

## TOURISTS' PRIMER ISSUED FROM AAA

### Association Plans to Help All Travelers in Every Manner Possible

WASHINGTON, D. C.—(Special)—Offering helpful counsel to the motor car owner who plans an automobile tour for the summer, national headquarters of the American Automobile association today issued a statement that amounts virtually to a "tourists primer" of the motorist's needs concerning his route, his car and his driving.

Experience gained in routing, counseling and directing millions of motor wayfarers is reflected in the statement which points out that the pleasure of any motor trip is dependent upon the degree of consideration with which it was planned.

Haphazard advance planning usually means a haphazard trip in the matter of pleasure derived from it," the statement quotes Thos. P. Henry, president of the A. A. A. "The rewards of a carefully planned motor trip are sufficiently great to justify the car owner's intense interest in this phase of the subject," Mr. Henry adds.

First in importance is deciding one's destination, the statement points out. Having determined this, the next consideration is the route to be taken. Knowing one's way generally is not enough. Specific knowledge is held to be vital. This includes road conditions, mileages between certain points as well as total distance to be traveled; knowledge of state traffic regulations and some degree of acquaintance with local regulations.

Complete road information should include not only route numbers or designations but exact conditions of the highway over which one will travel. Motor clubs with their interlocking service have constantly available detour maps that keep the motor traveler up to the minute in his information of conditions to be encountered, the statement declares.

One of the items of increasing importance in motor touring is the question of where to stop en route. With hundreds of wayside establishments offering hospitality to the wayfarer, it is necessary to choose one's overnight stopping place with considerable discrimination, Mr. Henry asserts. What may appear to be the weary traveler to be a most prepossessing establishment, may prove upon close examination to be uncomfortable and undesirable, he says.

On the subject of car-care, Mr. (Continued on page 8.)

## WARNING ISSUED; CHILDREN PLAYING

### Unfortunate Play Space Inadequate Says Manager of State Motor Body

George O. Brandenburg, secretary-manager of the Oregon State Motor association, who has just returned from a five weeks' tour of eastern cities, sounds a warning note to Oregon motorists.

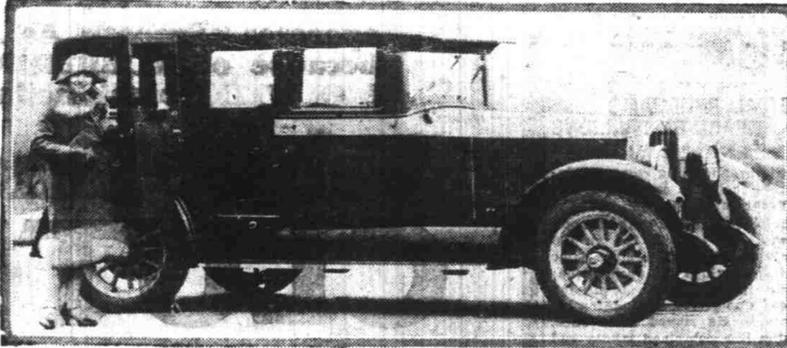
"Beautiful, sunny days are driving thousands of children into the streets to play because they have no other places for outdoor activities, and this fact places an especial responsibility upon motorists to exercise extra precaution in the interest of safety," said Mrs. Brandenburg. "The motorist of course, has the right of way but that does not remedy the accident nor heal the injury.

"It is unfortunate that in so many places, play space for children is inadequate but we have such a condition and we all must do our part in meeting it. It is spring and every motorist feels the impulse to speed up his car and enjoy the zestful atmosphere," continued Mr. Brandenburg, "and this impulse is one that should be obeyed, but be careful in selecting the place where you 'step on the gas.'"

"It would be a splendid thing for the cause of safety, particularly the safety of children, if to drive with care where children might be playing."

"Legally the motorist may have the right-of-way but no motorists should risk an accident through depending on children giving him that right-of-way."

