

GREAT PRODUCTION PROGRAM STARTED

Demand for Oldsmobiles During Year Taxed Capacity of Plant

Oldsmobile will start on the greatest production program of its history Monday morning. The increased schedule for 1927 follows two succeeding years in which the manufacture and sale of Oldsmobiles have broken all former records.

The demand for Oldsmobiles during the past year taxed the capacity of the plant and necessitated the inauguration of a substantial plant and equipment expansion program. Work on this was started some time ago and the additional facilities are now in operation.

With the start of the new year, new and additional machinery and equipment enables greater production in the axle, motor, sheet metal and several other departments of Olds Motor Works. A new heat treating plant has been erected that will double the production of that department. Similar additions have been made to the chassis and final assembly lines and to the body building facilities.

The Oldsmobile plant has more than 2,000,000 square feet of floor space located on a 74-acre tract of land. In the center of the present plants is the original Oldsmobile factory building in which quantity production was introduced in the automotive industry more than a quarter of a century ago.

It has been during the past few years, however, that Oldsmobile has had its greatest expansion, due to the public favor accorded the six cylinder car on which Oldsmobile has concentrated all their efforts and facilities. These latest additions of plant and equipment, with the many others tallied in recent years, make Oldsmobile factories among the most modern in the industry.

SALES RECORD DUE FOR '70' MACHINES

District Changes Seen in Late Line; Car Appears to Be Larger

As a result of the revision of body lines in the Willys-Knight group of Model 70 motor cars together with the performance record of these Knight powerful automobiles, Willys-Overland officials see a new sales record accomplishment for 1927 for this line, even surpassing the unusually high mark set up during the past year. This line of newly designed bodies on the "70" chassis is comprised of sedan, coupe, touring car, roadster, and cabriolet coupe.

Factory officials declare that the new body lines adopted for the 1927 line already have met a fine reception from the motorwise public, always quick to sense a departure in automotive construction which aims for smartness, efficiency, serviceability and performance. To meet this demand a steady factory production will be maintained and distribution will be on an equal scale to keep abreast of the orders.

The "70" line of sixes presents distinct changes from its predecessor owing to the change in body design which gives it the appearance of a much larger car. This has been accomplished by the use of a higher radiator and a wider hood. The line from the radiator cap to the cowl is nearly straight and the narrow effect of the radiator enhances the general appearance of the car.

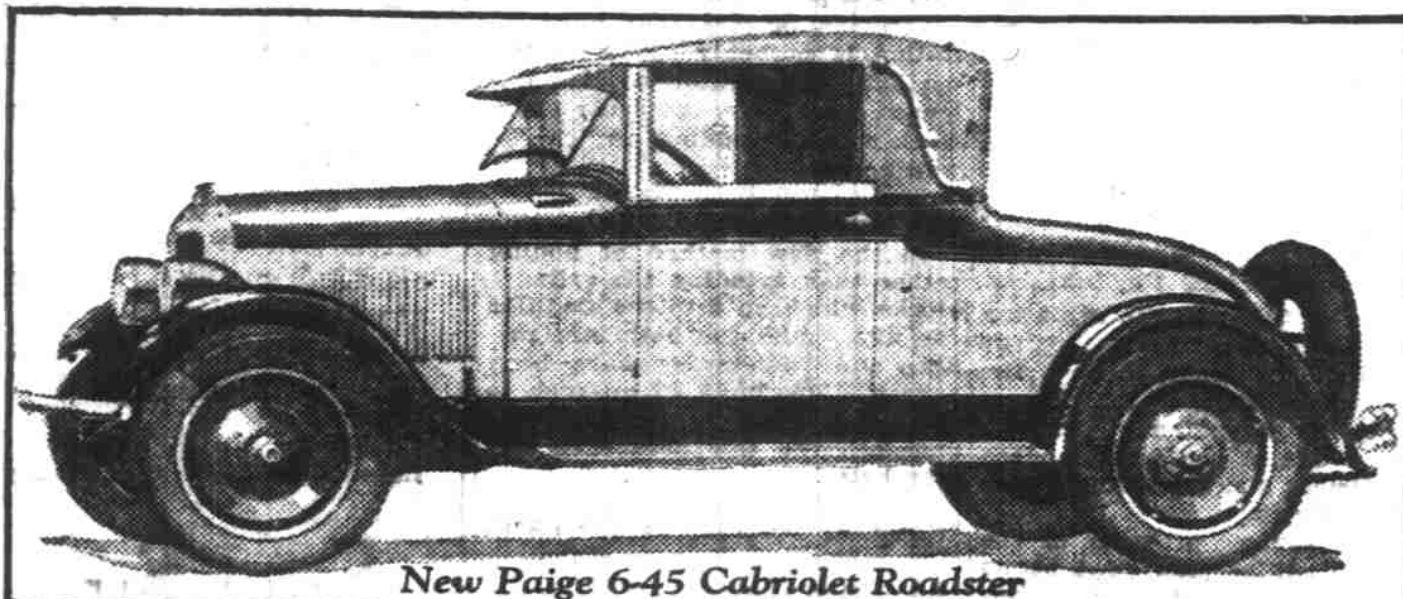
Back of the cowl the bodies have been completely revised and the interiors are roomier than before. On the enclosed cars the roofline is carried forward over the windshield adding to the general appearance of the body by accentuating the length.

