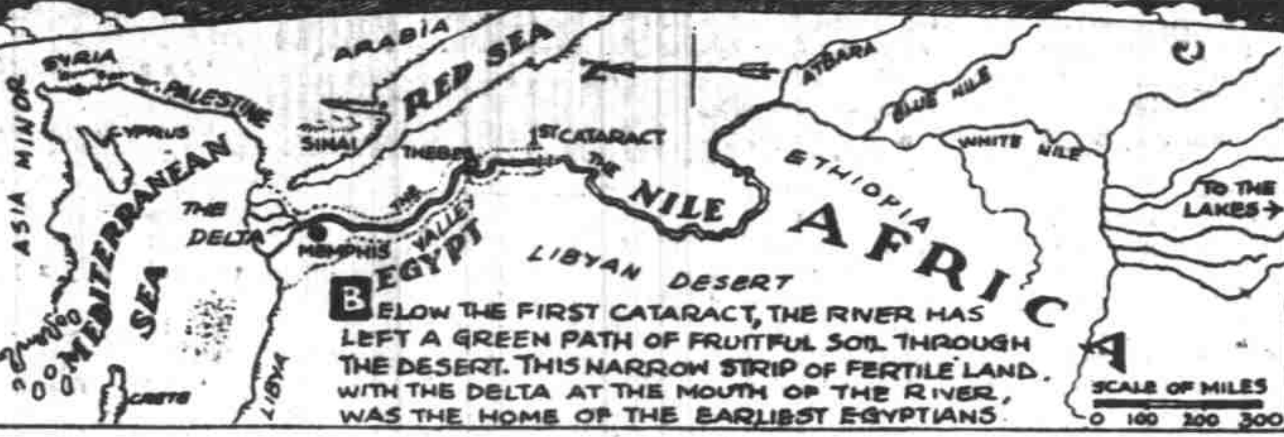


ONE OF THE EARLIEST CENTERS OF CIVILIZATION IN THE WORLD, IF NOT THE FIRST, WAS THE VALLEY OF THE NILE IN EGYPT. BUT FOR THE WATERS OF THIS MIGHTY RIVER, ALL EGYPT WOULD BE A DESERT. HERODOTUS, THE OLD GREEK HISTORIAN, CALLED EGYPT "THE GIFT OF THE NILE."

THE NILE EMERGES FROM THE LAKES OF AFRICA THAT LIE NEAR THE EQUATOR, AND FLOWS NORTHWARD DOWN FROM THE MOUNTAINS, THROUGH THE DESERT, AND, AFTER TRAVELING SOME 4000 MILES, EMPTIES INTO THE MEDITERRANEAN SEA.



THERE IS LITTLE RAIN-FALL IN EGYPT, BUT EACH YEAR THE NILE, SWOLLEN WITH THE MELTING SNOWS AND HEAVY RAINS OF THE MOUNTAINS, RISES ABOVE ITS BANKS, FLOODING THE LOWLANDS AND ENRICHING THE SOIL WITH ITS DEPOSITS.

HIGH LIGHTS OF HISTORY

Life in Prehistoric Egypt.

By J. CARROLL MANSFIELD

1 MANY CENTURIES BEFORE THE BEGINNING OF HISTORIC TIMES, THE VALLEY OF THE NILE WAS THE HOME OF A SIMPLE PEOPLE WHO TILLED THE SOIL ALONG THE BANKS OF THE GREAT RIVER, AND LIVED AT PEACE WITH THEIR NEIGHBORS.

2 THESE EARLY EGYPTIANS HAD PASSED THROUGH A PRIMITIVE STONE AGE, AND WERE SKILLED IN THE WORKING OF FLINTS AND THE MAKING AND GLAZING OF POTTERY. 7000 YEARS AGO THEY BEGAN TO MAKE TOOLS AND WEAPONS OF COPPER.

3 IN ANCIENT TIMES THE VALLEY OF THE NILE SWARMED WITH MANY KINDS OF WILD ANIMALS, AND BECAME FEARLESS HUNTERS OF DANGEROUS GAME.

