

Because of an entirely new Hi-Flex transmission—new in principle and in design—this new Paige "8" speeds over the highways at 70 miles per hour with its engine turning over no faster than your present engine does at 50. Paige has accomplished a seemingly paradoxical thing: It has increased car speed by decreasing engine speed.

But in addition to this wholly new silence at high speeds—this new Paige "8" gives you a saving of approximately 30% in gasoline consumption—it gives you much longer life, because of the lessened wear and tear on the engine—it gives you (in third speed) a burst of acceleration rivaling the leap of a scared rabbit—carrying you out and ahead of traffic in an instant, or up over



the steepest hills at high speed. With the matchless safety of its Paige-Hydraulic 4-wheel brakes, this new "8" is one of the safest—as well as the finest performing, swiftest, most luxurious cars built. And it is a beautiful car, too, carrying to even loftier heights the proud distinction Paige enjoys "The Most Beautiful Car in America".

Entirely without obligation—let us demonstrate this remarkable new car—soon.

No other car has ever been able to do all these things: 5 to 25 miles per hour in only 5.6 seconds—and on up to 40 miles per hour in 5 seconds more! 70 honest miles per hour or more—as easily and QUIETLY as you now do 50.

An approximate saving of 30% in gasoline consumption in fourth speed over ordinary high. Mile-a-minute speed—all day long if you want—with the smoothness, quiet and economy of an ordinary car at 35 miles.

the most beautiful car in America.

### Installment Plan HAVE IT PAINTED NOW

One-third down, one-third in thirty days, balance in sixty days. Guaranteed work, reasonable prices. We are able to give you special service in upholstery, dry cleaning.

Salem Auto Painting Co.  
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# CRACK!

## JUST LIKE THAT!

Something hits your ignition and your car stops right now, in the mud, in the middle of the night—

### IT'S A KNOCKOUT

and probably costs you plenty and a complete, thorough and reliable ignition service. This way the cost is so small in comparison with the other that it is unimportant. In our battery and ignition repair work we use nothing but genuine, factory inspected parts

"Genuine Parts Are Better—Ask the Man With the Wooden Leg"

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### RUBBERS!!

PUT A SET OF THOSE HEAVY TREADED SIDE BARRED SEIBERLING ALL-TREADS ON YOUR CAR: THEY'LL KEEP YOU HIGH AND DRY IN THE WETTEST WEATHER

## SEIBERLING ALL-TREADS

# Zosel's TIRE SHOP

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