SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, DECEMBER 4, 1927

DELIVERY CAR OUT

Follows Passenger Cal Trend In General Smart and Neat Appearance

Graham Brothers, the truck division of Dodge Brothers, Inc., tolay announces the addition to its line of a 1/2-ton panel delivery car that is said to be a revelation in smartness of appearance and snappy performance. The new car is claimed to be exceptionally fast and it has a quick pick-up that makes it peculiarly adaptable to operation in heavy city traffic. Other notable features are The economy with which it can be operated a short wheelbase which permits turning in a circle with a radius of less than 20 feet and the convenient way in which the body is built to facilitate loading and unloading.

The new Graham Brothers delivery car follows the latest trends NU in passenger car design in many respects. It is built to give the appearance of length and lowness, and riding comfort and ease, of control for the driver have been emphasized in its construction.

It is powered by the famous "124" motor which was recently introduced by Dodge Brothers in its four cylinder line. Exceptionally quick acceleration and great speed were claimed for this motor when it was incorporated into the hour. Specifications of the new

ped with air cleaner.

allowing a turning radius of 1914 men are making twice as many er conditions. feet, these advantages in appear- calls since being equipped with ance and ease of handling are se-automobiles. Field representatives cured at no sacrifice of adequate are working more closely with Largest Continuous Core loading space.

mented by a folding taxi-type seaf Traveling Cost is Greatly Reduced ination of the full front seat al-

(Continued on page 7.)

HIGHWAYS TO PLAY

When Floods Came To New England Supplies Reached Stricken Areas By Road

lief as to indicate fairly prompt not be included in this man's itinand adequate congressional action erary. at the coming session, the American Motorists association, in a cy on the part of many companies

ing large areas and washing out financing, but charges, in the mareached the flooded areas almost the salesman's account and he reentirely by highways. Airplanes imburses his employers either on played their part from a standpoint of observation, and aided to an extent in carrying supplies of limited bulk, but main dependence Famous Ridge Route was upon highways," said Mr.

Weeks. "Without highways, good bad and indifferent in the Mississippi The famous ridge route between valley territories when they were Bakersfield and Los Angeles, Calravaged by floods, relief measures ifornia, located on top of the hat. Rail transportation was elim-rough that many highway engininated, travel by water over the eers declared it impossible to build New Hampshire, the service which elevated curves put in until in airplanes could render, while many places it looks like a sancer highly valuable, was necessarily track, but the construction is such

member clubs throughout the Road Commission is spending flood relief problem should in-chasing new rights-of-way, movflood relief problem should inchasing new rights-of-way, morting barns and houses that the solution of modern highways in the stricken areas, of a type of construction suitable to withstand emergency conditions of four wheel bracks, standard gear should be located strategically so should be loca

TWO NEW NASH CARS IN PROMINENT SALEM FAMILY



Recent delivery of two new Nash automobiles to one prominent Salem family reflects the ever growing popularity of the Nash among those who choose the best in all they buy. Miss Alta L. Jones is at the wheel in her New Advanced Six Nash Coupe, and her father, T. B. Jones is standing by the side of his new Advanced Six Nash "Ambassador" Sedan.

BIG AID IN SELLING Upon a thorough investigation, smith & Watkins have found that

Salesmen's Efficiency Increased Through Use of Motor Cars

ties were recently proved when a made automobile transportation drained. Dodge roadster won the stock car for salesmen increasingly desirrace for four cylinder cars on the able," states Sid Black, Vice Pres- Smith & Watkins have installed a right-of-way to vehi:les of the po- \$12,000,000 group of buildings,

delivery car, state the allowable practices prevailing, salesman The kerosense gun which operdelivery car, state the allowable practices prevailing, salesman the kerosense gun which oper-stated today, in reporting tor Association, who declares that duction, space for a third car as sembly line was left between the tomers more frequently. Then too, new contacts must be made and incompleted to the progress of its national high the American Automobile Association, with which the local club is two present assembly lines. This

their customers and are encourag-The car is equipped with a single driver's seat which can be aug-courage hand-to-mouth buying.

year from 491 to 686. Further, tem. these extra calls resulted in addi-While public interest has been tional business approximating centered to such an impressive ex- \$12,000. Seventy-eight new towns tent on the problem of flood re- were visited, which formerly could

statement by its president, J. Bor- to insist that the salesman own on Weeks, points out that there his automobile, as the responsihas been relatively little atten-bility of keeping up its appeartion directed to the important part ance and condition is on his shoulwhich highways must play in ders, and the house is necessarily protected against unjust expenses "When the recent catastrophe resulting from misuse and careless occurred in New England, flood-ness. Some houses arrange for the railroads, emergency supplies jority of cases, are made against

(Continued from page 2.)

