

## VALUE OF BUICKS STARTS IN HOME

Many Buildings Comprise  
Factory of This Remark-  
able Automobile

The home of Buick at Flint, Michigan, is so big that a stranger can easily get lost in it. It is bigger than many towns. An airplane has to fly high to make a complete photograph of it, because it covers an area more than a mile and a half long and from two to four city squares wide. It has its own power and heating plant; a fire department, and its own officers to direct traffic. A fleet of automobiles is maintained to take officials and others to various parts of the grounds. Otherwise, they would waste many minutes each hour, simply in getting from one place to another.

Try to count the buildings in the bird's-eye view. Then you will have some conception of the size of Buick's home.

Now, think what this size means to you. For one thing, it indicates how steadily Buick has grown in popular favor. All these buildings are taxed to their capacity to meet the demand for Buick cars. New buildings are constantly being added to the group.

Another thing that it indicates is Buick's great buying power. Purchasing raw material and supplies of all kinds, in wholesale quantities, Buick naturally gets very advantageous terms. The money saved by purchasing in this way is used to put greater value in the Buick that you buy.

Size, however, is not the most important point about Buick's home. Rather, you will find a close-up view to be even more interesting than a bird's-eye view. Viewing Buick activities at close range you begin to feel the co-ordinated effort that binds all these buildings into the unified personality expressed by the word Buick.

You see immediately that, great as is the territory covered by these plants, there is nothing haphazard about their management. Each has a carefully planned place in Buick production. Each operation begins where the last one leaves off and work flows along as steadily as a river.

Buick's home is a place of contrasts—tremendous size contrasted with work of microscopic fineness; the crashing power of great steam hammers contrasted with

(Continued on page 3.)

## SPEEDY CARS USED FOR PATROL WORK

Fast Cars of Detroit Corporation Now Patrol Highways in Many States

Motorists who have a weakness for speeding would do well to consult recent records of fast motor car acquisition by the forces of law and order before indulging in their propensity for law violation.

Advises received within recent weeks by the Chrysler Sales Corporation indicate a special tendency to buy the speedy cars of that company for highway patrol work and results suggest a degree of effectiveness on their part that should serve as a warning to would-be defiers of speed limits.

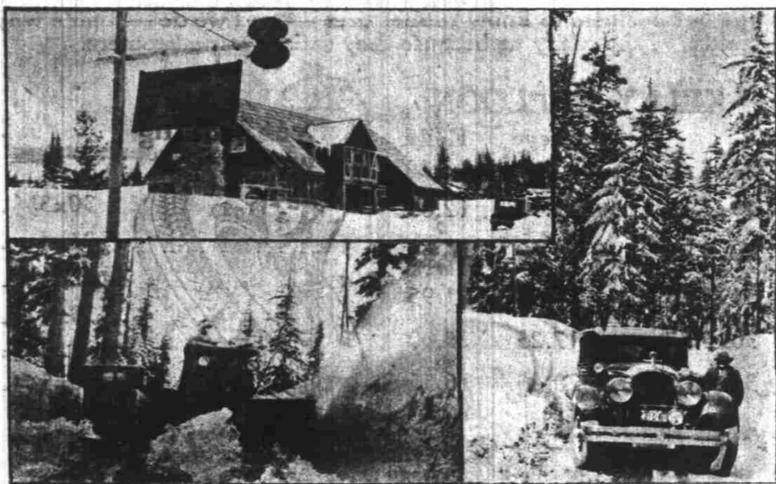
Rhode Island's state police force now has eight Chrysler "60" and "70" cars, in addition to its motorcycles. Its first Chrysler "70" has a record of 50,000 miles and it is still in regular service. Its unflinching reliability led to the purchase of the rest of the Rhode Island Chrysler fleet.

On the other side of the Continent, the California state police have now increased their Chrysler total to 30. California does not buy these cars but each officer is given an allowance, and purchases whatever type he thinks best suited to his needs. These men know motor cars from bumper and bumperette, and the fact that more than half the force have chosen Chryslers is evidence of their confidence in Chrysler ability. According to one report which recently reached the company from a California trooper the Chrysler "70" he has driven the last two years never missed catching a speeder although it went after hundreds.

