

CADILLAC DEALERS EXHIBIT IN STYLE

New York Distributors Lease
Permanent Salon for Ar-
tistic Display

An entirely new method of exhibiting custom-built motor cars, in a setting in which they may be viewed as works of art and in the atmosphere of a gallery, has been devised by Ingalls M. Upperco, president of the Upperco Cadillac corporation, New York distributor of Cadillac cars. For the purpose, a permanent salon has been established in the exclusive neighborhood on 57th street in a building which is in every way artistic and unique and unlike anything that has previously been seen in the automobile world. The spirit of shrewdness and business has been excluded both in the design of the structure and in the methods of those in charge.

In the artistic environment which one is accustomed to associate with the dignified halls of some foreign nobleman's chateau, the visitor strolls at leisure and inspects the newest models of fine motor car coach work. The atmosphere of the salon is such as to permit reflective consideration of the beautiful motor cars on display.

The building itself is an example of exquisite architecture, designed, inside and out, in the Spanish style. The front is of rich Kato stone, trimmed with dark colored marble. The entrance doors are in ornate bronze of a beautiful design.

The interior is in three salons: a rectangular entrance hall, the main exhibition room where the cars are displayed, and a domed rear chamber. The Chateau Terrazzo floor, the attractively ornamented ceiling and the Travertine walls, with a rough marble finish presenting a handsome effect, give the building all the charm and dignity of a Spanish castle.

The rich setting and appointments are designed to emphasize the beauty and mechanical excellence of the present wide range of Cadillac custom cars. The furnishings are all in Spanish and Italian style, with wrought iron and gold fixtures. At end of the hall is a handsome painting of a view of the Mediterranean from Monte Carlo.

Concealed lights and rich old fabrics hanging from the walls, and a bridge staircase in the entrance hall, bring out the beauty of this picture and serve to create the old-world atmosphere so difficult to acquire. As the visitor stands in the arched entrance way, the entire picture transports him

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HUPP PRESENTS NEW BROUGHAM MODELS

Graceful Body Lines Characterize Additions in Six Cylinder Series

A new brougham for 5-passengers is the most recent addition to the Hupmobile 6-cylinder line. It was displayed for the first time at the New York and Chicago automobile shows. It is a two door model and lists at \$1385, f. o. b. Detroit.

The skillful combination of length and grace of body lines with a spacious interior marks a step forward in the construction of the brougham type of body. Nickel trimmed head lamps, short curved integral visor and large trunk rack with guard bars add to the appearance of this newest model.

Door openings are 36 inches and give ample room for entrance and exit to any seat. Front seats are of bucket type and tilt forward to permit easy access to and from the rear. Both seats are heavily cushioned, shaped to give maximum comfort over a long ride, and adjustable for height. The driver's seat is placed to make each control switch and lever, as well as clutch and brake pedals, accessible without exertion.

Interior refinements are calculated to meet the desires of the most fastidious buyer. Special features of importance include the large "remote control" door handles that also serve as pushers; upholstery of genuine mohair to harmonize with body finish, strikingly set off with garnished walnut moldings; attractively patterned hardware and handsome all metal grouped instrument panel indirectly lighted.

Enroute to Automobile Show at San Francisco



Nash Six Sedan Upholds Traditions of Car

SIMPLICITY CAUSE OF LONG SERVICE

Knight Motor Explained by
A. J. Baker; Reason for
Mileage Given

"Considerable comment is heard regarding the length of service of the Knight sleeve-valve motor," says A. J. Baker, chief engineer for Willys-Overland, Inc., manufacturers of the Willys-Knight.

"We repeatedly hear of cases where Willys-Knight cars have been driven well over 300,000 miles and there have been instances where Knight motored cars have done better than 600,000 miles with the power plant still able to deliver a full day's work every day.

"Without attempting to go into the detailed engineering reasons for this type of service, which is unusual as compared with the general mileage figures of other power plants, the reasons so far as the general public is concerned, may be found in the simplicity of operation of this engine.

"Briefly, the operation of a Knight motor so far as crankshaft, ignition, carburetion, cooling and power development are concerned, is exactly like the poppet-valve motor.

"The difference comes in the control of the intake and exhaust operations. With the Knight motor, these are controlled by a pair of sleeves, concentric with each other and with the cylinder walls and operating inside of the cylinder walls.

"These sleeves are actuated by connecting rods in much the same manner as the crankshaft is actuated by connecting rods.

"The sleeve connecting rods are driven by an eccentric shaft which corresponds to the cam shaft on the poppet-valve motor.

"As this eccentric shaft revolves, it moves the connecting rods which in turn lift and lower the sleeves, one inside of the other.

"The entire up and down travel of each sleeve is about one inch and they move in an alternate manner, when one is going up the other is coming down.

"A thin film of oil between the outer sleeve and the cylinder walls, keeps them lubricated.

"The intake and exhaust ports are cut in the sleeves and are opened and closed as the sleeves pass by each other.

