

BUILDING OF MOTOR CARS BIG INDUSTRY

Greater Possibilities in Store for Manufacturers in Near Future

By Lynn McNaughton
Vice President Cadillac Motor Car Company

In the United States the building of motor cars has developed into the country's leading industry. Throughout North America the motor car itself has become a factor of first importance in carrying on our every day business, and determining our manner of living. America, which comprises but one-tenth of the world's population, is producing and using nine-tenths of the world's motor cars. The remainder of the world is only beginning to comprehend its vast possibilities as a means of progress.

In a general way we are familiar with the rapid growth in the use of the automobile in Europe, South America and Australia. Yet on every continent of the globe the stimulating effect of motor car transportation is being felt, and, with the small number of registrations outside of North America, the rate of increase is everywhere more rapid than here. This applies to the great populations of China, India, Asiatic and European Russia as much as it does to South America, the United Kingdom, France and Germany. From 1924 to 1926, world registrations outside the United States increased 57 per cent; and to a lesser degree we can look for the motor car to add to world prosperity and well-being much as it has to that of our own.

Here, in 1927, the capital employed in the industry was negligible. Ten years later it was approaching a billion dollars, and today, it is almost two billion. If we include the capital investment in parts, accessories and tire production, the amount climbs practically another billion. For a number of years back the amount invested in motor roads here has amounted to practically one billion dollars per year, and motorists annually investing ten billions in the operation of their cars.

This wide use of motor cars is (Continued on Page 3.)

OLDSMOBILE FIRM PLANS NEW SYSTEM

Score of University Graduates Given Apprentice Positions Last Year

A new phase in automotive merchandising has been started by Oldsmobile officials. They are laying the foundation for a group of trained men who will have practical and theoretical training in the important phases of the industry—production, service, wholesale and retail selling.

At the conclusion of the college year last spring, nearly a score of university graduates were given apprentice positions with the Oldsmobile organization. During the past year they have received practical training and instruction in engineering and production methods at the Oldsmobile factories.