Improved: Highway Fine

build have fallen almost entirely mountains, in a topography so wollen streams was difficult, a road there, has this year been langerous and slow, and as in straightened, widened, and superthat it is nearly physically impos-"It is the belief of the American sible to drive an automobile of Motorists Association, and its the edge of a curve. The Iowa

Clearing Gears and What Manufacturers Have To Say CARELESS MOTORIS

all of the leading automobile manufacturers, such as, General Motors, who manufacture the Cadil- Driver Dangerous Who Nelac, Buick, Oakland, Pontiac, Chevrolet and Oldsmobile, cars and also the manufacturers of the Packard, Durant, Nash, Lincoln, Hudson and others, recommend a kerosene spray for cleaning dif-"Changing business conditions ferential and transmission gears, Dodge Brothers cars. These quali-during the past few years have after the old grease has been siderate, and dangerous types of The car assembly plant, where

Oven In World Installed this risk.

mented by a folding taxi-type seat if a passenger is to be carried. The largest continuous type ponder the irreparable damage that such heedlessness and selfishment of the full front seat all front sea several years, report that tire and foundry at Kenosha. The oven often does cause, it is a certainty will be 540 by 640 feet in size, of prizes for the best ideas that may taken by Nash Motors to assure street, will be open evenings until lows room for the carrying of exmileage costs have been materially 200 feet long, 17 feet wide, and 10 that the practice would come-to a
tra long bundles. The inside loadreduced because of the lower prices of automobiles, tires, gasoline, the industry as a "marvel of modstreet mishap that only in a very
tion materials being steel, con22,000 persons have been killed is maintained at each of these to thoroughly examine the Nash and improved roads, which also ern efficiency." With this installed 'accidence on the streets and highways of tracks, with the sole duty of thormodels for 1928, land expansion plan also provides the United States during the first oughly road-testing every Nash and comfort. Operating costs are has one of the most completely tions are very pointed on the right- for a large addition to the ship- ten months of 1927," it was stat- car. These men submit written

> that they are securing as much as The even is fitted with 150 curb and stop. If the individual the Oakland Motor Car company ty." twenty percent more business traveling core racks being sus- car owner does not meet this pro- also is being enlarged. since equipping their sales force pended from a continuous type vision of the regulation, he is re-with motor cars, solely because overhead conveyor; the racks sponsible for the resultant mistheir men are able to make more make a complete circuit of the hap. ed his number of calls during a back design of the conveyor sys-pulling over, consequently, was power plant expansion is costing spread effect in reducing the haz-cars enjoy is attributed to the care

glects To Give Right of Way In Emergency

One of the most careless, incon-unit every 18 seconds.

rear of the motor and hot spot men's efficiency is increased by shift. This Smith & Watkins say, Brandenburg states. "Always proving the manufacturing facil-clubs, 10,000 churches, students ness of metal and ending with an Tho body styles range from two manifolding. The engine is equip- the use of the automobile, a large they overcome by draining out these public vehicles are on errands ities of the Oakland Six factories. of schools and automobile clubs individual test of each motor, prior and four passenger roadsters and manufacturer of ladies wearing ap the old grease, thoroughly cleanse of mercy to save life and property. Just recently-less than two throughout the nation who ad-While the body is very low and parel attributes much of their suc- the gears and add a new grease the weeks before work started upon opted the pledge in a body," the shipment.

The members of the police and weeks before work started upon opted the pledge in a body," the shipment.

Construction of their suc- the gears and add a new grease that is not affected by cold weath- fire departments riding on such the third Pontiac Six line—Mr. association stated.

And long

(Continued on page 6)

FOR PONTIAC SIX

Will Raise Production Capacity of Oakland Motor Car Company

PONTIAC, Mich .- (Special) -A third assembly line for the Pontiac Six, duplicating the arrangement and equipment of the two lines already in operation, is being installed in the Pontiac Six assembly building at a cost of \$250,000, it is announced by A. R. Glancy, president and general manager of the Oakland Motor Car com-

Sustained demand for the Pontiac Six during the season when automobile sales normally are expected to decrease, and anticipation of still greater public acceptance in 1928, have prompted the company again to expand its production capacity, Mr. Glancy ex-

Pontlac Sixes per hour or one complete gar every 30 seconds. The Pontfac Six factory thus will have a production capacity of 1080 cars per nine hour day. This, together with the 720-car daily capacity of the two new Oakland All-Ameri- Campaign Conducted By Importance of Thoroughly can Six assembly lines in the Oakland factory, will give a total capacity of 1800 automobiles during each nine hour day, or one

being cut by more scientific methods of controlling expenses.

