

OAKLAND-PONTIAC INSPECTION RIGID

Many Precision Operations Make to Conform to Finest Limits

Thousands of visitors who have gone through the recently opened plant of the Oakland Motor Car company, at Pontiac, Mich., have received an accurate conception of the meaning of "precision manufacturing"—a little-understood phrase that for a number of years has been identified with the automobile industry.

In this plant, where nearly all buildings are completely within the past two years, and where equipment is of the finest "precision" type yet devised, light rays and diamond recoil tests, and many other methods of measuring accuracy, combine to hold a number of manufacturing operations accurate to within one ten-thousandth of an inch, the equivalent of less than seven inches in a mile.

500 Inspectors At Work
To achieve this exactness, an army of upwards of 500 inspectors check every operation in the Oakland and Pontiac motor building and car assembly lines, using for this work gauges far more exacting than the human eye. Every one of these gauges periodically is subjected to the inspection of the Johansson master block gauge which correctly measures limits up to two-millionths of an inch.

Inspection of small parts received at the unloading docks is done through a device of such accuracy that the recoil of a tiny diamond, suspended from a fine watch spring, correctly notes the slightest deviation in the hardness of the metal tested.

Crankshafts and flywheels are balanced by an ingenious machine which utilizes the unerring accuracy of a reflected beam of light. The operator can tell at a glance how much the shaft or wheel is out of balance, at what angle and marks it for the machine operator who removes the excess stock by grinding. Crankshafts are tested for a balance variation of not more than three-eighths of an inch-ounce.