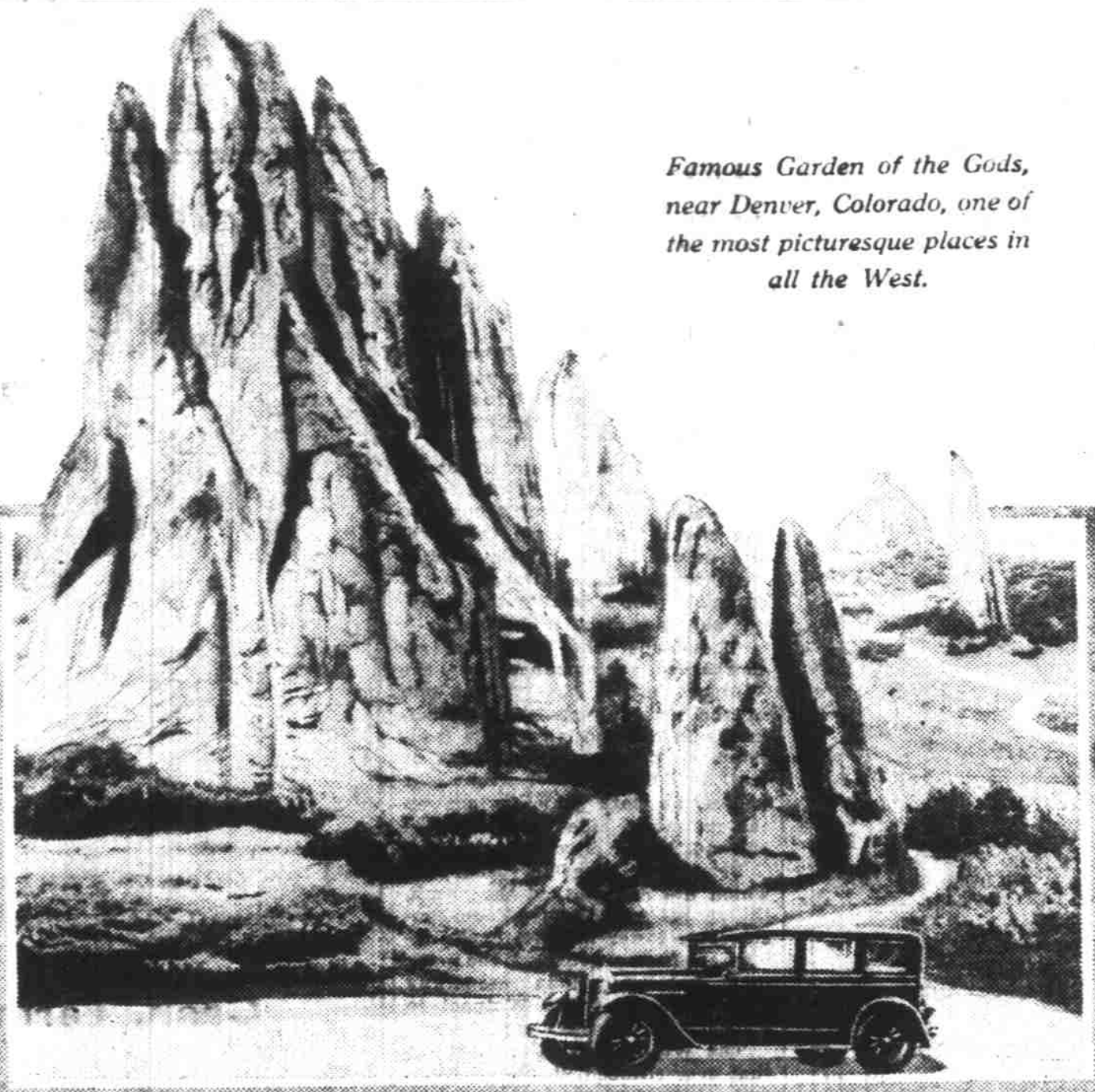
Eight of these graduate apprentices have been selected for further sales training, and at the completion of their year's training in the factory they are being given intensive instruction and practical experience in the selling of automobiles. This will be followed by a period of six months actual retail selling experience in Oldsmobile branches, and an equal period as factory representatives in the wholesale field. It is expected that the course will be completed next spring.

The factory instruction course now being given covers sales and service methods, from the receipt of cars in the field to the actual sale to the consumer. Sales policies, the operation of the General Motors Acceptance corporation and the Oldsmobile six per cent certificate plan are thoroughly studied.

Then this second year of training is complete these young men will have a close and practical knowledge of automobile merchandising. Their training will have included a regular college course, with engineering studies; one year of practical factory work in production departments, six

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America's Scenic Out-of-Doors Calls Motorists



Famous Garden of the Gods, near Denver, Colorado, one of the most picturesque places in all the West.

Photo Courtesy Hupp Motor Car Corporation.

EASE OF OBTAINING LIFTS INCREASING

Many Youthful Down-and-Outers Find Way to City by Getting Rides

WASHINGTON, D. C. — (Special.)—Motorists who indulge in the habit of giving automobile lifts to boys and girls along the highways and byways are contributing in a very measurable degree to the creation of a serious national problem, according to a bulletin issued from the national headquarters of the American Automobile Association today.

The American Motorist, which is the official publication of the AAA, has just completed a survey which shows that more than 70 per cent of the youthful down-and-outers, who become a burden on charitable organizations in our large cities, have arrived at destination via the "hitch-hiking" trail.

The national motoring body believes that if all motorists give a minimum of thought to the seriousness of the problem they are helping to create, they will hereafter abstain from giving lifts to boys and girls encountered on the highways.

Nine times out of 10, according to the American Motorist, these boys and girls simply succumb to the age-old wanderlust, have left home without preparation or with equipment and without a definite idea as to destination or as to what they want to do to support themselves. It continues:

"Hitch-hikers are not confined to boys alone. Almost as many girls find their way to the soup stands. Not only that, but these

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Paige Possesses "It" Says Queen of Beauty

DETROIT, Mich. — (Special.)—The Paige car has the "IT" of motordom, comparable to the "IT" in human nature made famous by Eleanor Glynn, according to La Verne Reynolds, the Detroit girl who won the title of "Miss Michigan," in a beauty and charm contest conducted by a Chicago newspaper.

