

PUBLIC APPROVES NEW STAR UNITS

Models Get Remarkable Reception From People; Silent Four Liked

The Pacific coast Star car factory has again triumphed by producing new units that have met with instant favor in the eyes of the public. Both the new silent Star fours and the greater Star sixes are setting new records for creating public interest and so sweeping are the new improvements, both mechanical and in body detail, that those in the motor car purchasing field are reacting to the efforts of Star car engineers to build better and finer units, by purchasing more Star car products than has ever been known in the history of the company.

This tremendous public sentiment in favor of Star cars may be regarded as a remarkable criterion on which to base an idea of the quality of the units involved. While this quality has always been present in Star car products, the new models which are meeting with such phenomenal success have even greater quality and dollar values associated with them than has heretofore been obtained.

In order to obtain a lasting public favor for any product it is necessary to offer, in that product, some item through which the public will be greatly benefited. In the silent Star four this is presented in the form of the new rubber motor suspension. This suspension absolutely does away with body vibration that is so common to four cylinder vehicles and its widespread success, proven by actual tests and demonstrations with silent Star fours, has been so absolute, people interested in motor units are still amazed to learn that this remarkable feature has been attained in a four cylinder automobile.

The principle, in itself, is by no means an untried method of motor mounting and purchasers of the silent Star four may rest assured that rubber motor suspension has been accepted by the greatest automotive engineers in the United States and has been adopted for use by several manufacturers of higher priced cars. It is also needless to say that before this adoption, these same manu-

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GINGRICH COMPANY NOW HUP DEALERS

New Buildings, Beautiful Display Room and Fine Equipment to Serve

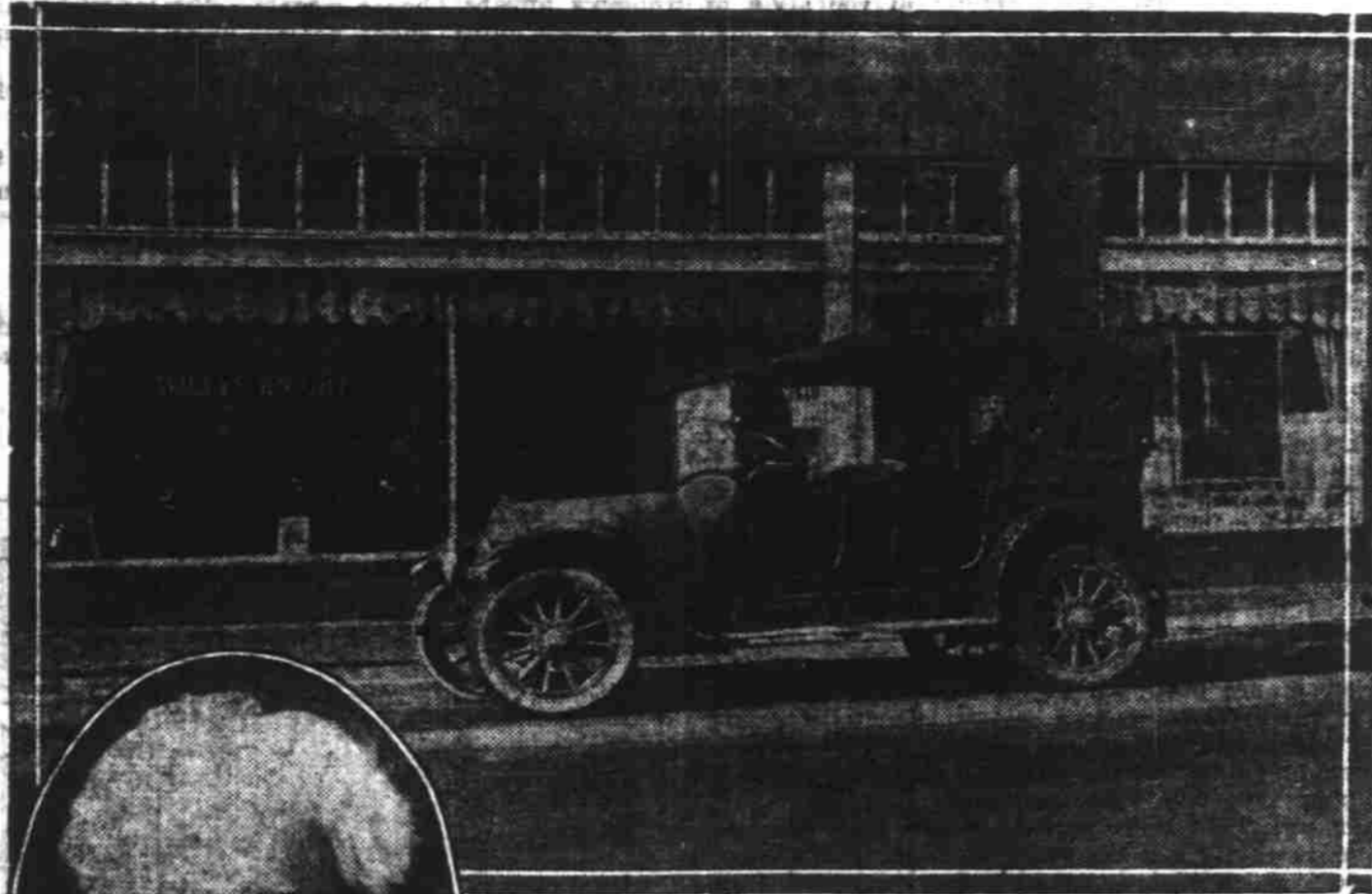
The recent announcement that the Gingrich Motor company has again acquired the Hupmobile dealer's franchise has come as no little surprise to the friends of this company together with the many Hup owners in this vicinity. The Gingrich Motor company which has been continuously in the automobile business for approximately ten years has created a clientele among the automobile owners which ranks it with the biggest and most successful automobile institutions in the city.