These recognized features, according to factory officials are certain to be reflected in the sales figures during the coming year, with indications that a record will be achieved.

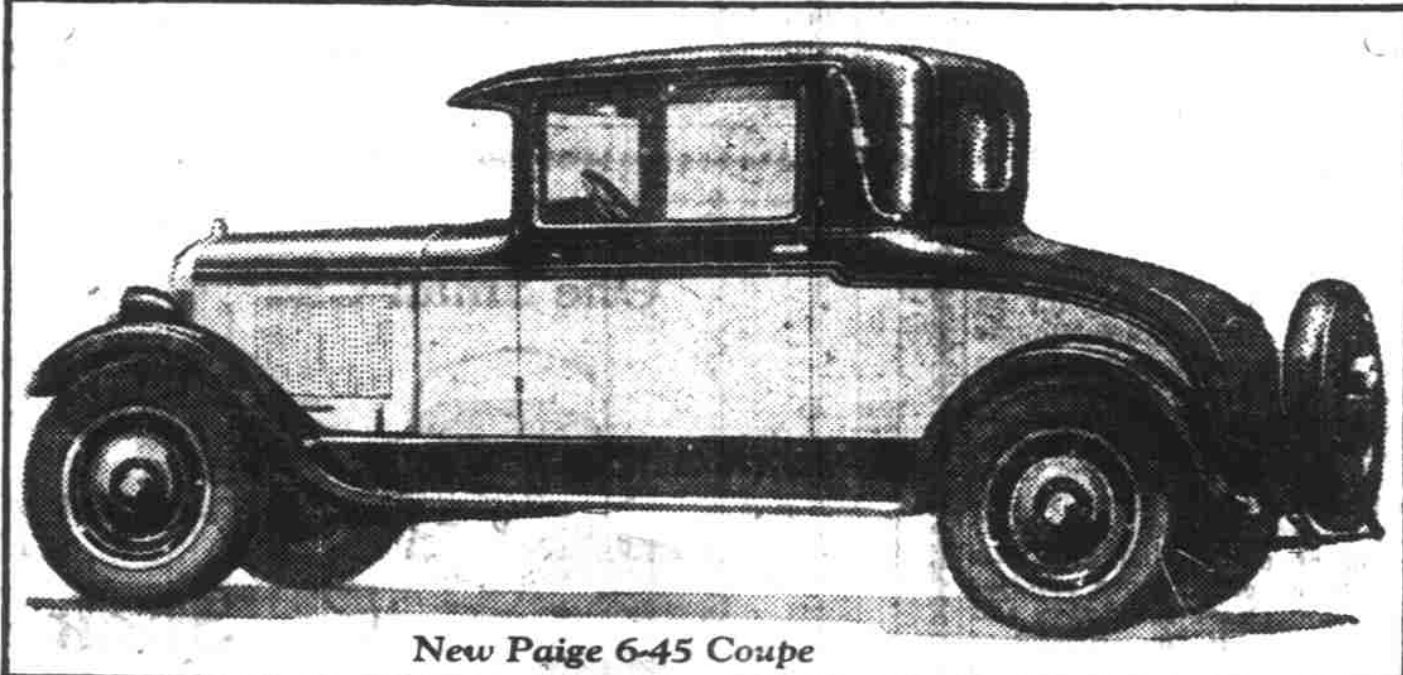
To encourage variety and keep its color schemes always fresh and new, the Cadillac Motor Car company is introducing an entirely new color combination once each month on each of its 50 body types and styles.