## Beautiful New Special Six Sedan Announced by Chandler

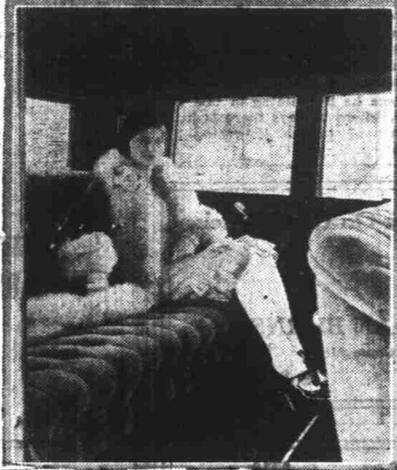


**A BEAUTIFUL new De Luxe Sedan on the Special Six chassis is the newest member of Chandler's 1927 line.** This attractive car is available in either two-tone Sheridan Gray and Silver Gray, or Sage Brush Green, at the option of the buyer, and at no additional cost. Upholstery is genuine Blue Gray Mohair, of the newest overstuffed buttoned type over soft-enslashed springs.

It has quarter lights with easily accessible switch on the front pillar, satin-finished hardware, arm rests, robe cord, and circassian-finished instrument board, garnish moldings and door panels are some of its luxury features of the car.

Mechanical features include the powerful Chandler-built Pike's Peak type motor; full-sized 31x5.25 balloon tires; four wheel brakes of external contracting design; air cleaner; oil filter; thermostat cooling control; self-adjusting spring shackles; and Chandler's exclusive "One Shot" system of automatic chassis lubrication which permits the owner to thoroughly lubricate his car in less than two seconds—without leaving the driver's seat.

MacDonald Auto Company is the agent for this splendid line of cars.



## FARMERS PREFER TALKS NOT JAZZ

### Benefits Listed and Improvements in Programs Suggested by Some

WASHINGTON.—(AP)—Jazz to the farmer is like plowing to the dance hound, and he simply won't have it over his radio.

If music must be mixed with educational farm programs, weather and market reports, it should be classical and old-time tunes that were popular in grand-ma's day.

Two out of every three farmers prefer radio talks to any music at all, and there is a demand for short and snappy political addresses and more current news in the daily broadcast to Farmville.

These are some of the dislikes and preferences outlined in an analysis of replies to a questionnaire addressed by the Department of Agriculture to 16,000 of the 1,250,000 farmers now owning receiving sets in this country. What radio has done for the farmer and his own ideas for improving the service also are shown in the answers.

"Farmers are not using the radio merely for entertainment," says Sam Pickard, former chief of the department's radio service, who, since the questionnaire was sent out, has been made secretary of the Federal Radio commission. "The day's work is now planned according to the weather forecasts sent out by the Weather Bureau and received by radio much more quickly than was formerly possible."

Definite savings in dollars and cents as a result of radiocasting of market reports were noted by many farmers. Stockmen reported that larger and more profitable pig crops followed the adoption of better practices outlined by radio; some had put their poultry projects on a sounder financial basis, and others reported thriftier livestock and improved marketing practices. More cotton and fewer acres, better food in the home.

(Continued on page 4.)

## Official Touring Bureau to Be Located at Dallas

An official touring bureau of the Oregon State Motor association will be established in Dallas, Oregon, about the middle of May.

The bureau will be operated in cooperation with the Dallas chamber of commerce and Mrs. Winnie Braden, secretary of the chamber of commerce will be in charge.

The growing importance of Dallas as a center of automobile travel was the governing factor in the establishment of the touring bureau.

## Newport's Summer Season Officially Opened May 14

NEWPORT, May 14.—(Special)—Newport's summer season started here today with the opening of the natorium. The dance hall has been enlarged. The swimming pool has been enamelled and the grill greatly improved. Everyone in Newport is looking forward to a splendid season.

C. H. Bradshaw, the new manager of the natorium, says that the swimming instructor will swim from the light house to the jetty on May 15. He will start at 10 a. m.

## Endless Rubber Ribbon Unique; Comes Daily

Unique, even in the rubber industry, is the endless ribbon of thirteen and a half miles of one piece tread and sidewall, turned out at the Miller tire factory, every twenty-four hours. Converted into service terms this long band of automobile tire material is equivalent to 150,000,000 tire miles.

Translated into terms of new equipment for automobiles, this great length of single unit material, made in a day, is sufficient for the 1927 mileage of requirements of 5,000 motorists.

(Continued on page 2.)

## SHIPMENT BEGUN ON NASH COUPES

### Passenger Car Being Sent to Dealers Throughout United States

Initial shipments of the new Nash 4-passenger coupe are being made by the Nash Motors company to dealers throughout the country. While announcement of the new model was made two months ago, this is the first opportunity the public has had to view the car. Those who have seen it say the 4-passenger coupe is the "most perfect specimen of Nash body craftsmanship" ever presented to the public, and dealers report an unusually heavy demand.

