

NOTICE GASOLINE SAVING IN PAIGE

New Eight Cylinder Model Makes Big Cut in Previous Consumption

By Sam Freshney
INDIANAPOLIS, Ind., May 7.—Saving of over 26 per cent in gasoline consumption by the new Paige Eight with 4-speed transmission over the conventional three-speed equipped car was definitely established by two Paige Eight stock cars which arrived at the showroom of Geo. B. Ray, Inc., local Paige distributors, from Detroit late one-afternoon recently.

The two cars, identical in chassis and body, except for the transmission, and each carrying two passengers and a driver, made the 209.2 miles in 7 hours and 15 minutes, an average speed of 42.7 miles per hour. No attempt was made to establish a speed record, the test being solely one of economy at good touring speed. Detroit newspapermen, who were passengers on the trip, checked the test.

To give complete assurance that the transmission alone would be responsible for any difference that might be shown in gasoline consumption, the carburetors on the two cars were switched at the half-way post. Luggage was also transferred and the passengers changed cars, so that each car would have met the same conditions at the finish line. Brakes, motors, carburetors and all were the same, the only difference between the two cars being in the transmissions and rear axles.

It was especially noticeable to the observers of the test that the three-speed equipped car, which followed the four-speed job, did more coasting, thus eliminating any advantage to the Hi-Flex transmission in this regard.

At the average speed of 42.7 miles per hour, the car equipped with the 3-speed transmission consumed 27 and three-fourths gallons of gasoline, or an average of 11.1 miles per gallon, which is regarded as unusually economical at this speed.

Surpassing this average, however, was the record of the car equipped with the new transmission. Driven by G. Clark Mather, Paige chief engineer, it consumed only 22 gallons of gas over the same course, for an average of 13.6 miles per gallon. Its saving in gasoline over the standard transmission was exactly 5 and three quarters gallons or 26.13 per cent.

Those familiar with the performance of eight cylinder cars regarded the gasoline consumption of the four-speed as very low at such sustained high speed. At a higher speed, they observed, the saving over the conventional transmission would have been even greater. At a lower speed, of course, both cars would have averaged considerably more mileage per gallon.

The route to Indianapolis was through Toledo, Findlay, Lima, Wapakoneta, Union City, Winchester, Muncie and Anderson. Besides the Paige engineer, those making the trip were newspaper men and factory representatives. Among the newspapermen were Roy Prier, automobile editor of Universal Service; William J. Conzulin, of the Detroit Free Press; and Sam Freshney. O. B. Bock, of the Paige engineering department, drove the three-speed car.