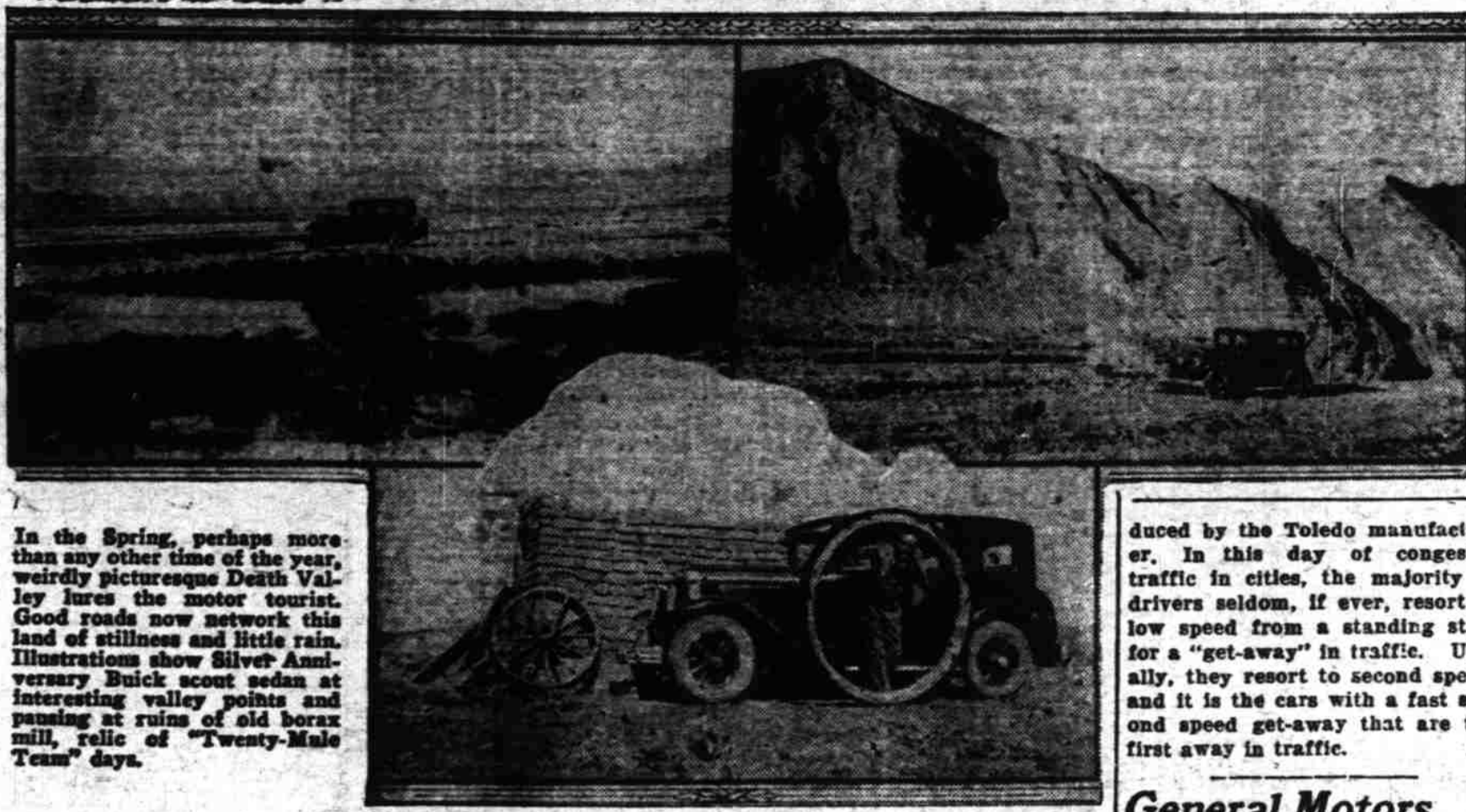
TRAFFIC REGULATED

Three state traffic officers passed out 60 tickets to McMinnville and Yamhill motorists last week for illegal lights.

TWIN ROUND-UP NEXT YEAR

The Twin Round-Up held in Albany last fall aroused such statewide interest that it will be repeated this year on an enlarged scale.

Death Valley Trip Beckons Coast Motorists



In the Spring, perhaps more than any other time of the year, weirdly picturesque Death Valley lures the motor tourist. Good roads now network this land of stillness and little rain. Illustrations show Silver Anniversary Buick scout sedan at interesting valley points and pausing at ruins of old borax mill, relic of "Twenty-Mule Team" days.

On To Death Valley—Now, Not Very Hot

"Last call for Death valley."

To the uninitiated this may not be a tempting invitation, but to the motorist versed in the lure of this weird and picturesque desert wonder spot in southeastern California it signifies the approach of summer torridness in this historical section and the advent of the bewilderingly beautiful desert floral season.

Until the first of the coming May, Death valley will be visited by thousands of coast motorists, all intent upon viewing the magic spring desert flora display and experiencing for the last time until next winter sets in, the entrancing panorama this vast expanse of sand and salt affords.

A silver anniversary Buick sedan scout car, dispatched by dealers comprising the Pacific coast Buick distributing organization of the Howard Automobile company, returned from a reconnaissance trip to all the principal points of interest in Death valley last week and reported that both road and climatic conditions at that time were ideal for travelers.

Otto J. Wilson is local dealer for the Buick-car.

"The roads in the valley at the present time are excellent—firm

and smooth—and will remain so until the present desert touring season is over," declared J. R. Bradford, pilot of the Howard Buick. The Bradford party explored the famed Devil's Golf Course, visited awe-inspiring Dante's View and spent two nights at the new Furnace Creek Inn, the sole modern hostelry in Death valley.

REO SHIPMENTS IN FEBRUARY ARE BIG

Reo shipments ran at the highest February rate in the history of the company, according to information released by Richard H. Scott, president and general manager.

"Shipments in this month are substantially in excess of those for the corresponding period a year ago—which incidentally was the biggest February we have ever enjoyed."

"Our pleasure car shipments easily double those of last February, due in part to the favorable reception that is being accorded to the new Flying Cloud Mate; while shipments of the new speed wagon models are being limited not by orders but by the ability of the production department to swing into full stride on the new models.

QUICK PICKUP IS NEED OF NEW CARS

With almost universal adoption of traffic signals, even in the smaller cities, automobile manufacturers year after year have given increasing study to building cars to meet the present congested driving conditions. This has resulted in the development of engines to provide speedier pick-up for fast get-away in traffic.

By merely watching the performance of various automobiles when the traffic lights at a street intersection switch from "red" to "green", one may readily note those cars having exceptional activity. Those cars with power-plants permitting a faster get-away sweep far ahead of the cars employing a sluggish motor, and consequently their drivers are less bothered by heavy traffic conditions.

Among the first cars to meet this traffic condition was the original Whippet produced by the Willy-Overland company. These cars were noted for their high activity factor in heavy traffic and soon became recognized as the ideal type in the low priced field for town use.