4 THE PEOPLE LIVING IN THE DELTA OF THE RIVER MADE RAPID STRIDES TOWARD CIVILIZATION. IN 4241 B.C. THEY INSTITUTED A CALENDAR YEAR OF 12 MONTHS AND 365 DAYS. THIS WAS THE RESULT OF THEIR FINDING THAT THERE WAS A FULL MOON ABOUT EVERY 30 DAYS, AND 12 FULL MOONS BETWEEN THE TIMES WHEN THE NILE OVERFLOWED ITS BANKS. THE EXTRA 5 DAYS WERE ADDED AS HOLY DAYS.

5 THEIR VILLAGES WERE CLUSTERS OF RUDE HUTS, MADE OF REEDS AND STRAW AND SOMETIMES DAUBED WITH MUD.

6 THEY WERE EXTREMELY FOND OF ORNAMENT. BOTH MEN AND WOMEN USED FACE-PAINT, GROUND FROM GREEN MALACHITE, AND MADE UP THEIR EYES. THE WOMEN DRESSED THEIR HAIR ELABORATELY, AND WORE IVORY COMBS. THE MEN SHAVED THEIR HEADS, AND WORE SKULL-CAPS TO PROTECT THEM FROM THE SUN.

7 IN LIGHT BOATS, AND ARMED WITH SPEARS AND HARPOONS, THEY VALIANTLY HUNTED THE CROCODILE AND THE HIPPOPOTAMUS IN THE Papyrus MARSHES.

8 BY 4500 B.C. MANY OF THE INDEPENDENT RIVER-COMMUNITIES HAD BECOME LITTLE PRINCIPALITIES. LATER, (4000 B.C.) WE FIND THEM GATHERED INTO TWO KINGDOMS, ONE COMPRISING THE DELTA OF THE NILE, THE OTHER THE VALLEY.

9 EACH VILLAGE HAD ITS LOCAL GOD AND ITS CHIEF, WHO HAD INHERITED HIS AUTHORITY FROM HIS FATHER AND WOULD PASS IT ON TO HIS SON. THERE WAS ALSO A MARKET WHERE THE VILLAGERS EXCHANGED THEIR PRODUCTS FOR THOSE OF THE SURROUNDING COUNTRY.

10 THE NILE WAS THEIR CHIEF AVENUE OF COMMERCE. LARGE WOODEN BOATS, MANNED BY MANY ROWERS, PLED UP AND DOWN THE RIVER, AND OCCASIONALLY SAIL BOATS WERE TO BE SEEN. THE SAILS WERE MADE OF LINEN.

11 ON THEIR RETURN THE HUNTERS WOULD INSCRIBE RECORDS OF THEIR BRAVE DEEDS ON THE ROCKS IN PICTURE-WORDS. THIS EARLY PICTURE-WRITING WAS THE FORE-RUNNER OF THE EGYPTIAN HIEROGLYPHIC WRITING.

12 LITTLE IS KNOWN OF THESE TWO EARLY KINGDOMS, OTHER THAN THAT THEY FLOURISHED FOR 600 YEARS, AND FOUGHT EACH OTHER FOR SUPREMACY IN EGYPT.

MOTOR COACH USED MUCH FOR TRAVEL

Increasing Popularity Transportation Shown in Orders Received

Evidence of the spread of motor coach travel and of the increasing popularity of this form of transportation is shown in orders received in the last few days from many sections of the country by the Yellow Truck & Coach Manufacturing company of Chicago. This evidence is strengthened by the large proportion of "repeat" orders.

The west coast states are strongly represented in these orders. The Empress Taxi & Sight-seeing company of Victoria, B. C., is adding a parlor coach to its existing fleet of yellow parlor coaches. The Spokane Yellow Cab company is also increasing its fleet of yellow parlor coaches by the addition of another Type Y parlor coach.

In Portland, Oregon, the Yellow coach fleet operated by the Portland Electric Power company, already numbering some 15 city service coaches, is to be augmented by seven more of the gas-electric type.

The City Railway company of Los Angeles is receiving three more 29-passenger Type Z city service coaches, and four of the double-deck type are nearing completion. This company already has ten Yellow coaches in service.

In the mountain states the Colorado Springs and Interurban Railway company of Colorado Springs, which is operating eight Yellow coaches, is ordering two more of the Type X city service coaches.