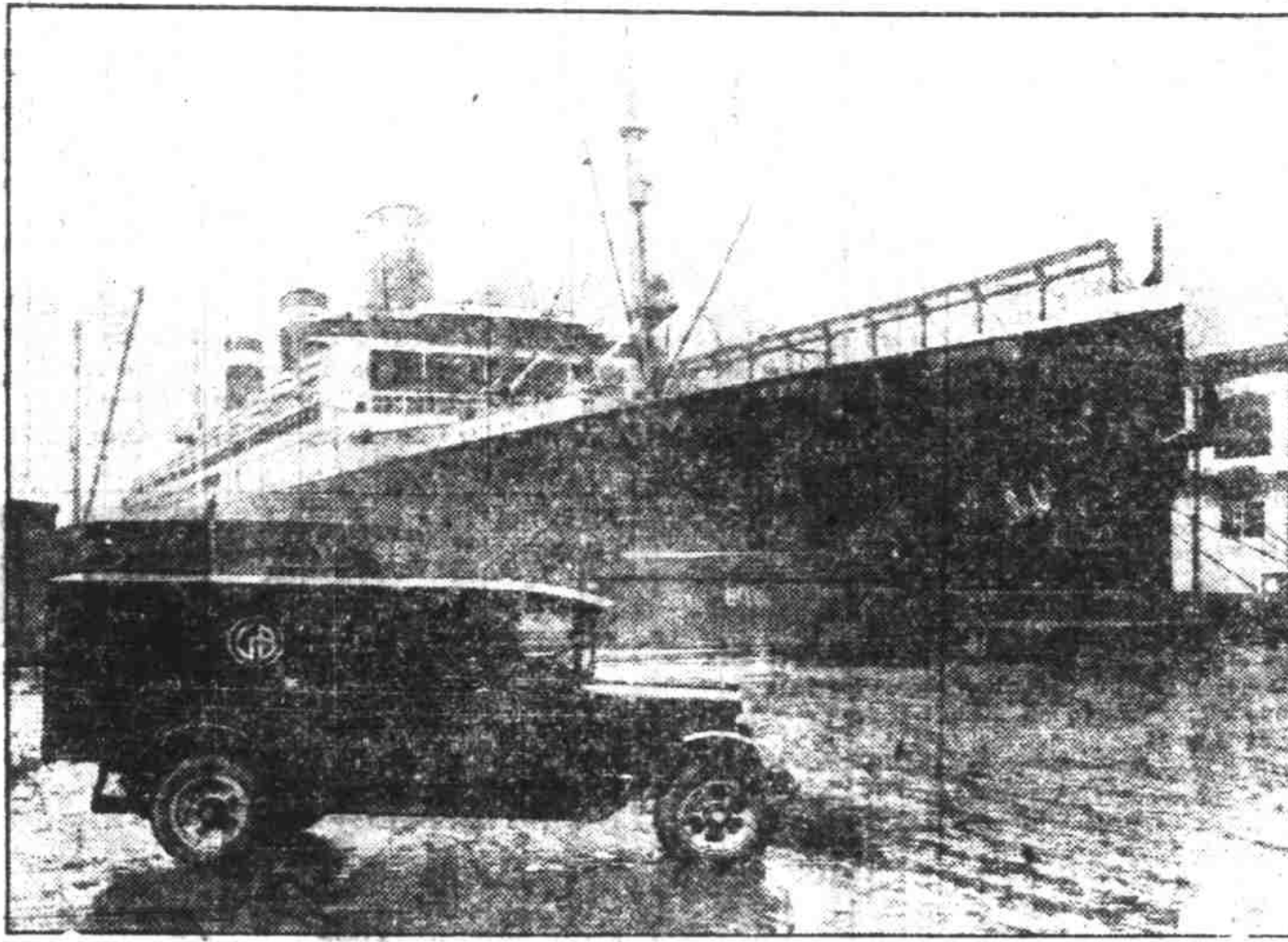
The new Warner Hi-Flex transmission, with two high speeds, is employed exclusively by Paige in the new eight cylinder car. It is designed particularly for sustained high speed driving, but according to factory representatives, numerous tests have shown that 95 per cent of the driving in the "Eight" is done on the gas-saving fourth speed. The new transmission has attracted the attention of the automobile industry generally and will be the outstanding subject of discussion at the annual summer conference of the Society of Automotive Engineers at French Lick Springs this month.

The car is capable of remarkable speed. In its latest test at Detroit, it traveled a measured mile in 45.6 seconds, as easily as the ordinary car at from 35 to 45 miles per hour. The high speed drive is direct and in third speed the drive is through two pairs of internal gears, instead of through two pairs of external gears as in standard practice. Both third and fourth speed drives in the new transmission are obtained without using the countershaft. A high-gear rear axle is used, the ratio being 3.69 to 1, rather than the usual 4.5 or 5 to 1.

Third gear is actually a high-speed drive, the new arrangement of gearing making it available for extremely steep grades or roads unusually heavy with mud or sand. Fourth speed easily pulls grades of any length up to six per cent.

The gear-within-a-gear construction accounts for the silence and efficiency in operation. The outer gear has only five more teeth than the inner gear, with the result that the teeth are in mesh over a large part of their

Queen of Seas Greet King of Highways



Monarchs of transportation meet in the metropolis of America—the Leviathan, largest ship afloat, and a Graham Brothers 1 1/2-ton truck said to be the most popular of that capacity in New York. The truck is delivering a rush shipment of goods to the boat just previous to its recent sailing. Graham Brothers sales lead all other makes of gear-shift trucks in the combined field of 1, 1 1/2 and 2-ton trucks in Greater New York, according to official registration figures for the last year. This is one of the high-

est tributes any truck can be given, transportation engineers say, as dependability and low operating cost are prime requisites in a market where competition is the keenest in the world—and quality and endurance win.

