

DRIVE TO CURB WASTE SUCCESS

Hugh Savings Made for Oakland in Cooperative Campaign

Evidence of the inventive genius of the modern factory worker is contained in an announcement by Gordon Lefebvre, vice-president in charge of operations of the Oakland Motor Car Company, stating that as a result of a campaign against waste waged among Oakland workers the company will effect projected savings of approximately \$1,000,000 annually.

While known forms of waste were well under control, the campaign, according to Mr. Lefebvre, was to discover new methods for cutting down time or material costs. More than \$1,200 in prizes was offered plant workers who could devise the most practical means for effecting this end.

3558 Plans Come In The campaign, of two weeks' duration, was conducted under slogan, "War on Waste", and was instrumental in bringing in 3558 waste elimination plans from the 11,600 plant workers.

Of the suggestions turned in, 35 per cent already evaluated will effect a projected saving of \$542,000. Mr. Lefebvre said, while those still to be investigated to determine their worth are expected to effect a similar saving.

The grand prize plan recommended a substitute fuel for gasoline for operating Oakland and Pontiac Six motors, while they are being tested before assembly on the finished car. This plan alone will result in a saving of approximately \$33,000 in fuel costs over a period of twelve months.

SIMPLICITY IS AIM IN MOTOR DESIGN

Development of Knight Engine, in Willys-Knight, Cited as Efficiency

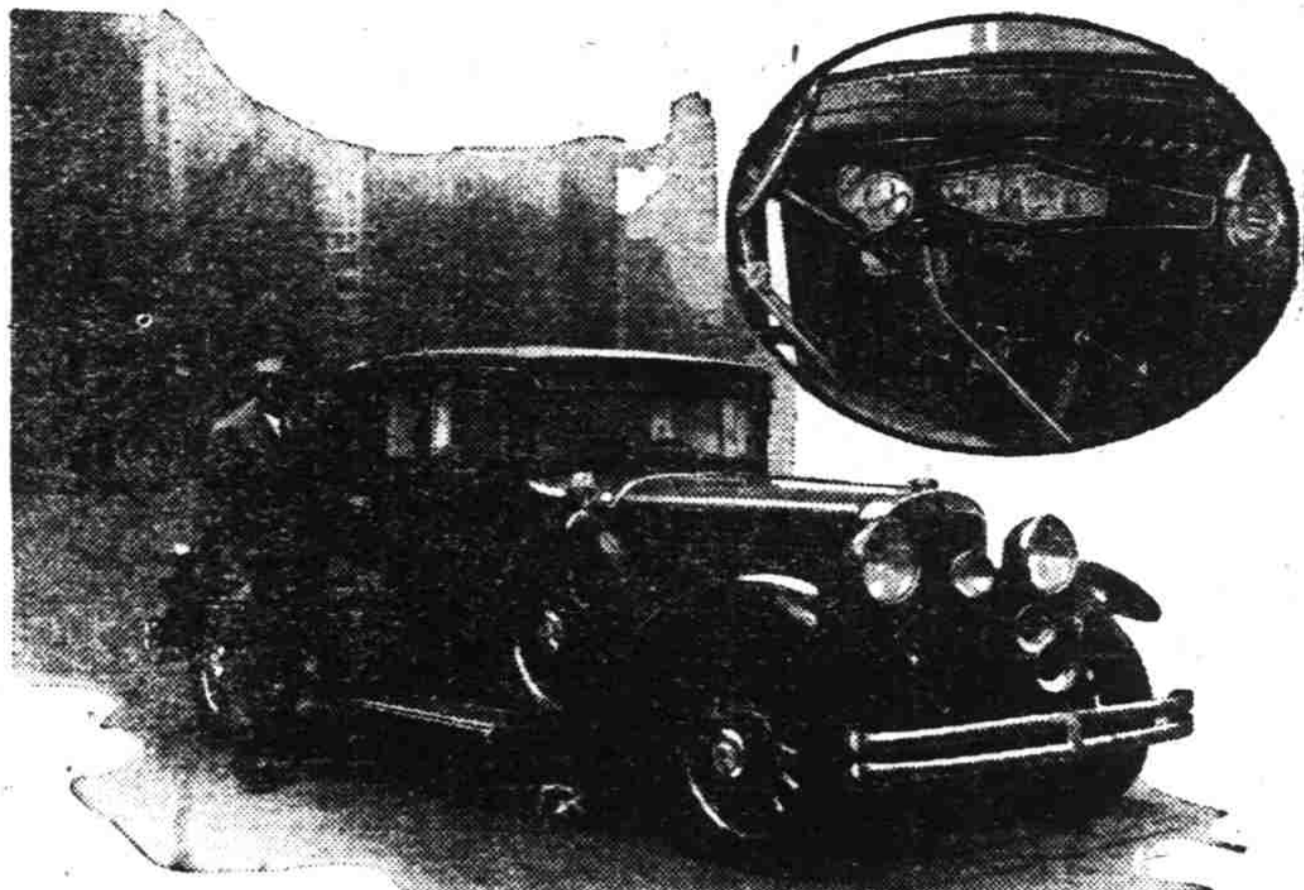
Commenting recently on the modern automobile engine, a leading engineer declared that simplicity in design is the goal today throughout the entire automobile industry. Scientific study, this engineer stated, has shown many places where the reduction in parts could easily be made provided the engineer could adapt himself to new practices.

