

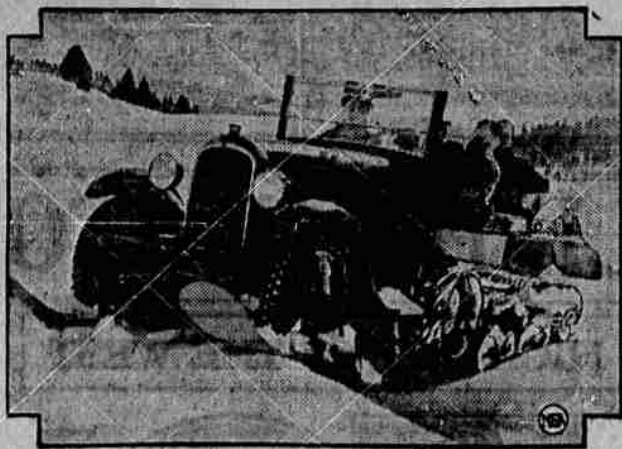
FLINT, MICHIGAN, ONE CITY OWING GROWTH TO AUTO

FLINT, Mich., March 21.—Cities which owe their development to a single industry are numerous, but in all the long list, there are few such striking instances as that presented by Flint. The statement is based upon a comparison of the Flint of today with that of 25 years ago, before the automobile industry had emerged from the experimental stage into a serious business.

There are many cities whose growth has resulted principally from automotive manufacture. Flint alone among the manufacturing centers of the world can point to a 1000-per cent growth for which a single industry is virtually alone responsible.

Census figures indicate that there were some 14,894 persons in Flint in 1904, when the Buick Motor company, which foresighted local capital had influenced to locate here, started operations. The company occupied a single small building, and employed, at the outset, about 100 men. The first car was finished July 1, 1904, and waited more than three

Motorists Go A-Skiing



The monastery of St. Bernard is 4500 feet up at the top of the Alps in Switzerland. So when tourists want to visit it, they take this form of travel—a Citroen car, with caterpillar equipment in the rear and skis in front. No slipping or skidding here.

weeks, until July 27, for a buyer. Total production for the year was 37 cars—a very small fraction of a single day's Buick output.

Today, the Buick Motor company alone employs more than twice as many persons as all of Flint boasted in 1904, and other manufacturers in affiliated lines, more or less dependent upon Buick, swell the total still

further. The Fisher Body corporation, building Buick bodies in the magnificent plant on Flint's southern outskirts, aims at employment of some 12,000 persons, and is gradually enlarging its payroll toward that goal.

The Buick factory in which the first Buick car was built could be completely lost in almost any of the

70 plants comprising the Buick factory of today. Land which was meadow and swamp in 1904 has been leveled off, and upon it has risen building after building—foundries, machine shops, metalworking plants, and offices—served by miles of railway siding and paved street. The Buick factory of today occupies a site 102 acres in extent, one and a half miles long and two to five blocks wide, with more than 205 acres of floor space. It is the largest self-contained motor car factory in the world.

One who knew Flint as it was 25 years ago would find few familiar landmarks were he to return today. Tall buildings have risen, housing business firms which a growing population called into existence. Smooth paved streets stretch in every direction. The hitching posts are gone, and life and activity are everywhere. For Flint has grown from a town of 14,894 persons to a metropolis of nearly 160,000 and it is still growing steadily.

All of this development has paralleled closely that of Buick. The five years subsequent to 1904 saw production of 30,207 Buick cars, and established Flint definitely as an automobile manufacturing center. This production was more than quadrupled during the next five-year period, when 123,281 Buicks were made. The output for 1915 to 1919 inclusive was 481,048, and for the ensuing five years, 683,241. And the past three years have exceeded even this total, more than 700,000 Buicks having been built with two years of the five still to go.

The past two years have seen completion of one of the most important expansion steps in the history of Buick, a step involving the expenditure of millions of dollars to insure production which would keep pace with the growing demand for Buick cars. The decision to inaugurate the unified assembly line, to erect a new and model foundry, and to provide centralized headquarters for the entire engineering staff; all of which are now realized, was reached after long study of the automotive needs, not only of this country but of the entire world.

