

MOTOR HIGHWAYS LINKED TO BRIDGE

Carquinez Bridge Means Direct Route to Picturesque Redwood Road

The motor highways of America are linked to Carquinez Bridge—the mighty highway structure, spanning the northern arm of San Francisco bay—which will be formally dedicated and opened to traffic on Saturday, May 21.

Four transcontinental highways, spanning the United States, east and west, north and south tap the Pacific highway system of which Carquinez Bridge is a vital link.

There are two east and west transcontinental motor roadways—the Victory and Lincoln highways—which swing westward from New York and meet at Carquinez Bridge.

At the lower or southern extremity of the Pacific highway system, the famous Bankhead highway meets the Pacific highway at San Diego. The Bankhead highway sweeps east through El Paso, Dallas, Atlanta, with a spur out of Charleston, doubles back to Atlanta and then swings northward through Richmond, Washington and on through to New York.

On the north at Seattle, the Pacific highway system joins with the Yellowstone Trail, a famous haunt of the overland motorists. The Yellowstone Trail follows a route that touches Spokane, Minneapolis, Milwaukee, Chicago and thence into New York.

And Carquinez Bridge, nearly a mile long and 350 feet above the waters of Carquinez straits, stands western sentinel over these four great transcontinental highways. The traffic of America converges at Carquinez Bridge.

Carquinez Bridge to the Central California motorist means a direct route to the new and picturesque Redwood highway—that marvelous stretch of motor road, tapping the redwood forests of Mendocino, Humboldt and Trinity counties in California and swinging back into the Pacific highway at Grants Pass, Southern Oregon.

"Carquinez bridge occupies a most strategic position in the Pacific Coast highway system," said Oscar H. Klatt, president of the American Toll Bridge company, owners and builders of Carquinez Bridge. "It is a vital link in four transcontinental highway systems and unlocks the doorway of beauty and agricultural and forest wealth of Northern California to the motorist northward-bound.

Motorists hailing from north as far as Vancouver find in the Carquinez Bridge, the connecting link in a continuous overland highway from British Columbia to Mexico. No wonder there is such keen interest in the opening date, May 21 and the governors of four western states—Washington, Oregon, Nevada, California—have accepted invitations to attend and to make speeches at the dedication of the bridge."

CHROMIUM PLATING FINDS MANY USES

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developed chromium plating methods for currency printing.

Chromium plating was practically unknown in a commercial way when it was introduced into the automobile industry by Oldsmobile and General Motors. Its hardness, which brought about its use by the government, made it an ideal plating for automobile surfaces exposed to wear. In addition it has another quality that made it ideal for use on automobiles and which influenced its adoption by Oldsmobile. This is its resistance to tarnish and atmospheric corrosion. An occasional wiping off with a rag is all that is required to main its high, blue-white luster, a fact its surface is so hard that polish has no effect on it.

The practical test given chromium plating on thousands of Oldsmobile radiator shells during the past year has more than proven its worth to the automotive industry.

OREGON HIGHWAYS BEST SAYS DRIVER

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we had about ten miles of paved road built only wide enough for one car. When another car came along, one had to get out on the muddy shoulder along the paving to let the other pass and was as likely as not to hang fast there.

Through Oklahoma one of the main roads was entirely shut off from traffic by the heavy rains, the drainage system being inadequate to carry off the surplus water. In going in to Dallas we had to be towed through water that came in to the body of the car; I had to stand on the seat of the car to steer it through.

Our trip took us from zero weather in New England, where some places snow was piled higher than the top of the car, to the hot desert sands through Oregon and New Mexico, where the roads were certainly dry enough, but not very smooth.

"After driving on your roads in Oregon I am convinced that if Horace Greeley were alive today, he would tell the tourist, 'Young man, go Northwest!'"

INCREASE SHOWN IN SALE OF SIX

1927 Models Maintain Leading Place in Higher Priced Range of Cars

With the Willys-Knight Great Six holding a place of unusual popularity among the motor car buyers, production of these models at the Willys-Overland plant in Toledo has been stepped ahead for the past two months at a rapid pace to meet the sales demand. The Great Six line maintained its leading position in the better car class during the early automobile shows of the year and the response of buyers throughout the country is responsible for the increased production scheduled for this model.

Since the new models were presented in January the sales figures have mounted steadily and with the coming of spring the sales showed an unusual impetus with indications that 1927 will see the sale of this quality car striking a new high mark. This fact is attested by Willys-Overland dealers who declare that never before have buyers of motor cars in the higher priced range shown such a decided preference for the Great Six even though this model held a position of leadership in its price field last year.