An improvement in traffic performance over the original Whippet fours and sixes recently intro-

duced by the Toledo manufacturer. In this day of congested traffic in cities, the majority of drivers seldom, if ever, resort to low speed from a standing start for a "get-away" in traffic. Usually, they resort to second speed, and it is the cars with a fast second speed get-away that are the first away in traffic.

General Motors Sales Go Up By Favorable Mark

During the month of February General Motors dealers delivered to consumers 138,570 cars, according to an announcement by Alfred P. Sloan, Jr., president. This compares with 132,825 for the corresponding month last year, an increase of 6,541 cars, or 5 per cent for February this year. Sales by General Motors manufacturing divisions to dealers totalled 175,148 cars, as compared with 168,232 for February of the year previous, an increase this year of 6,916 cars, or 3.5 per cent.

DODGE OUTLOOK GOOD

In anticipation of unprecedented spring sales and deliveries, reaching their peak in April and May, shipments of cars by rail from the Dodge Brothers' plants in Detroit are totaling many thousands weekly. This total, when combined with "drive-aways" and export shipments is placing the company on one of the heaviest seasonal production schedules in its history. Five loading docks are in constant use in carrying out this program.

Swiftest getaway, greatest hill-climbing, nimblest change of pace, all combined in Buick, and proof awaits you at the wheel!

Get behind the wheel and get the facts!

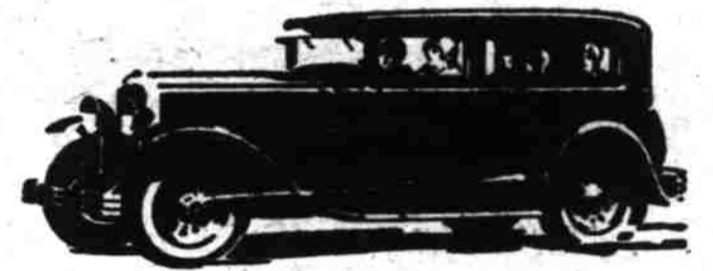
CHOOSE your car on a business basis! Arrange with us to take the wheel and prove for yourself Buick's performance supremacy. Learn why Buick outsells—by more than two-to-one—any other car listing above \$1200. Then let us explain the G. M. A. C. Time Payment Plan, which has helped scores of thousands to own Buicks. Buick Motor Company, Flint, Michigan Division of General Motors Corporation

SERIES 116
Sedans - \$1220 to \$1520
Coupes - \$1195 to \$1250
Sport Car - \$1225

SERIES 121
Sedans - \$1450 to \$1520
Coupes - \$1395 to \$1450
Sport Car - \$1325

SERIES 129
Sedans - \$1875 to \$2145
Coupes - \$1865 to \$1875
Sport Car - \$1525 to \$1550

These prices f. o. b. Buick Factory, special equipment extra. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.