"The movement of each sleeve is even and continuous and there is no tapping of metal against metal. An interesting point in connection with the operation of the Knight motor is the fact that carbon serves to more effectively

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Children Can Put on Tire Chains, Says Charles Hill

Some people seem to feel that it is difficult to put chains on their auto tires. Many motorists buy these accident prevention devices and then fail to use them. According to Charles E. Hill, vice president of the National Safety Council, even children can put on chains almost in less time than it takes to describe the process. Some girls members of the headquarters staff of the safety institution recently demonstrated how comparatively simple it is to drape the chains over the tire, so that the hooks just about touch the ground at the rear; move the car forward until the connecting hooks are about a foot above the road, connect first the inside and then the outer hook as tightly as possible by hand and when the automobile starts rolling, the chains loosen up a bit which allows them to creep on the tire.

COMPETITION CALLS FOR PRACTICAL CAR

Star Cars Reputed to Be
Economical for Commercial
Transportation

With accurate figures to tell you the story of an automobile's efficiency, the element of guess work has been eliminated in the selection of a motor car for commercial purposes, according to H. Shade, local Star car merchant.

"There was a time when automobiles were bought for pleasure transportation entirely," says Mr. Shade, "but conditions have changed and now automobiles are bought more for commercial transportation than for ordinary passenger-carrying purposes. The use of the automobile has so speeded up business that rival firms have had to motorize in order to keep pace with competition; and this has been largely responsible for the great growth of the motor car industry."

Since the automobile has become a commercial necessity, it is but natural that cost experts should keep accurate records of operation expenses and depreciation. Therefore, with accurate figures to tell the story, purchasing agents for large mercantile firms are able to buy motor transportation without the handicap of guess work.

Mr. Shade says that it has been in the commercial field the Star car has made many of its finest upkeep and economy records. The Star four has been used by commercial houses and large corporations since it made its debut in 1922; and the Star six, introduced late in 1925, has already established an excellent reputation in the industrial world.

Several of the large oil companies, the Dollar Steamship Co., and many other corporations have adopted the Star car for transportation with the most satisfactory results.

Norman de Vaux, active head of the Pacific coast Star factory, says that 75% of the motor cars bought in the U. S. are purchased on the time payment plan.

DOWN THE ROAD—



Popular Politicians

NEW HIGHWAY SPAN LARGEST IN WORLD

Carquinez Bridge on Arm of
San Francisco Bay Near-
ing Completion

SAN FRANCISCO (Special)—The world's largest highway bridge, flung across Carquinez straits at the northern end of San Francisco Bay, is nearing completion.

This is the announcement made by the Carquinez bridge celebration committee.

The gigantic structure will be formally dedicated on Saturday, May 21.

Carquinez bridge is being built at a cost of \$8,000,000. Greater than the East River bridge, overshadowing the mighty Philadelphia-Camden bridge, larger than the famous Quebec bridge Carquinez bridge is commanding the attention of the bridge engineers of the world.

With the completion of this bridge a continuous single overland highway will extend from British Columbia to Mexico, and Carquinez bridge has been hailed as a bridge uniting three flags.

This structure is nearly a mile long and connects Vallejo on the north bank of the swift Carquinez straits with Crockett on the south.

Towering over the water to a total height of 350 feet above the surface, with massive towers equal in height to a 22 story building, the huge piers on which Carquinez bridge rests stand in 100 feet of water and sink below the strait bottom to standstone rock foundation beds another 40 feet.

The greatest ships afloat will be able to pass under the bridge, the clearance being in excess of 135 feet.

Three motor trucks may pass abreast on the reinforced concrete roadway, 7 inches thick, to be laid on the 30 foot roadway across the bridge. Sidewalks are to be laid on either side of this road.

More than 14,000 tons of steel, enough to erect a modern office building 100 stories high, are used in this all steel-and-concrete structure.

Lumber used in shoring the eight concrete piers and in false work on which spans were erected is sufficient to build 350 5 room bungalows.

The franchise of this colossus of engineering was granted on February 5, 1923, and construction began on April 2, although the official permit from the war department was not issued until April 17.

In commemoration of the opening of this monumental structure, civic and commercial leaders not only throughout California but in sister states are preparing to celebrate the official dedication on May 21. Auto caravans will start from Vancouver on the north, from Tia Juana on the south and from Reno on the Victory highway to meet at the Carquinez bridge at noon of the opening day.

FIRST OLDS IN FIJI ISLANDS



This Oldsmobile roadster, now nearly 20 years old, was the first automobile in the Fiji Islands. It is one of 500 cars on the islands and is still doing daily service at Suva.

BALLOON TIRES BOON TO AUTOS

Comfort Problem in Motor
Transportation Decreased
Says Zosel

"Nowadays, big de luxe motor coaches are as common on our highways as the ordinary car was 10 years ago," says Walter Zosel, Seiberling All-Treads dealer.

"It is now possible to travel practically the entire distance from coast to coast via the motor coach conveyance. Many coach companies have runs of over 1000 miles.

