

OAKLAND'S PONTIAC FACTORY PRODUCES

Great Industrial Achievement
Crows Efforts of
Auto Manufacturer

PONTIAC, Mich.—Pronounced "The Last Word" in high quality motor car manufacturing methods, the three great buildings comprising the Oakland Motor Car company's new Pontiac six division are now running at full capacity, following their completion in the record time of less than seven months, and stand as a wonder industrial achievement in automotive plant construction and efficient layout.

The motor manufacturing plant, assembly plant, and car storage building, all now in use, comprise the major part of Oakland's \$15,000,000 expansion program. Their construction was the largest automotive project ever undertaken at one time as well as the largest factory construction contract awarded in the United States during 1926.

Fully equal to the buildings' mammoth proportions, in point of interest, is the care with which they were designed for one dominating purpose, the systematic unhampered production of motor cars. Even to the lay visitor, it is obvious that the layout engineers took into consideration every detail in car manufacture, plotting the numerous tributary operations in such a manner that they lead progressively to the assembly lines.

The routing of raw materials, in their gradual transformation into motor cars, is strikingly like a great river system, in which tiny rivulets merge, flow on, and unite with similarly augmented brooks, gaining volume as they go, and finally pouring their waters into the great main stream. In remote corners of the plant, far from the assembly lines, the smallest individual parts are fabricated and started on their journey. They attach themselves to other parts.

(Continued on Page 3.)

STRAIGHT EIGHTS MAKE CLEAN SWEEP

Hupp President Calls Success at Indianapolis Greatest of Tributes

The clean sweep of eight cylinder cars at the world-famous 500-mile Indianapolis race, Memorial Day, is a remarkable tribute to the efficiency and durability of motor car design, in the opinion of Du Bois Young, President of the Hupp Motor Car Corporation. Every car in the race was a straight eight.

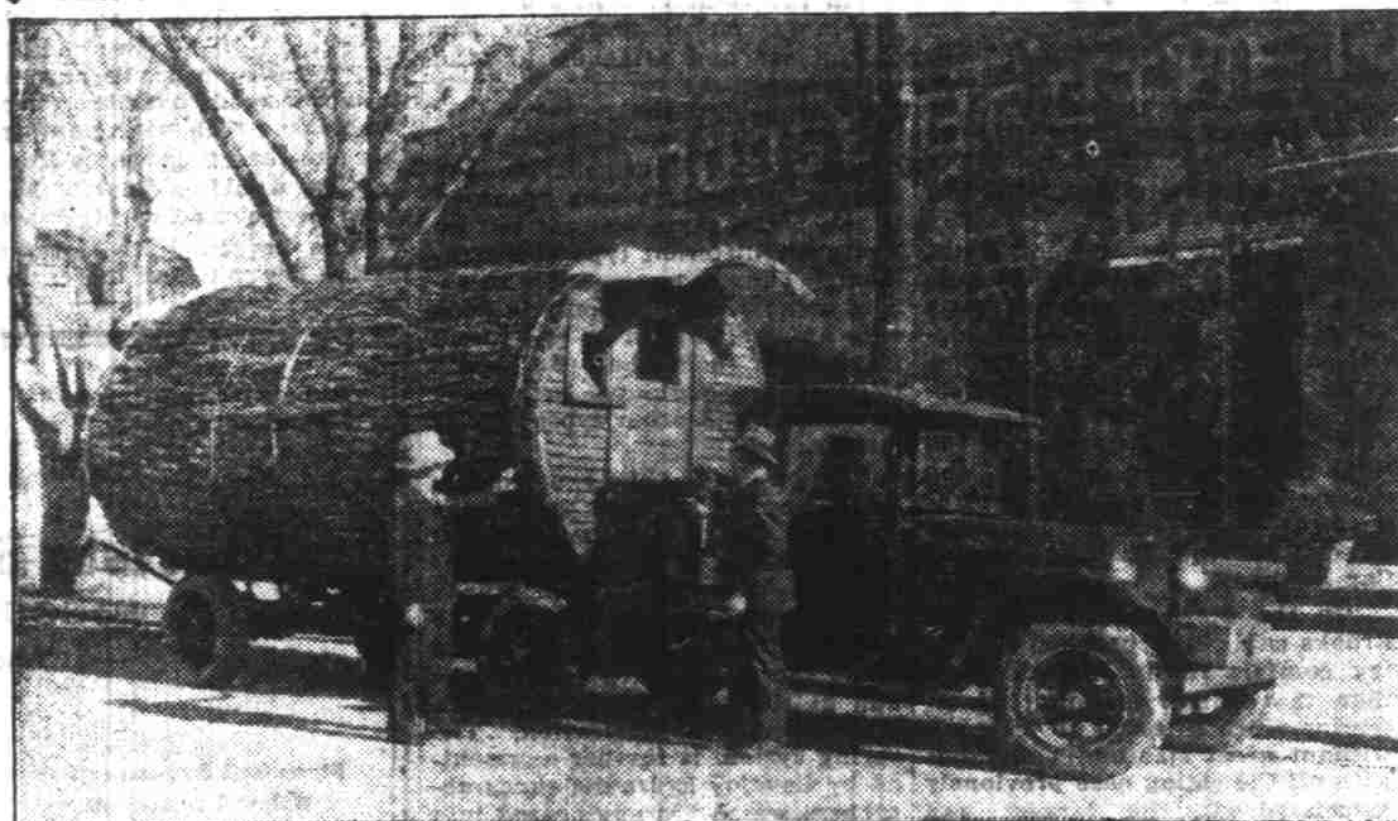
Mr. Young points to the performance of the winning car, driven by George Souders, as indicative of the superiority of the eight cylinder principle, translated into standard passenger car design. Souders averaged 97.54 miles an hour for the 500 miles in comparison with the world record for that distance, made by Peter de Paolo, at the 1925 race in a Duesenberg Straight Eight, of 101.13 miles an hour. Souders drove the entire 500 miles reporting perfect performance from his car throughout the race.