The coupe has a low forward-sweeping body, French type back and roof, and a graceful nickel-mounted rear deck. The deep, broad driving seat has all the appearance and comfort of a luxurious davenport. It is upholstered in dark green mohair, tufted.

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## MARMON WORKS OUT WEIGHT PROBLEMS

### Principle of Distribution Very Important in All Passenger Cars

"Sprung weight" and "unsprung weight" are almost unknown terms so far as the average motorist is concerned, but are none the less important, says Thomas B. Little, Jr., chief engineer of the Marmon Motor Car company, who recently completed an exhaustive investigation into those factors of construction which directly concern the riding comforts and roadability of an automobile.

"Years of racing experience have shown conclusively," says Mr. Little, "that disaster is almost sure to follow the racing car that does not have properly balanced weight distribution fore and aft. A poorly balanced car has a tendency to side slip and sway, thus causing the driver to lose control when traveling at high rates of speed.

"The principle of weight distribution is even more important in a passenger car which, even though it may not be called upon to turn corners at fast speeds, must be ready to operate safely at fairly high speeds under all sorts of road conditions that make sure-footedness not only desirable but necessary.

"In designing an automobile one of the first jobs for the engineer is the determination of the proper ratio of sprung weight to unsprung weight. In general, unsprung weight consists of axles, wheels, and other parts below the springs. Sprung weight, obviously, means that part of the car resting on the spring system, the principal items being the frame, body and engine.

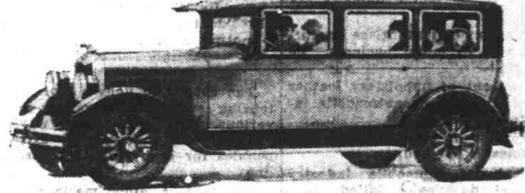
"Without a scientific treatment of weight ratio plus a spring suspension system that prevents side sway, no car can have the safety, riding comfort, and roadability demanded today by the American motorists.

In building its cars, Marmon uses the utmost diligence in gaining the proper balance between sprung and unsprung weight. Moreover, the types of spring suspension used by the company have proved themselves entirely worthy to serve the American motorist.

"For a quarter of a century, Marmon engineers have held a well-deserved leadership in the matter of correct weight distribution and spring suspension. As a direct result of this adherence to a principle proved to be correct, Marmon cars have won a worldwide reputation for comfort and roadability."

To encourage variety and keep its color schemes always fresh and new, the Cadillac Motor Car company is introducing an entirely new color combination once each month on each of its 50 body types and styles.

## NEW AUTO ANNOUNCED



PEERLESS SIX-60 FOUR-DOOR SEDAN

An entirely new car, declared by its makers to be a fundamentally better six, has just been announced by the Peerless Motor Car corporation. It sells at the lowest price ever placed on a Peerless car.

The new model, which has been in an experimental state for two years, is known as the Six-60, and is powered by a motor described as being one of the most efficient

power plants for its size ever developed.

A four-door sedan, a two-door sedan, a two-door sedan, a roadster coupe, phaeton and roadster are available on the new Six-60 chassis.

The Hershberger Motor company handle this excellent make of automobiles and the public is invited to call and inspect them at any time.

## CHANDLER RECORD MADE DURING APRIL

### Canadian Business for Month Shows Gain Over That of 1926

Each succeeding month's sales indicate that 1927 is to be a banner Chandler year. In March Chandler shipments were 68 per cent greater than those in February—a gain more than double that of the March increase of the industry over February, which was 30 per cent.

This gain is attributed by Chandler officials to the wide appeal of the organization's new 1927 models, which were first displayed at the New York show early in January.

Again in April Chandler set a sales pace that the industry will do well to match, for April Chandler shipments were 22 per cent greater than March, previous record month this year; and 33 per cent greater than those in April, 1926.

In Canada too, Chandler is showing its increasing popularity with healthy sales increases. April Canadian shipments were 34 per cent greater than those of April, 1926, and 82 per cent better than March, 1927, previous Canadian record month.

In the first four months of 1927 Chandler increased its Canadian business 279 per cent over the same period last year.

