

CHEVROLET TRUCKS MASTER MOUNTAIN

Modern Transportation Owes
Much to Powerful Hill
Climbers

A great deal has been done toward the development of the mountainous regions of the Pacific slope by the motor truck. This speedy form of transportation has also placed distant fertile valleys a few hours of the west's great markets.

Even on steep grades of the mining districts the patient burro and the lumbering quartz wagon have given way to engine propelled vehicles making possible economy and efficiency that never could have been effected with slower haulage.

In return for the benefits of motor transportation, the great empire that lies west of the Rockies has become one of the greatest truck markets in the world. Good roads, prosperity and a desire on the part of the populace for advanced methods of commerce are of course, responsible for this condition.

Foreign countries also, have not been backward in taking advantage of twentieth century modes of transportation. Problems dealing with the hauling of heavy supplies up steep mountain trails formerly transversed only by burros and llamas, to Bolivian mines located 12,000 to 16,000 feet above sea level in the Andes, have been solved by the use of light automobile trucks.

Centuries ago the Incas first developed these South American mines which lie back in the most inaccessible inland ranges. Spanish conquistadores, envious of the Indians' wealth, made short work of reducing the native population to a condition of slavery and took unto themselves the supervision of gold production.

In later years silver and tin have been the most profitable metals produced in Bolivia but operations were seriously handicapped by the unhandy location of the mining sites.

As late as a year ago beasts of burden carrying a maximum load of 100 pounds each and traveling only 20 miles daily were relied upon to transport material to the sky-line operating on roads and railroads.

Notwithstanding the fact that roads in the Bolivian mineral regions are little more than rough trails covered with rocks, motor trucks have practically superseded pack animals.

In one instance a light Chevrolet truck, employed by a Bolivian corporation carried 2,000 pounds covering 120 miles daily, doing the work of 120 burros or llamas and cutting transportation charges exactly in half.

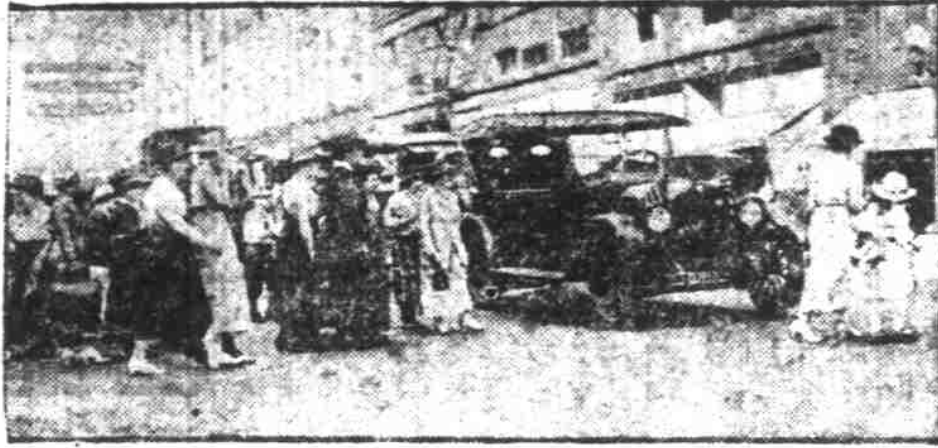
Perhaps there is no other locality in the world where automobiles are subjected to such severe tests of stamina and power as those far-flung Andean heights. Recognizing good roads as being of utmost importance, the Bolivian government has embarked on an extensive highway building program to further encourage the use of automobiles.

Wider use of the motor truck here and its ever increasing acceptance in foreign countries is having a lowering effect on retail prices. On account of tremendously augmented production in their commercial car department, the Chevrolet Motor company were able, last week, to clip \$55 from the selling price of their one-ton truck.

D. H. Mosher, Merchant Tailor, is turning out the nebbiest and best fitting tailor made suits to measure. 100% business and professional men buy of Mosher. (*)

Astoria—Tract of land 200 feet square yields 618 1-2 bushels of cranberries.

