

# BETTER CAR, LOWER PRICE, SAYS PAIGE

Ten of Company's 20 Models Cut From \$100 to \$160, Announcement

Market improvements in both bodies and chassis of all models and price reductions ranging from \$100 to \$160 on 10 of the 20 models of Paige six and eight cylinder cars, are announced by the Paige-Detroit Motor Company. The new prices are now in effect and the improved cars are on display at the showrooms of the Trumm Motor company, local dealer.

Robert C. Graham, speaking for the three Graham brothers who recently acquired the Paige company, declared that introduction of the improved Paige at reduced price is in line with their expressed policy of constantly producing better automobiles and selling them at the lowest price consistent with high grade manufacture.

## Reductions Affect Ten Cars

The reductions apply to all six models and chassis in the new line of Paige Eights, with two high speeds, and to four popular models among the sixes. The eight cylinder cars will now range in price from \$2195 to \$2665. The maximum price cut of \$160 was announced for both the eight cylinder coupe and cabriolet roadster. Three of the Paige six models continue to sell at \$1095.

The models affected by the reduction and the old and the new prices in each case, are as follows: 6-45 cabriolet roadster, reduced from \$1295 to \$1195; 6-65 four passenger roadster reduced from \$1495 to \$1395; cabriolet-roadster and coupe, reduced from \$1995 to \$1895; 8-85 phaeton reduced from \$2295 to \$2195; 8-85 5 passenger sedan, reduced from \$2355 to \$2255; 8-85 7-passenger sedan, reduced from \$2655 to \$2525; 8-85 coupe and cabriolet-roadster, reduced from \$2655 to \$2495; 8-85 suburban limousine, reduced from \$2795 to \$2665; 8-85 chassis, reduced from \$1900 to \$1700. The prices on the other three chassis included in these listings, as well as that of the 6-40 phaeton, remain unchanged.

## More Power for Sixes

The Paige engineers have developed many improvements in design, appointment and chassis of all models. A new type manifold on the six cylinder models increases the efficiency of the motors by more evenly distributing the gasoline vapor to the combustion chamber. Tests have established that this increases efficiency of the cars from 5 to 10 per cent for acceleration, hill-climbing power and speed, with a corresponding decrease in gasoline consumption. The exhaust manifold is located above the intake manifold, improving the appearance of the engine and increasing its accessibility for tappet adjustment.

Other chassis improvements on the sixes are the smaller wheels on the 6-65 models, giving them a lower appearance, a Lancheester balancer on the 6-75 models producing smoothness of operation, four point suspension on the 6-65 and 6-75 models and oil filters and rubber engine mountings on all models. The lighting wires on all models are enclosed in non-metallic tubing.

## Engines Have Fine Finish

The mechanisms under the hood of all the cars in the Paige line present a neat finished appearance. The motors are finished in black with black rubber hose connections. The manifolds have a heat-resistant vitreous finish. All gasoline, oil and hydraulic brake lines visible under the hoods are finished in dull nickel. Spark and throttle rods, hose clamps and fittings are nickel-plated. The ignition wires are encased in a nickel-plated tube.

New equipment on the eights consist of an air cleaner, gasoline strainer and radiator brace, the latter also being a new feature on the 6-65 and 6-75 models.

New color combinations, applied by an advanced process, enhance the beauty of the cars and insure added durability to their finish. Lower set of the bodies, with rounder contours, contrasting moldings and window reveals, and other advances in design and trim, both interior and exterior, altogether combine to produce a car of unusual beauty and grace.

## Contrasting Colors Striking

The striking color combinations are shown to their best advantage with the new Paige paint process. A beautiful Dover green is the basic color on both the 6-45 brougham and the 6-65 roadster, the latter car having a long, graceful, speedy appearance which marks it as one of the outstanding roadster models of the year. A variety of grays, blues and other greens, employed as the predominant colors through the line, are set off with contrasting reveals and moldings. A new instrument board of combination lacquer and walnut finish, built-in arm rests, high grade hardware, trim and upholstery, improved paneling and flap pockets are other features worthy of note.

## Auto Deaths Total 573 in Four Weeks in U. S.

The department of Commerce weeks ending July 16, 1927, auto-announces that during the four weeks ending July 16, 1927, automobile accidents were responsible for 573 deaths in large cities of the United States. This number (573) compares with 482 deaths during the four weeks ending July 17, 1926. Most of these deaths were the result of accidents which occurred within the corporate limits of the city, although some accidents occurred outside of the city limits.

For comparison, the number of deaths due to automobile accidents within city limits is desirable.

Such figures are available for the four-week period ending July 16, 1927, and for the corresponding four-week period of 1926 for 54 cities, the four-week figure in 1927 being 345 as contrasted with 291 for the corresponding four weeks in 1926.

Considering four-week periods since May, 1925, total deaths from automobile accidents for 77 cities, regardless of place of accident, the lowest total (346) appears for the four-week period ending March 27, 1926, and the highest (676) for the four-week period ending November 6, 1926.

## ALL-AMERICAN SIX HAS MANY FEATURES

(Continued from Page 1.)

tionation. Other keenly interesting departures in the new motor are a new type of harmonic balancer attached to the front end of the crank shaft, integral coun-

terweights on the shaft itself, and the adoption of a new type of fuel pump in place of the vacuum feed system. The latter improvement is declared to be one which eliminates all trouble from "draining the vacuum" which many motorists have experienced in driving on long hills with wide open throttle. A constant supply of fuel, automatically adjusted to the needs of the motor, is supplied to the new pump.

The famous "rubber silenced chassis" design which Oakland pioneered is, of course, continued in the new car. Both on the engine supports and through the drive rubber cushions absorb vibration and add to the smoothness of the operation of the car.

