

THOUSANDS OBSERVE OAKLAND'S OPENING

Principal Objective of Celebration Honored Completion of Factory

PONTIAC, Mich., May 12.—The growing interest of the public in things automotive was illustrated last week when many thousands of out of town visitors joined the local residents in attendance at the three day open house celebration staged by the Oakland Motor Car company.

Checkers stationed at the factory doors revealed that the number of visitors during the three days was 60,893, while several thousand others gained admittance through other entrances.

The open house celebration, which was held on Tuesday, Wednesday and Thursday, had as its principal object a formal observance of the completion of a \$3,000,000 factory addition. The new units—a complete assembly building for the Oakland All-American Six and an extensive addition to the factory shipping building—increased the plant floor space by 580,191 square feet. The Pontiac Six and the Oakland Six now are being manufactured in two new and modern factories equipped with every latest device for assuring maximum precision and large production.

According to A. R. Glancy, president and general manager of the Oakland Motor Car company, there were two other reasons for holding the open house celebration. One was to give the families of the thousands of factory employees an opportunity to see them working under the ideal conditions which the new factories afford. Another reason was to show the public all operations of a modern automobile factory running at full speed and with every process fully explained. The processes were made intelligible to the visitors by huge placards displayed on the various machines.

The factories operated from 1 p. m. until 10 p. m. instead of the usual hours, brilliant flood lighting during the evenings making the building interiors and the approaches an unusual spectacle.

The open house celebration, under the active direction of Gordon Lefebvre, vice president in charge of operations, was conducted with all the precision and method which characterizes the operation of the factories themselves. Arrows throughout the plants guided the visitors from one placarded machine to another. At the conclusion of the factory tour, the guests were possessed of a complete chronological picture of the building of a motor car. Ample precautions were taken to assure the safety of the visitors. Sufficient material supply was placed near each machine to keep it running throughout the nine-hour period. This rendered unnecessary the passage of electric "mules" through the factory aisles.

A baby checking department with a score of nurses in attendance took care of hundreds of small children while their parents were seeing the plant. Special free parking grounds were provided for the cars of visitors and a large number of Pontiac city police and the private police department of the Oakland Motor Car company were scattered throughout the factories and the factory grounds.

A feature of the celebration was an exhibition of old automobiles, Oakland, Buick, Oldsmobile and Chevrolet being represented. The complete line of Oakland cars and the products of all other units of General Motors also were on display.

The exhibits were grouped near the dance floor which the guests reached upon completing the factory tour. This floor, a portion of the new shipping building, contained 40,000 square feet of space for dancing to the music of a 45-piece orchestra. The orchestra music was broadcasted by radio each night.

A unique feature near the dance floor was the refreshment "production line" a line of tables 250 feet long attended by white-garbed waiters and waitresses. Here the visitors were served with sandwiches, coffee and ice cream. A similar "production line" was established for the distribution of favors to the visitors. Here the visitors were served strain on the first afternoon of the celebration when the entire school population of Pontiac was released at 2 p. m. and given free bus and street car transportation to the plant.

On Tuesday night Mr. Glancy, with W. R. Tracy, vice president in charge of sales and W. E. Fellows, advertising manager, were host to 30 newspaper and magazine writers at a dinner at the Pontiac board of commerce. After the dinner, the press representatives were special guests of the factory at the open house celebration.

MR. AND MRS. NASH MAKE YMCA OFFER

(Continued from page 1)

ious classes of whatever denomination and will treat each and every religious denomination as a part of the institution, and that one religious denomination will be as welcome as another. I make the following offer to the Kenosha Y. M. C. A. organization: "If you will raise \$400,000.00 of the \$800,000.00 estimate, Mrs. Nash and I will match that amount ourselves. It must be clearly understood, however, that there is no obligation upon our part to contribute the \$400,000 unless we are satisfied that you have raised the other \$400,000.00. "In conclusion, let me say that Mrs. Nash and I would not be interested at all unless the population of Kenosha is interested and

will get wholeheartedly behind the proposition, and continue that interest in the future.

"We are strong believers in the work that can be accomplished by the Y. M. C. A. throughout the world. We believe it is an institution that should be regarded as a Builder of Men. To our minds, there is nothing that contributes so much to good American manhood and citizenship as to have the opportunity of associating in the right environment while young."

The letter was signed by Mr. and Mrs. Nash.

A formal resolution incorporating appreciation of the offer, and pledging support to the program for raising the remainder of the fund, was unanimously adopted by the Board of Directors and Advisory Board. The resolution was prepared by C. E. Randall.