"Naturally, one of the big problems which faced the motor coach industry a few years ago, was that of comfort. Cord tires used for this heavy duty had to be inflated at pressure from 90 to over 200 lbs. When a coach equipped with this type of tires struck an obstruction, the passenger usually thought it was a pile of rock.

"Since the invention and improvement of balloon tires, the comfort problem in motor coach transportation has been decreased. "More than 300 motor coach lines throughout the country use Seiberling heavy duty balloons inflated at a pressure but little more than that of the passenger car balloons. The pillow effect which these tires give has done much to increase the revenue of the nation's motor coach transportation systems."

OLDS REPRESENTATIVE VISITS

L. W. Shawk, wholesale representative of the Oldsmobile company of Oregon with headquarters in Portland, was a visitor in Salem recently. While here he spent some time at the Capitol Motors company and expressed himself as well pleased with the general prospect for sales during the coming season.

By FRANK BECK

THE COP WHO CRIMPS THE
STYLE OF THE CLEVER GUY
WHO TRIES TO SNEAK BY
A LINE-UP.

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Oakland Motor Car Group Assumes Role of Prophets

SAN FRANCISCO.—(Special)—When civilization was very young there was an old saying to the effect that a prophet is not without honor save in his own country and in his own home. In the automotive version of that old saying, according to A. L. McMeans, district manager of the Oakland Motor Car company with offices here, received word yesterday that the Oakland Motor Car company assumes the role of the prophet; and Oakland county, Mich., where Oakland and Pontiac cars are made, becomes the prophet's own country.

"Statistics," said McMeans, "compiled by the Registration Division of the Michigan state highway department show that not only is this 'prophet' honored in his own home, but he is honored to an extraordinary degree. For the 11 months ending the last month in the year just passed, automobiles produced by the Oakland Motor Car company stood third on the list of new car registrations in Oakland county.

"These figures are far ahead of any other make of six cylinder cars. The two companies leading Oakland are both manufacturers of small four cylinder machines."

KEEPING YOUR AUTO IN GOOD CONDITION

Two Contributions to Winter
Driving Satisfaction in
1927 Buick

The following article concerning the keeping of cars in good condition for driving was published in the Buick Bulletin for January:

In the 1927 Buicks two important contributions to cold weather driving satisfaction have been made.

Crankcase dilution is prevented by means of a vacuum cleaner or ventilator for the crankcase; and the cooling system is thermostatically controlled.

Elimination of crankcase dilution is one of the problems solved by automobile engineers in years and is one of many important factors that make the 1927 Buicks the greatest ever built.

Preventing crankcase dilution overcomes the objectionable features of cold weather driving such as—freezing of the oil pump, frequent oil changes, and the formation of acid in the crankcase, which is injurious to all the working parts of the engine.

In the 1927 Buick engine harmful dilution is prevented by the crankcase ventilator, in combination with a thermostatic water control in the cooling system. One of the chief products of the explosive mixtures in a gasoline engine is water. For every gallon of gasoline burned, a gallon of water is produced, in the form of steam, and when starting a cold engine, water and the heavy end of the fuel, which are not combustible below a certain engine temperature, find their way down past the pistons to the crankcase. Unless there are removed while in the form of vapor they will condense and cause dilution. The water mixes with the sulphur which may be in the unburned fuel or the oil, and forms sulphuric acid which attacks working parts of the engine and causes quick corrosion, pitting and rapid wear. The crankcase ventilator does not prevent kerosene dilution of the oil in extremely cold weather but positively does remove the water.

A certain amount of kerosene dilution, held within normal limits, is necessary to keep the oil from congealing and to permit easy starting of the engine and immediate circulation of oil through the system. The normal limits of kerosene dilution in zero weather are from 20% to 30% and the Buick ventilator automatically keeps the oil within these limits. While the ventilator performs

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AUTOMOBILE MEN BEGIN RATE PROBE

Contemplated Action Announced at Traffic Managers' Meeting

Starting of the most intensive freight rate research ever undertaken by the automobile industry was announced at the Traffic Managers Meeting of the National Automobile chamber of commerce held in Detroit, February 4.

As authorized by the directors of the chamber, the Traffic Department and the Traffic Managers committee is to study the rate elements and traffic characteristics of automobiles and their various parts, the position accorded them by the railroads in the freight classifications and tariffs, and the relation of shipments of this character with other commodities.

Considerable progress has already been made in similar research in connection with iron and steel articles shipped and received by members of the chamber.

This study is for the guidance of the traffic department and members in connection with an investigation now in progress by the Interstate commerce commission which will determine the freight rates on iron and steel articles between points east of the Mississippi river and particularly the relation of these rates between the several manufacturing points and consuming points.

This proceeding of the commission is of great importance, due to the large amount of iron and steel consumed by the automobile industry. The first hearing has been announced by the commission at Pittsburgh, March 15th, with other hearings at Columbus, Ohio, April 18th; Detroit, April 25th and Chicago, May 12th.