The Louisiana Electric company

has ordered three more of the 21-passenger city coaches to add to the service now rendered by a fleet of six Yellow coaches of a similar type.

In Oklahoma City, the Oklahoma City Railway company is buying four of the 21-passenger Yellow coaches to double the service which its present fleet is maintaining.

The Eastern Texas Electric company of Beaumont, Texas, a Stone & Webster property, has purchased three 21-passenger city service coaches.

The De Camp bus lines, of Livingston, New Jersey, one of the oldest operations in the country, has ordered five of the 29-passenger Type Z Yellow coaches to add to the service already given by other Yellow coach units.

In Wheeling, West Virginia, the Washington Transportation company, which is operating several Yellow parlor coaches, is about to receive one of the 21-passenger city service Yellow coaches.

In Du Bois, Pennsylvania, the local traction franchise has been turned over to the Edwards Motor Transit company, which has been operating an inter-city coach service. To serve the community of Du Bois, the Edwards company is adding two Yellow city service coaches of the 21-passenger type; and two parlor coaches, one of the 17-21 passenger capacity and one of the 29 passenger capacity, to meet increased demands in inter-city service.

The Chicago and Alton Railroad has placed an order for two Type Z 25-passenger semi-de-luxe type Yellow coaches which will be placed in service in the near future.

Tire paint, applied two or three times a year, adds life and appearance to automobile tires. Most of this paint contains rubber that fills the small cuts in the sidewalls and renders the exposed fabric waterproof.

ORDERS FOR STAR CARS SHOW GAIN

Organization Decides Upon Great Campaign to Increase Year's Sales

With the Pacific coast Star car factory working at capacity to supply the demands the Star cars that are coming from dealers in all sections of the Pacific coast, George R. Morris, salesmanager announces that orders calling for March delivery on over 1000 cars have been received from the Pacific Northwest alone and are a direct result of the enthusiastic sales meetings held in that section recently and which were attended by Norman de Vaux, active head of the Pacific coast Star car factory, James Houlihan, advertising counsel, and George R. Morris.

The local Star chief said that his party received one of the heartiest receptions that he has ever experienced and that the enthusiasm of the dealers plus the public interest displayed in his factory's models clearly demonstrated what the coming year was to mean to the Pacific coast Star car factory and its dealers.

"A good conception may be obtained of what we can expect," Morris stated, "when I say that over 1000 Star cars have been ordered for March delivery from Washington and Oregon alone and does not include the avalanche of orders we have received from dealers in California, Nevada, Idaho and Arizona."

This indicates that the popularity of Star cars has reached tremendous proportions and is the cause of factory executives working day and night to insure max-

imum production in the most efficient manner possible.

When Star car sales reached a total of approximately 150,000 vehicles in 1926 which placed in ninth position in the automotive industry, officials of the producing organization decided on a tremendous sales campaign for 1927 to be strengthened by a sweeping advertising program. After a consultation with James Houlihan, the Pacific coast Star car factory officials mapped out a plan which will include nearly 1000 newspapers in the advertising campaign through which the Star car message will be carried into the homes of over a million people in the Pacific coast territory.

Following the recent price reduction in all lines of Star cars a short time ago, the demand for these units became so great that it became imperative that the factory devise some means for increasing production. As a result between \$60,000 and \$70,000 was expended for the installation of a new conveyor system in the body department which would speed up the handling of car units in that section. This new device not only facilitated production but materially heightened the fineness of workmanship.

The visit of de Vaux and his party to the Northwestern sections proved such a success that plans have been made for these same officials to attend similar meetings throughout the Pacific coast territory. They will personally advise the various dealers of the sales and advertising plans that have been made and of the results that

LASALLE COMPANION CAR TO CADILLAC

Introduction of New Machine Follows Long Felt Need for Such Work

Announcement has just been made by Alfred P. Sloan, Jr., president of General Motors, of the advent of the LaSalle, new companion car to Cadillac.

The introduction of this new quality car is in response to a long felt need for a fine car possessing the qualities and characteristics of the Cadillac yet not quite so large.

Building as it does a car for every purse and purpose, General Motors now further completes its extensive line and places in the fine car field a car which covers a wide range of requirements at prices midway between Cadillac and the finer medium priced cars.

