THE OREGON STATESMAN, SALEM, OREGON



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## Newspapers Laud Record Breaking "70" With Its Hill Climbing Stunts

South Africa is the latest country to send its tribute of praise for remarkable Chrysler exhibitions. One of these, about which avnewspaper accounts have just reached the Chrysler offices in Detroit, revealed a hill climbing ability that made a powerful impression on the sport loving British people in the southern commonwealth.

"Every motorist who has ventured north of Piquetberg into Namagualand knows Gray's Pass" says the Dispatch of East London, Cape province, in its account of the feat. "A week ago, so far as is known, it had never been climbed by any motor car on top gear. Then came the attempt of the famous record-breaking Chrysler '70', the actual car that set up the wonderful record runs from Cape-to-Rand and Durban-to-Rand-both records still standing to its credit today.

"Gray's Pass, from the Rest hotel to the mountain crest, is about a mile and a half in length and the gradient averages at 10 per cent. Two-thirds of the way up the road sheers to a climb of 1 in 5. The road surface is loose and there are five sharp curves.

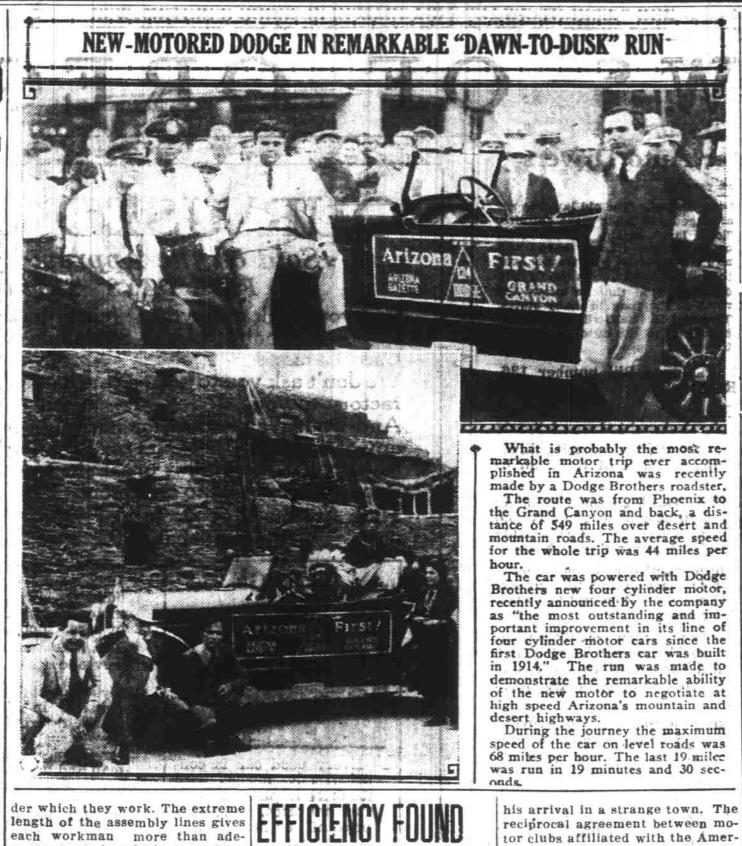
"And for the first time in history a motor car toyed-yes, simply toyed-with the climb and finished effortlessly at 35 miles an hour. And that car was a Chrysler '70' which had done over 27.000 gruelling miles. Thus are Chrysler cars proved best by test." The Natal Motorist, which

printed a similar account of the climb, closes its story with even stronger praise by saying:

"This proves that the Chrysler has an abundance of both speed and power to spare, as it can take extraordinary hills on top gear which cannot be taken by any other car,"

## OAKLAND'S PONTIAC FACTORY PRODUCES (Continued from page 1.)

along this carefully worked-out route, and thus arrive eventually at the lines, not as isolated parts but as assembled units-motors, or axle assemblies, perhaps-converging from all directions, and each delivered to the precise point



der which they work. The extreme length of the assembly lines gives each workman more than adequate space in which to perform his operation, assuring even the most trivial items their share of attention, and at the same time relieving the worker from nervous tension. Heavy assemblies, such as motors, transmissions and bodies are lowered from above, from their storage bays on the various

floor levels at either side of the large main area way. Wheels, fenders and batteries are brought to the lines by power conveyors which deliver them just where they are needed.