A patrician mark of the new bodies on the Cadillac chassis is the new medallion type radiator emblem. It is strikingly handsome and adds materially to the car's appearance.

Paige Introduces Two New Models of 6-45 Series



New Paige 6-45 Cabriolet Roadster



New Paige 6-45 Coupe

CABRIOLET ROADSTER AND COUPE PRESENTED TO ROUND OUT POPULAR LINE

The cabriolet roadster, for four passengers, and the coupe, for two, are announced by the Paige-Detroit Motor Car Company as additional models of the 6-45 Paige. The cabriolet is the lowest priced car of its type now manufactured, yet it has all the distinctive features that mark the similar type car of the large Paige. Its rear deck, which conceals a comfortable rumble seat, may be opened from inside the front compartment, where a convenient handle controls the latch. The coupe is offered in optional finish, either a pleasing pattern of corduroy or genuine buffed leather.

NEW YORK SCENE OF MOTOR MEETING

World Automobile Transport Congress Holding Convention at Hotel

Pointing to the progress of Main street in the past twenty years, J. Walter Drake, assistant secretary of commerce held that motor transportation is one of the strongest aids to stable and prosperous government, in his address before the Third World Motor Transport congress, opened under the auspices of the national automobile chamber of commerce at the Hotel Roosevelt, New York, January 10. Several hundred delegates from fifty countries are attending.

"International peace is being promoted by the spread of motor transport," Charles Clifton, president of the national automobile chamber of commerce said in welcoming the delegates, holding that communication is the basis of good will and mutual understanding.

The average modern village, according to Mr. Drake, has the following number of persons and transportation facilities:

- 450 persons.
- 1 mile of railroad track.
- 3 miles of improved highways.
- 5 miles of serviceable highways.
- 80 automobiles.

John N. Willys presided. The other speakers of the forenoon included Colonel J. Sealy Clarke, former president of the Society of Motor Manufacturers and Traders of Great Britain; Edward G. Wilmer; Cyrus McCormick Jr., Tybor Haltenberger, representing the Budapest Omnibus Company.

"Altogether the automobile business in Great Britain is facing the future with optimism and unshakable confidence," said Colonel Clarke.

The vital necessity of transportation in the development of all countries of the world was indicated in specific examples by Cyrus McCormick Jr.

More than two and a half million motor trucks are working in agriculture, industry, and commerce, in addition to the 1,200,000 motor cars owned by business concerns, was stated by Edward G. Wilmer.

Reputation of Makers Considered in Buying

That a motor-wise public is today selecting its motor cars not only because of excellence in engineering and manufacturing but as the experienced traveler selects his hotel, because of the service and associations which it represents, is the opinion of Nicholas Freytag, recently appointed general service manager of the Cadillac Motor Car company.

Cold Riveting Machines Provide Closer Control

Recent changes which have been made within the plant of the Cadillac Motor Car company for the purpose of providing closer control of quality include the installation of cold riveting machines for use in the assembly of frames, the addition in the heat treat department of new carburizing furnaces, new annealing furnaces, and furnaces for hardening ring gears and connecting rods, and a change in the ventilating system in the enameling department to give an even higher quality of sheet metal enameling.

The Cadillac Motor Car company produces over one-half of the motor cars in its price class and above. This, coupled with the yearly increase in Cadillac sales, is taken by Lawrence P. Fisher, president of the company, to indicate a total increase in the demand for high grade motor cars.

The national safety council agrees with Will Rogers that if plumbers can be induced to carry their tools with them this winter the traffic problem will be less complex.

NASH MOTORS HAVE BIG YEAR IN 1926

Automobile Buying Public Literally Taken by Storm With Program

1926 was the biggest year in the history of the Nash Motors company.

The Nash advanced six, special six, and light six series, equipped with 7-bearing crankshaft motors and endowed with a wealth of features and appointments, literally took the automobile buying public by storm, during the year just closed and swept sales 41% ahead of sales for the previous year 1925. In this connection, it is pointed out, another record was established from September 1 to December 31, last, when Nash sales exceeded by 13.8% sales for the same period last year.

Officials of the Nash Motors company are of the opinion that

(Continued on page 2.)

WHIPPET INCLUDES SIX CYLINDER CAR

Move Follows General Public Acceptance of Performance Made by Auto

An extension of the Whippet type of construction to include a product in the 6-cylinder field is evidenced this year in the presentation of the Whippet Six.