Year after year Buick has registered a normal and healthy gain in its sales. Distribution of Buicks abroad has begun to pick up as domestic distribution quickened twenty years ago. Many of the first million Buicks went to foreign lands; more of the second million were sold abroad, and a far greater proportion of the third million which Buick now is building, are destined for export.

It is the conviction of Buick officials that even the banner year 1927, which saw the greatest business volume in Buick history, will be exceeded in the year now under way. Production is set at over 19,000 cars a month for this month, April, and the rest of the spring season, with every indication that it will reach plant capacity of 1,200 cars a day by midsummer.

CARAVAN STORY

(CONTINUED FROM PAGE 1)

evening will have dinner at Eugene. Thursday noon Cottage Grove will be host to the delegation, and that evening Roseburg will learn about southwest Washington at dinner. Friday noon Grants Pass will be the luncheon stop, doubly important because it is the junction for the Redwood highway and the Pacific highway. Friday afternoon the caravan will go its farthest south in a visit to Ashland, and will return for a dinner Friday evening at Medford. Plans for this caravan were first discussed at the recent monthly meeting of the Northwest Hotel Men's association with the chambers of commerce secretaries at Longview, and since word went out through Oregon that such a caravan was planned, President Morck has been flooded with letters and telegrams asking that the parties stop with various civic organizations enroute. In addition to the regular luncheon clubs, the chambers of commerce are cooperating to assure the success of the undertaking. Such community organizations as the Berrians, Cherrians, and the Craterians, have sent word that they are eager to meet the tourist hosts of Washington.

That the tour will prove of great benefit to the communities of southwest Washington is the prediction of President Morck, and the communities desiring representation on the caravan are asked to indicate their desire as soon as possible. City officials, chamber of commerce president and secretaries, newspaper men, and hotel and resort proprietors are urged to carefully consider the matter of having their communities and institutions represented.

Already the Hoquiam and Aberdeen chambers of commerce have arranged to send Secretaries F. W. Mathias and Hollis B. Fultz, and the Hotel Morck at Aberdeen, and Hotel Emerson at Hoquiam, will each have a car in the caravan. It is expected that the Olympic peninsula will have a strong representation as an urgent invitation has been sent out by Secretary W. L. Spalding of the Hotel Men's association to all hotel and resort owners in southwest Washington, including those along Hood canal and Lake Crescent. Because it is one of the largest publicity gestures that has ever been

made by the southwest Washington communities, it is expected that 20 or more cars can be secured and any community desiring information in regard to details is asked to have their local commercial organization get in touch with President Carl Morck at Aberdeen.

Hot Shots

(CONTINUED FROM PAGE 1)

removed. Folks are glad to see Art in the doorway of the gas station again.

NEW CARS KEEP PEOPLE AUTO-INTERESTED

NEW automobiles and new styles, just like the changes in the mode of dress for men and women, keep people interested in automobiles, according to H. W. Bryden of the Eugene Motor company, dealer in Oakland and Pontiac cars. The new Pontiac, especially, he states, is attracting a lot of attention right now, and the fame of this car as a reliable, steady performing machine is rapidly spreading.

THIS COACH IS SCHOOL MAN ANYHOW

G. A. HARNDEN of the Hathaway Motor company, Dodge Brothers dealers, is also one of the coaches of the Y. M. C. A. salesmanship contest, for boys. Mr. Harden is in an element he has particular weakness for—boys and teaching. He is a member of the school board in the River Road district.

F. E. CALKINS INVITES ATTENTION TO RADIO

F. E. CALKINS, local Oldsmobile dealer, extends an invitation to the radio public to listen in on the program of the national Oldsmobile hour, to be broadcast next week, calling attention to an article on this radio program, which appears in another column of this paper.

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Standard Six
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Willys-Knight superiorities available to added thousands

From the moment of its first introduction at the New York Automobile Show, the new Willys-Knight Standard Six has definitely achieved the position of being one of the very few outstanding new cars of the year.

Its price—the lowest in Willys-Knight history—brings this quality car into a great new market. Thousands more may now enjoy Willys-Knight's velvet smoothness, silent power, flashing activity, quick starting, ease of control, simple, trouble-free design and marked operating economy.

Willys-Knight Stands from \$1145 to \$2000, in the Standard Six, Special Six and Great Six divisions. Prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.



