

TOURING GREEN

THE EUGENE GUARD

EUGENE, OREGON, WEDNESDAY, MARCH 13, 1929.

NO. 56

ENGINEERS ARE CAUSE OF AUTO EVOLUTION

Hot Shots from Auto Row

NEW OWNERS
The new Essex deliveries of recent date, it is announced, are being made by Skaggs Safeway store in Eugene. G. Glenn Jacob, representative for the J. D. Adams road machinery company, for this territory, owns a new Essex Challenger. The order for his car came telegraph from the Spokane office, notifying the Brown Motor company to have a car ready for Mr. Jacob when he arrived in Eugene on his selling schedule. Mr. Jacob plans to make his headquarters here. On J. Sands, of the Bernard Manufacturing company, of Iowa City, recently purchased an Essex Challenger coach, which he plans to use in covering his territory of 11 counties. This is Mr. Jacob's third Essex purchased in Eugene. Mrs. Lydia Moore, of Eugene, took delivery of an Essex Challenger town sedan. Mr. H. Harris, of Eugene, is driving an Essex Challenger coupe. J. Griffin, of Springfield, is the owner of an Essex Challenger.

WISHMEN WILL MAKE THIS CAR
The bright green special coupe is the object of attraction this week at the F. W. Pettibone Motor company, according to Cliff Harold, who is going to give up auto selling and become an English butler if he can't get a job in this city. The coupe is a "Womanless" model, the all-masculine, all-star, available extravaganza being put on Tuesday and Wednesday of this week by the professional men of Eugene, is that of the butler.

NEW DEVICE PAKES
HILL IN OUTBOARD RACING
The latest explosion in that fast game, outboard motorboat racing, said to be Calile Motors' new speed boat, a carburetor for each cylinder. The new model, just announced, for an B boats, is guaranteed by them to develop at least 22 horsepower, which means a speed of 40 to 50 miles.

NEW MOTOR CARS ARE FINEST EVER, SAYS BUICK HEAD

By C. W. CHURCHILL
Buick Sales Manager
No one attending the recent automobile shows could escape the conviction that the motor cars now being offered to the public are by long odds the finest motor cars ever built. No matter from what angle they are viewed—appearance, performance, or durability—the automobiles for 1929 show a tremendous margin of progress over those of any other year since the industry's inception.
All this is probably only natural, for never has greater attention been focused by manufacturers on the one objective of making motor cars better. The manufacturer has no choice in the matter, for the public has learned to judge automobile values accurately, and the demand for real value in return for the public's dollar can not be disregarded.
And progress in greater values was evident on all sides, at the shows. Progress in motor car appearance—in engineering design—and in every other phase of motor car value.
A fact which we have long recognized at Buick, and which has guided the whole process of designing and building our cars, is that more change does not necessarily represent progress. Because this is true, we have adhered consistently to definite principles of chassis design and the valve-in-head principle of engine design, which Buick not only pioneered but developed over 25 years, and to numerous other features long associated with Buick cars.
The tendency to seek the real facts bearing on every situation will be found pervading the industry today. It has spurred the development of such facilities as the famous General Motors Proving Ground, which introduced a new and—at the time of its establishment—higher appreciation of the lengths to which manufacturers should go in preparation of their product. It has accounted very largely for the tremendously increased dollar-values represented by the cars at this year's shows as compared with those of, say, five years ago—an increase really amazing.
There is, in many directions, evidence of continued effort toward per-

Precision Meaning Shown To Auto Factory Visitors

Thousands of visitors who have gone through the recently opened plant of the Oakland Motor Car company, at Pontiac, Michigan, 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 new 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.
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.
Camshafts, after being checked for size, finish and hardness, are held to a limit variance in the lift curve of not more than one ten-thousandth per degree for twenty-degree angle of lift.
A special diamond boring process holds the fit of the piston pin bushing and the pin to a limit of three ten-thousandths of an inch. A diamond is used as a cutting tool by the Oakland Car company because its hardness insures a perfect taperless bearing surface at this vital point.
In addition to tests for hardness, pistons are held to further limits for weight and size. Both pistons and rods are weighed for center of gravity and held to a limit of not more than one-quarter of an inch-ounce in mass weight, while further tests hold them to a limit of five ten-thousandths of an inch for out-of-round and taper.