W. W. Vincent, president of the Kenosha Y. M. C. A., expresses confidence that the remaining \$400,000 will be raised without difficulty.

We will be content with the outcome of the Pan-American congress if the republics south of us promise not to give us any more banana songs.—Atlanta Constitution.

FIRST AUTOMATIC SHOW FORERUNNER

(Continued from page 1)

cial purposes. The engine exhibits showed a number of new manufacturers of power plants but a basic similarity is apparent. The contest between the water-cooled and the air-cooled engine has been apparently settled, the air-cooled engines winning by a wide margin. One manufacturer offers some water covered units from 600 to 1250 horse power, claiming that the reduced frontal area over the air-cooled engine compensates for the extra load of water and cooling apparatus with its attendant dangers of failure.

The ideal motor will be developed in my opinion, within a short time, that will eliminate water for cooling and the undesirable frontal area of the radial motor. This will be an in-line motor air-cooled that will closely follow the Franklin automobile engine, in my opinion. Deflectors will guide the air past the cylinders, just as is now done so successfully in the Franklin car, much weight will be released for useful load and air resistance will be cut to a minimum by intelligent cowling.

There is such a motor now meeting with marked success in Europe. American engineers can well afford to investigate this field and produce such a motor before their European friends get into production sufficiently to market their engines in this country.

Capt. L. M. Woolson, prominent aircraft engine builder, predicted to members of the Society of Automotive Engineers that the next five years would see speeds of 500 miles an hour attained and that the airplanes of the future would contain as much as 10,000 horsepower. We have seen the useful road speed of automobiles multiplied seven times in thirty years. If the useful speed of the aircraft of 1914, about 60 miles an hour, is multiplied seven times in a similar period we can expect to travel safely and commercially at 420 miles the hour by 1944. There was nothing at the show to deny this possibility.

Divided Front Seat Available in Victory

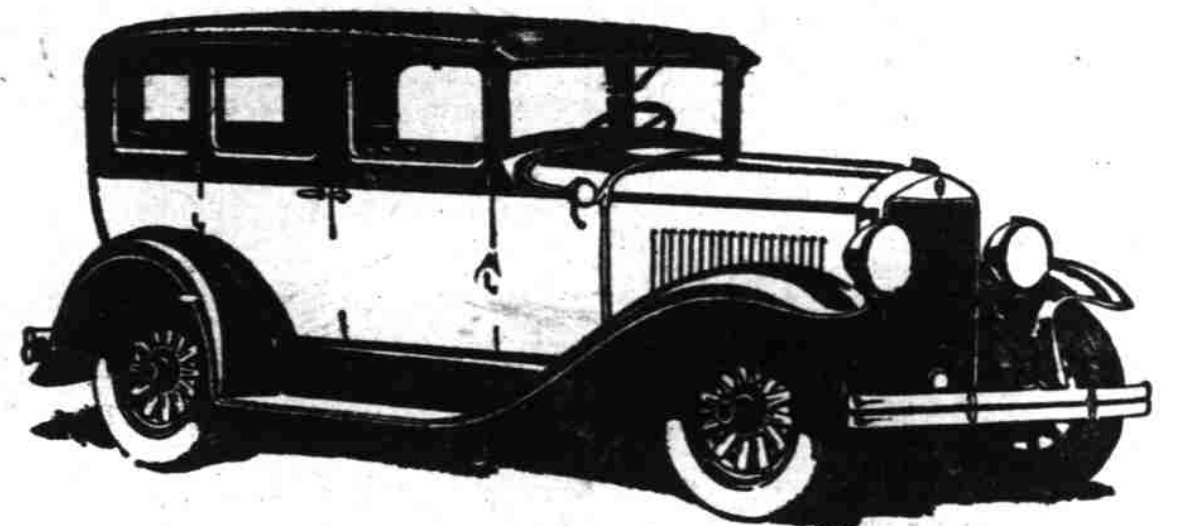
Production of a limited quantity of Victory Six sedans, both deluxe and Standard models, with

divided adjustable front seats has been announced by Dodge Brothers, Inc. When seats are adjusted together, they give the appearance of a solid undivided front seat.

Adjustments can be quickly and easily made by means of a locking handle to increase or diminish the leg room and steering wheel clearance in the front compartment. No tools are required, and with the

locking handle raised it is possible to lift either seat from the car. A scientist says that 50 billion electrons can sit on the point of a pin. But who wants to be an electron anyhow.

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- 1927 Oldsmobile Coach, run very little and our price is attractive.
- 1926 Buick Standard Six Roadster, new tires, lots of extras.
- 1927 Buick Standard Six Sedan, fully equipped, runs like new.
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