Commenting on reports of Hupp mobile engineers and other executives who witnessed Souders' victory, Mr. Young stressed the fact that "eight cylinder cars have won every race of major importance throughout America for four years. The eight cylinder principle is now conclusively established as supreme," he said, "leading drivers will use no other type car."

Modern engineering thought is rapidly crystallizing into a unity of opinion that the eight cylinder design is the topmost among all motor car principles. This opinion would seem borne out in the fact that engineers who build for the supreme racing test of all—the race at Indianapolis—build straight eights, just as engineers who seek the finest in every day use build the same type car.

"A race such as this is a splendid crucible in which to test every known motor car type which appears to have potentialities. Many of the features which have made the eight the dominant fine car it is were given their baptism of fire at Indianapolis, or on the board tracks of this country. It is through such tests that the best principles to follow can be determined definitely. The fact that straight eights have won every race in America for four years is thorough proof of their supremacy."

Travels in Motorized Log Home



TOURIST CARAVAN CONDITIONS BETTER

Improvements Come Following Progress Toward Uniformity of Codes

WASHINGTON, D. C.—(Special)—If the motor tourist does not find completely uniform traffic regulations this summer when he goes forth on his annual vacation journey, he at least will be certain of finding more equitable and just codes prevailing, as a result of the progress of the movement toward uniformity in vital features of motor vehicle codes, according to a statement from the American Automobile association today.

In connection with their fight for the adoption of the more vital features of a national code, the units of the A. A. A. have been making a vigorous onslaught upon reactionary and unduly restrictive provisions of the local codes with which the motor tourist comes in contact. Thos. P. Henry, president of the national motoring body, declared, He continued:

"An excellent measure of success has marked these efforts in hundreds of communities and, in this, officials of the national motoring body see a fine stimulus to touring created.

"The circumscribed views on motor vehicle movement held by local authorities in many parts of the country have been supplanted by a much better perspective. The narrow, distorted vision of traffic that every tourist has found at one time or another in both small and large centers rapidly is giving way to a broad, sane policy as the automobile club presents motor-dom's case to the local legislators.

