

BODY OF MACHINES DESIGNED FOR WEAR

Every Body Used Must Undergo Strictest Inspection at Factory

Take a fine piece of furniture, the exterior finished to rival piano gloss and with soft fabric upholstery; wrack and twist this piece of furniture for hours at a time, day after day; leave it out in the sun, rain and snow subjected to constantly changing temperatures, and then expect it to last for years and retain its fine appearance.

ed of closed automobile bodies—and it is exactly what the better ones do. An automobile body is essentially a piece of furniture, providing the comfort and luxury of the pieces of a living room suite. Yet it must be so constructed as to withstand thousands upon thousands of road shocks over years of driving and be able to stand the burning sun or zero cold without showing noticeable effect.

A trip through the Fisher plant at the Oldsmobile factories in Lansing, Mich., where all Oldsmobile closed bodies are constructed reveals the secret of this unusual strength and ability to withstand exceptionally hard usage. The secret is selection of the best materials procurable, fine design, constant inspection and the use of precision manufacturing methods which rival those required in the manufacture of an engine.

Every "Body by Fisher" placed on an Oldsmobile chassis undergoes constant inspection and must finally pass the rigid requirements of both Fisher and Oldsmobile inspectors. These inspections run through the 1875 different operations required to make an Oldsmobile body exclusive of painting and finishing.

Both Oldsmobile and Fisher are among the pioneers in their respective fields and as a result have the benefit of years of practical experience. This has resulted in Fisher obtaining their own sources of material supply so that they can be assured of the quality of the wood, sheet steel, plate glass, metals, glue and hardware used.

The wood used in making the composite wood and steel Oldsmobile bodies is cut from Fisher owned forests and shipped to Fisher woodworking plants. There it is cut and sawed so that every knot or imperfection is removed.

Every piece used in forming an Oldsmobile body is accurately cut, planed and finished, even to bolt holes, from master patterns at the woodworking plants.

Received at the assembly plant, these perfectly cut and inspected pieces are assembled in jigs into the frame work of the body. They are screwed, bolted and glued together and the iron braces fastened on. These braces, and, in fact, every portion of the body, has been scientifically designed to absorb the maximum strain applied to each point.

As a result these Fisher-Oldsmobile bodies are like the famous "One Horse Shy" with each part built to last the full life of the car.

At the steel mills 18 or 26 gauge sheet steel made to Fisher specifications has been formed into body panels under several hundred tons pressure. The dies which form the panels are steel faced, resulting in exceptionally smooth panels. These, also, are formed to exact size to fit the wooden frame to which they add strength, resiliency and a velvet smooth surface.

Upholstery which best combines beauty and durability has been woven. It is cut to pattern by an electric knife that shears 100 thicknesses at a time. This is sewed and lined with thick cotton and then fastened over the springs, each spiral incased in a separate burlap container. Hardware in distinctive period design has been manufactured at another Fisher factory and plate glass rolled, ground and polished at still another Fisher plant.

All these materials and parts are assembled with speed and precision due to the advanced production methods employed. The finished bodies then are cleaned, sanded and smoothed down for the numerous coats of lacquer required to withstand the weather over years of service. Lacquer is of a cellulose base, and when applied is really a series of coatings of colored celluloid.

Automobile Affecting Country Stores

Rural stores are being forced into the position of bringing their shelves up to date or going out of business, according to Bulletin No. 19 of the University of Illinois recently published.

The presence of the automobile and the motor truck makes it possible for the crossroads store to get supplies for its customers more quickly. On the other hand, the customer is able to go to large trading centers, and accordingly the general rural store cannot hold its business unless it keeps abreast of the times.

In this study of Illinois merchants, 55 per cent were reported to have sales holding steadily or increasing, while 45 per cent had a decline.

Full vision is required for safe driving now that there are more than 23,000,000 automobiles registered in this country. By use of plate glass, which gives perfect vision without distortion, and narrow front pillars, Oldsmobile has eliminated dangerous "blind" spots.

REFINEMENTS IN CAR BODY OF MUCH HELP

New Developments Found Very Important During Long Vacation Trips

With mechanical refinements perfected to almost the nth degree, auto tourists this year are turning their attention somewhat from this feature of their cars to that of body refinements. This tendency has been brought about practically before the auto manufacturers by the multitude of reports from the dealer organization as to what the buying public is asking when it approaches the point of signing on the dotted line.

Especially is this true as the vacation season opens. More and more vacationists are turning to auto travel and more and more they are demanding comfort and refinement in the bodies of their cars as well as sturdiness and quiet in what is under the hood.

The demands of the motoring public have been impressed on the factory and from them the manufacturers have evolved cars that incorporate comfort, beauty, safety and engine dependability.

The engineering and sales departments of the Oakland Motor Car company have worked tirelessly in cooperation with the Fisher Body corporation to bring about this co-ordination of utility and comfort so that in the Oakland or Pontiac cars of today the tourist has an automobile which stands every test.

With the roads becoming more and more crowded, efforts of their engineers and designers have been devoted considerably towards increasing the factor of safety. Corner posts have been cut down to give the widest possible range of vision while retaining the full strength of the body. The blind spots of yesterday have been wiped out in the cars of today. In making a left hand turn on a sweeping highway now, the driver no longer has to crane his neck around to see if a car is approaching the other way. Neither does he have to fear as he glances into his rear-view mirror that a car may be almost on his left rear fender without him seeing it.

In the development of the Fisher VV windshield, the comfort and safety of the motorist was the foremost thought. It is no longer necessary to tug vigorously at a set screw with one hand, while handling the wheel with the other. It is necessary only to turn an artistically decorated handle above the windshield and the glass raises just as does the window at the side. And if the day is dusty, the windshield may be raised behind a guarding shield, letting the air current down beneath the cowl without the disfiguring appearance of the old-time cowl ventilator.

