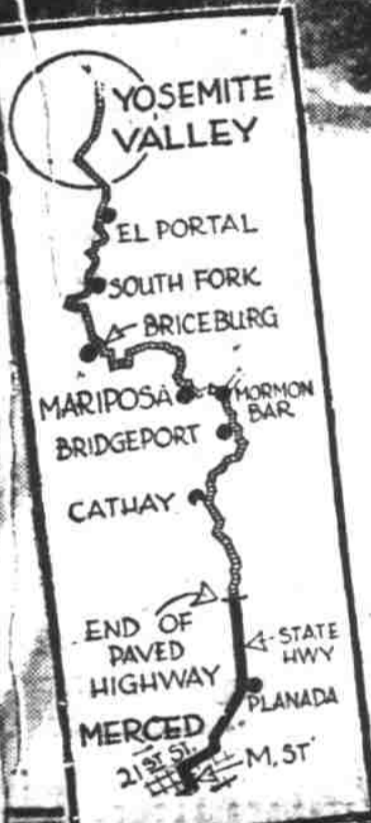


NEW ROAD OPENS YOSEMITE TO WINTER MOTOR TRAVEL



With the opening of the Bricburg Highway to Yosemite Park, winter sports are now popular at this playground. Top photo shows view of the Valley with Half Dome at right. On the right is the overhanging rock on the new road with a picture of the Union Ethyl scout car. In the center is a real honest-to-goodness snowman made by the party. Lower left, another view of the Valley, and to the right, another view of the Bricburg Highway. The map shows the recently completed all-year road into Yosemite Valley. A member of the party is shown enjoying the well-known sport of skiing.



YOSEMITE PROMISES TO BE POPULAR WINTER RESORT

Sports in Snow Country Expected to Lure Hundreds from Cities. Easy Week Trip from Los Angeles or San Francisco.

Yosemite Valley, probably the best known of California's summer playgrounds, promises to become a popular all-year-round resort with motorists, according to A. R. Hromatka, Los Angeles business man who recently made a trip to Yosemite in a Union Ethyl scout car, a Hupmobile eight sedan.

With the opening of the new convict built Bricburg highway from Merced to El Portal which enters the valley below the snow line, the shackles which have made Yosemite a snow-bound fairland during the winter months have been shaken off.

The new road, according to Hromatka, is in excellent condition and the trip can be made from Merced with comparative ease in three hours.

To quote Hromatka, "the motorist climbs steadily from Merced to the floor of the valley, a distance of approximately 85 miles. The trip leads from sunshine to snow with the consequent changes in temperature. We negotiated this stretch of road under conditions that made motoring a real pleasure. At no time during the long upward grind did the engine

chines, some producing 7500 finished parts each day. A hardening department where from 90,000 to 100,000 parts are heat-treated as part of each full day's work. Three hundred and 25 gear-cutting machines with an output of 34,000 gears each day. Huge presses which take a flat piece of steel and emit a fender or body panel—presses capable of exerting pressures ranging from 900 to 140 tons and weighing as much as 356,000 pounds.

"Here, undeniably, is volume production," states Mr. Bonesteel of Bonesteel Motor Car Co., Dodge Bros. dealers in Salem. "Here, too, is the reason why Dodge Brothers motor cars can be so good and yet so reasonable in price. And with Dodge Brothers' quality in design, materials and workmanship has ever been of

MACHINING OF 6,000 PISTONS FOR DODGES

Great Machines Give Factory Remarkable Record Every Nine Hours

Row after row of whirring machines—each finishing pistons—capable of producing 6000 in nine hours. And elsewhere throughout Dodge Bros., immense plants, such manufacturing facilities as a battery of hammers which easily turn out in excess of 254,000 pieces per day.

A screw-machine department equipped with 300 automatic ma-

prime importance. They have realized full well how short-lived would be their enviable reputation were they to stray for an instant from the path of quality.

"With this ideal a fixed law, every safeguard to quality has been provided. For instance, a Metallurgical department, completely equipped with chemical and physical laboratories, is a vital part of their organization. Here, experts determine through exhaustive tests whether or not raw material and finished parts are of a standard high enough to become parts of Dodge Brothers motor cars. How uncompromising such tests really are, is best proved by the world-wide name for dependability which the car has attained."