Although the Great Six Four-some, a 1927 addition to the line has had an unusual demand since its introduction, the fast approach of warm weather has brought about an increased sale of the Great Six Varsity roadster. This smart, powerful model of the sport type looms as a leader in its group, according to the influx of orders from dealers.

The Great Six Varsity roadster has an especial appeal to those who desire the open-car type and it is but the work of a moment to convert it into a closed car by raising the collapsible top and adjusting the side curtains. Another sporty feature of this car is the spacious rumble seat built into the rear deck. This auxiliary seat provides ample room for two extra passengers.

Long, sweeping and graceful lines characterize the Great Six cars. The bodies are low swung giving unusual road stability and added driving safety.

The Great Six models are powered by the Willys-Knight sleeve valve motor, presented this year with improvements which include a redesigned manifold, giving a greater fuel economy and pickup; a new type air cleaner which cleanses all the air taken through

the carburetor to the engine and a Willys-Knight oil rectifier which minimizes the quantity of oil consumed because it effectively prevents oil dilution.

In addition to the Foursome and Varsity roadster the Willys-Knight Great Six line also includes a four passenger Cabriolet coupe and a five and seven passenger sedan.

Bridge Painting Work Nearing Completion

CROCKETT (Special) — The job of painting the world's largest highway bridge is nearing completion.

Carquinez Bridge — mighty span of steel and concrete flung across the turbulent neck of San Francisco Bay at its northern extremity—is undergoing its bath of battle gray paint.

Perched on scaffolding and clinging to guide ropes, 350-feet above the water, the brush-wielders are "doing their stuff."

It will require 90 tons of paint to cover the entire structure. This is the largest bridge painting job in the history of the west and is the largest single painting job on record in California.

Every inch of the giant structure is being covered with three coats of weather-proof, specially prepared paint.

One gallon of paint covers 4 tons of steel and this means that 90 tons of paint are required for the entire job.

There are twenty Star cars in the service of the U. S. I. S. border patrol operating out of Nogales, Arizona.

REAL COMPETITION GIVES MORE QUALITY

(Continued from page 1.)

"In one respect our competition is different from other lines in that the motor car has a style feature as a selling appeal and we know of the varied ideas people have with respect to the number of cylinders, wheel base, construction, style, equipment and color of the car they buy.

There are now 620 models of American motor cars at from \$360 to \$9000, offered to the American public by 43 makers.

Of these, four sell for less than \$500; 80 between \$500 and \$1,000; 246 between \$1,000 and \$2,000, and 137 between \$2,000 and \$3,000.

No industry has been more cooperative in plans for lowering costs, broadening markets, developing standards and interchanging patents and similar activities than have those in the motor car field; and it is equally true that the real competition comes after the car is ready for the market.

In view of the higher standards of the car buying public, who demand more than mere transportation in their motor vehicles, the makers have been concerned not so much in changing prices, but in so building and equipping their cars that a buyer would not hesitate to pay a few dollars more to obtain the model that meets his requirements.

Production for the total industry, is 15 per cent under last year, there having been some losses among the big companies as well as the small ones and it is interesting to know that there also have been some substantial increases among small companies

as well as the large ones. At least four of the smaller companies are doing a larger business than they ever enjoyed and apparently will maintain that position throughout the year.

It is significant that many of the higher priced products are showing the best improvement in business.

"The automobile business has developed in three stages," continued Mr. Reeves. "At first the problem was to build cars that would run satisfactorily. The price element was not important. Then for several years up until about 1925 production methods were improved with new price levels resulting. Today we are in a situation where handsome design and adequate equipment are more important than the price factor. In fact, a number of companies have materially improved their position even though selling cars at a higher price than previously, because they have improved the looks and the equipment of the vehicle.

"Economy in production is important as is efficiency in sales. It has been possible to give more for the money because of the recent introduction of duplicate and over-head assembly lines, improvement in body manufacture, and savings in the method of painting. Every manufacturer welcomes in his organization men who can show him how to save pennies and dollars in order to lower the price of the product. But the most valuable man this year is the designer who can improve the appearance of the product. The winners in 1927 will be those makers who have concentrated on making a good looking machine.

"Another factor which is mak-

ing for the stability of the industry is the fact that each year it has more extensive experience behind it. Makers are thorough students of economic conditions. They understand the home and foreign market possibilities, their production costs and as far as is humanly possible, the probable

business results for the year. The outlook is not for a boom period, either in cars, buses or trucks, but for a sound, substantial twelve months of business, with production of the whole industry somewhat less than last year, and with the used car as the greatest problem.