BUICK

WITH MASTERPIECE BODIES BY FISHER

OTTO J. WILSON

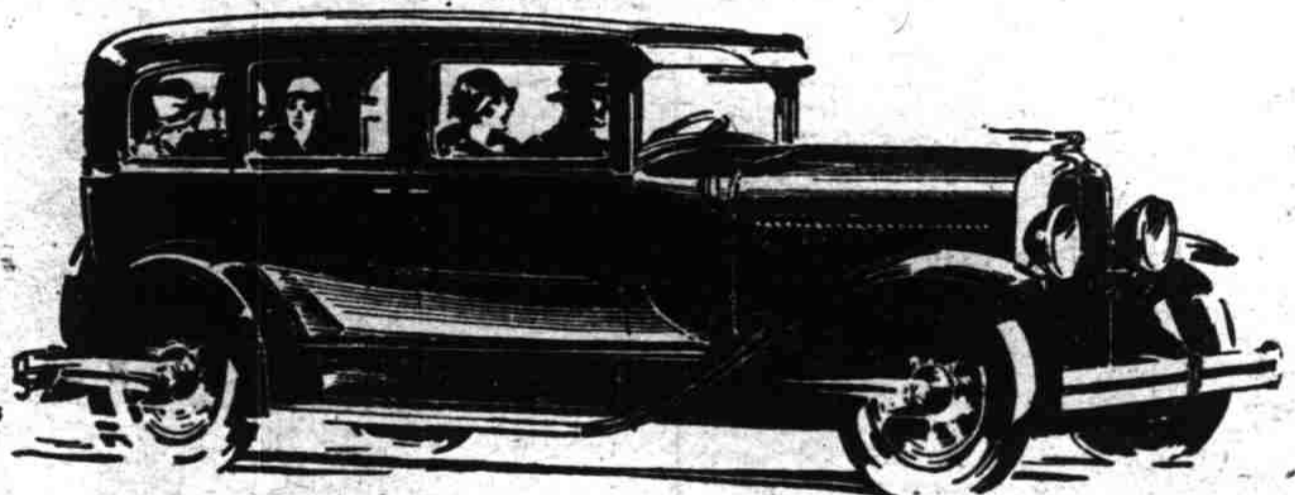
388 N. Commercial

Telephone 220

WHEN BETTER AUTOMOBILES ARE BUILT...BUICK WILL BUILD THEM!

Forward-looking people will investigate this car

Stepping Up Motor Car Quality without stepping out of the Low-Priced Field . . .



The 4-Door Sedan, 1929 Body by Fisher

THE New Pontiac Big Six is a low-priced car. Its prices range as low as \$745. But that is where its similarity to other low-priced cars ends. In performance, in style, in luxury, it offers the advantages of a fine big car.

It has all the superb smoothness and lack of vibration characteristic of a big car. It offers the big car symmetry and

beauty attained by the use of stunning new Fisher bodies.

Thus it is that the new Pontiac is enabling progressive buyers to step up the quality of their automobiles without stepping out of the low-priced field. Come in to examine it and drive it. Learn by investigation what a decidedly advantageous "buy" it represents.

Prices \$745 to \$995, f. o. b. Pontiac, Mich., plus delivery charges. Bumpers and rear fender guards regular equipment at slight extra cost. Check Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

VICK BROTHERS High Street at Trade Telephone 1841

Whiteoak Motor Co., Corvallis, Oregon; Irvine Garage, Albany, Oregon; Silverton Motor Car Co., Silverton, Oregon; C. J. Shreve & Son, Dallas, Oregon; T. D. Pomroy, Independence, Oregon; Fred T. Bilyea, Seio, Oregon; Elmer Fitzgerald, Lebanon, Oregon; Austin Service Station, Brownsville, Oregon; H. W. Magris, Waldport, Oregon; Bones Brothers, Turner, Oregon; Henry C. Holleman, Harrisburg, Oregon; Fred Gooch, Mill City, Oregon.

THE NEW PONTIAC

BIG 6 at \$745

PRODUCT OF GENERAL MOTORS

PETTYJOHN'S Used Car Week March 23—March 31

Pettyjohn's Used Car Week Opens Spring Season with Opportunity for You

Entire Stock of Fine Used Cars at Exceptionally Low Prices
Remarkable Opportunity to Purchase Used Cars of Quality and Value at Money Saving Prices

JUDICIOUS BUYERS

Have always voiced approval of Pettyjohn's business methods which have contributed much to lift the used automobile to its proper place in automobile merchandising. Those methods are reflected in the splendid cars offered during this week.

NOTICE THESE EXCELLENT OFFERINGS

- | | |
|---------------------------------|-------------------------------|
| 1926 Chrysler "60" Sedan | 1927 Hupp "6" Sedan |
| 1927 Oldsmobile DeLuxe Coach | 1927 Nash Light Six Coupe |
| 1926 Buick Standard Sedan | 1926 Buick Standard Six Coach |
| 1926 Nash Special Six Coach | 1925 Jewett Big Six Coach |
| 1926 Studebaker Spec. Six Coach | 1926 Nash Special Six Coach |
| 1926 Nash Special Six Coupe | |

Cars Listed Below Under \$300 Bargain Buys

- | | | |
|-------------------|-----------------|-------------------|
| Ford Coupe (1926) | Chevrolet Sedan | Ford Roadster |
| Buick Touring | Nash Touring | Ford 4-door Sedan |
| Jewett Touring | Oakland Touring | Dodge Touring |
| | Star Touring | |

We suggest that you inspect our used car stock today. The very car you wish to own may have been sold if you wait until tomorrow. The opportunity is yours today. Our showrooms are open in the evening. Convenient terms easily arranged.

F. W. Pettyjohn Co.

365 North Commercial Street

Telephone 1260

Nash Automobiles Dealers Federal Trucks

"After We Sell We Serve."