It is noteworthy that the Gingrich Motor company, when doing business in its old location on Court street now occupied by the Giese-Powers Furniture company, was the first Hupmobile representative in this vicinity; having obtained the franchise for the sale of these cars in Marion and Polk counties January 15, 1919.

During the early years of this firm's business career several popular lines of automobiles were merchandised jointly: the Hupmobile, Jordan, Maxwell and Mitchell. Later it developed that exclusive representation was more desirable and all lines with the exception of Maxwell were discontinued, this line being the first which this firm opened its business. It continued with the Maxwell until the interests were absorbed by Walter P. Chrysler. Since 1924 Gingrich Motor company has been the local representative for the Chrysler cars, recently discontinued.

Having parted as friends in 1922 the Hupmobile again returns to the old fold and with the sales organization, new building with a beautiful display room and well equipped service department Hupmobile owners and prospective purchasers of the Hupmobile will have at their disposal one of the most modern, up to date and efficient automobile establishments in the city.

LUTHER BURBANK'S CAR 11 YEARS OLD



Faithful old machine brings back memories of plant wizard

With the recent death of Luther Burbank, known the world over for his wonder work in creating new and beautiful flowers, new and luscious fruits, and new species of all growing things, an interesting sidelight of this great man was given to the public. It was known that the "Beloved Gardner" was sentimental to a great degree, and even though his consideration for the things with which he worked was second, only to his love for his friends of the plant world, nevertheless his sentiment for his one and only motor car surprised even his friends.

For eleven years he owned and drove but one automobile—a Willys-Knight, purchased in 1915, and his usual answer to all suggestions that he take a new model was—"No, it seems part of the family, the motor actually does improve with use and it's running always, smoothly and quietly—why should I change?"

His apparent affection for "Old Willie" as he called it, continued to the day he died, but it was just his grand old way—the plant wizard had been as faithful to old "Willie" as old "Willie" had been to him.

Another interesting sidelight into Burbank's nature was his extreme care of his belongings. The car's original coat of paint, although dimmed by years of California sunshine and its period of long work-a-day service, was still intact at the time of his death. The upholstery, too, was in an excellent state of preservation, showing hardly a scratch or mark of rough wear.

During the adjustment period that followed Burbank's passing some of his friends urged the estate to "pension" or retain "Old Willie," keeping it in the old garage as one of the points of interest for those who called, and a evidence of the careful kindly way the plant genius handled his belongings. Such an arrangement, however, was hardly practical, so

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NEW PAIGE EIGHT TWO HIGH GEARS

Economy Big Factor; Vibration Trebly Checked; Good Color Scheme

The new Paige eight, heretofore exhibited only at the largest automobile shows, where it was hailed as the forerunner of a new type of car because it features a transmission with two high-gear drives, is now in quantity production at Detroit, and its distribution over the entire country is rapidly being achieved.

