eign cars abroad and simplified

ustoms requirements and the bus-

iness of securing triptyques for

Second, several of the large

steamship companies have made

special provisions for transporting

cars uncrated as baggage and at

reasonable prices, including in-

Third, European resort and

touring areas, in many instances

supported by local governments.

have been conducting a world-wide

surance costs.

accredited American motorists.

LARGE PRODUCTION PROGRAM NEEDED

45,000 Automobiles Found To Be Goal of Marmon Company for 1928

W. Williams, president of the Maridon Motor Car company, announces a production program, ratified by the Marmon board of directors, of 45,000 automobiles for 1928. This is by far the largest production in the history of the Marmon company. Output at the Marmon factory is rapidly approaching the peak required to meet this anticipated schedule. The Marmon plant, according to President Williams, is already turning out from 200 to 216 cars a day.

After the most exhaustive tests of the new Marmon "68" and "78," both on the Indianapolis motor speedway and in gruelling transcontinental runs, the executives of the Marmon company felt confident that in these two cars they had evolved something of unusual importance both to automobile dealers and consumers. It was not until they had found enthusiastic ratification of their judgment on the part of the pub lic itself at both the New York and Chicago shows, as well as at pulladelphia. Cleveland, San brakes. Francisco, Detroit and elsewhere, that the decision was definitely arrived at to proceed on a 45,000 that eliminates great muscular cars a year basis, and orders for strength to provide positive operfull speed ahead given.

larity of the straight-eight, of Vacuum Brakes," states Mr. Mac which there were more sold in Donald, local Chandler distributor 1927 than in any other year. In Marmon's former record.

Features of the two Marmons shows are the straight-eight enginest the extraordinary performlety of test, the exceptional to detail structually and in finishing, brakes. and the recognition that in the

The "78" is the culmination of a four-year development in design and perfecting of detail, while the company has been at work three years on the new "58." The entire Marmon plant, embracing 1.200,000 square feet of floor space, is now used in manufacture of the two lines. Expenditures in the past two years in machinery. tools and equipment to bring the plant capacity to the scheduled total of 1928, represented more than

CHANDLER HELPS SAFETY MOVEMENT

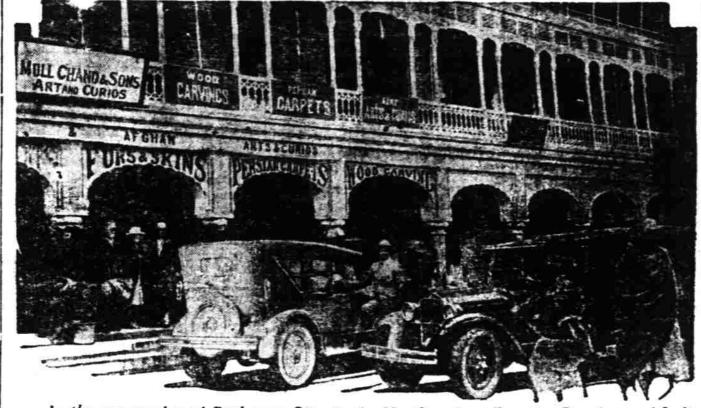
Westinghouse Vacuum Brakes Serve Efficiently In All Emergencies

"At this time, as never before, the factor of safe driving is being stressed by safety councils and various other organizations throughout the country. Today is an age of speed, when everyone is in a hurry to get here and there, consequently the necessity of greater safety in driving is apparent," says Mr. MacDonald local Chandler distributor.

"Municipalities in the majority of instances have enacted strict of brake will become as popular traffic regulations; have adopted stop-street laws and are erecting have other important developautomatic semaphores to cut down ments such as the self-starter and speed and regulate traffic in con- one shot lubrication." gested districts. All these steps are playing an important part, but a more concentrated effort must be exerted on the part of automobile manufacturers to make it possible for the driver to have his or of Russia totaled 21,035, as of her car under perfect control at July 1, 1927, according to fig-

traffic-the car ahead stops sud- being state owned, 7 per cent codenly; with the average car the operatively owned, and 15 per owner must jam on the brakes to cent privately owned. Figures avert a collision. The same is compiled by the American Motortrue when a child darts out from ists association show that this is a line of automobiles at the curb, one motor vehicle to every 6,723 or a car shoots out from a parking inhabitants in Russia, compared space without warning. Or imag- with one automobile to every five ine yourself descending a long, persons in the United States.

Afghan Rug Merchants Transport Their Wares in Dodge Brothers Automobiles



In the rug market of Peshawar City, in the Northwestern Frontier Provinces of India on the border of Afghanistan, one sees many automobiles. The merchants from all parts of the country, as well as many from far distant points, travel to Peshawar with their rugs, bought in the interior, to trade. The country a short distance from the trading points is wild but in Peshawar there are hotels and other indications of modern times. Although the tribesmen are wild, they realize the value of automobiles and own many. The picture shows two Dodge, Brothers cars, dust covered drawn up in front of the rug market which is visited by tourists from all nations.