Sergeant William Pilger, of Illinois, sent in a typical report when he wrote: "I have driven a '70' coupe over 18,000 miles and I have never needed more speed than this car can deliver. We use

(Continued on page 2.)

## Scenes Taken Near Government Camp



Upper left: Battle Axe Inn with Mt. Hood in the background. Lower left: Snow plow clearing road near Government Camp, after 24 inch fall during past week. Right: Marmon car on road near Government Camp. This trip was made on April 20 by a Statesman representative in a Marmon Eight furnished by the MacDonald Auto company of Salem.

## IMPERIAL LANDAU MAKES APPEARANCE

New Chevrolet Car to Be  
Black With Red Wheels  
and Red Inserts

In pursuance of its program of high quality at low cost the Chevrolet Motor Company began production April 1 of an entirely new model, to be known as the Imperial landau. Formal announcement of the new type of Chevrolet will not be made until early in May, when shipments will have been made to the more than 12,000 direct and associate dealers of the company now blanketing the country.

The foregoing information was provided by Mr. Newton of the Newton Chevrolet company, the local dealer organization, who added that this makes the second completely new type of car added to the Chevrolet line since the beginning of the year, the first being the sport cabriolet.

Factory plans relative to the Imperial landau were revealed publicly for the first time by R. H. Grant, vice president and general sales manager of the company, during the recent tour of Chevrolet executives through the Northwest.

"The new car will be colored black and will have red wheels and red inserts," said Mr. Grant. "It will be the sport type now so favored by certain classes of motorists and will give Chevrolet from every view point a full line. We do not expect to sell more than 5,000 of these cars monthly, but as to that I shall make no prophecy—sometimes the demand for a model is far greater than expected."

All previous monthly production records in the history of the Chevrolet factory topped in March, when the company manufactured 107,900 automobiles. This meant an average daily production of 4,316 cars. A completed car rolled off the assembly line with clock-like precision every six seconds of the working day. On March 31 a new daily record for production was also established, when 5,075 Chevrolets were turned out.

Production last month exceeded that of March 1926, by 42,733 units, a gain of 66.6 per cent. This is attributed by the local dealer to a constantly increasing demand for the car, nationwide in its insistence, since the announcement the first of the year of "the most beautiful Chevrolet in Chevrolet history."

**Standard 6 Chandler Has Two Color Options**  
CLEVELAND, (Special)—Announcement of two color options, dustproof Buckingham gray or two tone sage green and Brewster green, for the Standard Six sedan priced at \$995, has been made by the Chandler-Cleveland Motors Corporation. This type is designed to afford ample room and comfort for occupants and is upholstered in gray broadcloth, with Circassian walnut finished instrument panel, window moldings and door panels set off to harmonize with the instrument board design. Equipment includes 30x5 full-sized balloon tires, four-wheel mechanical external contracting brakes, air cleaner, oil filter, thermostatic control of the cooling system, self-adjusting spring shackles, and "one shot" chassis lubrication system.

## Business Reported Very Good in Hudson-Essex Line

L. D. Lambeth, territory representative for the Portland Motor Car company, the state Hudson-Essex distributors, was in Salem Friday conferring with Kirkwood Motor company, Salem dealers. Mr. Lambeth reports business very good for the Hudson-Essex line. He said that the Portland branch has not been able to catch up with the orders and they had been as far as three hundred cars behind on orders from dealers throughout the state. Mr. Lambeth also states that the factory is also turning out 1600 cars a day. He states that this is the opinion that within thirty days the company will be turning out 2500 cars per day.

Mr. Lambeth stated that the new Deluxe Essex sedan model would be on the market very shortly, which will be in the thousand dollar class; also the two passenger sport speed about which will be in the \$800 class. The latter car, according to Mr. Lambeth, will be capable of 70 miles per hour. This will make 14 different models now available in Hudson-Essex.

## Traffic Expert Would Ban Horse From Streets

Dr. Miller McClintock, traffic expert to the Chicago Chamber of Commerce, says that the horse should be barred from the streets of that city as a means of speeding up traffic. "One team of trucks slow down to the pace of the animals in a walk," he says. "In the narrow streets this causes congestion that sacrifices the interests of the majority to those of the minority."—Motor Chat.

