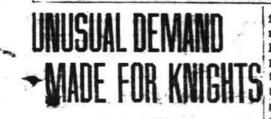
## THE OREGON STATESMAN, SALEM. OREGON, SUNDAY MORNING, JUNE 10, 1928

to lower their car about four bile building.



Low Priced Car Enjoying Fine Sales Position During Season

With the summer selling season now in full swing. Falcon-Knight dealers throughout the country WHIPPET FOUR RUNS report an unprecedented demand for the 1928 Falcon-Knight sixes. This demand is said to be espec ially heavy with huyers who are

the summer months.

that this demand has been occa- ability to run continuously for taining with safety the high speeds. sioned by the unusual perform- such a length of time without of present day motoring. ance of the Falcon-Knight Six showing any ill effects, is o dissince its introduction coupled with tinct trribute to the inbuilt stama Falcon-Knight coach when Can-uct of the Willys-Overland Com-body design has resulted in the with a variety of instruments prethe recent record breaking run of ina of the Whippet Four, a prod- ates, Hupmobile's use of a lower shimmy. A long series of tests non Ball Baker covered 3195 pany, of Toledo.

seat

miles from Washington, D. C., to

Los Angeles in 73 hours and 46 The average weight of an Oldsminutes. The Baker record clip- mobile piston is one pound, seven case. ped 6 hours and 8 minutes off the ounces. The six pistons fitted in former trans-continental record an engine cannot vary more than has been put to a severe test to construction. From the beginheld by a car employing a 90 h. p. one-quarter of an onnce to pass achieve this revolutionary change ning it has been made with excepengine. The Falcon-Knight trans- the rigid inspection requirements. continental record was established

under the official time check of the Western Union at the start and finishing points.

ar cited. One when it covered American dietary will become popin 44 minutes and seven seconds an's Home Companion.

for an average of 37,24 miles an our, and a second when a Falcon-Knight roadster racing against nine other cars won the Midwest Stock Race, 25 miles, at Milwaukee.

Dealers in the Falcon-Knight line state that many of the buyers directly refer to the outstanding performance of the Falcon-Knight Six and say that it is the remarkable reputation it has established that led them to that particular dealer's showroom.

Outstanding quality, performance, style and economy of operation are characteristics of the Falcon-Knight Siz. The bodies are marked by long, sweeping lines giving a low center of gravity



which accommodates two in the Engineers Tell of Success front seat and two in the rumble After Long Search for Each model is powered by a

Means to Lower Car

in motor car design in the last

few years. To replace the high

awkward vehicle of earlier days

gine, the same as that used in the Falcon-Knight Six in its record Public demand for lower autobreaking coast to coast run. mobiles has led to radical changes

WITHOUT ANY STOPS

Falcon - Knight sleeve-velve en-

a process of evolution has developed the type of car so well ex-(Continued from page 11)

irst day's run. Those who ex- closely and not only looks more enough to assure a steady front toward rattling and other objec-Scores of the dealers declared amined the engine said that its graceful but is capable of main-lend for the car. · In addition to the esthetic value of the new appearance it cre-

> practical advantages of greater ceded their satisfaction that their rigidity, better balance, increased goal was reached.

> roadability and enhanced riding Automobile engineering skill sults from the new double drop

smartness, which is one of the

of design without on the one tional sturdiness.

inches.

frame

Side rails have a maximum used cars by the Dodge Brothers hand limiting road clearance or on the other cramping car occu- depth of 71/2 inches, reinforced dealer organization in the United pants by unduly lowering roofs by wide upper and lower flanges States last week, according to W.

a bend at the front end of the flanges and to the side section. An additional lip on the lower ing every effort to take used car-The double-drop frame, wit its flange, one of the results of the in on trade at a fair value rathe advantage of new car lowness, in- long preliminary testing carried than at inflated prices simply to troduced a new engineering prob- on by the Hupp engineers in de- get a new car sale. Expert appraislem and the Hupp designers ex- veloping their double-drop frame, ers are able to estimate a car's valplain that they refused to accept extends along the whole from ue closely approximating the mar-

emplified by the Century Hupmo- this construction until they could end and provides further stability articipating extended tours during quietness that characterized its biles, which hugs the ground evolve a type strong and stiff In order to obviate all tendency realizing that a sale isn't really tionable noises, bumper brackets disposed of."