In keeping with a well defined General Motors policy which provides that its great plants throughout the country shall operate on a basis of highest efficiency in order that the greatest dollar value may be passed on to the purchaser, the new LaSalle will be built by that unit of the corporation whose experience and manufacturing facilities best fit it for the undertaking.

The Cadillac Motor Car Co., of which Lawrence B. Fisher is president

its nation-wide acceptance is assured.

The LaSalle possesses those excellent qualities and performance characteristics which the public has come to expect of General Motors products. It is a fitting companion car to Cadillac in every sense of the word.

Designed and developed in the experimental laboratories of General Motors and Cadillac, the new car has withstood the trying tests of the great proving ground at Milford, Michigan, and the grueling grind of cross-country runs in the hands of seasoned engineers and motor car experts.

Twenty-five years of successful manufacturing and almost fourteen years of adherence to a proven engine principle stand squarely behind this newest General Motors product.

The LaSalle takes its name from Rene Robert Savellier Sieur de laSalle, illustrious French gentleman and explorer, contemporary of Antoine de la Mothe Cadillac.

CAMEL LOSES JOB TO GRAHAM TRUCKS

Dodge Brothers motor cars and Graham Brothers trucks and motor coaches are gradually crowding the picturesque camel and mule caravans to the side of the roads in the Orient. The hauling time between Teheran, the Persian capitol and Bagdad by camel is twenty-one days and by motor three days.

The difficult transportation problem which confronted the members of the University of Michigan expedition to the Near East were likewise solved by Dodge Brothers motor cars and a Graham Brothers truck. In his report of the trip Professor George R. Swain credited much of the success of the expedition to his motor equipment.

"We had to drive over roadless desert wastes and through sticky mud, ford streams, follow barely discernible car tracks under guidance of natives and feel our way along roads hidden by red-dish flood waters."

A very complete assortment of spare parts for the Dodge Brothers motor cars and a Graham Brothers truck was part of the expedition equipment.

"But not one of the spare parts was ever needed," adds Professor Swain. "The cars returned from their vigorous usage on every conceivable sort of road in perfect condition."

Mail and passengers are now transported on regular schedules by Dodge Brothers motor cars over the ancient caravan route between Beyrouth and Bagdad to Damascus.

SLIDING DRAWERS NEW CAR FEATURE

Dodge Brothers Equip Roadsters and Coupes With Novel Carrying Device

Dodge Brothers, Inc., announces that hereafter either the Dodge Brothers standard coupe or the roadster can be purchased equipped with a sliding drawer which will permit ready adaptation to commercial as well as other uses. The telescoping drawer is built into the rear of the two types of cars and can be pulled out to provide additional space for carrying various articles. When not in use it is left closed and the hinged top of the rear compartment is let down, giving the car the appearance of the ordinary coupe or roadster.

"The telescoping drawer," says Ernest Bonesteel, of Bonesteel Motor Co., Salem, local Dodge Brothers and Graham Brothers dealer, "can be used advantageously for a large variety of general purposes. Its unique design makes it particularly well suited for the photographer, plumber, paperhanger and others whose work makes it necessary for them

to carry tools and other special equipment of extra length. It can also be used very handily on hunting, fishing and camping trips.

"The drawer is made of steel and all joints are electrically welded. When closed it is entirely dust and rain proof. It is equipped with a nickel plated pull to handle and is adjustable to three locking positions to facilitate loading and unloading. It is finished in lacquer to match coupe or roadster deck.

"Because the fire carrier, when mounted in its normal position at the rear, would interfere with the sliding drawer, the spare tire is mounted on the left side of the car, well forward to permit ready opening of the door on the driver's side."

WONDERFUL ARRAY OF CARS DISPLAYED

(Continued from page 1.)

the 6-passenger and the 885 5-passenger.

Dealers expressed satisfaction with the crowds attending and expressed a desire to cooperate another year. The style show and auto show was sponsored by the Salem Ad club, and had the cooperation of the majority of local merchants.

Drive 'round on Good Tires. "More pleasure and less trouble." The famous Viking Tires and Tubes have no superior. Malcolm's Tire Shop, 205 N. Com'l. (\*)

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