Because of its improved four-speed transmission, the coming of the Paige eight has been eagerly awaited, and it has been asserted that it will mark the beginning of a new trend in American practice. In brief, the four-speed transmission provides the driver with two high-gear drives, both virtually as silent and as efficient as the ordinary direct drive of a three-speed car, one ratio being higher than ordinary, the other slightly lower. In direct drive, with a gear ratio of 2.69 to one, high road speed is obtained at reduced engine speed, the engine running about 25 per cent slower than in the average three-speed car at the same road speed. This ratio is used in virtually all driving, city and touring.

Owing to the reduced number of intake strokes per mile the gasoline consumption is correspondingly reduced. In fact, economy is one of the chief advantages of the four-speed improvement.

The optional high-gear, with a ratio of 5.25 to 1, is available for quick acceleration in starting, and for extraordinarily long and steep climbs. That is, it is used exactly as second speed is used in a three-speed transmission. However, new construction, utilizing internal-gear drive, makes this reduced gear silent and 98 per cent efficient, so that it may be used at high speed and for long periods, if desired, with none of the drawbacks incidental to spur gearing.

The Paige eight forms a distinct class, in power, size, and price, from the three series of Paige sixes, all of which are to be continued. With the addition of the six models of eights, Paige thus has a complete line comprising 20 models, covering a price range from \$1095 for the 6-45 coupe to

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Distribution Director Announced by Company

PONTIAC, Mich.—Hugh Higgenbottom, director of the department of field operations of the Oakland Motor Car Company, has been appointed head of the newly created department of distribution as director of distribution. He will supervise all dealer relations and activities so far as the home office is concerned.

Mr. Higgenbottom has been in the retail and wholesale branches of the automobile industry for more than sixteen years. Upon joining the Oakland Motor Car Company in the fall of 1924, he was made Chicago district manager and was later taken into the home offices at Pontiac as head of the department of field operations.

STUDENTS VISITED AUTOMOBILE PLANT

Great Interest Manifested in Many Tests Made in Production Work

Inspection of the various operations entailed in the production of the Nash car was made last week by a delegation of fifty students of the Aviation Corps of the Great Lakes Naval Training Station under the supervision of Lieutenant Commander Weiss. Like many universities and other institutions of learning in the central west, the Naval Training station has made inspection of the Nash plant, and other industrial plants, a part of the school curriculum.

Among the other schools to send students to the Nash factory, under the guidance of professors and instructors, are the University of Illinois, school of engineering; Northwestern University, school of commerce; University of Wisconsin; Armour Institute, Ohio Northern University; University of Kansas; University of Arkansas; Purdue University; Lake Forest College; University of Oklahoma, school of engineering; Greer College of Automotive Engineering, and a number of high schools.

These students express keen interest in the various processes that go to make up the completed car and usually are outspoken in their amazement at the lengths to which Nash Motors goes in the safe-guarding of quality through a most complete system of inspection and tests. They never fail to comment, for instance, on the fact that tests are made of each shipment of steel, even before the material is unloaded from the cars. It is explained to them that under this severe laboratory test the steel must show that it has precisely the right percentage of carbon, nickel, chromium and other elements suited to the purpose for which it is to be used. Passing the laboratory test the steel is then sent to the various departments for fabrication. A Brinell test for hardness is made of each foundry mixture daily—an annual practice—and Nash Motors insists that the cylinder walls in each motor block must show 180 to 200 Brinell hardness.