"To me Paige has that almost indefinable spark of personality, which fascinates and enslaves," the beauty winner declared. "What is 'it'—well, I am not sure that I can say, but 'it' is there nevertheless."

"The car gives the necessary thrill as it responds to my light touch on the accelerator. It slips by and through traffic with an ease that wins my complete admiration. And we all know that woman must admire to be won. It completes the charm with beauty. If there is 'IT' in Motor cars, I know that Paige has 'IT'."

ENGINE EMBODIES ADVANCED FEATURES

Marmon 8 Result of Years of Intensive Research and Experiment

Numerous advanced features of automotive design, the result of years of intensive research and experimental work, have been combined to produce performance characteristics in the Marmon eight that are entirely new in the passenger car field.

Such is the statement of H. H. Brooks, general sales director of the Marmon Motor Car company, who reports that Marmon eight sales throughout the entire country are more than three fold ahead of the anticipated spring demand.

"The performance of the Marmon eight may be explained not only in terms of maximum miles per hour, but in the extreme flexibility of the car and its ability to overcome all kinds of traffic difficulties," Mr. Brooks said. "In the first place, the piston displacement of the Marmon eight engine is only 190 cubic inches, yet the engine develops more power in comparison to its displacement than any other production engine. Thus, it is apparent that Marmon engineers have followed the trend in modern racing car design—a trend that has brought forth so many new records for this year's tiny motors of only 91 1/2 cubic inches of piston displacement.

"One of the outstanding features of engine design in the Marmon eight is the method of gasoline distribution, so long a drawback to the development of the straight eight engine for the passenger automobile. The intake manifold of the Marmon is of the down draught type, which makes it possible for cylinders to receive exactly the same amount of fuel in exactly the same degree of vaporization. The gasoline mixture travels the same distance from the carburetor to each cylinder, thus preventing the end cylinders from becoming 'starved.'"

"Overhead valve mechanism, similar to that used on the large Marmon series 75, was adopted

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OVER 1,000 AUTO CAMPS READY FOR 1927 SEASON



(A typical auto camp by a Pacific Coast roadside offers unusual hospitality to tourists)—Photo by Wallace Hutchinson, courtesy U. S. Forest Service.

SALES FOR NASH CARS SHOW GAIN

Biggest Month Witnessed at Light Six Plant in Production Work

April was the biggest single month in point of production and shipments in the history of the Nash light six plant. With daily shipments keeping pace with production, the Nash Racine plant was moving at high speed while both the Kenosha and Wilwaukee plants were also active.

The first Nash light six was shipped from Racine in June two years ago, the plant having been bought by the Nash Motors company a year previously. Brand new machinery, thoroughly modern in design, was installed in the factory and because of heavy demand for the light six, additional machinery and new equipment were installed late last fall to meet the steadily increasing demand. The light six series, like all Nash cars, is equipped with the seven-bearing motor.

Reports from the Nash factory show heavy increases in Canadian sales of Nash advanced six, special and light six models this year over 1926. The increase for April, 1927, was 103 per cent. More

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RECORDS BROKEN TO GET BIG STORY

Tornado Stricken Town Gives Auto Chance to Demonstrate Powers

Out of the wreck and desolation left in the wake of the tornadoes which played havoc over the state of Texas this spring comes one of those stories of ready and courageous response to the call of duty which make up the proud traditions of the newspaper profession but are accepted by their participants as only part of the day's work and are forgotten in the absorption of the next day's assignments.

About 8:30 one night in mid-April came to the San Antonio newspaper offices a message that thrilled its staff with the electric tingle known to every newspaper man as the breaking of a big story.

Away to the west, out on the sheep-raising plains of the Nueces river's headwaters, a giant twister had turned the town of Rock Springs into a shambles. The telephone operator, who had stumbled a mile out into the darkness to find a wire with unbroken connection to the outside world, whispered a tale of dire destruction and death. Only four or five buildings were left standing in the town. Of the population so many were dead, injured or missing that no one knew how many survivors there were. Instant aid was imperative.