## MARMON PREDICTS NEW SALES MARK

New Eight Cylinder Car on  
Demonstration Shows  
Records Ahead

With production of both the large Marmon series 75, and the Marmon eight soaring to new high levels, the Marmon Motor Car company is anticipating the heaviest spring business in its history, according to advices received from Indianapolis.

Immediate orders call for the shipment of about 750 large Marmons and over 2500 Marmon Eights within the next four or five weeks, announce H. H. Brooks, general sales director, in most sections of the country, says Mr. Brooks. Marmon sales are running three-fold greater than ever before, thus emphasizing the very noticeable trend on the part of the motoring public toward cars of unquestioned quality.

At the present time the company is manufacturing its complete line of quality automobiles in 27 different body styles. In addition, an unlimited selection of custom-built types is being offered, mounted on both large and small Marmon chassis.

The excellent taste reflected in Marmon's full line of cars is creating much favorable comment this season. Moreover, the striking color effects achieved by the company represent an advanced note in the appearance of motor cars in the fine car field. The luxury and smart appearance of these cars are winning additional prestige for the pioneer company whose name they bear.

Sales and service connections (Continued on page 6.)

## THOUSANDS VIEW NEW AUTOMOBILE

Falcon-Knight Well Received; Heralded as Setting  
New Standards

Following the announcement of the new Falcon-Knight, the six-cylinder, Knight sleeve-valve motored car production by the Falcon Motors corporation of Detroit and Elyria, Ohio, a week ago, reports from all sections of the country show that this new car has found a quick response in public interest.

It is the first Knight motored car with a six cylinder power plant, ever to be priced in the \$1000 class and as such has been commented upon freely as starting a new trend in the lower price field.

While statements have been made regarding this car from time to time, plans of the manufacturer held back the presentation of any models to the public until the first showing could be made simultaneously in all parts of the country.

Demonstrations made during the initial week of its showing have disclosed performance achievements which have won enthusiastic praise.

Flexibility and smoothness are the most conspicuous attributes and the car has a decidedly alert manner in responding to the throttle in traffic. At top speed, the motor discloses an ability to travel fast without vibration and without any evidence of mechanical strain, which has been a characteristic of Knight motored cars in the higher price ranges.

The four-wheel brake equipment, which is identical with that used on the higher priced cars, affords an ease of control which has been remarked upon as engineering a comfortable sense of security at all car speeds.

Riding comfort has also been accepted by motor enthusiasts all over the country as out of the ordinary and in full keeping with other points of excellence in the car.

An examination of the body dimensions shows a careful attention to the comfort of the occupants.

An interesting degree of compactness combined with generous inside seating space has been provided.

## Big Demand for Autos on Canadian Prairies

WINIPEG, (Special)—Increased buying power on the prairies is indicated by the unusual number of automobiles being sold. Dealers are finding difficulty in supplying the demand. Canadian made cars are being given the preference. Yet, last year imports were 28,535 cars, compared with 14,632 in 1925. In 1925 there were five Canadian-made cars exported for every car imported into Canada. Last year there was only 2.61 cars exported for each one brought in.

## It Won't Be Long Now!



## "FILTorex" KEEPS OIL FAIRLY CLEAN

Necessity for Keeping Oil  
Clean Recognized; Oil Fil-  
ters Installed

Automotive engineers are agreed that more than 80 per cent of all engine trouble can be traced to the presence of foreign matter in the crankcase.

Contrary to general belief on the part of the majority of motorists, frequent oil changes are not recommended because oil loses its viscosity (lubricating quality) after 500 miles of driving. When kept clean, oil is actually being used for 3000 to 5000 miles and more.

"Draining is necessary, after every 500 miles, to relieve the engine of the abrasive material which has accumulated in the crankcase," points out D. J. Sweeney, manager of the local branch of the Colyear Motor Sales Company, Pacific Coast distributors of Standard auto parts.

Unfortunately, even punctilious draining of the oil from the crankcase after every 500 miles does not remove all the grit and dirt. As soon as circulation stops much of the foreign matter in the oil settles immediately into the pockets and remains there to contaminate the new oil. In addition a considerable amount of dirt gathers in the oil breather pipe and is washed into the crankcase when new oil is put in.