CLEAR VISION BIG FEATURE OF AUTOS

Narrow Front Body Posts Give Additional Safety in All Driving

Modern driving conditions, especially the congestion in city traffic, has made a consideration of the vision of the driver one of major importance.

The construction of the front body posts in all Willys-Knight and Whippet enclosed cars shows the extent to which body engineers have gone in affording a clear view of the side of the road ahead of the driver.

These posts are exceptionally narrow and so placed that, at the normal driving range of the driver's vision, they offer no obstruction to his sight. In other words they eliminate the blind spot in the road which is characteristic of enclosed cars which embrace the use of the wide front posts.

The necessity for narrow posts

can be easily demonstrated without even getting into a car.

For example, if a person fixes his eyes on a coat hanging on a rack at a distance of 12 or 14 feet away and then passes two fingers of his hand, closely pressed together before his eyes, with his arm fully extended, there is no point during the passage of his fingers where they totally obstruct his view of the coat.

If he repeats the experiment with his three fingers, there is a point where the coat is not visible.

The scientific fact about this experiment is, that an obstruction which is not wider than the distance between the sights of the two eyes will not obstruct or blind the view ahead while an obstruction which is wider than this distance will create a blind spot at some point.

Willys-Overland engineers have made a careful study of the blind spot with the usual front body posts and have constructed the bodies on the Willys-Knights, Whippets and Whippet sixes to eliminate this obstruction, which provides a greater driving safety through giving the driver a clear vision ahead and at all angles.

OUTLOOK FOR YEAR APPEARS PROMISING

(Continued from Page 1.)

gram, the factory executive continued. "The growth of the Oakland Pontiac dealer organization today is amazing. We are adding approximately 160 dealers a month, while the figures for the entire United States for total sales for the first quarter of 1927 show that Oakland and Pontiac is closely disputing with another manufacturer the honor of being in fourth position in volume in the entire industry.

"Pontiac's achievement in reaching a total production of 100,000 cars in the first 12 months after entering actual production has never been remotely approached by a new car in the history of the industry. This has been the subject of wide comment among other automobile manufacturers. Today we have more orders on hand than at any other period in the

history of the company, except just prior to the presentation of the Pontiac car.

"The primary purpose of my trip, which will include dealer meetings at every key point in the West, is to encourage better business methods among Oakland Pontiac dealers everywhere.

Though 1927 holds the greatest promise of any year in the history of the automotive industry, it is only for the dealer who follows modern business methods who trans his sales force to know its product thoroughly and who realizes that the right kind of service department is the greatest good-will builder in the world."

"Part of Mr. Labock's talk dealt with the extensive advertising plans of Oakland-Pontiac for 1927," said Mr. Vick, incidentally explaining to the assembled dealers how to get the utmost benefit from the advertising campaign.

SERVICE WITH A SMILE

To all our patrons
Our specialty is quick, snappy service in washing, polishing and complete lubrication of your car
Day Storage by Monthly Rates
FIREPROOF STORAGE GARAGE
252 South Liberty Telephone 659

NOW THE Lowest Priced Six with 4-wheel Brakes

The Most Active Six in its price class—requires less gear shifting.
Modern—powerful—safe—beautiful—and active! That's the Whippet Six. The lowest priced Six with 4-wheel brakes.
Accelerates 10 to 23% faster from 5 to 25 miles per hour than its nearest competitor.
Low gravity center—gives you greater road stability.
Plus these features: Easy steering; Balloon tires; Snubbers; Full pressure lubrication; Narrow body posts; Adjustable steering wheel.