In the Oakland motor, oil, fuel and air are all filtered. Air cleaner, oil filter and gasoline filter are all incorporated as part of the standard design. An especially effective method of crank case ventilation has also been worked out, combining air pressure and suction. The outlet is so shaped and located that the motion of the car keeps a draught blowing past it which draws the fumes out.

The interior of the new Fisher closed bodies reveals many interesting changes. The pillars on either side of the windshield are much narrower this year, giving a maximum clear vision for the driver. Seats are of the form-fitting type, and especial attention has been paid to securing the greatest possible comfort in their design.

One of the most beautiful features of the interior decoration is the new instrument board which appears on all models. It has a tri-clustered instrument panel decorated with bas-relief engraving, silver-platinum finished. The

center assembly consists of speedometer, gasoline gauge, oil pressure gauge, and ammeter, glass covered and indirectly lighted. On the left are the lighting, ignition and backing-up light control switches. On the right the assembly consists of the combination choke and throttle units, all engraved in the oak leaf motif and finished to match the body hardware.

The roadster model is one that is certain to attract wide approval in the new All-American line.

Remarkably attractive and sporty lines have been achieved, enhanced by the unusual color scheme. Tires are carried on the side, Spanish leather with pillow type upholstery feature the roadster, the sport coupe and the sport phaeton. Every one of the seven body types in the new line are notable achievements, and the All-American Six promises to be one of the most successful offerings of 1928 season.

## Motorists Ask Sergeant To Repair Their Cars

HIAWATHA, Kan. (AP)—Motorists see the sign "Battery E" on the stable where dwell the 27 horses which provide power for the guns in the local unit of a National Guard regiment, stop there, and ask Sergeant C. G. Fields to repair the batteries in their motor cars. Sergeant Fields politely explains

he is a soldier, not a mechanic, but even then some of the motorists won't believe him.

## CARAVAN ROUTINGS BECOMING POPULAR

(Continued from page 1.) August 24 Oregon Caves, Grants Pass and the Pacific Highway to Corvallis. Spent the night at Corvallis. 246

August 25 Leave Corvallis for Newport, thence north via the Roosevelt Highway to Neskeown and Hebo. East to McMinnville, and north to Portland via the West Side Highway. 206 miles. Cars may join the caravan any



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A new model—with light Dow-metal pistons, racing type — Fore Wheel Brake, for doubled safety—first time in America — smaller wheels — 25" x 3.85" balloon tires — roadster handlebars — throttle controlled oiler — air cleaner. And other features you'll want to see. Special exhibition now on. Come in for a demonstration — you'll find a new thrill in every mile.

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# Announcement

In announcing that we are turning our interest in the Hudson-Essex franchise to the Newton Motor Company we wish to say that we are pleased with our month in Salem and wish our successor our continued success. We are paying in advance for full service to all cars we have sold here and ask the owners to feel free to call to Newton Motor Co. for service. Purchasers of New Hudson Essex cars during the last month were as follows:

Eugene Hart, Dallas, Oregon	Essex Coupe
R. T. Gibbons, Woodburn	Essex Coach
Frank Keiper, Albany	Essex Coach
D. T. Siddall, Toledo	Hudson Sedan
Bob Stevenson, Dallas	Essex Sedan
O. W. Russell, Salem	Essex Sedan
Clifford Hitghman, Valsetz	Essex Coupe
W. L. McGinnis	Hudson Brougham
Jack Parry, Salem	Essex Sedan
C. M. Robinson, Salem	Essex Coach
Dan W. Agnew, Salem	Essex Sedan
F. S. Ballier, Salem	Hudson Sedan
J. Svark, Albany	Essex Sedan
Roy Newell, Albany	Essex Coach
Fred Camender, Silverton	Essex Sedan
Chas. Olvis, Lebanon	Hudson Sedan
Dan Foster, Dallas	Essex Coupe
Besy Burk, Salem	Essex Sedan
C. O. Groves, Salem	Essex Sedan
N. W. Luckey, Salem	Essex Sedan
Fred Cavender, Silverton	Hudson Sedan
S. T. Stewart, Lebanon, Ore.	Hudson Sedan
Frine Coffee, Salem	Essex Sedan
Donald Hammock, Salem	Essex Coach
Dr. C. R. Wilson, Silverton	Hudson Brougham

# Goff Motor Co.

## The Twenty-Fifth Anniversary

# FRANKLIN

Franklin Sedan-Moleskin  
Franklin-Sedan-Blue

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**F. W. Pettyjohn Co.**

These exquisite Models portray a motor car beauty unexcelled and exemplify an engineering principle demonstrated throughout the years by a constantly growing clientele of discriminating owners.

The Franklin representative will gladly show the new models to you. A call at our salesroom or telephone appointment will bring the New Franklin to your home or office for demonstration.

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365 North Commercial Street Telephone 1260

"AFTER WE SELL WE SERVE"

# We Announce Improvements Lower Prices

The public expects motor car manufacturers to keep abreast of the times, and to make their product constantly better. We are earnestly striving to do so.

You will find improvements, applying to both bodies and chassis, in all of the latest Paige sixes and eights now on display. And you will find ten of the twenty Paige models selling at lower prices.

New color combinations, applied by an advanced process, add to the appearance of the cars, and to the durability of their finish.

We invite you to inspect these latest Paige cars, to consider their value, and to enjoy a demonstration.

*Joseph B. Graham*  
*Robert B. Graham*  
*Ray A. Graham*

# PAIGE

# Trumm Motor Co.

349 N. Commercial Telephone 959