

# YEAR 1927 STANDS OUT AS REAL ONE

Buick Brought Out Fine Line of New Models All Well Received

FLINT, Mich., Jan. 14—Viewed in retrospect, the year 1927 stands out as one of the most eventful in Buick history. In the opinion of Buick Motor company officials, besides building the 2,000,000th Buick and thereby shattering all records for the manufacture of fine motor cars, Buick brought out a line of new models which has received public endorsement unparalleled in Buick history. The year also saw expansion steps which leave Buick better equipped than ever from the factory standpoint.

The 2,000,000th Buick was built early in November, heavy sale of the 1928 models advancing the date of its production considerably. These new models, introduced to the public in late July, attracted 1,526,152 persons to Buick sales rooms during the first three days of its display, in the larger cities where attendance was checked. The sale of the new models was so sustained that Buick finished the year with a new production record of approximately 250,000 cars.

The 2,000,000th Buick, a five-passenger coupe, is being exhibited by Buick in connection with the national automobile shows. It was on display at the New York Buick Branch, Broadway and Fifty-fifth Street, during the New York show, and Chicago also will see it.

The contrast between this luxurious creation in maroon Duco, shining nickel and rich upholstery, and the Buicks of 1904, Buick's first production year, is vast. The 2,000,000 Buick is scarcely recognizable as one of the same genus as these early motor cars, so great has been the advance in engineering, body building, and all else connected with automobiles.

Figures kept by the Buick organization indicate that 1,500,000 of the 2,000,000 Buicks still are in active service today. Many date back fifteen or more years. An 18-year-old Buick touring car crossed the continent from San Saba, Texas, to Flint last summer, and returned, making the trip without trouble of any kind.

A huge program of expansion, necessitated by demand for Buicks and the desire to extend supervision over the product's

## HIGHWAYS OF THE FUTURE



Col. Charles Lindbergh, Secretary Hoover, Clarence Chamberlin and other exponents of commercial aviation have repeatedly emphasized the necessity for properly equipped airports. Flying cannot be established as a reliable form of transportation service, they say, until adequate terminal facilities are provided.

The airport illustrated here embodies features which have been approved in theory and found workable in practice. Incoming passenger planes, taxi up to the port administration building. There, passengers disembark and enter fast motor buses which carry them over hard, smooth roads to the

nearby city. Travel by air is a result of a demand for speed; unless road facilities between airports and cities are such that sustained speed is possible, much of the advantage of flying will be destroyed.

A wide concrete "apron" in front of the row of hangars insures a mudless maneuvering space for the plane handlers before and after flights. Fire hazards are minimized by the use of fireproof material in all buildings.

The office of the plane dispatcher, the field czar on plane departures, is located in the little glassed balcony above the main door of the administration building. Rest rooms, weather bureau offices, pilot club rooms, ticket offices and dining rooms which are included in this main building.

quality, was completed during the year which saw the 2,000,000th Buick built. The first step in this program was construction of the unified line, where Buicks are assembled. The various parts feed to this triple line over conveyors of various sorts, each coming from the plant which made it. The capacity of the line is about 1,200 cars a day. It requires just 75 minutes to transform a bare frame into a finished Buick.

In September, 1927, the new gray iron foundry, built at a cost of \$5,500,000, was put into production. It is unique among the

world's foundries in that progressive methods, like that devised for the assembly line, obtain throughout. Materials, flasks, hot metal, all move on conveyors, of which there are 367 of various types. The six 95-inch cupolas have a combined capacity of 750 tons of metal a day, so that the new foundry, in conjunction with the old foundry, is adequate to Buick's entire gray iron casting requirements.

Still another unit in the expansion, started during 1927 and now nearing completion, is the engineering and research building

where all work of this sort will focus, leaving various parts of the factory, now devoted to engineering work, free for production purposes. "We are all set," said Cady B. Durham, vice president in charge of production, "to go out this year and break our own record."

### LOVELESS MILLIONAIRES

In our secret hearts we don't tremendously admire the captains of industry and their kind, though we may envy them their power and wealth.—American Magazine.

## WORLD PROSPERITY IN STORE IN 1928

(Continued from page 1)

country. The celebration over the new highway system in Cuba which will take place early in the year is but a symptom of the road programs which are being inaugurated in Latin America, in Australia, in the Orient and through Europe.

The American automobile industry naturally hopes to get its share of the world market for motor vehicles, but it is being generally recognized that the origin of the car is not the place which reaps the major part of the prosperity which this unit of motor transportation creates. By this I mean that when an automobile is bought in Argentina, for example, the benefits of that purchase adhere much more to Argentina than to the country which happened to manufacture the car.

The employment figures which I gave earlier had to do with all the branches of the motor industry, its trade, and its operation. Employment solely in the manufacturing plants was around 350,000 persons last year. This means an average output of ten cars per man per year. Hence when an American automobile is purchased abroad it means the employment of one man for several weeks in this country, but in the country where it is purchased it means a profit for the dealer, employment for the salesman, business for the trade in accessories, gasoline, and oil, and a demand for highway construction. In short, it is the focal and stimulating point for a radius of transportation facilities. Era of Individual Transportation.