To notify the civil and military authorities was the work of a moment; but how to reach the stricken town was a problem. Rock Springs was in an isolated region. Its nearest railroad point was 75 miles away, down at Uvalde Junction. The closest army post was another 75 miles away. Cavalry would be dispatched, and relief crews would be sent as soon as possible, it was promised, but many hours must elapse before aid could reach the stricken community.

Meanwhile there remained the newspaper's first duty of getting the news of the disaster. Once more the automobile proved its right to its foremost place in modern civilization. A hurried

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RADIO FINDS USE IN PEACE AND WAR

Tried as Sound Detector; Adapted as Novel Plan in Engineering Work

Radio as a sound detector proved a boon to seafaring craft operating in submarine-infested waters. Radio is used today to locate approaching aircraft by anti-aircraft batteries. One of the most novel uses has now been made of this sound detecting ability of the modern science by the Franklin Automobile company of Syracuse, N. Y.

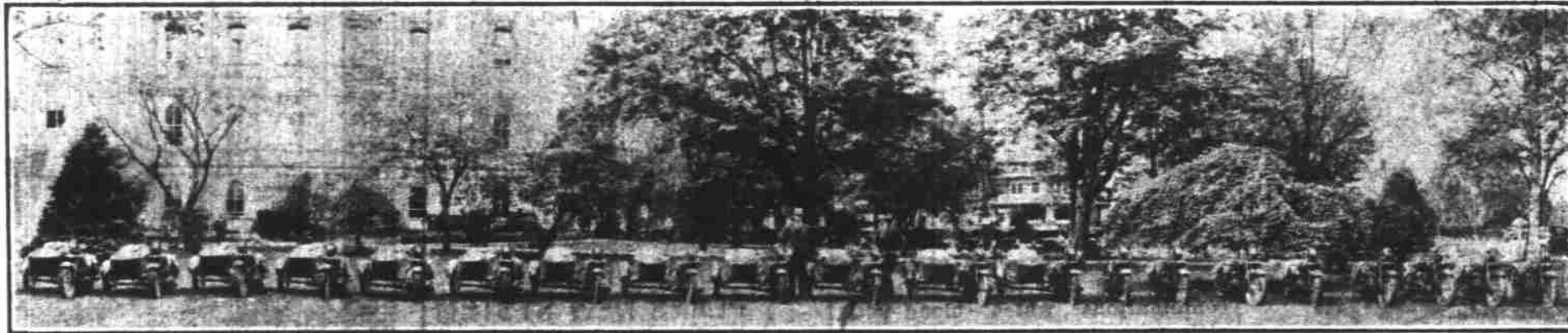
Facing the problem, as all automobile manufacturers have been forced to face the matter of road and gears that sometimes become noisy, this manufacturer has developed a radio noise detector, which operates in a sound-proof room. The assembled gears, housing and axles are mounted on massive wheels which represent the weight of a Franklin sedan. A tachometer wheels are mounted on the shafts of the gears, and presses his microphone against the rearhousing. If the noise or rumble is present it is magnified many times through a loud speaker which registers the slightest whisper.

During the tests of the gears the device is speeded to 40 miles several times, is decelerated to a dead stop in four and one half seconds and again is speeded to 40 miles the hour. This time the machine decelerates by coasting to a stop and it is claimed by factory engineers that this is the most exacting test of all.

A large dial registers to three one-thousandths of an ampere the slightest noise. Should the slightest burr be overlooked in the delicate machining of these gears it will be discovered in this operation. Should the test show as much as three milliamperes of sound the gears are rejected and sent back to the machine shop for repolishing.

Every gear entering a Franklin automobile is tested in this manner, which is claimed to be the most accurate and positive used by automobile manufacturers.