The necessity for maintaining clean oil all the time has been recognized by some makers and Hand-

(Continued on page 4.)

## MOTOR OVERHAULING BRINGS NEW DANGER

Dodge Brothers Factory Pro-  
tects Workmen With Large  
Blower System

Proper and sufficient ventilation of the air in garages is the one thing which will eliminate entirely all danger from carbon monoxide gas, according to Mr. Bonesteel of the Bonesteel Motor company, local Dodge Brothers dealer.

"Emphasis has always been placed upon the greater danger from carbon monoxide poisoning in the winter months," says Mr. Bonesteel. "While it is undoubtedly true that more lives are lost from carbon monoxide poisoning in the winter than at other seasons, the danger is just as great at all times if automobile engines are permitted to run in small garages without proper ventilation.

"With the coming of spring many automobile owners will tune up their own cars for the summer. Much of this work will be done out-of-doors but in many instances it will be done in the owner's garage. Because of the danger from motors running inside of buildings it is timely to again point out the precautions which should be taken.

"Automobile manufacturers realize fully that this gas might do to their workmen if it were permitted to contaminate the air in the factories. At most plants the air is kept free of the deadly gas by a system of fans or blowers which carry all exhaust fumes from the motors outside of the buildings.

"Probably the worst spot in automobile factories is at the ends of the final assembly lines. Here the motors are started preparatory to driving away the assembled cars under their own power. Because of this much more carbon monoxide is generated than in the case after the motors have been tuned up and operated for some time.

"Were only one motor running at a time the fatal gas would not be liberated in dangerous quantities. In large plants such as Dodge Brothers, however, the gas would soon make work at the end of the lines impossible if it was permitted to contaminate the air.

"Dodge Brothers main plant has three parallel assembly lines, each separated from the others by only a few feet. The motors of

(Continued on page 2.)

## French Auto Industry Affected by American

PARIS.—(AP)—France's automobile industry is threatened by American competition and the high franc. If French trade does not react quickly, says Maurice Goudard, a leading authority, the United States will crowd her out of the world market.

French car makers, says Goudard, who is head of the accessory manufacturers' association, must export 40 per cent of their output to live. The tax de luxe of 15 per cent, he adds, must come off to encourage domestic buying. This would enable manufacturers to reduce prices and compete abroad.

America already has taken the lead in engineering and production methods and he sees no hope for France in the automotive field unless she, also, goes into mass production.

## EXPECT TO BETTER PONTIAC'S RECORD

New Models Make Genuine  
Hit; Increased Motor Car  
Sales Anticipated

The tremendous record scored by Pontiac Sixes—one of the outstanding achievements of any manufacturer in the entire automotive history of America—will be so substantially bettered during this year that preparations are already under way to build the greatest possible future for this still infant company.

With an impressive introduction of new Pontiac models a matter of history, A. L. McMeans, district representative of the Oakland Motor company, is on his way to the Pontiac factory at Pontiac, Mich., with increased orders from Western Motors company, local Pontiac dealers, and with the hope of increasing Pontiac allotments to every dealer in the great Northern California territory.

This was his statement to Mr. Vick, of the Vick Bros. company, who declared that the new Pontiac models had received more genuine approval than any car he had seen introduced in his many years of automobile merchandising experience.

"The new Pontiac models have made a genuine hit, and this, added to the fact that previous Pontiacs have succeeded in building a great reputation for staminant and low cost of operation, is going a long way to build a greater future for the new Pontiac.

"We received word from Pontiac just before the departure of Mr. McMeans that at the present time the factory is hard pressed to supply the orders pouring in for new Pontiacs from all sections of the country, and we may have a hard time increasing our own allotments, but we want to do just that if it is possible.

"The roadster has met with great popularity, and it looks as if this model would be one of the most noticeable on California's highways this year, but greatest attention is shown the new landau model, one of the most attractive cars ever offered in or around this price class.

"The slight changes in the lines of new Pontiacs have been thoroughly approved by scores of people who have visited our showrooms since the announcement was made two weeks ago. The

(Continued on page 4.)