In conclusion it is pertinent to say a word about the outlook for the domestic automobile market.

In a short time we shall be selling a million automobiles in other countries each year, but the home market will continue to be the basis of our business. There are more than twenty-three million motor vehicles on our highways. More than three millions of these will need to be replaced each year.

The traffic problem is now receiving intelligent study and good results are already apparent. When we bear in mind that it has only been within the past two or three years that communities have been considering uniform regulations as between states and cities, one realizes that there is much that can be done in the way of organizing the management of traffic and creating more facilities, so that our highways can handle new volumes of vehicles with more efficiency and safety.

There is a great deal to be done in the way of improving traffic conditions, but leaders in the field have no doubt that American brains can deal with this problem satisfactorily.

Another trend which is evident and which will be more so as time goes on, is the demand for the use of an automobile by each adult. The old idea of one car per family is passing. The low prices of modern automobiles have made it possible to have a large car for general family use with one or more small automobiles for the different members of the family. This is becoming a necessity, because of the use of motor transport a vast number of American homes are located in regions which have only the automobile as the means of communication, and social and business activities to a large degree are arranged on the basis that the motor car is becoming indispensable for each adult.

I recognize that in some of the

larger cities of closely concentrated population this condition is not usual, but I am speaking of living arrangements in most of the communities in the country.

It is important always to bear in mind that 85% of the motor cars are owned in communities of ten thousand population or less. With the pent up demand, the world-wide interest in motor transport, and the need for more than one automobile per family in this country, the motor industry looks forward to a long period of prosperity.

## STAR FOUR TO GO INTO COMPETITION

(Continued from page 1)

vertising campaign that has ever heralded a Durant product. Within the next ten days the first of the advertisements in this great schedule is to appear in national publications; and a sweeping sales drive is to be launched immediately under the personal direction of W. C. Durant.

As a prelude to his startling announcement at the opening of the New York Automobile Show, W. C. Durant gave a silver anniversary luncheon to newspapermen of New York, Philadelphia, and other eastern cities. Among the speakers at this luncheon were two Pacific Coast men, Norman de Vaux and James Houlhan. De Vaux is head of the Pacific Coast Durant factory and Houlhan serves as advertising counsel to the Durant interests throughout the Pacific Coast region.

During the course of this luncheon, T. S. Johnston, assistant to W. C. Durant, outlined the plans for the advertising campaign that will back up the Durant products during 1928. Within the next ten days the first of the advertise-

ments in the campaign will appear in national publications and a sweeping sales drive is to be launched immediately, under the personal supervision of W. C. Durant.

STILL TIME TO LEARN Every man should ask himself occasionally, "How long has it been since I learned a new thing?" —American Magazine.



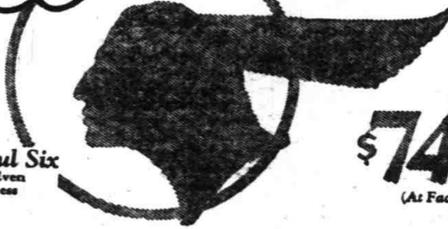
### PRECISION AND CARE

are the two requirements beyond knowledge and skill that you should demand in your auto repair shop. Tools, of course; and patience too. All these you will find here, and in addition work done with a conscience. Result—SATISFACTION.

### The MOTOR SHOP Coffey & Davidson

267 No. Church Telephone 43

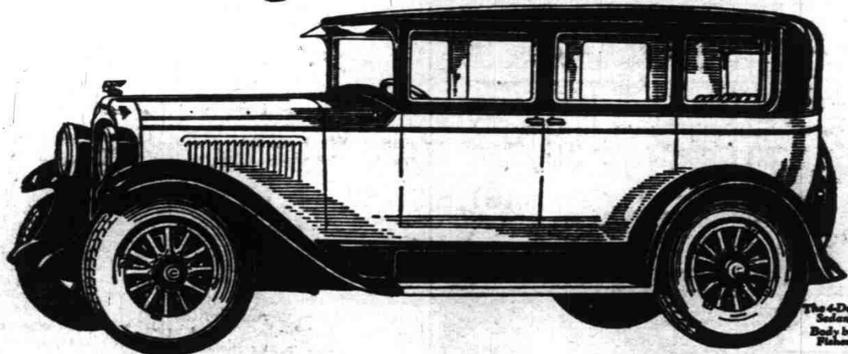
new



a Successful Six now bids for Even Greater Success

\$745 2-DOOR SEDAN (At Factory)

"So much better that words can't begin to describe it"



The 4-Door Sedan Body by Fisher

### New 4-Wheel Brakes and all these Added Features

- New Fisher Bodies
- New Fenders
- New GMR Cylinder Head
- New Crankcase
- Ventilation
- New Carburetor
- New Manifolds and Muffler
- New and Greater Power
- New Cross-Flow Radiator
- New Thermostat
- New Water Pump
- New Instrument Panel
- New Coincidental Lock
- New Dash Gasoline Gauge
- New Fuel Pump
- New Stop Light
- New Clutch
- New Steering Gear
- New Frame
- New Axles, New Wheels

WHEN you see the New Series Pontiac Six—when you experience its vastly improved performance—you'll understand why so many visitors at our salesrooms are actually amazed—why so many satisfied Pontiac Six owners agree with us in saying "It's so much better that words can't begin to describe it!" They knew that last year's Pontiac Six was a great car—and a great success. But when they inspect the magnificent new Fisher body—the smoother and more powerful six-cylinder engine—the stronger chassis with its four-wheel brakes and

numerous other advancements—they agree that this is another great triumph of Oakland and General Motors combined! Come in and see how much more your dollar will buy!