It is pointed out that fewer parts mean less necessity for adjustments, provide a longer life, smoother operation and increased efficiency. Every unnecessary part, or every part which could be eliminated through a change in design, is a material forward step in the production of a silent, efficient engine which will give longer period of service with a minimum of upkeep cost.

The old lubrication systems are recalled which required individual sight feeds for each part covered by the oiling system. Now a single oil gauge tells the story.

One of the major questions that confront automotive engineers today is that of valves, which are the controls on the arteries and veins of the motor. One opens up the way for the passage of the fresh gases to give power to the engine, the other opens up the way for a discharge of the dead gases to make way for a new intake. It is a known fact that the simpler the operation of the valves can be made, the greater the silence and efficiency of the power plant.

"400" Pathfinder Hits Long Trails



From a flying start in the beautiful new Grant Park plaza drive on Michigan avenue in Chicago, this perfectly equipped "400" Advanced Coupe is eating up thousands of miles of new vacation trails for the Chicago Motor Club. Jack "Million" Graham, field chief for the touring bureau, is at the wheel of the car whose twin-ignition motor and other exclusive Nash features, twin speedometers and odometers, altimeters and specialized road survey instruments, make it possible to accurately log and record all highway conditions while traveling 50 miles an hour. Graham has driven his four Nash cars nearly a half million miles in road logging service. The three previous machines covered well over 400,000 miles each before being relegated to other club uses. Inset is the instrument board with its special survey equipment. It contains many of the special survey instruments.

W. E. Hanson Home After 11,000 Mile Journey in Auto Over United States

Said W. E. Hanson when asked if he hadn't just returned from an 11,000 mile trip around the United States: "Yes, every mile of it and by automobile; that is by automobile when we did not have a ferry. There are a lot of ferries in the south." Mr. Hanson, accompanied by Mrs. Hanson and son, Reid, pointed out their automobile south May 20 and were introduced to California by a reception party of inspection agents who were guarding the perfection of "California prunes, California potatoes, California honey, and California whatnot" from becoming infected with some Oregon bug that careless travelers might be carrying in on some bit of Oregon product. The Hansons lost a few good Oregon potatoes in this manner and not even a "pardon me" for the confiscation of such.

San Francisco was the next stop and then the Redwoods, Yosemite park, and across to Bakerfield where they began following the Santa Fe trail through Arizona and New Mexico. They detoured from the trail 65 miles in order to visit the Grand Canyon whose "width, depth and color is on such a grand scale that words cannot describe it" said Mr. Hanson.

They left the Santa Fe trail in order to take in Dallas, Fort Worth, and then into the embank-

ing affairs. Some few seemed to have "flitters" but most of them went in wagons when they called on their neighbors.

"The southern small towns," said Mr. Hanson, "do not compare with those of the west. Even the eastern small towns are not as advanced as the west." Mr. Hanson said it was hard to get a bottle of milk, and that vegetables and fruit were almost out of the question in the little towns through which they traveled.

"Everybody has his own cow from the looks of the number which we had to dodge on the roads where they had been turned to graze," said Mr. Hanson.

New Orleans, Mobile and then Pensacola were visited. At Pensacola there is located the army's largest flying school. "The air was full of planes, and they were landing and taking off both from land and water at all times it seemed," said Mr. Hanson. Here also the government has located shops and manufacturing plants for airplanes.

The lake region of Florida was next visited. This section lies about 200 miles south of Pensacola with a little town, Wales City, as its center. Here are hundreds of acres which have been bought by wealthy folk of New York City and Boston and turned into winter estate retreats. The hills are covered with citrus fruits and the lowlands with lakes.

Because of the large fruit output of Florida both federal and state officers were inspecting and

(Continued on page 11, Col. 3)

Heard Along Auto Row

"Jimmy" Davis won the cash prize for being "top salesman" of the Douglas McKay Chevrolet company during July. Mr. Davis felt that he could take a day off and so is spending Sunday at the coast with his family and friends from Colorado digging clams.

The past three months have been record-breakers for the Valley Motor company. Not only were more new Fords delivered by the Salem dealers than ever before but also during May, June and July the sales records were exactly equal, 70 new cars being sold each month, according to O. S. Lapham, new sales manager.