"Some sales executives report either in this country or abroad."

The most completely work are very pointed on the light of the light of the most completely work are very pointed on the light of the

made necessary the expansion of the congregations of the nation's costs The Nash Motors company a calls, and cover a wider territory. By using an automobile a salestwo and one-half times the length corrections of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregations of the nation's costs The Nash Motors company a the congregation of the nation's costs The Nash Motors company a the congregation of the congregations of the nation's costs The Nash Motors company a the congregation of the nation's costs The Nash Motors company a the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the congregation of the nation's costs The Nash Motors company and the costs The Nash Motors company and the man of one of these firms increas- of the oven, due to the doubling crowded with parked cars and that steam and compressed air. This initiative, has already had a wide- cause of the good-will which Nash

NEW ASSEMBLY LINE Flood Area Negotiated by Graham Truck



Above is a picture of the first freight load of merchandise known to have reached Boston from the devastated flood area of northern Vermont. This Graham Brothers two ton, six cylinder truck carried a load of 4500 pounds over snow covered, washed out roads in record breaking time. Long difficult detours were no barrier. The New England flood destroyed two hundred human lives, washed out 500 bridges, wrecked 10,000 homes and killed 15,000 cattle.

Together the three assembly MAY TAKE PLEDGE TO USE COURTESY

American Road Builders To Be Continued

ards of motoring.

WASHINGTON, D. C .- (Spemotorist is the man or woman who the third Pontiac Six assembly line cial)—Nearly 200,000 persons testing automobiles before they fort contributed by new secret As a result of this investigation fails to yield immediate and full is being installed, is one of the have pledged themselves to use are shipped from factory is re-Atlantic City Speedway with an ident, of the Chandler-Cleveland average speed of 67.35 miles per Motors Corporation.

Smith & Watkins have installed a reaction of buildings, courtesy and caution on the high-the best reasons why owners gendered by Nash dealers as one of the best reasons why owners gendered by their the best reasons why owners gendered by the best reasons why own "With hand-to-mouth buying gears before adding new grease. is made by Geo. O. Brandenburg, arate factory. In anticipaton of American Road Builders Asso-thusiasm of Nash cars.

Testing Autos Stressed At Nash Plant

garded by Nash dealers as one of

This motor develors 35 to 40 time must necessarily be conserv-matter from the gears, but it also affiliated, has found that in many foresight is reducing greatly the "This 200,000 includes only driven to the loading dock for out, make every Nash model embrake horsepower and features ed between calls. The use of a leaves the gears in a dry oily consuch advances in design as the motor car is frequently the so-dition. Frequently, the automo- to be found in increasing number. The \$12,000,000 Pontiac Six signed courtesy and caution pleds of each part in the making, also, the automo- to be found in increasing number. five main bearing crankshaft, light allow pistons with invar struts to allow pistons with invar struts and the allow pistons with the expenditure of the allow pistons with the expenditure of the allow pistons with the expenditure of the allow pistons with the allow pistons

apparatus are risking their lives Glancy had announced an addi- "The campaign conducted by the contemplated mechanical refine-ed the purchase of a second car willingly in order to save others, tional expansion project for the American Road Builders Associa- ments are placed in production, as a Christmas gift for family and the motorist who fails to stop Oakland Six factories. This sum tion will be continued during exhaustive tests are made by the use have found in the smaller to allow free passage is contribut- is being spent to provide the Oak- 1928. At the Annual convention a company's engineering depart- Nash models of limited passening enormously and needlessly to land Six with a new assembly summary of the campuign will be ment. But the testing tracks, for ger capacity a car which is ideal plant which will duplicate the ul- reported, together with recom- the finished product, which lie ad- for this purpose, because of the "If the individual would but tra-modern Pontiac Six car assem- mendations for the conduct of the jacent to the factory buildings of performance and comfort which

the spot, and no car is allowed to The federal council of churches go forward for shipment until it

with which they are inspected.

Clear Vision Adds

Since no mechanical device can Western Auto Supply company, sion has been the cause of a great their gift selections many accidents, according to Chief "Our window displays are de-Franklin Automobile company of attention of the shopper the giving Syracuse, New York,

cars obstructed vision to a consid- ager. "We are prepared to retype windshield was the result "Auto accessory gifts are eswith the corner posts placed wel, pecially suited for mailing to back from the driver's left of friends as few owners have all the right, permitting an unobstructed conveniences they would like to view of pedestrians or vehicles have. The gift exchange card that coming from either direction.