With more unfilled orders on hand for immediate delivery than for many years past, the business outlook for the balance of the year is extremely good, Sid Black, general sales manager, observed. Chandler's new Royal Eight line is meeting with such popularity that the factory has been behind current demand ever since the models were first shown, despite large production at both Cleveland plants for the past several months.

By FRANK BECK

## DOWN THE ROAD—

### THE TIME YOU HAD TO PARK OUTSIDE THE POLICE STATION WHILE YOUR HOST SKIPPED HOME FOR HIS OPERATOR'S LICENSE.



Embarrassing Moments

## DRIVE YOURSELF; HARD TEST ON CAR

### Official of Big Company Tells Officers Product Liked by Customers

"One of the surest gauges of public confidence in any maker of automobiles is found in the demand for his cars from patrons of a Drive Yourself system, and by that standard we rank Chrysler far up in our scale of car standings," said Joe Saunders, vice president of the Saunders Drive Yourself company, while on a visit from his Kansas City headquarters to Detroit to order still more Chryslers for his garages.

"We do not select our cars according to our own ideas of their value but solely by the preference our customers express," he went on to explain to J. W. Frazer, Chrysler sales manager. "We stock cars strictly in response to their wishes. How remarkably large is the demand for Chryslers on our entire list of 2000 cars fully 600 are Chrysler and we plan to increase the number to 800. That proportion is even more impressive when you consider that the 600 represents about two-thirds of the gear shift cars we own, and that we have nine or ten other gearshift makes on our inventory."

"While our demand for Chryslers is a guide to public estimation of their merits we have our own reasons for giving them preference. We have found by experience that it is one of the most profitable cars for our use, because it is more durable and will stand up under hard usage longer than other makes. We still have in service ten or fifteen Chryslers we bought when your company first put its output on the market and they are taking their turn regularly and are delivering performance results equal to the newest cars on our books.

"When you consider how very few years have passed since the Drive Yourself system was started its growth is one of the marvels of our present industrial life," Mr. Saunders went on to remark.

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## UPHOLSTERY MEETS WITH HARD TESTS

### Problem of Conflicting Elements Solved by Fine Artful Blending

The artistic worth of velvets produced by skillful Italian weavers living during the heyday of Medici, and the lustre and wearing qualities of mohair—famed through thousands of years in the Near East—have been combined into a new upholstery material for the LaSalle, Cadillac's companion car.

Beauty, stubborn resistance to wear and a lustre which retains its freshness through years of hardship and abuse are characteristics which have been developed in the new material by the combined efforts of Cadillac and Flaherty technicians and representatives of a well known upholstery manufacturer. In their investigations this special committee sought a material of authentic decorative qualities, beauty of tone, a soft luxurious seating body and a lustrous flash which would harmonize with the unusual and distinctive body designs of the new car.

The first requirement, that of beauty and art, was found in the old Italian velvets. But requirement number two called for a much stancher material. Italian velvet was there disqualified immediately because its silky body makes it the fraillest of all pile fabrics and impractical for motor car use.

This problem of conflicting elements was finally solved by an artful blending of mohair and worsted. The new material was seen to render all the exquisite tone values of historical velvet. It is a short pile fabric of great strength and durability. Thus, from both the artistic and practical view points, the material represents a distinctive improvement over the best products of the Italian looms.

The name Florentine Cavoy, which has been given the new upholstery, is pleasantly reminiscent of Italian origin. It is being used in various designs in one of the upholstery materials in the new LaSalle.

## SPECIAL PROGRAMS HEARD BY MILLIONS

### Features for Entertainment Planned in Little Country School House

WESTON, Conn.—(AP)—Millions who "listen in" daily on the 35 stations of the National Broadcasting company hear programs planned in a little old country schoolhouse, square and severe, on a Connecticut crossroads, four miles from the nearest village.

The schoolhouse is a relic of the days when the generally recognized "daily program" had to do with the three R's learned on hardwood benches. While the sturdy little building still preserves its cold, gray exterior, it has undergone a complete transformation inside.

The blackboards have been replaced with bookshelves and music racks. Teacher's desk has given way to a grand piano. Instead of rows of stiff benches there are comfortable antique chairs and a priceless fourposture bed. The bare floor is hidden by thick oriental rugs. The walls are adorned with pictures and tapestry.

In these surroundings Gerald Chatfield, supervisor of programs