"To the credit of the municipal officials generally, they not only have revealed a willingness to listen but to learn and to be as fair and just as the most sanguine could hope. When they were told, as in many cases they were, that the local regulations were reactionary and successful chiefly in driving away business, they usually gave their close attention to the club's spokesman or committee. This same attitude was manifest in many municipalities adjacent to the cities in which the club

(Continued on Page 2.)

State Grange Gets Report on Roads and Auto License

In the annual report read before the state Grange convention at Corvallis, June 14, by Master of the Oregon State Grange, George A. Palmier, was the following sensible reference to the automobile license question:

"I believe there should be some readjustment in the auto licenses so that the old car will not be forced to pay a fee of from 50 to 100 per cent of its value. Probably the most equitable system would be to have a small license fee on all cars, then put the cars on the tax rolls the same as all other property, assessing them according to their value and provide that the tax receipt accompany the application for a license; or, better yet, allow the license to be issued by the County Tax Collector of each county, and thus facilitate the securing of licenses and eliminate the making expense as well as congestion and delay."

"A great many more cars would be licensed under this plan, as nearly all old cars would carry license plates which are today discarded or left unused because of the high license fee."

In the days before the haunts of the American Indian had been invaded by white settlers, the customary American home was the tepee, constructed of skins and poles. The log cabins of the early settlers offered many advantages over the Indian's tent in the matter of comfort, but they lacked the feature so desired by the Indian, easy portability.

It remained for E. A. Wade, of Olympia, Washington, to construct a really portable log cabin. This unique home on wheels affords unusually complete and comfortable living accommodations. There are folding twin beds in the combination bed and living room and two clothes closets. In the kitchen and dining room are a built-in china cabinet and an excellent equipment of electrical cooking appliances.

The Douglas fir tree from which the section was cut was felled last August near Olympia, Washington. It measured 214 feet high and the count of the growth rings indicated that the life of this giant patriarch of the forests started the year Columbus discovered America. Besides this section, eight feet in diameter and sixteen feet long, nine other pieces, each twenty-two feet long, were cut from the trunk.

This novel display, drawn by a Graham Brothers truck, travels in a few hours distances which would have required weeks in a covered wagon in the days of '49.

In the many cities in which Mr. Wade has displayed his motorized log cabin the unusual exhibit has attracted a large amount of interest.

Installation of Motor Coaches May Give Aid

To relieve the growing traffic congestion of the upper Sound district of Westchester county, New York, and throughout southern Connecticut, caused by increasing motor travel, the New Haven railway and the Connecticut company are preparing petitions to be filed with the Public Utility commission at Hartford seeking abandonment of the new trolleys and installation of motorcoaches in their place.—Motor Chat.

REVIEW OF LAWS FOR AUTO DRIVERS

Rules of Road Undergo Some Changes Which Are Very Important

For the benefit of the Oregon motorists it is the purpose of the Statesman to publish in this section of the paper, each Sunday some important parts of the General Laws of Oregon which effect the auto drivers.

The last session of the legislature witnessed several changes in the Motor Vehicle Code which every driver should be familiar if they desire to keep out of jail and keep their cars from getting battered and keep from paying some other fellow's damages.

Each legislative session a great many changes are made in the law and this year proved no exception to the rule. In fact the motoring public just about gets accustomed to the Vehicle Code

(Continued on Page 4.)

Broken Glass Patrol Saves People Money

The Automobile club of Southern California has a broken-glass patrol operating a fleet of 15 motor cars which travel constantly on the highways of that section of the state rendering emergency service to distressed motorists who meet accidents and delays. Incidentally, this patrol saves thousands of punctures yearly by removing broken glass and other sharp objects from the pavements. More than 5,000 pounds of broken glass were removed from the highways during the first month of operation.—Motor Chat.

MARMON OFFERS SERIES OF COLORS

Precious Stones Provide Inspiration for Painting of Automobiles

In these days when so much stress is being laid on color in architecture, house decoration and dress, the announcement by H. H. Brooks, general sales director of the Marmon Motor car company, of a new basis for color harmonies for the large Marmon Series 75 automobiles is unusually interesting. The natural and perfectly blended colors of precious stones and their rock formations have been taken as the foundation for the new tones which will be shown for the first time at Marmon Jewel Color Bazaars to be held throughout the country this month.