All these things have been incorporated in the Pontiac and Oakland cars through constant co-operation of both organizations—the Fisher Body corporation and the Oakland Motor Car company. And these organizations are still studying every problem that may arise. The Oakland-Pontiac dealers



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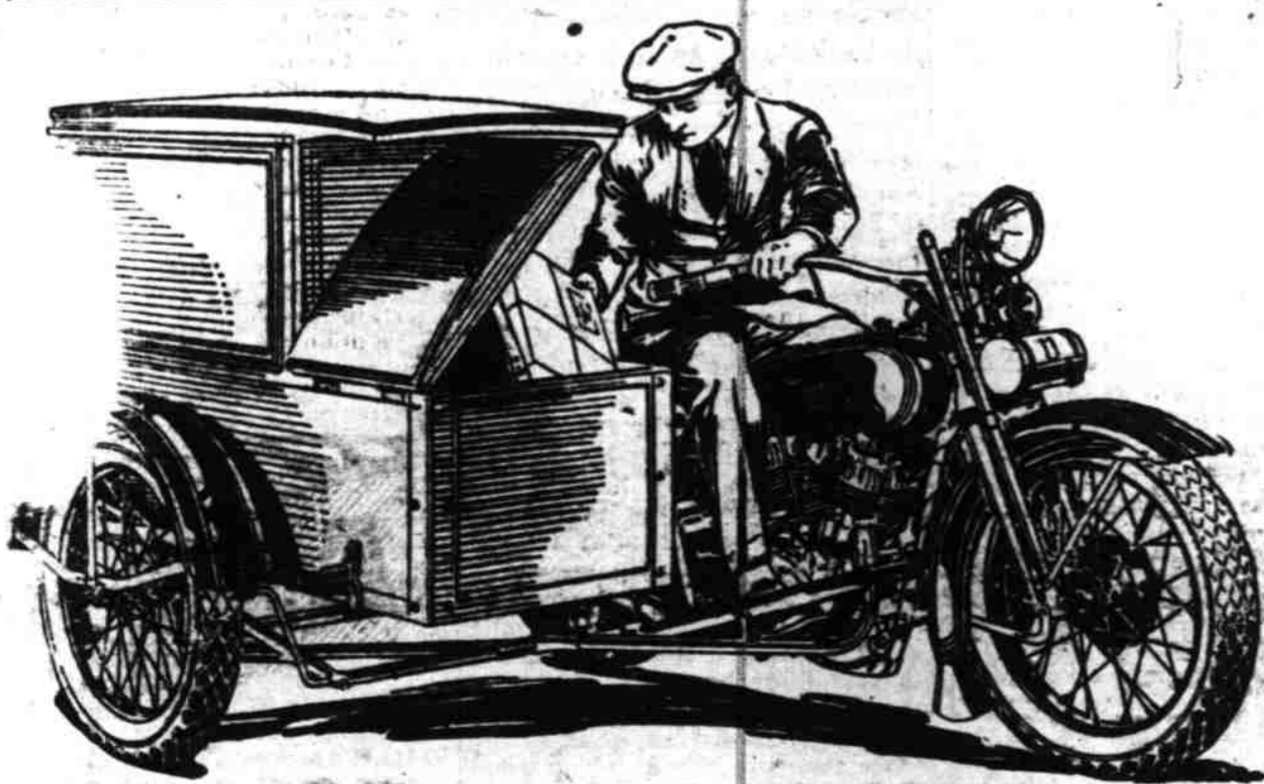
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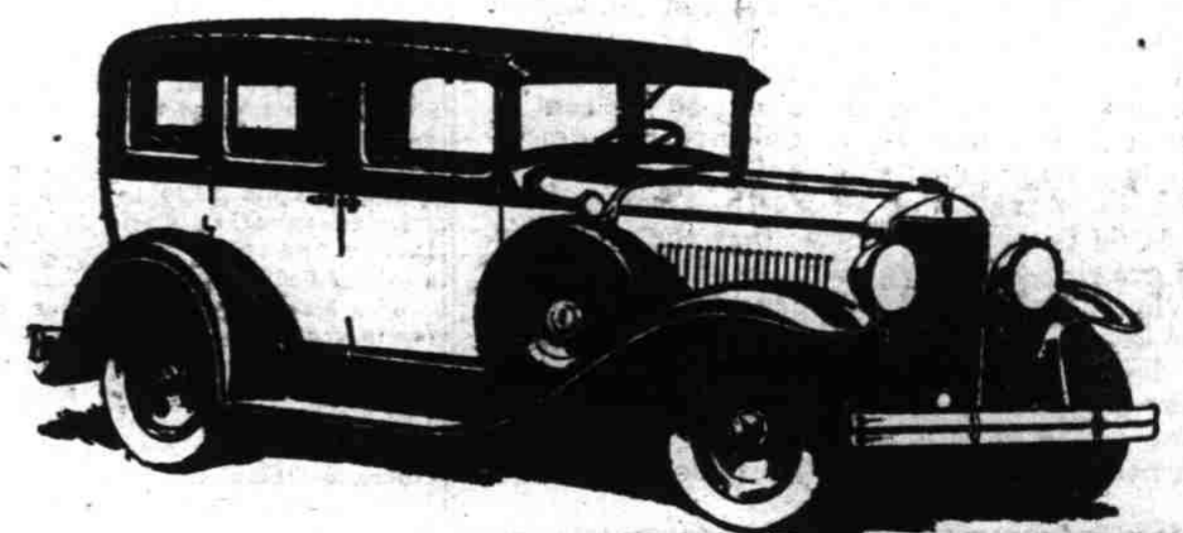
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