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SPORT ROADSTER NEW MODEL ADDED

Rumble Seat and Complete Equipment in This Out-Door Type of Car

With the introduction of a sport roadster to the new Pontiac six line announced last week, there has entered the low priced field a type of automobile which hitherto has been associated only with the more expensive makes of cars. This new body type added to the line is in every sense a sport roadster will all the equipment, smartness, color harmony and dash deemed essential to this outdoor type of motor car.

It has seating capacity for four adults, a rumble seat in the rear, easily opened and easily reached, giving the extra carrying capacity for two persons. The car coloring of Lucern blue Duco, striped with, Paerie red is as distinctive as the rakish body lines.

The upholstery is of shark grain leather and deep side pockets are provided in both doors. Nickel plating is used extensively in the hardware of the car. The windshield arms are nickel plated as are the rear deck bars and the rumble seat side arms, door handles and interior hardware. The rumble seat is entered by means of two aluminum steps on the right side of the car, one on the frame and the other mounted on the fender.

Some of the unique features include the inside door handles which are placed toward the extreme front of the doors to be easily accessible; the outside door handles which are inlaid with imitation mother of pearl; and the head and the cowl lights which are finished in the same Duco color as the body of the car. The spare tire is neatly carried on the left front fender. Automatic windshield cleaner and rear view mirror are standard equipment.

When the rumble seat is used, the entire top may be removed or the back curtain may be raised or taken off altogether when the top is up. A glass window inset in the back curtain is grained in aluminum.

This car reflects all the many improvements of the new Pontiac six line, longer and lower bodies, deeper radiator, larger, heavier and more sweeping crown fenders and more massive headlamps. The beading slopes down at the back of the sport roadster to conform to the graceful slope of the rear deck.

One of the unique features of the car is the new tilting-beam headlights which are controlled by a switch on the floor boards. This switch which is most simply operated by the foot either throws the beam down on the road for city driving or straight ahead for country driving at night—without dimming the intensity of the light. A 17-inch steering wheel with aluminum spider is another refinement to the Pontiac six line. Other new mechanical features include new transmission and brake levers, a clutch even more smooth and positive in action and an oil-sealed universal joint. The car lists at \$775 f. o. b. factory.

At the present time, the factories at Pontiac are being extended to produce the number of Pontiac sixes demanded throughout the country.

KNIGHT OF THE GAS

Lord, but it's great to be alive, With a road to follow, a car to drive.

A ride on a horse is fine and stirring. But me for a car with the engine purring.

What knight of old had a better steed To serve his pleasure or fill his need?

For whether it's a flivver or supercar It takes you swiftly, & bears you far!

The sky line beckons, the distance lures, The road's before you, the world is yours.

A horse to ride? Why, this steed of steel Has forty horse power under the wheel—

Forty horses that pull together In any season, in any weather!

Forty horses with lungs of fire That leap to your touch and never tire.

The Magic Carpet was no more swift, Not even the seven-league boots could lift

And carry on as these horses do Into the country of Dreams Come True.

There's more of the world that you want to know Give 'em the gas and let 'em go

Over the hills and down the hollow, A car to drive and a road to follow,

A girl to love and a car to drive, Lord, but it's great to be alive! —Berton Brabey.

NEW RADIO BODY FACES BIG TASK

Commission Recently Created Must Unscramble Unsavory Looking Mess

CINCINNATI, Ohio.—(Special.)—When the new radio commission created by the recently passed broadcasting legislation, starts out to unscramble the unsavory looking omelet that now exists in the ether, it has a job on its hands. The task, however, can be accomplished in spite of the difficulties, if the commission keeps the public interest uppermost in mind.

This was the comment of Powell

Crosley, Jr., president of the Crosley Radio corporation, after President Coolidge affixed his signature to the bill that has been so long awaited by radio listeners.

"The commission," Mr. Crosley said, "must face its duties with a fearless attitude and the determination to do the right thing. Radio vitally concerns the interest of the American people, and their rights as listeners must be protected.

"Politics and political influence should not count in the solution of the broadcasting problem. Priority, combined with continued service to the public, should be the only factors governing the selection of stations that are to continue to broadcast.

"We need less broadcasting. We need good broadcasting. We do not need poor or mediocre broad-

casting. The law of the survival of the fittest must apply to broadcasting stations. The commission should fearlessly eliminate unnecessary broadcasting to make room for the better type of station.

"The fear of a broadcasting monopoly has long since passed. The argument of monopoly is presented by mediocre stations in order to retain their unexcused existence. The public interest is first and foremost and in the end it must be served. The American public generally gets what it wants."

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