"It was inevitable that when black was discarded as the only appropriate color for automobiles, more vivid coloration would be produced, often in rather bizarre effects," Mr. Brooks said. "Out of three primary colors, the paint manufacturers tell us, there are some 75,000 possible shades to be made. During recent years motor car manufacturers have experimented with a good many of these, sometimes with a decidedly telling effect, sometimes with less success.

"More and more automobile men have realized, in seeking out some definite guide for color har-

(Continued on page 6.)

Tourist Service Station Equipped to Give Service

The Tourist Service Station, located at 494 South Winter street, is rapidly becoming the oasis for tourists and Salem motorists. Conveniently located in the heart of a residential section of the city it caters to an ever-increasing trade. Patrons visit this station and receive the best and most courteous service that can possibly be rendered. This fact and also the knowledge that the service is rendered with a smile and a "glad to do it" greeting instills in the motoring public the feeling "We Like That Place."

"We are here to serve" declared Charlie Brant, the proprietor. That he meant it may be attested to by the fact that new equipment is being secured and every effort made to give service.

The Tourist Service Station is equipped to do any kind of general repair work. An efficient mechanic is present all of the time ready to give aid. Free crank case service is another special feature of service. Gas and oils are handled, and also a general line of accessories.

Each day sees new equipment being secured, changes being made at the station and many other improvements appearing all of which are meant to aid in the giving of better service to the motoring public by the Tourist Service Station.

"Non-Galloping" Features Explained



A balloon-tired car is supposed to be a great advance in riding comfort over the cow pony, but unless properly equipped it "gallops" almost as much. Ted Wells, Universal's newest western star and his horse, Cowboy, listen to the Western Auto Supply Company salesman explain the laudable "non-galloping" features of the Hassler absorber which is distributed by the Western Auto Stores.

CHRYSLER DEALERS CLAIM NEW RECORD

Firm Says Only One Buyer Ever Traded for Car of Another Make

An exceptional, and what members of the firm believe to be an unparalleled record in automobile merchandising has been reported to the Chrysler Corporation by one of its distributors, the Simpson-Reid Motor company, of Grand Junction, Colo.

According to the members of this firm, their sales in the three years since they started have grown from 79 cars in the first year to a total of 415 for the whole period of their history. This part of the company's career is not particularly remarkable, but Simpson and Reid go on to declare that of the entire 415 buyers of Chryslers only one has ever traded in his car for another make of automobile, and on this they claim a record.

The one exception, they explain with regret, wanted a second Chrysler but his mind was set on having a certain body type and when he found he could not get it in a Chrysler as soon as he needed it he reluctantly decided to buy another make of car.

