

Marquette Makes Official Bow to Motoring Public

TAKE CARE OF WORKMEN, PLEA

Joseph P. Graham Asks That Seasonal Side of Work Stop

To bring about the stabilization of steady year-round employment in the automobile factories, is the ideal sought by Joseph B. Graham, president of the Graham-Paige Motors corporation, it was revealed in an address before the Detroit section of the Society of Automotive Engineers, at its annual dinner.

"The job that always has been the hardest for me to do," he said, "is to lay off any of my men because of the seasonal variations in demand and production, and I hope the time will come when this will no longer be necessary."

Mr. Graham's address was, in short, a plea to the men who design automobiles that they keep in mind the welfare of the men who build them, to safeguard the workers from irregularity of employment.

Mr. Graham's address, in part, follows:

"A favorite expression of my brother Robert's is that 'we progress only through change,' and I don't think there is a man here who could contradict the statement that the automotive engineers have brought about some changes in the last few years.

"I wonder if we consider sufficiently the human element in the factory in the making of these changes in our cars. No matter how well you engineer a job, competent men are needed along the assembly line and elsewhere in the making of the product. In the production of a dependable automobile, to insure a steady job for these men is of the utmost importance. The one thing about the automobile business that differs from our other experiences, is the tremendous effort that we have to make over a period of a few months in the year. I wonder whether, in this industry, which is now the greatest, I understand, in the world, we appreciate the curve of employed and unemployed in our factories."

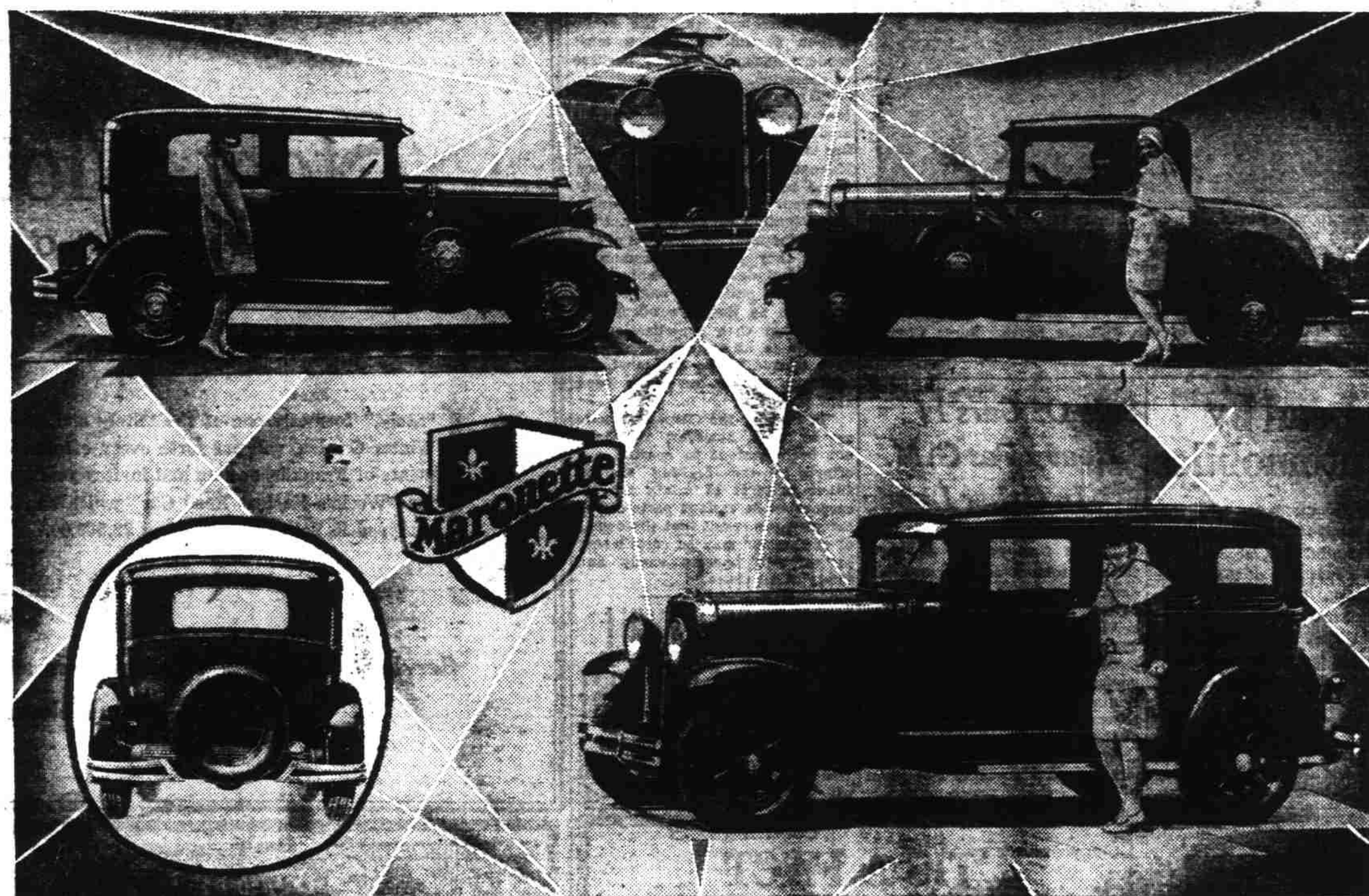
"Luxurious" Says Star Of Viking Newest Movie