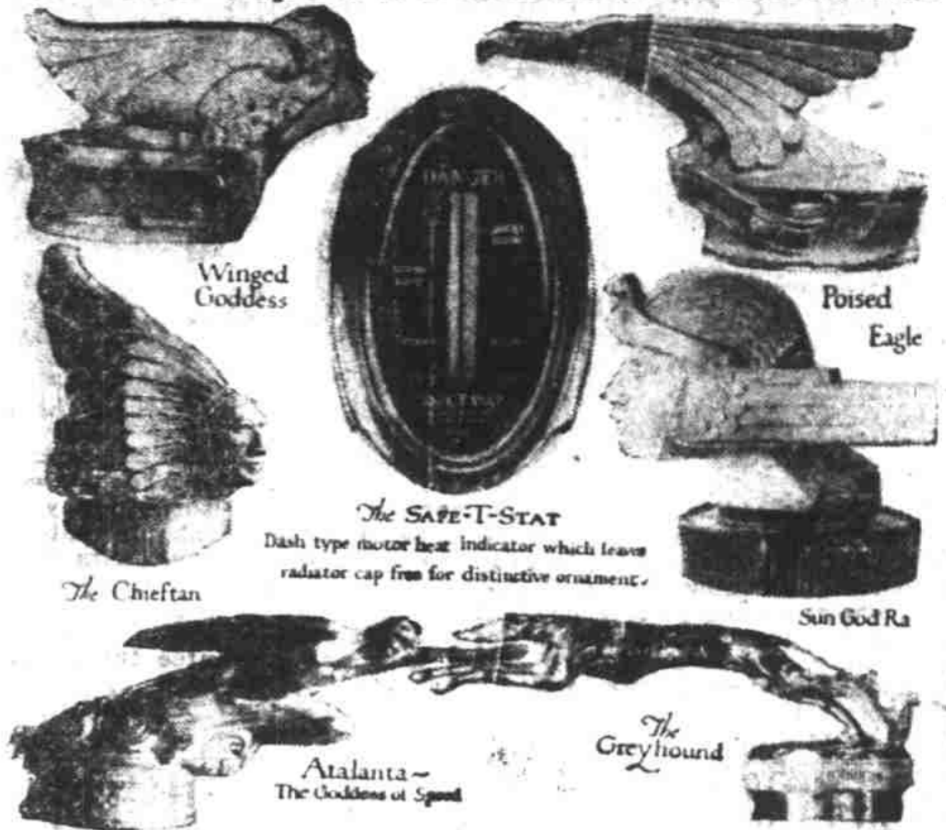
And, as with the steel and other raw materials, each operation in the building of the car is checked by an inspector before a given part is permitted to pass on in the assembly line. Supplementing this, tests are made of finished parts wherever a test is advisable and practical. The seven-bearing

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NEW FORD MODEL

BOSTON.—Detroit advices are that new gear shift car of Ford Motor Co., will have four-cylinder engine, 104-inch wheelbase and will probably be listed at \$475 for the touring car, compared with list price of \$380 on present model. It is expected to be on the market at opening of summer, or say in late June.—Wall Street Journal.

Radiator Cap Now Distinctive and Beautiful



The interesting array of radiator caps pictured above shows the trend now being followed by many motor car manufacturers. The Safe-T-Stat motor heat indicator featured by the Western Auto Supply company attaches to the instrument board and leaves the radiator cap space free for an ornament of more pleasing design.

CHEVROLET CLAIMS LARGEST OUTPUT

Production Assertions Show Company's Standing in Gear Shift Cars

The Chevrolet Motor company is today the largest manufacturer of gear shift cars. Information to this effect has just reached Newton-Chevrolet company, the local dealer from factory officials. According to the word received here 112,499 commercial vehicles were produced during 1926, an increase of more than 132 per cent over the preceding year.

In 1925, it was pointed out, 48,299 trucks were manufactured. "This enormous increase is attributed in no small degree to the numerous refinements and lowered prices of the new trucks," said Mr. Newton.

"Another factor that has played an important part in this tremendous gain is the demand in the rural communities for this type of motor vehicle, Chevrolet Motor company executives claim.

"According to present manufacturing schedules an even greater monthly production is contemplated in the truck division of the factory during the coming months to insure dealers throughout the country with a sufficient supply to meet the growing demand.

"Production during January, 1927, broke all truck records for a single month in the history of the Chevrolet company when 15,927 trucks were manufactured. The previous high mark was in September, 1926, when 12,845 trucks were turned out."

Milwaukee—P&C Hand-Forged Tool company factory employs 36 men.

NEW PONTIAC GETS HEAVY RECEPTION

Local Dealers Convinced Banner Year Ahead for "Chief of Sixes"

The enthusiastic reception accorded the new Pontiac six models which went on display here about a week ago has convinced Vick Brothers, dealers in this territory for Pontiac sixes, that this will be a banner year for the "Chief of Sixes."

He predicted that he believed the great factory at Pontiac, Michigan, which is turning out 1000 Pontiacs a day will be pressed to make the supply equal the demand. He made that statement only after observing the cordiality with which the motoring public visited his show rooms and those of his associate dealers to view the latest creations.

"I have never seen anything exactly like it before," he asserted in an interview.

"During the years I have been merchandising automobiles it has been my privilege to witness the displays of new models and to observe the reaction they had with the public. But this time there was something different than I have ever observed in the past. People came in just to look, but they stayed to examine the creations closely and in many cases they did not leave our show rooms until after 'signing on the dotted line'."

"Some of the features that made such an impression on visitors were: full crown fenders, the slight re-arrangement of the radiator lines and the parking lights, the new position of the gear shift and emergency brake levers and the general interior upholstery of the models we had on display.