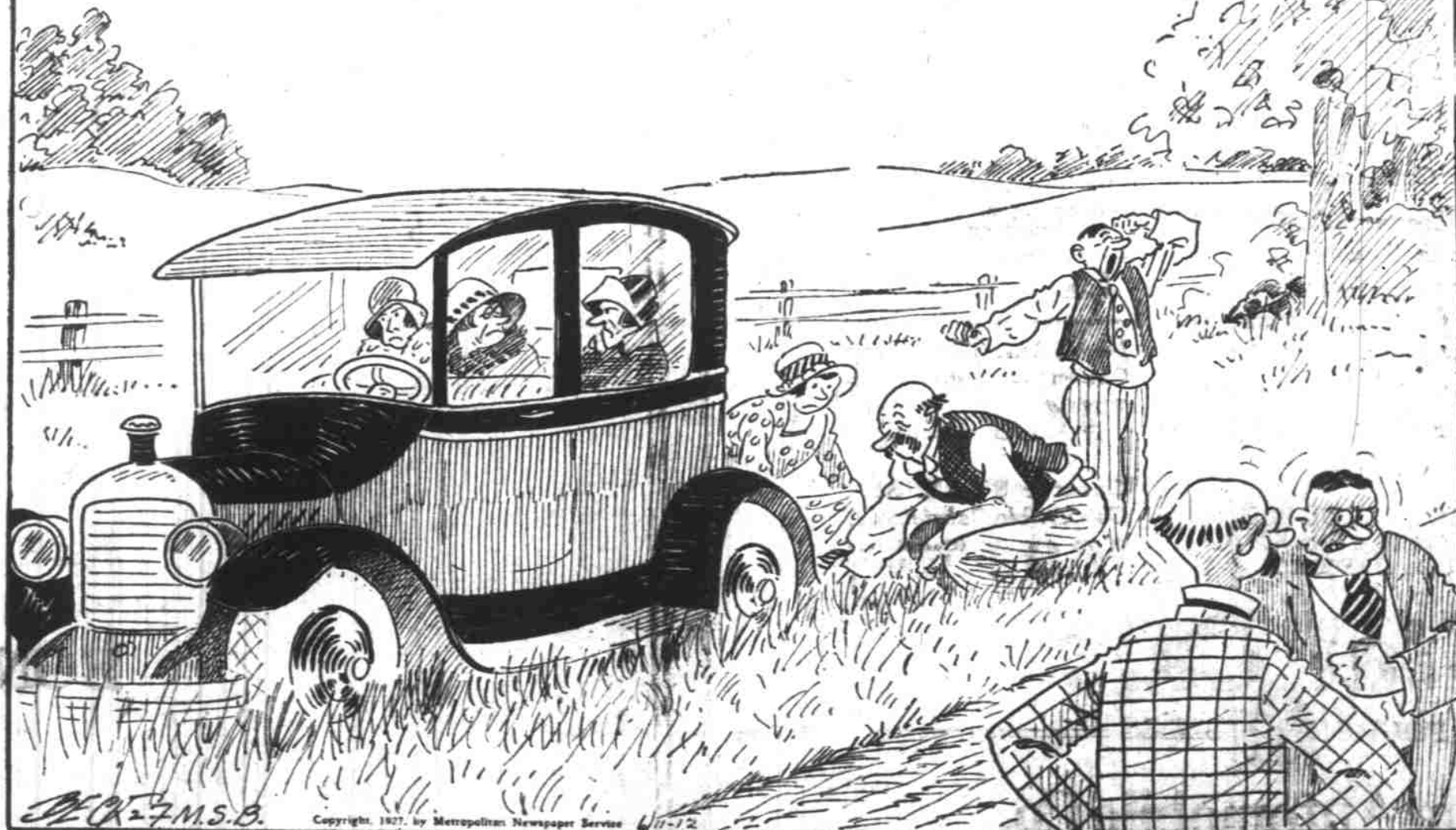
Although the books of the Chrysler Corporation do not show a rival for this particular distinction, officials of the corporation say that it is not a matter for surprise to learn of such an incident. Evidence of preference by Chrysler owners for the car of their choice has come repeatedly in statistics of automobile registrations the officials explain, and has proved to their satisfaction that Chrysler is in a class of its own among American motor car manufacturers in replacement ratios.

"We believe this is a logical result of the fact that the Tourist Service Station, equipped to do any kind of general repair work, an efficient mechanic is present all of the time ready to give aid. Free crank case service is another special feature of service. Gas and oils are handled, and also a general line of accessories.

By FRANK BECK

DOWN THE ROAD

THE TIME YOUR HOST HELD UP THE PARTY FOR HOURS TO SEARCH FOR A SPARE LUG HE HAD LOST WHILE CHANGING TIRES.



Rides You'll Never Forget

SENIOR SIX SEDAN REFLECTING SPIRIT

Dodge Brothers New Auto Drawing Warm Praise From Authorities

The arrival of Dodge Brothers keenly anticipated Six has swung the spot light of interest in the direction of the salesrooms where tradition tells us, the word "dependable" was given popular coinage. There it remains focused, for the new Six, the Senior, reveals much that absorbs the attention and much also that created surprise.