"It's so luxurious," That was the enthusiastic comment of Clette Myrtil, star in "White Lilacs" when she inspected the new Viking, the 90-degree, V-type eight cylinder companion car to the Oldsmobile Six.

Miss Myrtil remarked about the upholstery, the comfort of the driving compartment and the artistic instrument panel. Then she inspected the rear compartment of the Viking four-door sedan and waxed enthusiastic over the fittings, and trimming and accessories. "It's just ideal," she declared.

In designing the new Viking particular care was taken in the construction and finish of the Fisher-built bodies. They are of composite wood and steel construction to give the maximum of strength, durability and riding comfort.

Motor World Acclaims New Companion to Buick



Capacity crowds in the showrooms of 4000 Buick dealers throughout the country Saturday gave an unequalled reception to the new Marquette, the new low-priced companion car to Buick. The two-door sedan of the new line is pictured upper left, while the upper inset reveals the ultra-modish new radiator. Sport coupe is upper right. Lower left reveals the low, graceful rear appearance of the new car. A business coupe, roadster and phaeton comprise the balance of the Marquette line.

General Motors Produces Companion Car to Buick; New Features Attractive

Otto J. Wilson Displays New Automobile for First Time Saturday; Price Delivered Small Amount Above \$1000

Achieving one of the most auspicious debuts in motor history Buick's new companion car in the medium price field, the Marquette, is being displayed today in the show rooms of Buick dealers everywhere. Otto J. Wilson, local dealer, was notified here Saturday. Backed by all the great facilities of the Buick Motor company and General Motors Corporation, Marquette for the first time in history brings a Buick product within reach of millions hitherto restricted to the duct within reach of millions hitherto restricted to the

Exceptionally smart, sleek and low in appearance, Marquette also introduces many improved features of mechanical construction. It comes to the public only after being thoroughly tested through many thousands of miles of hard driving on the General Motors proving grounds, thus already definitely establishing its standards of performance.

The new six cylinder L-head Marquette motor develops 67.5 horsepower and in tests at General Motors proving grounds has developed speed in excess of 75 miles per hour.

A distinctive and major improvement introduced by Buick on the Marquette is a new type of tilted non-glare windshield, destined, its creators declare, to prove a vital new factor in safety driving. The new shield causes all glare, whether from the front, rear or sides, to be reflected below the driver's line of vision.

The new car is equipped with four wheel, twelve inch, internal expanding Duo-Servo type brakes. They are easily operated and have ample capacity. They are easily adjusted without removing wheels and have exceptionally long life between adjustments. Long, semi-elliptic springs are used both front and rear and Lovejoy shock absorbers are standard equipment on all models.

According to Mr. Wilson, local Buick-Marquette dealer, at whose showroom the new car is being displayed today, six models comprise the entire Marquette line. They are, two door sedan, four door sedan, business coupe, sport coupe, roadster and a touring car. The two door sedan is offered at low as \$950, with freight charges from the Buick factories at Flint, Michigan, added.

A smartly distinctive treatment and makes it, by actual test, ten times more durable. Positive and even fuel feed to the carburetor under all driving conditions is assured on the Marquette by installation of a gasoline pump. This obviates the use of the old vacuum feed system with its uncertain action under extra pull or speed. An automatic heat control and an air cleaner further insure the efficiency of the Marquette fuel feed system.

SERVICE MARKS KEPT ON TIRES

Super Casing Developed by Kelly-Springfield Co.; Card Index Used

"With the introduction of the Kelly registered balloon to the automobile market," says "Jim" Smith and "Bill" Watkins, managers of the Kelly-Springfield Tire company's branch at Salem, "we have also inaugurated an entirely new sales-idea. All the hit-or-miss factors have been removed and close connections have been established between the buyer, the dealer and the manufacturer.

"Before telling you about the Kelly registered balloon itself, let us first explain how this new relationship has been established and why.

Need For A Super Tire
"For some time, there has been a real need for a so-called super tire and for several years Kelly engineers have been perfecting a tire which would be super in every respect. When this tire had finally passed all the tests and was ready for the market, it was decided to keep an accurate record of each individual tire's performance. Since the Kelly registered balloon is a thoroughbred in the strictest sense of the word, the Kelly company felt that its

Doolittle



He is soon to open his new "Master" station on Commercial and Center street.

life should be watched as closely as that of thoroughbred horses, dogs or cattle. Hence the name, registered.