"Examinations of the cars disclosed to the curious that the body lines appeared to be longer than former Pontiac six models. However, they were assured there had been no change, but that new fenders and radiator lines were responsible for such an illusion.

"The headlight tilting device that has hitherto been an exclusive Oakland feature is now regular Pontiac six equipment. Merely by pressing a button located on the floor boards with the driver's left foot the rays of the lights are tilted so that they do not shine in the approaching driver's eyes, yet at the same time they are not dimmed."

Some Improvements Make for Comfort in Driving

Each month sees some improvement that makes for comfort in driving a car. One of the newest of these is the line of gear shift balls, carried by W. E. Burns—Dan Burns (Not Brothers—The Same Man).

Any one who has driven a car without the gear shift balls has no idea of how they will add to one's comfort, for they fit snugly into the palm of your hand and add noticeably to the ease with which one may shift the gears of his car.

W. E. Burns—Dan Burns—(Not Brothers—The Same Man) who is one of the largest parts dealers in this part of the country has decided to go in for accessories. Any of the newest "wrinkles" in accessories can be found at his place.

Lloyd Greizer has been appointed salesman for W. E. Burns—Dan Burns (Not Brothers—The Same Man) and will take over the territory lying south of Salem.

WONDERFUL ARRAY OF CARS DISPLAYED

People Given an Opportunity to Inspect Models; Great Interest Shown

A wonderful array of motor cars was displayed Tuesday evening at the auto show, held in connection with the spring window display week, on Court street between Commercial and High streets. Many new models were shown and the people were given an opportunity to see and compare the various models. Salesmen and officials were present to give information and explain the advantages of their particular cars.

The Fitzgerald-Shelton Motor company displayed six Chrysler models, including the sport 60, 70 roadster, 60 sedan, 70 sedan, 50 coach and 60 coupe. The Bonesteel Motor company displayed the special Dodge roadster, special coupe, special sedan and the Dodge standard roadster. The Kirkwood Motor company had the Hudson sedan and coach and the Essex sedan on display. The Newton-Chevrolet company displayed four models including the coupe, coach, cabriolet and the sedan. The MacDonald Auto company exhibited a full line of Chandler cars, including the standard, special, big six and the royal 8; also they displayed the Little Marmon 8. The Gingrich Motor company displayed the Hupmobile 8 sedan, the 6 sedan and the 6 broadham. The Valley Motor company had the sport roadster, the tudor sedan, the foudour sedan and the coupe models of Ford on display. Vick Bros. displayed the Oakland and Pontiac in the following models, the sport touring, roadster, landeau sedan, standard sedan, de luxe sedan and coupe. The F. W. Pettijohn company showed the Nash advanced sedan, the Ambassador, special sedan, sport coupe, light 6 coupe, de luxe sedan 6 coach and 6 straight sedan.

The Marmon Automobile company displayed the new Erskine 6, the special Studebaker sedan and Victoria, the big six Commander, Chancellor and President. Otto J. Wilson displayed the Buick line in the sport roadster, the 2 door sedan, the 4 door sedan, the 4 passenger coupe, touring and special coupe. The Salem Automobile company showed the Star 4 Collegiate roadster, 4 coach, 4 coupe, 6 coupe and the de luxe sedan. The Capital Motors displayed the Oldsmobile roadster, sedan, coupe, coach and landeau sedan, and the 426 Packard sedan. The Trumm Motor company displayed the 4-door Paige, the 2-door, the coupe,

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MILLER COMPANY CONTRACTS COTTON