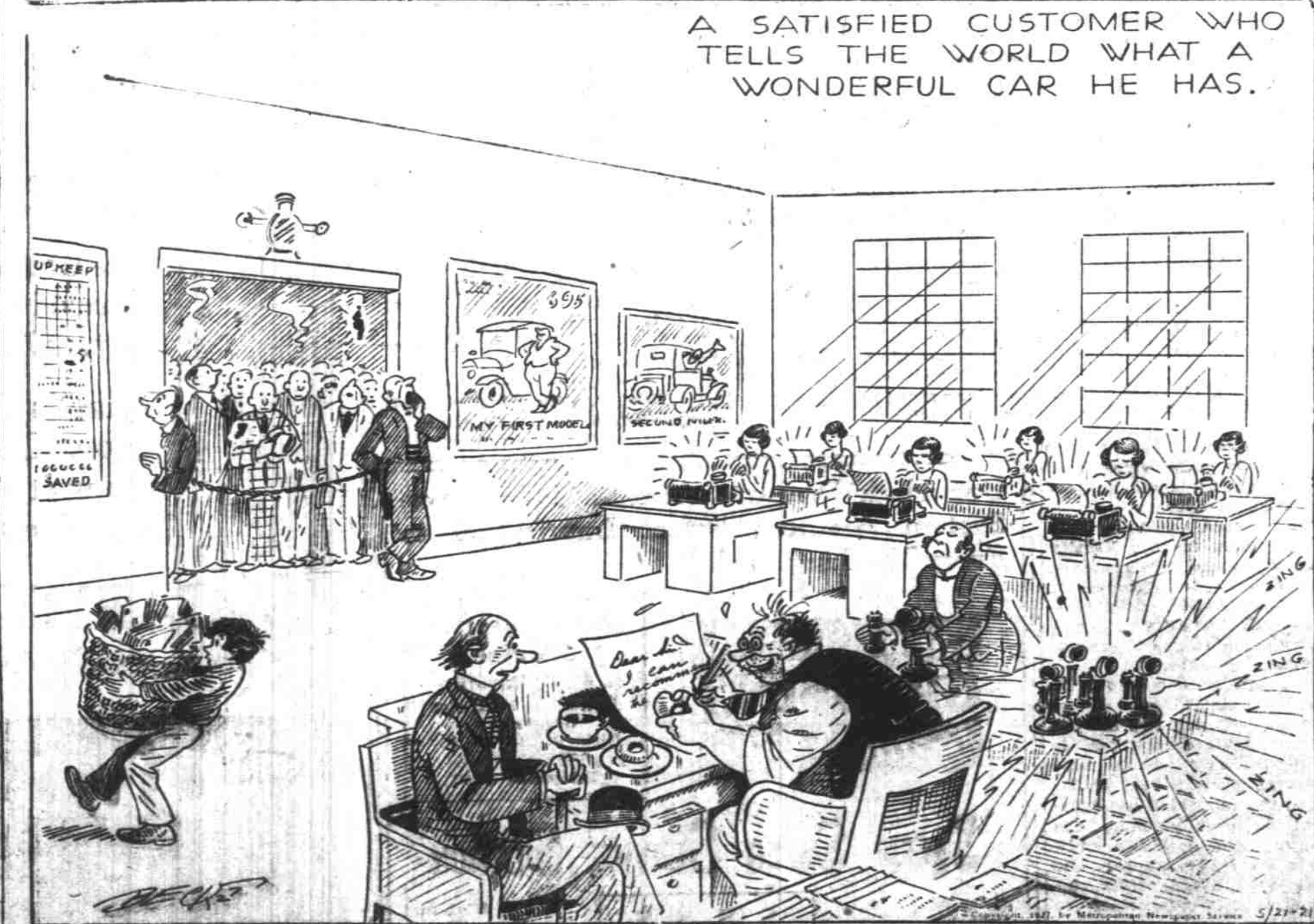
FLEET OF MOTORCYCLES SOLD TO STATE



This fleet of 20 Harley-Davidson Motorcycles and side cars just purchased from Harry W. Scott by the Oregon State Traffic Department. All machines are special police motorcycles and are equipped with Goodyear tires.

DOWN THE ROAD—

By FRANK BECK



The Automobile Dealers Dream