The Pest We All Detest



Courtesy, National Safety Council

Our distinguished fellow citizen, Mr. Auto No Better, has just returned from an outing of the Drunken Drivers club. Note that he has a sign on his car which is decorated with the flag that means Liberty. Mr. Auto No Better is a great believer in liberty—for himself. He imagines that he owns the whole street, although his enemies claim he lives in a furnished room and is behind in the payments on his car. This public pest smells as people have to walk out of their way in order to pass his car. Perhaps he is in their path because the brakes on his car didn't work. Our friend doesn't believe that brake lining is cheaper than coffin lining. In disagreeable weather, Mr. Auto No Better takes peculiar delight in splashing mud and water on folks. He thinks it improves business for his cousin, who is in the dry cleaning line.

OAKLAND PRESENTS VAST ACHIEVEMENTS

(Continued from page 1.)

Incidentally the new sport-roaster and the four-passenger car deluxe were also introduced at this time.

Of course the outstanding event in January was the introduction of the Pontiac Six at the New York show when the largest Oakland dealer meeting in the history of the company took place. While the New York Pontiac reception was an enthusiastic one, that at Chicago in February was overwhelming. At the factory, production had attained more than 500 cars a day. The previous capacity was rated at 250 car maximum but changes in efficiency created the new record. During this month the hundred thousandth Oakland rolled off the production line ready for delivery.

In March a 19 per cent dealer increase from August 1, 1925, to March 1, 1926, was announced. This was the greatest dealer acceptance record in automotive history, since an average of 35 new dealers a week joined the Oakland forces. Then too, the highest monthly records for manufacture and shipment were broken—12,942 Oakland-Pontiac cars were made and shipped to dealers in a month, a greater number of automobiles than were built in the first four months of 1925. March 31 was the greatest one-day shipment in the history of the company when 750 machines were sent to dealers.

April found Pontiac production and delivery breaking all existing records for 10,562 cars were manufactured and shipped in the first three months of operation. Then, too, there was the Los Angeles-Albuquerque round trip record established by Pontiac smashing the former time by 56 minutes. The round trip distance between these cities is 1,836 miles and the car did it in 50 hours, 58 minutes, climbing to an altitude of 7,266 feet en route both ways.

In May the El Paso-Los Angeles record, formerly held by an open car, was beaten by 5 hours 50 minutes. The Pontiac Six coach

in establishing the new mark for the 993 miles averaged 46.61 miles per hour, bettered the running time of the Golden State Limited by 2 hours 2 minutes.

June saw all records in the history of the automobile industry crash as a result of Pontiac Six production pace. A total of 32,826 cars were manufactured in the first six months of production exceeding the first full year record of any other new make of car manufactured. On account of this tremendous demand a \$7,000,000 expansion program was announced. A gigantic new Pontiac factory with a production of 1,000 cars a day is now being constructed while the present plant will be confined exclusively to Oakland Six production, with a daily capacity of 600 automobiles.

Last month of course the Greater Oakland Six with its 77 improvements, featured by the Rubber Silenced Chassis, was introduced here and throughout the country. When the fiscal year ended it was discovered that 194,466 automobiles had been manufactured, thereby tripling last year's business and exceeding the best previous year of all times by 100 per cent. Records show that

\$106,678,475 worth of Oakland and Pontiac Six automobiles were manufactured and delivered between August 1, 1925, and July 31, 1926.

And now the Oakland Motor Car company is beginning a new year by adding another car, the landau sedan, to the Pontiac Six line. This car has been on display for a week and during that time has attracted widespread interest," McMeans concluded.

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OLD AUTO OWNERS MAY STILL LEARN

(Continued from page 1.)

profited at ones think they can achieve but fail in doing.

Figures in this same city also show that accidents were greatest in clear weather, during daylight hours and on dry roadways, which

would indicate that physical circumstances played a minor role. The human equation, which so often is the unknown quantity, apparently was mainly responsible for the mishaps.

The lesson for motorists is plain. The saying "never too old to learn," is a truism that has lost nothing of its forcefulness even in this enlightened age. Experienced automobile drivers should ever be careful to avoid that self-assurance which only too often is of serious consequence."

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