Ease of Operation Stressed "Sensing the need for a brake ation to avoid mishaps, Chandler Reception of the new Marmon is the first car in America to straight-eights, one of which sells make a concentrated effort to- Number Shows Increase o in the low-price field and the oth- ward making the car safer to er in the medium-price class, is drive, through the adoption of evidence of the growth in popu-what is termed Westinghouse

"In a recent message on safety fact, the Marmon company en- issued by the National Headfoved the greatset percentage of quarters of the American Automoincrease in sales in 1927 of any bile Association, the following company in the industry, and this statement was made: "Automo-1927 than ever before, according year's program will mean tripling bile manufacturers should build to the American Automobile asso more safety into their cars in regard to initial manufacture." The that have won attention at all Chandler-Cleveland Motors Cor- toured Europe in their own cars poration claims the distinction of in 1927 showed an increase of co-operating fully with this sug- 75 per cent over 1926, with the ance of the cars under every var- gestion in instituting greater safe- probability of a still greater inty measures with reference to crease this year, the national mo-

"In discussing this subject with prices-\$1,395 for the "68" and Chandler officials, the point of trans-oceanic movement of Ameri-\$1.895 for the "78," at the fac- present day brakes was brought can automobiles is based on the tory—the company is giving ushat four-wheel brakes have proven a big improvement over twoto consider is the amount of effort required by the average driver o insure postive braking. Mr. Black went on to mention that with Westinghouse brakes one-

hird the effort is required to operate them as compared to the average brake today, yet they provide three times greater braking effort. In fact you can stop a Chandler with the pressure of two fingers on the brake pedal.

"The slightest touch of your toe on the brake pedal puts into action power derived from the mo tor. This in turn exerts a pull or the braking mechanism. This pull is proportionate to the average foot pressure on the pedal-only many times greater. You operate Chandler brakes in the regular way. All four brakes respond to the pedal as always-the only difference being that Westinghouse equipment adds great extra power to the pressure of the toe, enabling the driver to stop much quicker with three times the ease. One still has the reliability of mechanical brakes in addition to the triple officiency of Westinghouse opera-

the various automobile that have taken place throughout the United States and Canada, a great deal of interest has been directed toward this brake innovation which Chandler has adopted. From all indications it is safe to predict that this type with automobile manufacturers as

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CARS ABROAD GAIN

75 Per Cent During Past Year Says Report

advertising campaign, but partic-Encouraged by the increased facilities and services offered for motor touring abroad, more Americans took their cars to Europe in ciation.

The number of Americans who toring body declares.

The A. A. astimate of the tate shipment of cars, handling of wheel brakes, but now the element triptyques and to extend services hrough the affiliation of the A. A. A. with the International Touring alliance, embracing all of the 35 European touring clubs.

> The A. A. A. survey cites the folowing reasons, among others, for the tremendous increase in the number of Americans who now tour Europe under their own

ment between the A. A. A. and the International Touring alliance has facilitated the circulation of for-



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prospects.

that the most pleasurable way of Sweden. seeing Europe is by motor and the

can secure motoring service. The A. A. A. statement con-

"Our foreign department now makes arrangements for the transportation of automobiles by steam- | Spain and Yugoslavia. er and arranges all customs formalities with a minimum of trouble and expense. Port representa- customs without being called upon tives are maintained at Queens- to deposit dues at the frontier. town, Liverpool, Southampton. This is made possible through de-London, Glasgow, Cherbourg, posit of security with the A.A.A. Harve, Boulogne, Hamburg, Antwerp, Naples, Genoa, Oslo, Gothenburg, Rotterdam and Bergen. They will meet ships on which A. A. A. motorists are traveling and take complete charge of clearing the car through customs delivery of necessary license plates and driving licenses and such other things as are necessary to launch

Switzerland, Holland, Germany,

under his own power, provided he sheet, the triptyque, one triptyque being required for each of the above mentioned countries. These are also issued for Czechoslovakia. Egypt, Finland, Hungary, Poland, Portugal, Rumania, South Africa,

> "The motorist to whom a Carnet or triptyque is issued passes the

> Motorists Bothered By Custom Regulations

Oregon motorists in planning trips into Canada frequently are bothered by various custom regulations. One of the questions most often asked the Oregon State Motor Association is whether a "Temporary entry of cars into car taken into Canada can be various European countries has used for business purposes. This been standardized for most coun- question has created a great deal ries by the Alliance Internationale of trouble between American tourdu Tourisme, under whose aegis ists and Canadian authorities as document known as the Carnet the Canadian law states that any ie Passages en Douanes is issued. automobile taken into Canada duty This covers Great Britain, the Irish free is subject to confiscation if

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from the Commissioner of Cus- or temporary permit. "As an alternative to the "Car- toms," Automobiles of foreign American motorist likes to travel net, there is another form of pass manufacture may not be used in Canada for business or commercial purposes without the payment of

a duty thereon."

ularly directed at United States Free state, France, Italy, Belgium, used for any business or commerc- their automobiles because they ial purposes. The following is used them for business while in Fourth, Americans have found Austria, Norway, Denmark and quoted from a communication Canada duty free under a tourist

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