

FACTORY EFFICIENCY IMPORTANT FACTOR

Twenty-Three Main Lines Lead From Railroads to Dodge Brothers Plant

One factor which plays an important part in determining what the retail selling price of an automobile shall be is the cost of handling within the plant the various raw materials and semi-manufactured products that are used in building the car. If a factory does not handle the various materials in the most efficient way additional labor costs add often delays to production result, with an accompanying larger total cost of manufacture.

Dodge Brothers, Inc., has been notably successful in establishing the most efficient methods of handling materials after they enter the plants, says Mr. Bonesteel, Bonesteel Motor Co. "From the railroads' main lines there are 23 railroad tracks leading into Dodge Brothers works to bring in the raw materials for manufacture and to ship out the finished automobiles. These tracks have been located with a view of disposing of the incoming materials exactly where they can be most advantageously handled."

by electro-magnetic cranes, set down on a scale for weighing and placed in racks in the steel-yard where at times from 8 to 10 tons of steel are stored. It is necessary to carry large supplies of all these materials to insure continuous production and also to take advantage of seasonal prices.

"To provide space for unloading cars of purchased materials such as tires, cloth, sheet steel and other things huge unloading docks have been built at each building. Some of these are as long as 1700 feet and are equipped with overhead cranes and other devices to unload as quickly and as cheaply as possible. A large fleet of gasoline motor trucks are owned and operated by Dodge Brothers to bring in and transport materials whenever the use of trucks is more economical than railroad facilities. "Within the plants is a modern industrial railroad with four miles of track and fourteen locomotives driven by standard Dodge Brothers engines. Each locomotive is capable of pulling a train of cars loaded with 50 tons of materials."

GROWING DEMANDS SHOW PROSPERITY (Continued from Page One)

that sound business activity on the part of all companies is mutually helpful. "With this thought in mind the domestic outlook is most favorable. The manufacturers who

There is still a seasonal effect, but the production of low-priced cars and the clearing of streets and highways of snow has minimized this situation."

The situation further can be improved, he said, by a repeal of the war excise tax. "Leaders in congress have for a long time recognized that it was inequitable to single out a particular product for special federal taxation, to penalize the purchaser by making him pay a special war excise tax when ever and above all the other taxes whenever he decides to buy an automobile," Chapin said. "Cooperating with many organizations of motor vehicle owners, executives of the industry have taken their problems before congress, seeking repeal of this tax. Many leaders in the house and senate have indicated their view that this relief should be granted at the coming session."

RADIO IN ALASKA LINKS OUTER WORLD (Continued from page 2)

explosion, one of them blinded. The dog crossed a 3,000 foot pass in the Brooks Mountain range at night, with the mercury 40 degrees below zero, to his master's cabin at Little Squaw. Oscar Ottersoniz, a miner, was awakened at 2:30 in the morning by his dog whining and scratching at his door. A note on the dog's back read: "Come. Both seriously injured. Explosion." From the Little Squaw radio

CHRYSLER ADDS NEW CAR TO "52" MODEL

De Luxe Coupe with Rumble Seat Presents Many Un- usual Luxuries

A new De Luxe coupe with rumble seat has been added by the Chrysler corporation to its "52" model and is now on display at the salesrooms of Fitzgerald-Sherwin Motor Co., local Chrysler dealers.

This latest Chrysler is usually distinctive in appearance, and presents a combination of grace, luxury and performance ability that, according to its sponsors, assures a wide demand from the large number of motorists who want both good transportation and real style at low price.

Roominess is an impressive feature of the new car, as of all its companions in the Chrysler "52" model. Its capacious front compartment has ample space for two and two more passengers can find easy seating accommodation in the rumble seat, where the wide removable back curtain enables them to converse readily with the other occupants of the car.