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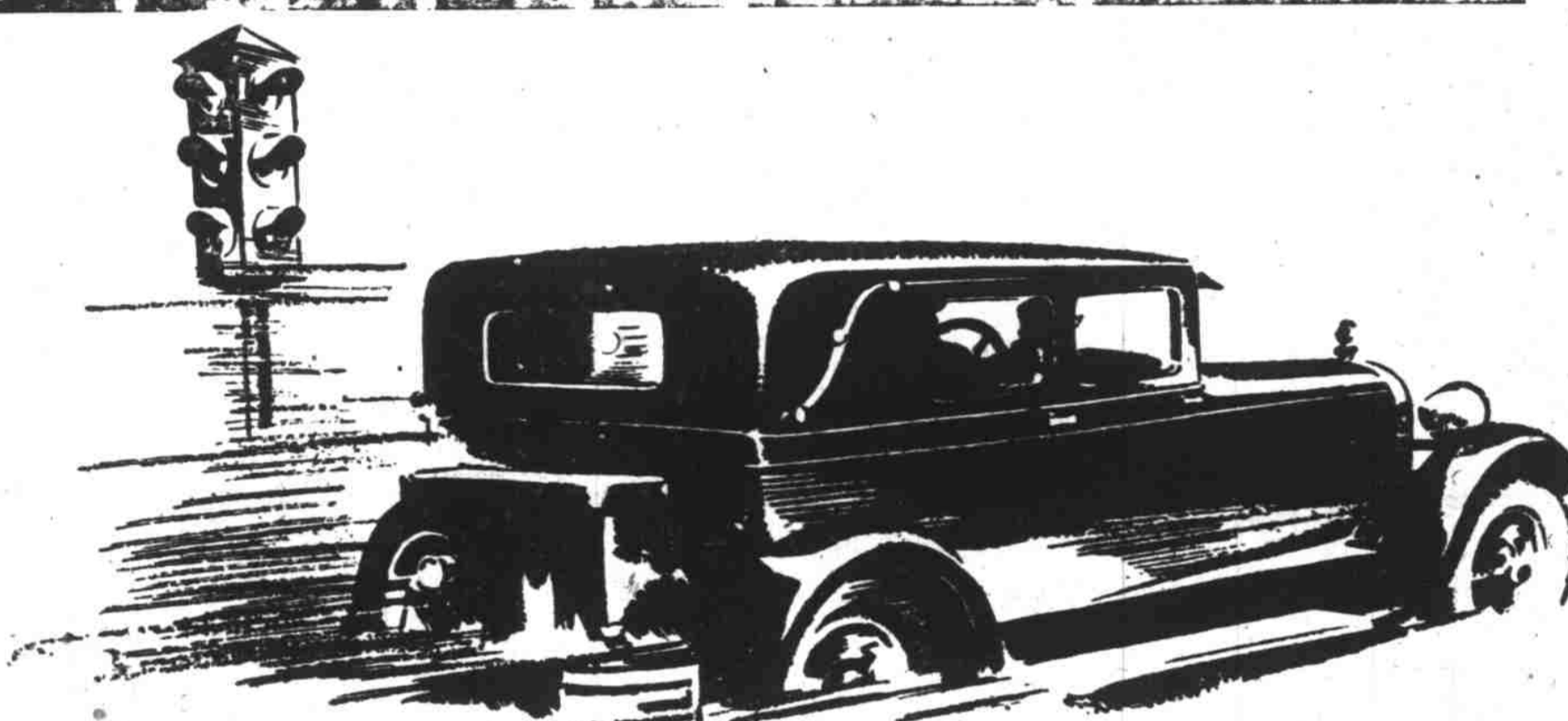
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HUDSON Super-Six

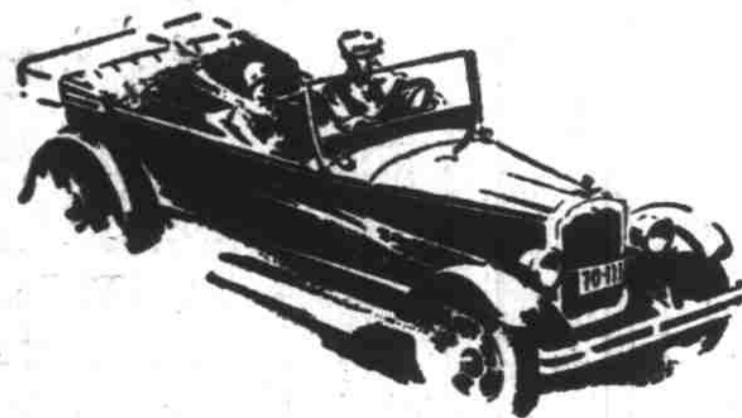
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