Whippet Six

MACDONALD AUTO CO.
Corner Cottage and Ferry—Telephone 409

Invite Us to Your Next Blowout

TODAY—AS YOU DRIVE AROUND

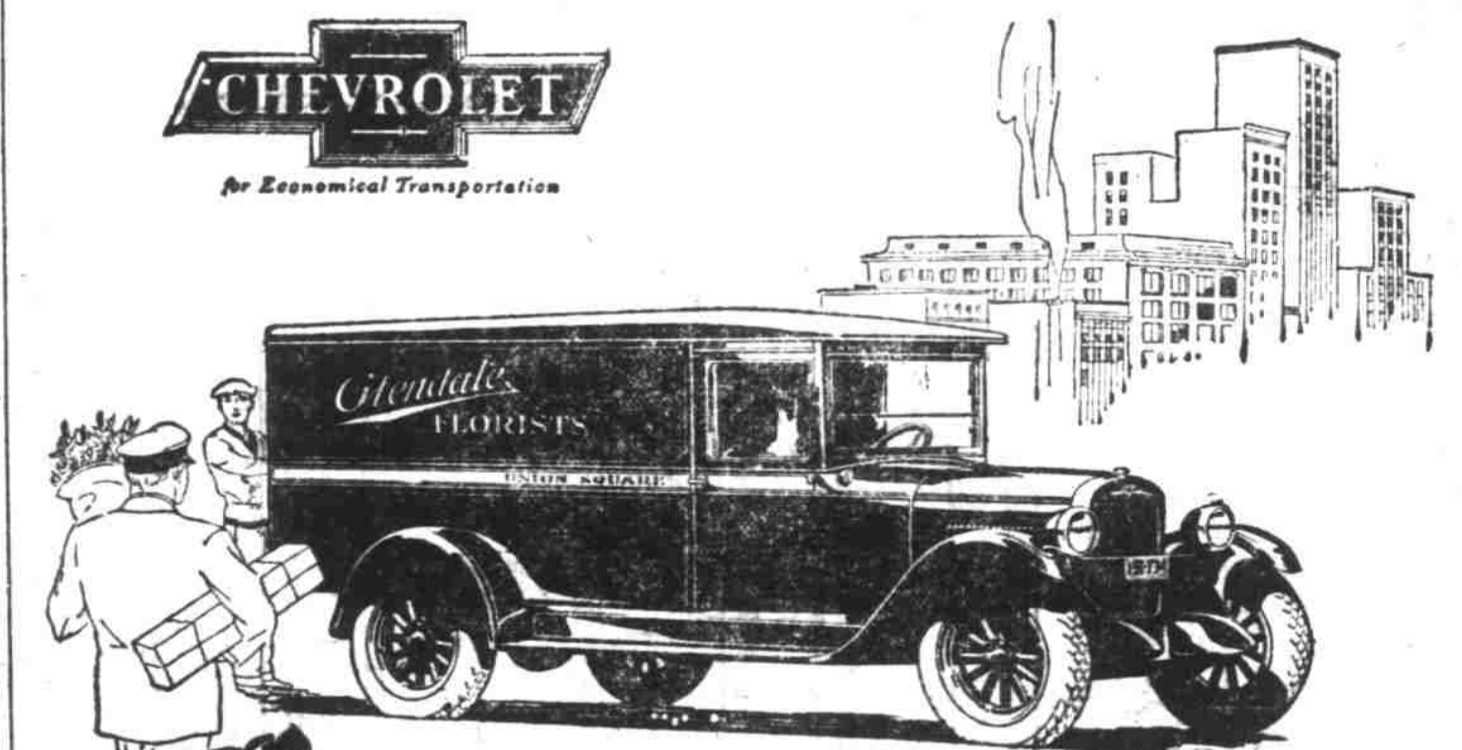
Keep Smiling with Kellys

Keep Your Eye On The Kellys

Note their fine appearance, even after thousands of miles of running, the condition that the tread is in, despite the constant pound of heavy machine against road-bed and the total absence of bruises and cuts, due to the wonderful resiliency of the rubber only treated as this in

KELLY-SPRINGFIELD TIRES
Sold in the Salem Community by
SMITH & WATKINS
High and Court Streets Telephone 44

Try a Classified Want Ad



CHEVROLET
for Economical Transportation

because of
Dependability, Fine Appearance and Economy — now the world's most Popular Gear-Shift Truck!