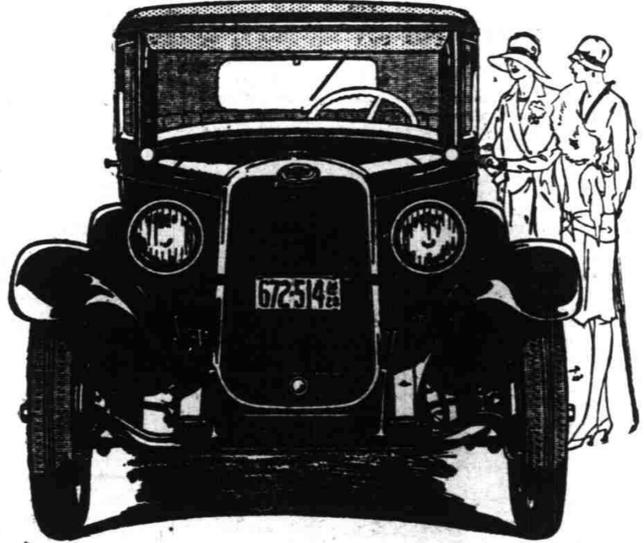
- COUPE.....\$748
  - ROADSTER.....\$748
  - CABRIOLET.....\$798
  - FOUR DOOR SEDAN.....\$828
  - SPORT LANDAU SEDAN.....\$878
- All Prices at Factory

## VICK BROS., Salem, Oregon

ASSOCIATE DEALERS

Byerly Motor Co., Albany, Oregon; Benton Motor Co., Inc., Corvallis, Oregon; Silverton Motor Car Co., Silverton, Oregon; Fred T. Bilyou, Seio, Oregon; Bones Brothers, Turner, Oregon; C. J. Shroove & Son, Dallas, Oregon; Henry C. Holloman, Harrisburg, Oregon; T. D. Pomeroy, Independence, Oregon; F. L. Miller, Anvers, Oregon; N. J. Arnold, Monmouth, Oregon; Toledo Super Service Station, Toledo, Oregon.

# PONTIAC NEW SERIES SIX



Again

## Chevrolet Electrifies America with a Great New Motor Car

Prices Reduced!

The COACH \$585.00

- The Roadster . . . \$495
  - The Touring . . . \$495
  - The Coupe . . . \$595
  - The Four-Door Sedan . . . \$675
  - The Sport Cabriolet . . . \$665
  - The Imperial Landau . . . \$715
  - Light Delivery (Chassis Only) . . . \$375
  - Utility Truck (Chassis Only) . . . \$495
- All prices for Flint, Mich.

A new automobile so sensational as to electrify the nation!

With marvelous new Fisher bodies offering all the distinction, beauty and luxury for which Fisher craftsmen are famous! With performance that is a revelation to owners of even higher priced cars! With 107-inch wheelbase—four inches longer than before! With four-wheel brakes—and many additional mechanical achievements!

And... prices that demonstrate again Chevrolet's ability to provide the utmost in modern motoring luxury at the lowest possible cost!

The engine of this great new car is of the improved valve-in-head design. With alloy "invar strut" pistons... specially designed hydro-laminated camshaft gears... mushroom type valve tappets... and a complete new steel motor enclosure—it provides a type of motor operation so thrilling that it must be experienced to be appreciated!

Coupled with this thrilling acceleration and speed is a

type of riding and driving comfort almost unbelievable in a low-priced car. Four inches longer than the previous Chevrolet chassis... swung low to the road... and with four semi-elliptic shock absorber springs—the Bigger and Better Chevrolet holds the road with a surety that is simply amazing, and rides in perfect comfort at high speeds over the roughest stretches of highway.

And never before was a low-priced car so easy to drive—for the worm and gear steering mechanism is fitted with ball bearings throughout... even at the front axle knuckles.

All these spectacular new mechanical advancements are, of course, in addition to the host of notable features that Chevrolet has previously pioneered in the low-price field.

Come in and see this latest and greatest General Motors achievement! Learn why it is everywhere the subject of enthusiastic comment—why everywhere it is hailed as the world's most luxurious low-priced automobile.



## Douglas McKay Chevrolet Co.

430 N. Commercial Street, Tel. 745

Associate Dealers: DALLAS CHEVROLET CO., DALLAS; GEO. DORR, WOODBURN; BALL BROS., TURNER; HALLADAY'S GARAGE, MONMOUTH

QUALITY AT LOW COST