New cars and new models are constantly rolling over the horizon, but a Six arriving from the Dodge laboratories carries its own peculiar news value. There are, of course, certain pre-conceived ideas as to high quality in structure and mechanics, due to the past history of the makers covering a period of twelve successful years during which nearly two million cars were built and marketed. But how does this new member of the family perform? And—here is where curiosity is perhaps uppermost—how does it look? Is there a note of conservatism in its appearance? Or does it look as though its designers were appealing to flaming youth?

It may be said at once that without being extreme in any sense Dodge Brothers Six has plenty of snap in its appearance, as well as in its performance. Niran Bates Pope, one of the foremost technical editors in the country, hits it off well when he says in Automobile Topics: "Dodge Brothers Senior is a distinctive embodiment of the spirit of the times." Mr. Pope, who made an intensive study of the new product and wrote exhaustively on the subject, continues:

"Its size is rendered indefinite by the gently rounded contours of the roof line which is crowned and moulded over the sides to produce the effect of length and lowness without unpleasant accentuation

(Continued on Page 2.)

OUTPUT OF RUBBER NOW 620,000 TONS

Would Make Huge Ball Nearly Quarter of Mile in Circumference

AKRON, Ohio.—(Special)—Sinbad the Sailor and Gulliver were possessed with vivid and prodigious imaginations. But even these spinners of incredible yarns would have to stretch their imaginations to the limit to visualize a rubber ball made of 620,000 tons of rubber and 352 feet in diameter.

Yet if all the crude rubber produced last year, were rolled into a huge rubber ball, it would be more than 352 feet in diameter, or nearly a quarter of a mile in circumference, according to figures compiled by Miller tire engineers.

If this huge mountain of rubber were placed on exhibition, it would require a display larger than the ordinary city square and would tower above many of the tallest buildings in many American cities.

According to government statistics, 620,000 long tons of crude rubber were produced last year. On a basis of 59 pounds of rubber to the cubic foot, mathematicians figured that a solid rubber ball of more than 352 feet in diameter would be made if it was all rolled together. In 1925, rubber production was 515,000 tons, of which a ball could have been made 325 feet in diameter, or about 1,000 feet in circumference.

Again the combined imaginations of Sinbad and Gulliver would be required to imagine what would happen if these two huge balls were to be rolled down opposite hills, to rebound when they came together in the valley. Or if means were supplied by which this gigantic mass of elastic could be inflated.

In such a gigantic mass of rubber, would be locked such elastic energy that it is doubtful if engineers could compute it. If means were provided by which such a great ball could be dropped from a height of several thousand feet, one might stretch the imagination to the breaking point trying to figure when it would stop rebounding and the havoc it would create.

As it is, millions of tires are running millions of miles and thousands of practical uses are being made of the material of this imaginary rubber ball.

Nash Motors Enters June With 20 Per Cent Gain

In line with the demand which is sweeping the country, Nash Motors enters June with 20 per cent more shipping orders on the books than were received for June a year ago. This is true in both the domestic and export fields and in overseas shipments all previous records were shattered last month.

"Orders for June shipments are in excess of those received for any June in the history of The Nash Motors company," says E. H. McCarty, general sales manager. "Every indication points to a continuance of this heavy demand throughout the summer and fall months. The public apparently is appreciative of the fact that never before in the entire history of the motor car industry has the automobile dollar bought so much as today and as far as the Nash line of cars is concerned this is particularly true."

Outstanding among the models in the Nash line are the new Advanced Six Coupe and the Special Six Cabriolet, introduced this spring. Like all models in the Nash line they are equipped with the 7-bearing crankshaft motor.

Single Policeman to Work Central Control System

A single policeman will work the central control of the new traffic lights system in New York city, or rather in the borough of Manhattan, being located at a point near Forty-second street. At this central point there will be interconnected keyboards for each group of lights; and traffic movements will be synchronized north and south and east and west, a five-second interval being allowed between each change from "Stop" to "Go." An innovation by the police department, which conforms to the new standardized traffic signal system throughout the state, is to substitute a fixed amber light for the flashing red light formerly used as a cautionary beacon. The change was made to avoid confusion by having a red light mean "Stop" in some cases and "Go carefully" in others.—Motor Chat.