The luxurious appointments which characterize the entire range of the Chrysler "52" model are carried into the new De Luxe coupe to the fullest extent. Gray

grained leather is used for trimming the front compartment and the cushion springs are of the comfortable form-fitting saddle type. The rumble seat is trimmed in leather imitation leather to match the front compartment in

the top of the car is of two bow window type, covered with durable leather-like fabric. Landau

braces are used and are exceptionally smart in appearance.

Chrysler color engineers have bestowed on the new coupe a full share of the attractive colorings which distinguish all their 1927 offerings.

Among the numerous other features of interest and value in the new car are the military front and cadet visor, which help the sweeping streamlines to produce an exceptionally smart ensemble; vertical ventilating windshield; automatic windshield wiper; rear view mirror; narrow corner pillars; Butler finish interior hardware; door pocket; molded runner draft plates around pedal and hand control; bullet type headlights; long springs; balloon tires; air cleaner, and Febco anti-theft numbering plates.

BUILDS 2,000,000TH AUTO; SETS RECORD (Continued from Page One)

wage bill of all motor car and truck factories in the United States in 1926.

"Dodge Brothers, which last year was third in the production of cars and trucks," said Mr. Wilmer, "has been undergoing an extensive transition during the past 18 months and has been engaged almost exclusively in a readjustment of manufacturing facilities. We have been getting our dealers in a position to offer their customers a complete line of fours and sixes in passenger cars and trucks and Dodge Brothers will be prepared to enjoy in 1928 the biggest business in its history."

A bit of the romance of the automobile industry characterized the final steps in the assembly of the 2,000,000th car as four men who have been identified with the Dodge interests over 35 years were given the honor of tightening the last nuts, testing the motor and making the final inspection tests. These men were associated with John and Horace

Dodge, the founders of the now great automobile business that bears their name, many years before the brothers even thought of venturing into the automobile business and they have been identified with the making of Dodge Brothers cars since No. 1 was built.

All the assembly of No. 2,000,000 was completed at Livermore, the oldest employe in point of service, with a record of 37 years of continuous employment, took the wheel and with the next three oldest employes, Bill Wohlfeil, Al Andrich and Otto Graul as passengers, drove the car to the loading docks where they were greeted by President E. G. Wilmer, Vice-presidents A. X. Mitchell, H. H. Springfield and A. T. Waterfall and other company officials and congratulated on their remarkable records.

Mr. Wilmer pointed out that Dodge Brothers has been able to make 2,000,000 cars only through the loyalty of its thousands of employes whose careful workmanship has enabled Dodge cars to attain a name for sturdiness and dependability wherever automobiles are driven.

An interesting statistician has figured that the 2,000,000 cars which Dodge Brothers have built and sold in the past 12 years must have traveled a total distance equal to 600,000 trips from the earth to the moon. He estimates their total mileage at 150,000,000,000. If placed end to end they would make a line that would extend from New York City to San Francisco and back as far as Indianapolis, a total distance of 5550 miles, he says.

It seems the weather furnishes ample protection against air attacks from the eastern part of the world.—Toledo Blade.

Chinese Flappers Use Water Bottle For Muff

The Selberling Rubber Co., of Canada has received an order for 60,000 small hot water bottles from China. Recently 20,000 were shipped to the Orient and it is believed that this is the largest single shipment of hot water bottles from either the United States or Canada to the Orient.

Ever since this order was received there has been a great deal of discussion as to why the Chinese should adopt such a modern American made product as a hot water bottle. The only answer which has been found as yet to this "ask me another" puzzle is

that the Chinese girls carry these hot water bottles in their sleeves, in the winter time, as it is a common Chinese habit for every woman to put her hands into her sleeves. The men do this too, as a matter of fact, because the Chinese wear fur lined coats and do not wear gloves. The girls, however, have discovered that a small hot water bottle tucked in the sleeve makes the finest kind of muff.

HOLD ANNUAL SALE

The second semi-annual "Week of Special Values" sale is being held at all Western Auto stores during the week of November 12-13.

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