W. P. "Pat" Blake, northwest manager for Willys-Knight was a Thursday visitor at W. L. Anderson, Inc.

F. M. Mills, salesman for Loder Bros., spent Thursday in McMinnville on business.

Mr. Whiteside of Whiteside & Locke, Hudson-Essex dealers in Corvallis, was a business visitor at State Motors Thursday.

F. D. Pullin, factory representative for the Plymouth car, spent three days of the past week in Salem and vicinity establishing associate dealer contracts through the Fitzgerald-Sherwin Motor Co.

Clarence E. Dempster, sales promotion manager for Chevrolet on the Pacific coast, Charles W. (Continued on page 14, Col. 2)

Few Companies Announce Changes in Auto Models

August 1st Sees Few Revisions in Motor Car Models. Companies Ready for Brisk Business Rest of Season

August used to be the date for the big change in the automotive world. Companies changed their models in chorus and the showing of new cars on the first would amount to a regular parade. It is not that way now. Some companies make changes the first of August, others do not. There is no universal rule. Changes now come any time during the year with many makers. If a model goes well, it is continued in production; if it doesn't, it may be pulled off and a new design substituted.

Making new models is an expensive proposition. It always costs from a million dollars up. There is the engineering design, the scrapping of old materials, the rebuilding of dies and expensive machinery in order to get quantity production. So companies do not like to make revisions of their car models except for real cause.

Buick is one of the big companies which announces its new models August 1. The introduction this year was heralded by the biggest advertising campaign in the history of the company. The results, if the local situation is any test, have been very gratifying. Otto Wilson, local Buick dealer, says that popular approval has been 100% this year.

STUDEBAKER MAKES SLASH IN PRICES

Studebaker corporation is announcing new price reductions ranging from \$200 to \$250 below former levels. The reductions apply to the President, Commander and Dictator lines. The reductions are said to have been made possible through the working out of the recently announced policy of intensive economy and concentration of production in the Studebaker plants at South Bend.

Two new models are also announced, a new 7-passenger Commander Eight sedan and a President limousine.

IMMENSE MELONS GROWN BY EXPERT

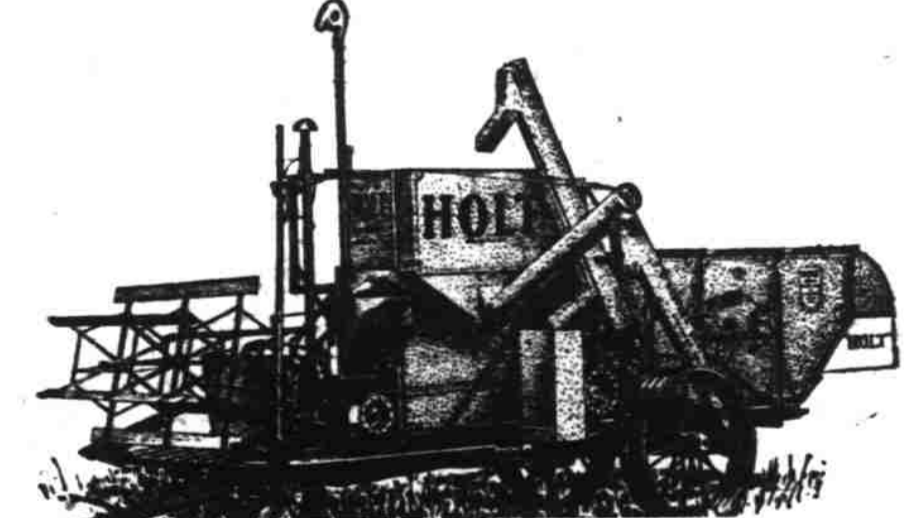
LENEX, Mass.—(AP)—Melons famed locally as the finest anywhere in the world are being raised here. They weigh from eight and one half to 10 1/2 pounds apiece.

The huge melons are raised in greenhouses on an estate here. The vines are trained up under the glass. So large are the fruit, that they must be individually supported by nets.

The melons are from imported English stock and the seeds are sown so that the fruit is in season from June 10 to January 1. The greenhouses contain 22 different varieties of melon.

Advertisement for Kelly Springfield Tires. Features a large image of a tire and text: '14,000,000 Miles! That Represents the Number of KELLY MILES SOLD IN SALEM During the Month of July'. Includes contact information for Jim and Bill Smith & Watkins.

Combine Your Grain At Proper Speed



and PREVENT LOSS OF GRAIN by using both the Holt Combine and 'Caterpillar Tractor'

THE TEN OR FIFTEEN TACTOR WITH ITS GRIPPING TRACK ACTION AND PROPER GEAR RATIO, ENABLES PULLING OF THE COMBINE AT THE PROPER SPEED THROUGH HEAVY STANDS OF FALL SOWN GRAIN, ALSO GRAIN WHICH IS LODGED.

You are invited to inspect this equipment, to consult as on your harvest problems. Loggers & Contractors Machinery Company. Portland 345 East Madison. Interesting literature will be sent on request. 345 Center Salem.