"Here is how it is accomplished. When the car owner purchases a Kelly registered balloon from his dealer, a card, which is attached to the tire, is filled out and mailed to the factory at Cumberland, Me. This card records the tire's individual number and size, the make of car, model and type of body and the name and address of the purchaser.

'MASTER' TERM IS FULLY EXPLAINED

Frank Doolittle, who is to open his new Master Service station at the corner of Commercial and Center streets, explained why he had chosen the name "Master" for his station as follows:

"In the east people are far ahead of the west in developing ideas. One would think that the word "Super" would mean a station better than the other station while the real meaning of the word "super" in connection with a service station is all kinds of service for a car. Usually in "super" stations tires are handled by a sub-leaser which is also the case with batteries, brake service and washing. The "Master" name as given to service stations has all the same facilities as the super stations but all departments are connected and run under one head. This I believe will assure better service in all departments as the interest of one department is closely connected with all others.

There can be no friction between departments in a "Master" station. Master stations are now common in the east."
Mr. Doolittle intends to open his new "master" station about June 10, although he will hold an informal opening about June 22. At that time he intends giving away nearly \$1000 worth of merchandise. Goodyear tires, Exide batteries and Union gasolines and lubricants will be handled.

Motor Car company has revealed an amazing growth. Five years ago it occupied a minor comparative position in the industry. In the official rating for the 1929 National Automobile show, it ranked in 4th place among all members of the National Automobile chamber of commerce.

DEMING, N. M., May 18 — (AP)—A violent storm was reported to have struck Columbus, N. M., on the Mexican border, today.

MOVING TO LOCATION

"Mike" Panek, well known brake specialist, is moving this weekend to a new location in the Day and Niles super-service station on the corner of High and Chemeketa streets. Mr. Panek, during the five years he has been in business locally, has seen the volume of his work grow constantly. In addition to doing expert brake work, he will offer the service of ignition testing and repair and battery work.

Chet Starr, master mechanic, is associated with Mr. Panek.

We Doctor Ailing Tires



And when we fix a tire—it stays fixed. Bring in your sick tire. If it is curable we will cure it. If it is not, we will save you money by saying so. And if you need a NEW Tire, we can sell you a KELLY SPRINGFIELD at the same price you'd have to pay elsewhere for tires that are not KELLYS.



A LARGE STOCK OF GOOD USED TIRES Priced Plenty Low

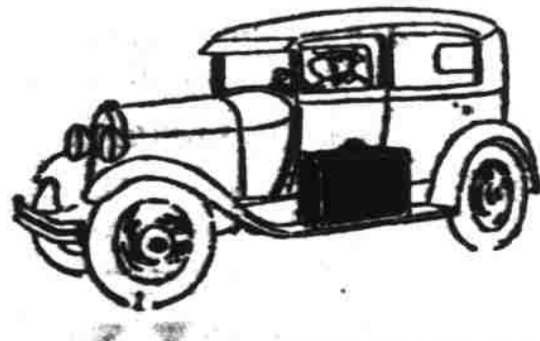
If it's tires or tire service---see us

"JIM" SMITH & WATKINS

One Station with a Clock

Phone 44

At Miller's
SAMPSON STEEL
Veneer Suit Case
\$10.00



EASY ON AND OFF THE RUNNING BOARD WITH IRON CLAMPS—IDEAL FOR OUTING

Here's the handiest carrying case of all . . . and at a price all can afford. A large trunk—suit case size with tray and compartment for the convenience of the average family. This steel-veneered auto-trunk can be carried like a bag. It comes with water proof cover of black fabric which snaps over top. One may clamp it on in a jiffy. Exclusively at Miller's.

- Extra Strong
- Roomy—Trays, Etc.
- Steel Catches and Lock



Oakland Head Is New Vice-Prexy Of Motors Firm

Keen interest in the recently announced election of A. R. Glancy, president and general manager of the Oakland Motor Car company, to a vice-presidency in General Motors, is evidenced here in automotive circles.

Mr. Glancy in point of years of service with the corporation is among its youngest major executives, it is pointed out, his election to a vice-presidency attesting an unusual record of achievement.

In his new capacity with General Motors, Mr. Glancy will remain in active charge of the Oakland division.

Although affiliated for some time with the Du Ponts, Mr. Glancy first became identified exclusively with General Motors in 1926 as general manager of the Sampson Tractor Co., at Janesville, Wisconsin. In 1924 he was made vice-president and assistant general manager of the Oakland Motor Car company. The following year he succeeded to his present title of president and general manager.

During the four years of his exclusive control, the Oakland