is reflected in the service system so that he in turn will receive the The problem of providing a pas- now in effect in the shops of same courtesy when travelling. sageway across the assembly Hnes. Chevrolet dealers everywhere. and thus avoiding a long haul

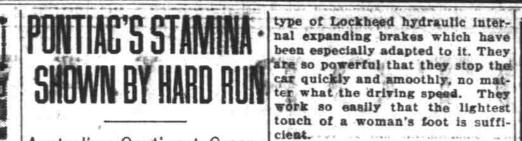
An exceptionally active interest around them in passing from one side of the plant to the other has been solved ingeniously by "humpbeen solved ingeniously by "hump- pany, which maintains a staff of

IN CHEVROLET SHOP

Service Being Taken by

Motor Company





Australian Continent Crossed in Record Time: Floods Are Braved

The public has always taken it for granted that the highest priced cars should stand up under the most grilling tests, but today the remarkable fact is many of the socalled low priced automobiles have bee making records of speed and stamina that may be classed as phenominal.

George Vick, of the Vick Bros. company made that comment in ically operates the rear wheel an interview with newspaper men following the interesting reports chanical wheel locking brake is received from the Pontiac factory provided for use when the car is at Pontiac, Mich., concerning four parked. achievements of the "Chief of the

Sixes" that indicate the remark- is very rugged and highly simpliable stamina of this car. "The first," said Mr. Vick, "was properly set up the system should

a remarkable run across the Australian continent from Perth to tention." Sydney in 19 days. The second was a non-stop seven night and

day run with 17 different drivers in Edwardsville, Ill. The third was a 469 mile trip from Amarillo, Texas, to Tulsa, Oklahoma, in 11 hours 29 minutes. The fourth was through the flooded regions of Missouri from Pontiac to Poplar Bluff, Mo .- the only motor car during that period to negotiate the creek bottom.

"The drive across the Austraian continent was made just 57 years after Lord Forrest of Bunbury with his five explorers made history through an overland journey from Perth to Adelaide, the most difficult part of this trip. Through great advances have been made since then, the route is almost as wild and impassable as it was in pioneer days. "Three youthful students of an

adventurous train of mind drove ican Automobile Association, allows the visitor in our state to over the famed Australian route secure the same privileges from in a Pontiac Six with a ton of our club as he would from the luggage. . The preparations they made for such a trip were practically nil. They encountered every "Members of the association on Active Interest in Dealer the other hand, are granted the difficulty of the Australian bush -salt bush, sparse timber, mallee same services and privileges in stumps and mile after mile of rutevery state in the union and this ted tracks across dismal plains. reciprocal agreement has bound The Pontiac made the entire disthe motoring tourists into a cotance without a single mechanical operative group, each determined

adjustment, the only delays being occasioned by punctures. "Two outstanding features

mark the seven day non-stop run at Edwardsville, Ill: first, 4615 miles were achieved without any trouble though the car had previously been run 9988 miles and up to the time of the test had

ost but \$4.70 for repairs; second-



starting and lighting equipment "Genuine Parts Are Better-Ask the Man With the Wooden Leg"

· Genuine Factory Parts for every make of generator.

where workmen wait to assemble it to the growing chassis. The details of location, as well

as those of interior arrangement and mechanical equipment, were worked out with a view to obtain-

ing the greatest efficiency with the least interference from traffic congestion, weather conditions, and other causes. All loading docks and sidings are under roof, integral parts of the plant itself. Underground passages connect the three units, part of them intended for the workers' convenience, and one, between the assembly plant and the car storage building, making transfer of completed cars independent of weather conditions. An enclosed overhead conveyor, a quarter mile in length, connects the assembly building with the plant of the Fisher Body Corporation near by, assuring uninterrupted flow of bodies to the assembly lines.

The motor manufacturing building is of single-story monitor type steel frame construction, 530 feet wide by 880 feet long. Besides. the machinery for producing motors, it has facilities for testing 240 of them at one time, "running them in" to insure smoothness of operation and long life. The assembly building is three stories high, 180 feet wide and 1.260 feet long, the various floor levels being omitted in the high center section for the sake of light and ventilation. The car storage building. 432 feet wide and 760 feet long, is also of monitor construction, and embodies a new type of truss design introduced recently by Austin company engineers.

