

PACIFIC COAST PLANT OPERATING

Graham Brothers Production to be Stepped Up Rapidly as Possible.

DETROIT, Nov. 19.—Operations in the new plant at Stockton, California, for the production of Graham Brothers trucks have been started and production is to be stepped up as rapidly as possible, according to an announcement today by Graham Brothers, Inc., the parent company. The new building makes this plant one of the largest in Stockton in size and in value of its products, it is claimed. Graham Brothers business has been particularly good this year on the Pacific Coast, registrations of Graham Brothers trucks in California in the first nine months leading those of any other company. Because of the material gains which the company has made west of the Rocky Mountains it was impossible for the former plant to turn out enough trucks to meet the demand and it became imperative that facilities be greatly increased.

Work on the new factory was started August 5 and construction was completed late in October,

having been rushed with all possible speed. The building is a one-story brick structure, 140 feet long and 90 feet wide. It is equipped with the most modern machinery available and increases the production capacity of the factory to about 50 units per day.

In addition to enabling the company to keep production level with incoming orders the new factory permits the attainment of certain operating economies that have heretofore been impossible. Railroad tracks along the entire length of one side make possible the rapid and economical handling of incoming freight as the chassis parts and motors from Pontiac plants and the bodies from Remont plants can be unloaded where they will be readily accessible to the various assembly lines.

Portland Driver Gets License No. 1

SALEM, Ore., Nov. 19 (AP)—Alfred P. Parker, of Portland, will wear on his automobile during 1928 license plate No. 1, having been awarded that number in the annual drawing of the first 100 plates which took place in the office of Secretary of State Kozar Saturday night. No. 2 went to Fred M. Spomer of Portland and No. 3 to Walter Christensen of Astoria.

Brakes on Olds Do Not Drag to Left or Right

Recently a visitor was inspecting the Oldsmobile factories. His tour ended in the shipping department where part of the day's production was lined up in two rows a block long separated by a 10-foot passageway. He and his guide, one of the engineers, were making about one of the last inspection operations, that of adjusting the four wheel brakes.

"Come with me," said the engineer, who escorted the visitor to the last car in one of the rows. They entered the car and the engineer lined it up at the end of the passageway. He revved it to 25 miles, speeding down the lane formed by the new automobiles. Nearing the end he removed both hands from the steering wheel and applied the brakes full pressure.

The car came to a graceful stop without swerving a fraction of an inch to either side. "That would have been risky only a comparatively short time ago," remarked the engineer. "That was when brake adjustment was made by mechanics using gauges to determine the clearances between brake band and drum. Absolute accurate adjustment of all brakes was practically impossible."

"The brakes of every Oldsmobile are adjusted by means of the General Dynamic brake tester, which definitely and precisely indicates the exact braking effort developed by the brake at each wheel, thus enabling the mechanics, in making adjustments, to attain absolutely correct distribution of braking effort among the four wheels and perfect equalization between the right and left front wheel brakes."

"As a result, upon application of the Oldsmobile four-wheel brakes the car does not 'drag' to left or right and all four brakes build up to the point of maximum braking value simultaneously. That is why there was no danger of turning into either line of new Oldsmobiles when we applied the brakes after leaving the steering wheel free."

"Jingoes" was the nickname given in England to the supporters and enthusiasts of Lord Bessborough, who went to meet the Turkish waters to oppose Russia's advance on Constantinople in 1878. Ordinarily a jockey, "By Jingo" came into popular vogue when used in a famous music hall song.

GARAGE GOSSIP

Here From Baker—

A. M. Service, of Baker, was a business visitor in La Grande yesterday at the Mobil Oil Service garage.

Here From Pendleton—

F. C. McConnell, of Pendleton, transferred business at La Grande with the Jennings and Shumate garage during the week. He is Oakland distributor for this district.

Went to Meeting—

Elmer Skumate, of the Jennings and Shumate garage, went to Pendleton the first of the week where he attended a Pontiac-Oakland district dealer's meeting.

Home From Spokane—

Joe Ross, salesman at the Gettysburg garage, has returned from a several week's trip to Spokane and other Washington cities.