This move, on the part of Willys-Overland was not unlooked for by those prominent in the trade and comments passed on the product have been highly favorable.

Like its predecessor, the Whippet 4-cylinder model, this new car incorporates many features of operation which are exceptional in the light six field at the present time.

In appearance it is not unlike the Whippet, and the body lines, except as they are adapted to the longer wheel base, follow those of the original light car.

The Whippet type of body is characterized by low roof lines on the enclosed models, by the absence of any break in the body contours at the cowl, by a sweeping fullness at the rear and by a generally low swung appearance.

In this respect, the Whippet Six differs materially from any other product in its size and price class. It looks lean and speedy like the thoroughbred from which it took its name.

The radiator is high and narrow with a rounded shell which is nickel finished. The line from the radiator to the cowl is almost straight and the hood swells easily outward to afford sufficient room at the front of the body.

Narrow posts are used at the front of the body, a feature of construction which is being employed on all bodies used on Willys-Overland products, and assuring a clear vision ahead for the driver. The windshield is one-piece in construction and the enclosed models are equipped with cowl ventilation.

(Continued on page 2.)

C. & L. Parts Store Now Located on Ferry Street

The C & L Parts Store, Inc. is now doing business in the Klett building 420 Ferry street, corner Liberty. This is one of Salem's new business houses, although it is an outgrowth of another business.

"Bill" Watkins, who has been running the Valley Parts and Supply Co., at 227 North High street, has moved his store and reorganized under the name of the C & L Parts Store, Inc. He is doing business on a larger scale in his new and more convenient quarters.

In choosing this location Mr. Watkins manager, states that he is more convenient to the garage trade and only one block from the First National Bank building which is considered the center of the business district.

A more complete stock is to be handled in the new store.

Tours United States Although Blind



Although blind, "Happy Jack" Oldenburg of Spokane, Wash., (at right) has toured every state in the union, with a companion to drive the car. He has just returned home.

CANADA AND U. S. TO GROW NEARER

Closer Economic Unity Between Two Nations Forecast by Campbell

Visiting the United States and Canada of tomorrow, A. W. Campbell, dominion commissioner of Canada, prophesied closer economic unity addressing the Third World Motor Transport congress, held under the auspices of the national automobile chamber of commerce, at the Hotel Roosevelt, New York, in the session January 10.

Main highways of Canada are now linked with through routes in the United States at nine main points. Not suggesting any political alterations, the commissioner pointed out the mutual advantages to international trade and social communication made possible by the unity of these routes.

Thomas H. MacDonald, chief of the U. S. bureau of public roads, pointed out that highway construction and resurfacing is rapidly growing in Europe.

Roy D. Chapin, chairman of the highways committee of the national automobile chamber of commerce, presided at the highway luncheon; and Edward S. Jordan, chairman of the advertising committee of that body, presided at the trade session.

Among the others on the program this afternoon were: E. T. Strong, William L. Colt, H. M. Jewett and George N. Penso, member of imperial association of Jamaica.

That advertising lowers selling costs to the consumer was stated by Mr. Strong. "A large percentage of prospects today are pre-sold through advertising before a

(Continued on page 5.)

STAR CARS HAVE NEW LOW PRICES

Drop to Be Effective Immediately Announced From Headquarters

OAKLAND, Cal.—The pride of the Star class has been reduced. A sharp reduction covering all models of the line was announced here today by officials of the Star Motor company.

Norman De Vaux, active head of the Pacific coast Star factory, who is now in New York attending the annual conference of executives of the national Star organization, wired to the local plant yesterday and gave the information that a price drop was to become effective immediately which would affect the prices of all models of Star fours and Star sixes.

At the same time that De Vaux was flashing the information across the continent to the Pacific coast Star headquarters, the word was going to other regions throughout the United States in less than an hour, machinery was in motion which has broadcasted this news of the sweeping price cut on Star cars throughout the country.

On the Pacific coast alone, several hundred newspapers carried the message of the Star price drop into the homes of more than 4,000,000 readers. George Scott, chief of production at the local Star factory, says that within 48 hours after the price drop was announced in New York, the news had been broadcasted throughout the newspapers to every city, town, hamlet and village in America.

"The price drop came as a complete surprise to all of us here at the factory," said Scott, "and it naturally was a surprise to the members of our dealer organization throughout the country. In the past, Star cars have been considered one of the outstanding values of the automotive industry and this sweeping price reduction will undoubtedly bring about a marked increase in the sales of Star fours and Star sixes; and it is practically assured that this announcement will be the forerunner of a busy season for Star dealers throughout the Pacific coast region."