Important advantages of the new Standard Six

Patented high compression sleeve-valve engine
45-hor power
Heavy, 7-bearing crankshaft
Positive, mechanical-type, 4-wheel brakes
Wide, deeply cushioned form-fitting seats
Light control for dimming, on toe board at left
Adjustable steering post on all models
Thermostat—air cleaner—oil recycler
Narrow body posts for clearer vision
8 Timken bearings in front axle assembly for free running and easiest steering

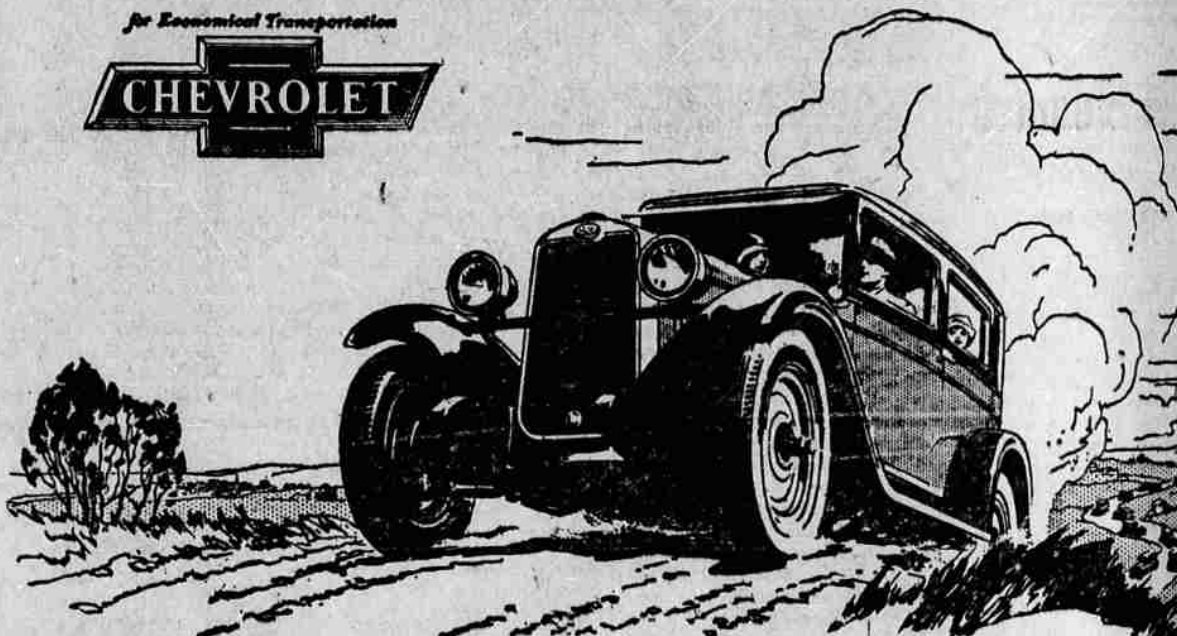
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The COACH
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Since its announcement on January first, the Bigger and Better Chevrolet has been awarded a public endorsement of spectacular proportions! Nine million people crowded Chevrolet salesrooms the first three days following its presentation! Thousands of retail deliveries have been made every day since! A quarter million of these new cars are now on the road! And if you see and drive this great new car you can quickly sense why its tremendous popularity is increasing every day.

It is smoother and more powerful—because its improved valve-in-head motor incorporates numerous engineering achievements. It is more beautiful and

more comfortable—because the fashionably styled new Fisher bodies are longer, lower and supported on semi-elliptic springs 84% as long as the wheelbase. It is easier to drive—because the worm and gear steering mechanism is fitted with ball bearings throughout. And it sells for new low prices made possible by the economies of tremendous volume production which last year made Chevrolet the world's largest builder of automobiles.

Come in today. Get a demonstration of this sensational new car. Learn why it is everywhere hailed as the world's most luxurious low-priced automobile!