"This was introduced in 1916, will be used again this Christmas. and while a great improvement With this card included in the it was still short of the ideal Mr. package, it is not necessary for the Franklin was seeking. While con buyer to know the make or model sidering new ways to enhance driv of his friend's car as the moring vision, Franklin engineers rec. chandise can be exchanged by the ognized the principle that is re- recipient at any Western Auto sponsible for the current clear-vis- store, ion construction; namely, that of a "It is not even necessary for pillar with a transverse dimension the purchaser to know whether or; less than the interpupillary dis- not his friend has the particular tance between the eyes.

"Franklin pioneered and de-exchangeable at any of the more veloped the idea in a straight front than 150 stores. This is an exr about three times the dollar vol- clusive Western Auto feature as

PRICE FIVE CENTS

Nash Dealers Plan Unique and Interesting Showings For Holidays

Announcement is made that, in keeping with the Christmas spirit, Nash showrooms here and throughout the country have been attractively and appropriately decorated for a country-wide "Give Nash for Christmas" week.

Amid Yuletide surroundings open house" will be maintained by Nash dealers during this period from December 4 to 11 inclusive. The public is invited to visit the showrooms and to inspect at lelsure the various models in the Nash line of cars.

There are 24 models in the three series of Nash cars, thus atfording the Christmas buyer an opportunity to select just the car in keeping with his purse that would "best surprise the family." It is of further interest what special easy terms for these Christmas purchases have been an-

The new Nash models on display are distinguished by features and appointments which make them by far the greatest values ever offered by the Nash Motors Cempany. Every car in the line is a 7-bearing crankshaft six; all have 2-way 4-wheel brakes, exceptional steering ease, fast pick-The importance of thoroughly up and remarkable riding com-

The remarkable performance combined with the finest quality It is an interesting fact that upholstering and appointments

Ambassador, leader of the Nash-And long before new models or line. Many who have contemplat-

ACTIVITIES EARL

To Attention Giving of Practical Gifts

Thoughtful Christmas shoppera To Public's Safety are starting their holiday activities early this year, according to the

ever eliminate the human equa- The usual "Do your shopping tion in automobile driving, auto- early" advice is being taken sermotive engineers seek constantly lously and many wise gift seekers to make driving as safe and fool- are looking over the stocks of auproof as possible. Obstructed vis- tomotive merchandise and making

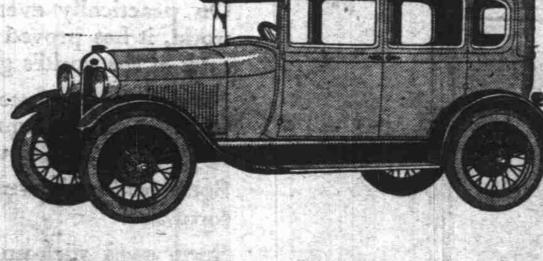
Engineer E .S. Marks of the signed this year to bring to the of practical gifts and to mail their "Realizing that the heavy sup- purchases early," says Willis port posts at the front of closed Clark, local Western Auto manerable degree, Mr. Franklin was lieve the Christmas shoppers of the first to conceive the idea of the trouble of preparing their removing this obstruction. A Vee gifts for mailing.

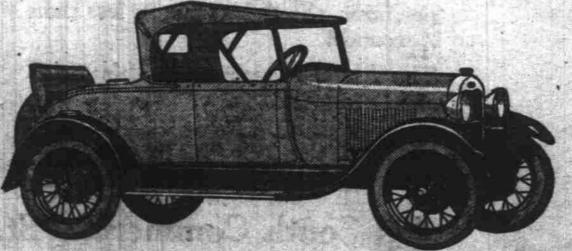
was used so successfully last year

accessory that he selects as it is

"(Continued on page 6) FORDS ATTRACTING MUCH ATTENTION

NEW FORDOR SEDAN A -big roomy car. Wide seats. Generous leg-room front and rear. Four convenient doors. Unusually large windows. Rich upholstery and full-nichaled hardware. Dome light. Your choice of four artistic colors.





NEW FORD ROADSTER

A long, low, chummy car. As fast as it looks. Wide doors. Deep cushions. Rich upholstery. Full-nickeled hardware. Rumble seat optional. Your choice of four beautiful color harmonies