In Enterprise—

L. W. Weeks and W. E. Buchanan, local Chrysler dealers, spent Friday at Enterprise.

New Manager of Studebaker—

J. H. Irwin, a salesman with M. J. Goss for the past two years, left for Baker Wednesday. He has been appointed manager of the Power-Richie Studebaker agency in that city.

Salesman in Baker—

P. K. Wilson, Chrysler salesman for Weeks & Buchanan transferred business at Baker early in the week.

Drove to Portland—

Harry Waggoner, local Packard dealer, accompanied by Dr. G. L. Rogers, Raymond McKernan and E. Hart, went to Portland Sunday on business. All but Mr. Waggoner, who remained during the entire work, have returned to their homes here.

Dealer's Meet—

M. A. Harrison and Albert Hunter went to Pendleton during the week where they attended a district banquet for Chrysler representatives.

A Chicago woman shot her husband because he refused to eat after she had cooked a big meal. The woman was getting so nervous she had a reason for everything, even shooting a husband.

Chrysler Gains In Rural Sales Company Reports

Remarkable growth of sales in small town and rural markets is one of the striking features of this year's exceptional development of Chrysler business, according to word which L. W. Weeks, local Chrysler dealer, has received from officials of the company.

This expansion of rural demand has been accompanied, they say, by a heavy increase in the personnel of the Chrysler sales organization, due largely to applications for new dealer franchises in country territory.

More than half of the approximately 1,000 new dealers who have joined the Chrysler ranks in the last eleven weeks, the company's reports show, are located in towns of lesser population and size.

"Some of the figures in this year's expansion of Chrysler rural business are very impressive," says J. W. Fraser, Chrysler sales manager. "In May of this year sales to farmers showed an increase of 49.4 per cent over May 1926. In June the increase was 93.2 per cent over June, 1926. These percentages are typical of the entire year to date and are being carried along in later monthly totals."

"The swing of rural demand to Chrysler is especially gratifying, as from the outset of Chrysler business we have realized the importance of this market. Statistics show that 45 per cent of all motor cars registered in the United States are in towns of 5,000 or less and in their surrounding areas. But in some respects this is the most difficult of all fields for automobile manufacturers."

"Country buyers are especially careful purchasers. As farmers they use much more machinery nowadays than in former times. They know mechanical values and when they come to buy new cars they insist on conclusively demonstrated qualities of performance and durability. The marked preference for Chryslers now being shown by such shrewd and careful buyers is to us convincing proof that we have succeeded in our basic policy of building into our cars the highest possible standards of material and workmanship as is demanded by the Chrysler system of Standardized Quality."

Studebaker Is Still Breaking Speed Records

ATLANTIC CITY, N. J., Nov. 19 (AP)—Three American-made stock cars—two Studebaker Commander sport roadsters and a Studebaker Commander sedan—have established new world records for speed and endurance, each car traveling 25,000 miles in less than 25,000 consecutive minutes on the Atlantic City speedway, according to an announcement made by officials of the American Automobile association, under whose sanction and observation the run was made.

No winning made by man has ever traveled so far so fast. When the last car shot over the white line that marked the finish, The Studebaker Commander had, with previous records gained every official stock car record with the exception of one.

The two Commander sport roadsters—a name which, to many, is synonymous with "the world's champion car"—finished the race together at 1:27 p. m., November third, 15 days, 22 hours, and 48 minutes, 22.968 minutes, after the driver had slipped his flag down at the beginning of the run. The average speed for the entire distance was 45.21 miles per hour. All stops for gasoline, oil, water, and repairs were included in the 22.968 minutes.

On the night of Nov. 2, the third car, a Commander sedan, while traveling at a speed of 45 miles an hour, skidded on the icy track and turned completely over. The car was righted, hurriedly repaired, and sent on its way again scoring around the wooden oval. Despite the fact that practically two hours were lost in getting the sedan back on the track, this car finished the 25,000 miles with flying colors and set an average of 41.98 miles per hour for the distance.

Chicago has been fighting for home rule in the Illinois legislature. Maybe that's why Bill Thompson is so hot after King George.

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