In every section of the country Chevrolet Trucks sales are breaking all previous records—establishing Chevrolet as the world's most popular gear-shift commercial car.

This decisive preference for Chevrolet is based on a matchless combination of dependability, economy and fine appearance—plus the public's confidence in a product of General Motors.

Chevrolet dependability under every condition of usage has long been traditional; yet recent improvements in the powerful Chevrolet valve-in-head motor—improvements typified by a new AC air cleaner and AC oil filter—have made Chevrolet Trucks even more dependable, with even longer life, greater operating economy, and more satisfactory performance.

With a cab inclosure that matches passenger car design in comfort and beauty—with sweeping crown fenders and bullet-type headlamps—the Chevrolet Truck is one of the handsomest haulage units seen on the highways.

If you use trucks in your business—come in! Learn for yourself why Chevrolet performance has proved so satisfactory for every type of user—from the single truck operator to the largest fleet owner!

at these Low Prices!

- 1-Ton Truck with Stake Body \$680
- 1-Ton Truck with Panel Body 755
- 1-Ton Truck Chassis with Cab 610
- 1-Ton Truck Chassis 495
- 1/2-Ton Truck Chassis 395

All prices f. o. b. Flint, Mich. Balloon tires standard equipment on all models.

Check Chevrolet Delivered Prices
They include the lowest handling and financing charges available.

Newton Chevrolet Co.
Opposite the City Hall Telephone 1000
"EVERYONE IS TALKING CHEVROLET"
WORLD'S LOWEST PRICED GEAR-SHIFT TRUCK

The Landau Sedan, \$1295
Body by Fisher. Bumpers in front and rear; nickel radiator with wing cap; heater; gasoline gauge on instrument board; mohair upholstery; smoking case; automatic windshield cleaner; robe rail; foot rest; dome light; rear view mirror and roller shades; transmission lock; four-wheel brakes; air cleaner; oil filter; full pressure oiling; tilt-beam headlights with foot control.

"The result of precision construction is long life and enduring good will"

So much has been said and written about the standards of accuracy to which the Greater Oakland Six is built that "Oakland super-precision" has become almost an everyday phrase.

Owners, in discussing the car's flashing acceleration and buoyant smoothness . . . mechanics, when explaining the why of its infrequent repairs and adjustments—
—and even women, when exclaiming over Oakland's steadiness and steering ease—sooner or later use the words "super-precision," or others very similar. But we wonder, sometimes, if the users of that phrase really appreciate its profound significance. Do they know that in the manufacture of the Oakland engine alone, eighteen operations are held to limits of five ten-thousandths of an inch? That thirty-three additional operations cannot vary more than three ten-thousandths of an inch? And that three ten-thousandths of an inch is one thirtieth the thickness of an average human hair?

Yet, after all, what if they do not know it? What if they do not even care that Oakland has invested millions for laboratories and equipment to make such accuracy possible for the first time in a car of Oakland's price?

All they are concerned with is results . . . the result of precision construction, which is long life and flawless operation . . . the result of rigidly controlled quality, which is lasting owner satisfaction . . . the result of enduring value, which is Oakland's enduring good will!

\$1095
SEDAN

Oakland Six, \$1025 to \$1295. The New and Finer Pontiac Six, \$775 to \$975. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

VICK BROS. Salem, Oregon
Associate Dealers
MILLER MOTOR CO., Albany, Oregon; FRED T. BILYEU, Seio, Oregon; E. E. TAYLOR, Lebanon, Oregon; SILVERTON MOTOR CAR CO., Silverton, Oregon; GEO. DORR, Woodburn, Oregon; C. J. SCHREEVE & SON, Dallas, Oregon; HARRISBURG GARAGE, Harrisburg, Oregon; JOHNSON MOTOR SALES CO., Corvallis, Oregon.

The Greater OAKLAND SIX
PRODUCT OF GENERAL MOTORS WINNING AND HOLDING GOOD WILL