Officials at the local Star factory announced that De Vaux will return from New York early next week and will at once take charge of the sales campaign which has just been inaugurated throughout the western territory.

Foreign Travelers Visit Cadillac Motor Car Plant

Over 13 per cent of the visitors at the plant of the Cadillac Motor Car company, Detroit, during the past twelve months have been travelers from foreign countries and the majority of these come with the express purpose of studying American manufacturing methods. Every continent excepting Africa has been represented, with South America and Europe vying for first place.

Cadillac's Trained Force In Field Insures Service

To insure the highest type of service to Cadillac owners, the company employs a force of thoroughly trained field men who visit all the distributors in the country at approximately 30-day periods, advising with them on improvements in their shop procedure. They also make special visits to distributors upon request and are always available for advice on the installation of new methods.

PUBLIC TO GUIDE MAKING OF AUTOS

Foresight Necessary in Manufacturing Cars for Discriminating People

The public is today guiding the manufacture of fine cars as never before. Moreover, the public's acceptance of what should contribute a fine car will, from every indication, assume even greater importance in the future.

These are the opinions of Lawrence P. Fisher, president of the Cadillac Motor Car company, who became president of that organization now nearly two years ago. One of the youngest presidents in the entire automobile industry, Mr. Fisher's long experience as an executive in the Fisher Body Corporation, and his close affiliation with Fisher's part in the Cadillac organization, has given him the advantage of visualizing Cadillac from the point of view of one outside that organization.

Primarily a manufacturing executive, and with his long experience as a leading figure in the entire General Motors organization, his vigorous attitude toward Cadillac has played a conspicuous part in the tremendous successes since achieved by that company, particularly in the last year.

"The day of endeavoring to build something, in the manufacture of fine cars, that it is hoped will please the public, is definitely and conclusively over," he says. "Individuality is demanded—in body styles, color combinations, upholstery, body trimming, body hardware and even in such details as vanity cases, smoking sets and seat contours. The buyer of a fine car wants that car to express him or her, and is not satisfied unless it does so.

"The business of designing, building and selling motor cars is constantly changing, just as is the personnel of those who purchase the various types of cars. The purchaser of a low cost automobile last year may come into ownership of a medium-priced car this year and a fine car a year hence. And don't mistake me—that person, having the experience of motor car ownership behind him, knows exactly what he wants.

"Even those who have bought fine cars for years are constantly on the lookout for something even better—something, if you please, that expresses their individuality.

"Cadillac today is solidly of the belief that it must not only please those who are buying its cars for the first time, but those thousands of persons who, having been Cadillac owners, perhaps even ten or fifteen years, are today desirous of something even better. For those people Cadillac has created custom types including the finest coachwork that can be devised by the foremost custom experts known."

The point was made above that the personnel of those who purchase

(Continued on page 5.)

CLEANING TIRES ADVISED BY FIRM

Rubber Wears Better When Washed and Shined; Appearance Improved

When you shine up your new car, giving it that sleek, new appearance, do not neglect to clean up your tires as well, Russell Smith, distributor in the Salem territory for miller tires advises.

"They'll wear better if you wash them up and give them a shine once in a while. And they'll add a lot to the appearance of your car.

"You wouldn't have your suit cleaned and pressed, your hat cleaned and blocked, and then go out on the streets with dirty unshined shoes." Miller men say. "Neither should you have your car washed and polished without also having the tires shined up. It is that extra touch that marks the well groomed car."

Neglecting to wash the tires, and oftentimes the wheels, is a habit that any car user might well overcome. It takes but a few minutes, a brush and some water, to do the job.

And while laundering the car it would be wise to scrub the garage floor carefully, especially if it happens to be greasy or oily. Oil and grease damage tires and if the garage floor is covered with them quite serious damage may result to the tires.

Many an autoist who shines up his spare tire to keep it looking new and clean as the rest of the car when he washes it utterly neglects the tires on the wheels. Try shining 'em up, say tiremen, and you'll be pleasantly surprised at the result.

DOWN THE ROAD—

JUST AS YOU ARE COMPLAINING TO YOUR NEIGHBORS ABOUT TOOTING THEIR HORN, YOUR FRIENDS DRIVE UP AND HONK FOR YOU.



The Most Uncomfortable Feeling in the World

By FRANK BECK