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QUALITY AT LOW COST

Western Autos 12th Anniversary Sale

March 17th to April 2nd - Inclusive -
Celebrating 12 years of Service
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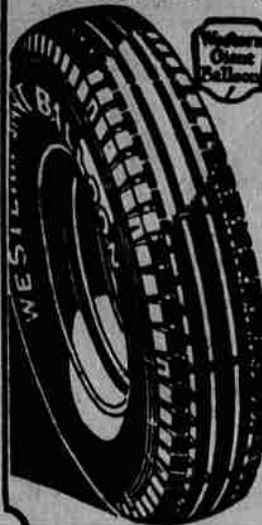
...12 years of satisfactory, appreciated service...12 years of pleasingly low prices on highest quality merchandise...12 years of steady growth from one store in 1916 to more than 150 stores today...And, by the fact that motorists, last year, made over 7 Million purchases of guaranteed Tires, Accessories, Camp Goods and Radios from our conveniently located stores.

Now...in appreciation of this loyal friendship...Western Auto invites car owners of the West to enjoy with us, this...our 12th Anniversary in the West. To make materially worthwhile your participation in our celebration...we offer many remarkable price reductions.

Included in this Great Sale are varied articles...all from our regular stock...which are sure to be desired by every motorist. The big savings offered make it very much worth your while to fill present needs, and to stock up now for the future.

Many Other Articles on Sale besides those Shown Here

Western Auto Offers Extra Savings on Wearwell and Western Giant Tires



SALE PRICE \$5.65
30x3 1/2 CL Reg. Size
Wearwell Cord
Guaranteed 8,000 Miles

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SALE PRICE \$7.95
29x4.40 Western
Giant Full Balloon
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Get our regular low prices on all sizes of Western Giant and Wearwell tires.

Reduced to 79¢

Wedge Cushions Reduced
Well made, practical driving necessities. Especially popular with ladies and small persons. Black waterproof covering, filled with wool combing or cotton... well tufted. Only... 79¢

Fancy Flower Vase
Here's a cut glass vase that will grace the interior of any car. Vase easily removed for cleaning. Anniversary Sale price... \$1.29

"Perfection" Pedal Pads
They hold foot on clutch or brake pedal, kill vibration and save shoes. For any make of car except Ford. Anniversary Sale Price, Set... 67¢

Reduced from \$1.88 to \$1.18

Automatic Windshield Cleaner
Vacuum operated from intake manifold or vacuum tank. With rubber tubing. As illustrated. Reduced from \$1.58 to \$1.18

Nationally Advertised Vacuum Operated Cleaners. The most compact and efficient vacuum operated cleaner made. Reduced to... \$2.25

Reduced to \$1.38

Automatic Cigar Lighter
Handy-Clamp-On Style
Makes driving safer and helps prevent fires. Clamps on dash without drilling and has long, self winding cord. Special at... \$1.38

Pair \$2.29

Courtesy Lamps
Red light on left and green on right running boards are great protection against collisions at intersections and while parking. Regularly \$3.35. Anniversary Sale Price... \$2.29

Radiator Caps Reduced
Wing Cap for Ford and Chevrolet

Very snappy. Heavily nickled. 5/4 inch wing spread makes easy to unscrew without burning fingers. Anniversary Sale Price... 35¢

Wing Locking Cap
A very attractive, theft proof wing cap. Heavily nickled with monogram. Sale price... \$2.39

Sport Locking Cap
A nifty appearing, positively theft-proof cap. Well nickled with two black Bakelite knobs and monogram. Fits Ford, Chevrolet and other small cars. Regularly \$2.95. Sale Price... \$2.39

Spotlight Savings
Reduced to \$1.48

The "Leader"
A well made attractive black enameled spotlight with nickled trimmings. Easily removed for use as trouble lamp. Reduced to... \$1.48

"Williams" Jr. Spotlight
Nationally popular... Several distinctive features. Attractively finished in nickel and black enamel. Anniversary Sale Price... \$2.95

"Special" Interior Mirror
A well made 7 inch mirror with adjustable bracket. Reduced to... 48¢

"Cop Spotter" Interior Mirror
Known everywhere. Heavy beveled plate glass with adjustable nickled bracket, 7 or 10 inch size. Only... \$1.19

Pla-Safe
Closed Car Side Mirror
Fastens to front door hinge, and gives wonderfully clear view of left side and rear. The safest closed car mirror. Sale price... \$1.49

Big Flashlight Bargain
A nationally known brand. Strong fibre case with nickel trimmings. Complete with batteries and bulb. Reduced to... 78¢

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