Calloway Mills Maintain Most Complete Cotton Laboratory in South

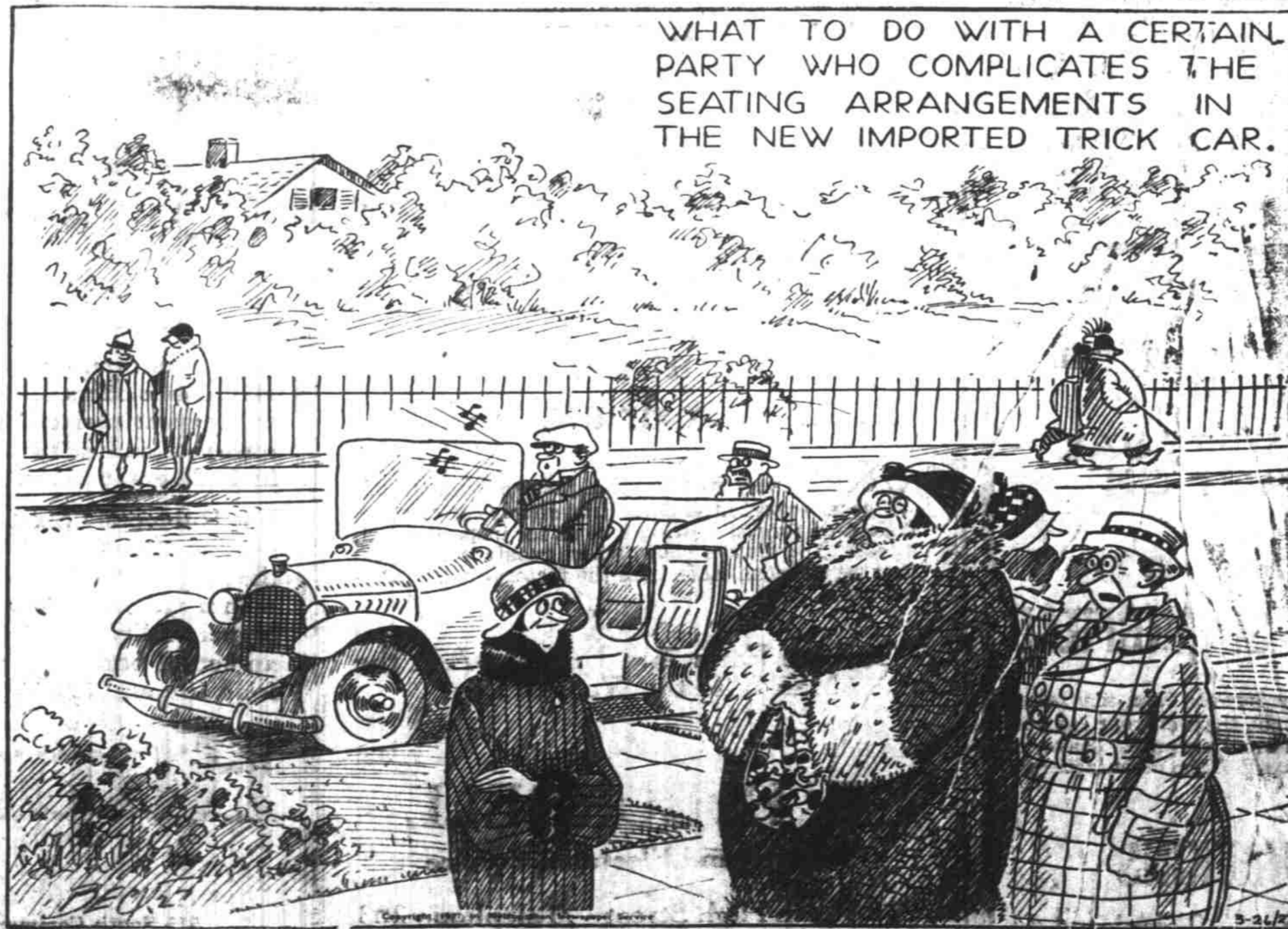
AKRON, Ohio.—(Special)—In order to get especially satisfactory cotton for the making of tires the Miller Rubber company has contracted the entire output of one of the south's largest cotton mills, according to an announcement just made by W. F. Pfeiffer, general manager. Cotton will be produced under the rigid specifications developed by the Miller Rubber company in its model spinning laboratory at Akron.

Arrangements have been made with the Calloway Mills company to operate this plant at Athens, Ga., which will be completely revamped and modernized so that cotton can be produced which will meet Miller specifications.

One of the outstanding features of this is the advantage of combined research facilities of the two organizations. In the Miller plant at Akron is a completely equipped cotton mill where cotton research engineers are continually working to perfect cotton production. It was in this laboratory that the so-called Uniflex cord construction was developed for all Miller tires which insure uniform flexibility, recovering from blows to normal shape with the quick springy action of live rubber.

In the research buildings of the Calloway Mills company at La Grange, Ga., is the most complete cotton laboratory in the south. With the finest facilities for cotton research at La Grange and the only cotton spinning mill laboratory in the rubber industry, great progress is expected in the development of a cotton seed that will still further improve the quality of rubber tires.

DOWN THE ROAD



The Question Before the House

WHAT TO DO WITH A CERTAIN PARTY WHO COMPLICATES THE SEATING ARRANGEMENTS IN THE NEW IMPORTED TRICK CAR.

By FRANK BECK