Improved conditions in the used

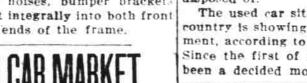
car market are evidenced by the delivery of approximately 5,718

In developing their double- are built integrally into both front drop frame, Hupp engineers de- an rear ends of the frame. voted much time and research to

eliminate frame weaving and IIOF

SHOWS INCREASE

The Hupp frame was peculiarly adapted to assure the best re



any

set, is due in large measure, ac- supported at four points, supplies every five and one-half weeks by from the New York, San Francis- troit. co and Boston districts. Sharp cording to Hupp engineers, to what are in effect two additional the company's dealers. upward trends have been noted in Awarded \$10,000 for a paper on their successful development of a cross members, making nine in "Automobile dealers are realsatisfactory drop frame, an inova- all, a number much in excess of izing that the used car is essential Indianapolis. Denver. Milwaukee, arc welding, James W. Owens of tion by which they were enabled that ordinarily used in automo- instead of a necessary evil in the

outstanding elements in the new bers, two tubular and five of Car Saless A turn-over of used from the hands of dealers. Used ment continues in Kansas City,

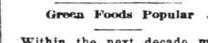
beauty standards these cars have channel section. The engine, car stock is being maintained once car sales are reported "heavy" Memphis, Seattle, Dallas and De-

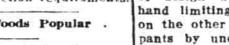
conduct of their business," said

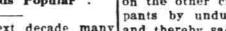
Minneapolis, Washington and Des Newport News, Va., will use it to

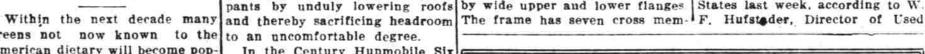
Moines, while a steady improve- educate his children.

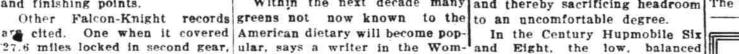


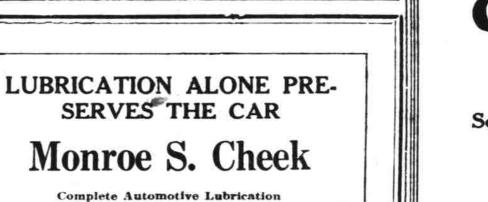












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## ΓΤΤ Hirst Anniversary Week



hr

## June 10th to 17th One Year of Progress:

On June 10, 1927, we acquired ownership control of this company.

On January 1, 1928, we introduced the completely new line of Graham-Paige motor cars which we returned to the industry to build.

Within three months of their introduction, this company enjoyed the greatest single month's business in its eighteen years' history.

Sales for the last three months exceeded those for the entire year of 1927.

To the public, which has made this progress possible, we express our gratitude and sincere appreciation.

One year ago, in our initial message, we said:

"The public expects motor car executives to keep abreast of the times and make their product constantly better. We shall earnestly strive to do so."

We believe you will find Graham-Paige motor cars abreast of the timesin engineering, in fine appearance and finish, and in ability to deliver genuine satisfaction.

You will find in the four-speed transmission (with standard gear shift) an engineering advance which results in distinctly improved performance at all speeds-a new motoring experience.

We invite you to ride in and drive a Graham-Paige and form your own conclusions as to the quality and substantial value of these new motor cars.

Joseph B. Graham Robert C. Graham Ray a Graham

ote

You are cordially invited to attend the FIRST ANNIVERSARY SHOWING Graham-Paige Motor Cars Special Display at Our Showroom-Special Demonstration Facilities **Trumm Motor Car Co.** TELEPHONE 959 447 CENTER STREET