The mechanical equipment of the new factory includes not only the machinery transferred hither from the Oakland division, where the Pontiac Six was first produced but also a quantity of new equipment, all of the most modern'type. Here on one floor is a huge battery of 800 electrically driven machine units, many of them automatic, devoted to the manufacture, finish and assembly of the parts of the Pontlac Six engine. Four progressive conveyors of almost superhuman dexterity handle parts of the growing engines so smoothly and efficiently as to perform for a few cents what would cost ten times as much by less advanced methods.

Facilities for conveying materials expeditiously include six electric overhead traveling bridge cranes, each of 10-ton capacity, six high-speed freight elevators, each of five-ton capacity, and an elaborate system of endless . coneyors.

The main assembly lines, occupying most of the assembly building's great length are the main stream toward which all parts of the Pontiac Six converge. Starting at the eastern end of the lines. with the bare frame as a nucleus, the assembly hands add unit by unit with a precision born of experience and heightened by the unusually favorable conditions un-

beyond service experts to assist all dealers Duco spraying booth where cross in problems of a mechanical namembers are lacquered. The ture. Factory service engineers hump forms an arch under which have been at work throughout the workers and trucks may pass, and northwest for some time, planning at the same time gives the newlyand laying out model service desprayed chassis time to dry. It partments for the merchants who also makes it possible to store the handle its products, and the dealdelicate enameled parts on the ers themselves have spent large higher level, safe from accidental amounts in equipping their medamage. The chassis follows its chanical divisions with the speconveyor slowly over the hump, cial tools and machinery approvrunning board and fenders being

ed by the factory. attached enroute by workers sta-These service engineers, who ioned on the level above, where control and direct the activities of are stored. Instead of authorized Chevrolet dealer shops bringing these cumbersome materhave placed in the hands of meials to the assembly line, the enchanics employed therein tools gineers have carried the line to specially designed to meet the requirements of every service and

The chassis moves steadily down the line, increasing in size and in resemblance to an automobile as it goes. Finally when the last bolt is in place, the motor is started and the car rolls away under its own power. After testing, chines.

it is driven through the tunnel to the car storage plant, where it is made ready for shipment. The working conditions provided in the Pontiac Six division are among its most remarkable fea-Wide aisles and spacious tures. bays afford room to move about safely

hese

them

A mile of glass skylights keeps natural light, assuring the highest type of accurate workmanship. Heating and ventilation are of the

facilities The new Pontiac division is lo-

its premises, and storage space for | er.' 500 freight cars. There are 35 acres of floor space within the plant, six miles of sewers, and four miles of vitrified sewer pipe and drains. The largest steel sash door order in history, and the largest cement roofing order, were placed to provide these materials for the plant. More than half a miles of skylights. Yet the job, for all its superlatives, required less than seven months for com-

Corner Center and High St.

pletion, figured from the time the grading commenced until production was actually started in the snows of the east and north. "The new building.

Oregon and Washington prunes find good demand at Hamburg. Germany. call on his club headquarters apon

We Can Save You Money-Come In and See Us

JOE WILLIAMS

"Service That Satisfies"



reciprocal agreement between mo-

tor clubs affiliated with the Amer-

club in his home state.

The efficiency that character- to see that the visiting club mem-

izes a modern automobile factory ber is given every service possible

Construction of Two Body Types Especially Adapted

Brings Appreciation

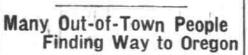
DETROIT, Mich .- (Special) .-The Paige-Detroit Motor Car company is in receipt of a vote of thanks from the National Society of Long Fellows for the construction of two body types especially adapted to the membership of the organization.