## STUDEBAKER AUTO TAKES HARD CLIMB

Car Goes Up Series of 20  
Inclines to Top of Ten  
Story Building

Climbing in high up a series of 20 inclines to the top of a ten-story Washington, D. C., garage, in the record time of one minute and twenty-nine seconds, is an additional accomplishment of the Studebaker Commander, the car which recently set five world records when it traveled 5000 miles in less than 5000 minutes.

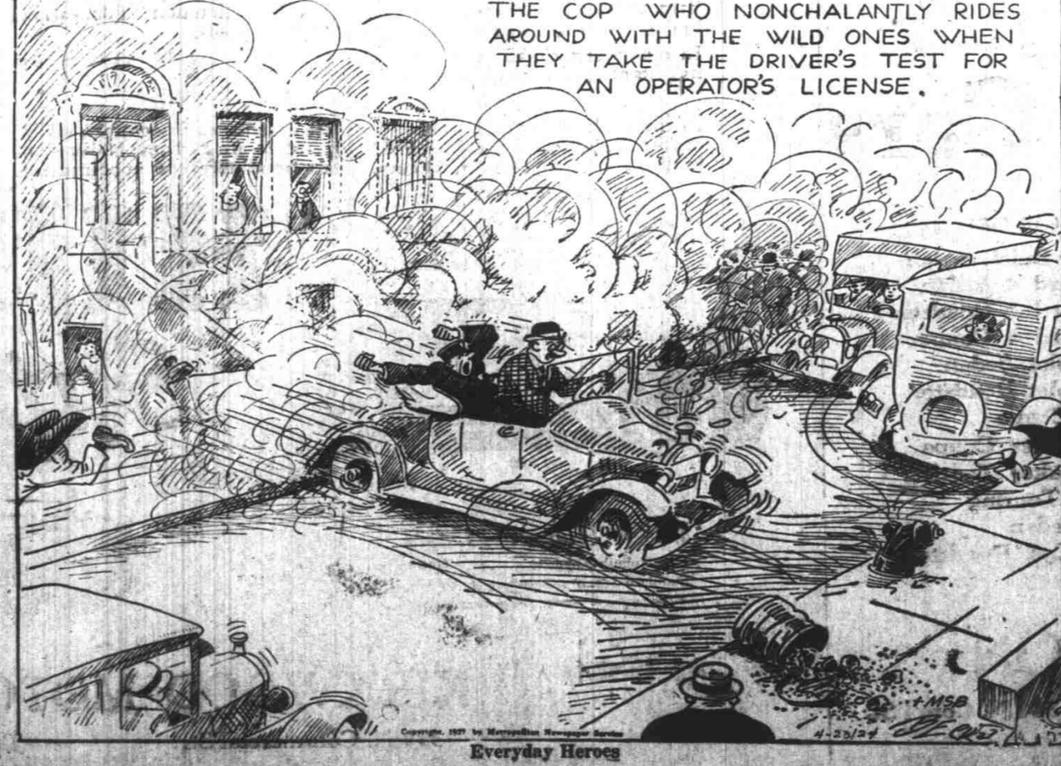
In the novel Washington climbing test, the Commander was driven by King Richardson of the Joseph McKeynolds company, Washington distributors for Studebaker, up a series of twenty steep ramps (inclines) in the newly opened \$1,000,000 Capital Garage. Five thousand people saw the race, watched the Studebaker out speed and out climb the rest of the field of ten competitors. When the Commander reached the top floor of the garage, it was loudly cheered.

Studebaker's nearest competitor in the race made the run in one minute and thirty-four seconds—five seconds behind the time of the Commander. The climb covered a distance of over 1500 running feet. The floor levels each measured forty-five feet of turning and the twenty ramps were each twenty-eight feet long. The cars were driven in what was practically equivalent to a constant spiral, an operation which tested both the skill of the drivers and the speed and power of the cars.

An Erskine six was also entered in the contest and made the climb in one minute and forty-one seconds—far ahead of many competitors.

Mr. Hanson, Jr., driver and director of the race, in which the test was the official time contest, and he has with each of the cars make sure that the clutch or

## DOWN THE ROAD—



Everyday Heroes