Notice of the Long Fellows' gratitude was contained in a letrepair operation on a Chevrolet ter signed by Phil E. Zimmerman, car in the quickest and most efsecretary treasurer, and addressed fective way. A great deal of the to Albert V. Crump, Paige body work heretofore done by hand is now accomplished better and more | engineer, who had previously advised the society that the Paige speedily with highly perfected matwo-door sedans, models 6-45 and

"To standardize the service 16-65, are ideal for men of any given by its dealers," explained a height because of unique adjustrepresentative from the Newton able pedals and driving seats. Chevrolet company, "the factory "We had drifted into the habit maintains a service school at the pf believing that the miscreant Oakland, California plant. There who designs sleeping cars had engineers who by experiment and something to do with the construcresearch have worked out in Gen- tion of automobiles and union uneral Motors laboratories the best derwear." the secretary wrote, the working space flooded with and fastest methods of service for after expressing thanks to the mo-Chevrolet cars pass their knowtor company.

The society, having national ledge on to students by means of lectures, manuals, motion pictures headquarters at Topeka, Kansas, best, as are washroom and locker and practical demonstrations. To is composed of thousands of memget the best work possible on a bers who are more than six feet,

Chevrolet automobile the owner one inch in height. Since its cated on the Grand Trunk rail- in any town should always take it birth, the organization has waged way. It has 10 miles of track on to the shop of his Chevrolet deal- war on Pullman berths, short ho-



An increasing number of outof-town visitors are finding their way into Oregon, acording to in-

Phone 19

formation furnished by the Oregon million feet of glass make up the State Motor Asociation. A. E. Shearer, manager of the touring bureau, reports that California cars predominate but that cars from other states are finding their way through the melting

motor association" said Mr. Shearer. "is a clearing house for all

visitors, as the tourist finds it to his advantage to make a friendly

ly, the test was remarkable because 17 different persons, of varied skill or lack of skill, drove the car. No restrictions had been placed on the manner in which it should be driven. "The run from Amarillo, Texas

to Tulsa, Oklahoma, 469 miles was a speed run and was made in 11 hours and 29 minutes by G. Rurton Fox of Tulsa. On the best roads the speedometer registered as high as 65 miles an hour, according to factory information at

hand. "Mike Walker proved the capacity of the Pontiac to function through water up to the doors of the car when he started at 6:30 o'clock in the evening from Pontiac arriving at Poplar Bluff at 6:30 o'clock the next morning. Even going through flood waters, he had to make a detour of 200

miles to get 35 miles," HYDRAULIC BRAKES UN NEW SIX SEDAN

Four Wheel Brakes More Than Live Up to Most Exacting Demands

Judged by every standard of performance, the brakes on the new Dodge Brothers six cylinder four door sedan more than measure up to the best practice of the tel beds, undersized underwear, day, according to the local Dodge

High a

low doorways and ceilings and cramped automobiles and theater Brothers dealer. seats. So effective has been their "Brakes are one of the most campaign that hotels throughout important features of any car."

the country now have rooms espe- Mr. Bonesteel says, "and Dodge cially fitted with chairs and beds Brothers, Inc., recognized this for guests of unusual statute. fact in building the new six-cylin-Paige took the lead in providing der cars. The first six-cylinder an automobile suitable for tall car introduced, the four-door sedan is equipped with the latest men.



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## WHY Chevrolet can offer such marvelously fine cars at such remarkably low prices

Only when you know the facts about the Chevrolet Motor Company is it possible to understand how Chevrolet can offer such marvelously fine cars at such remarkably low prices.

A unit of the General Motors Corporation, the Chevrolet Motor Company is backed by the yast resources and tremendous purchasing power of this mammoth organization. The twelve great Chevrolet factories are equipped with the most modern machinery known to engineering science . . . while

**Opposite the City Hall** 

tremendous volume production makes possible enormous savings, both in the purchase of raw materials and in the manufacturing processes.

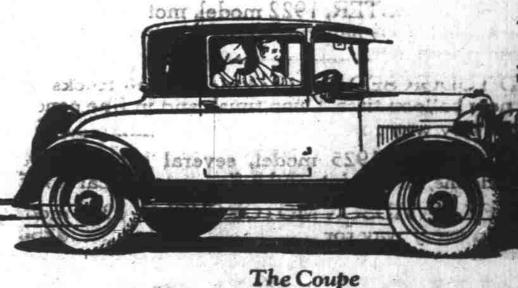
These savings Chevrolet passes on to the purchaser by providing the greatest dollar-for-dollar value in the history of the automotive industry.

Come to our showroom and see the Chevrolet models-and you will know why thousands of buyers are selecting Chevrolet each day!

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