Used Car Contest Chevrolet Feature

"We believe that a sales force, in order to envision properly the broad field of the automobile industry, should become familiar with the technique of selling both new and used cars," said William Teague, sales manager for the Gannett Motor company, Chevrolet dealer, Monday. "It is only through this thorough knowledge that our business can make its maximum service to the public. Therefore we are specializing on used cars for this week, starting Tuesday morning, and continuing through to next Monday evening.
"Our entire sales force is concentrated on the project, and divided into two teams of six men each, headed by F. S. Gannett and myself. The two teams are competing for a prize of an airplane ride for each man on

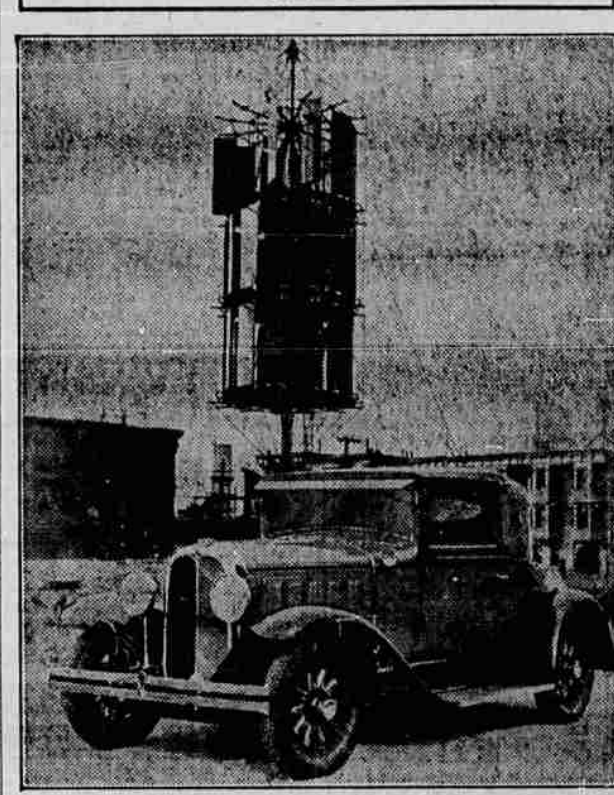
the winning team, which must sell more used cars than the other. In order to be eligible to compete, each team must fill its minimum quota of six cars during the week."

WATCH RADIATOR
When an engine overheats 'the trouble may be due to a variety of causes, but it is always a good idea to check the radiator hoses first. Sometimes after considerable use the inner skin of the hose loosens, curls down and partly obstructs the free flow of water, particularly in thermosiphon cooled engines. Hoses cost little and replacement at intervals is positive assurance against such troubles.

OLDSMOBILE SALES INCREASE 95 PER CENT LAST MONTH

An increase of 95 per cent in the production and shipment of Oldsmobiles during February as compared to the same month last year is reported today by Oldsmobile officials. During the month just closed—the shortest in the year—10,200 Oldsmobiles were manufactured.
A further increase of more than 40 per cent over this record February production is scheduled for March, factory officials announce. During the present month approximately 14,500 Oldsmobiles will be produced to fill domestic and export requirements.
Retail sales are keeping pace with the greatly increased production. Oldsmobile officials report. During February these showed an increase of more than 90 per cent. While domestic sales registered the greatest gains, exports showed an increase of 40 per cent over those of last February. This improvement in exports is in direct line with the great strides being made in the export field by the General Motors corporation, of which Oldsmobile is a division. Last year General Motors exported double the number of automobiles it shipped abroad during the previous year.
A decided trend toward the coupe also is reported by Oldsmobile officials. This applies both to the standard model with large luggage space in the rear and the sport model with an additional rear seat for two. This demand for coupes is taken as an indication of a decided growth in the use of medium priced automobiles for business purposes. Prospects are excellent for a good automotive year, say Oldsmobile officials, basing the prediction

A New Type Windmill



Mechanical genius has devised a strange wind-power machine which is sited at the peak of Rincon Hill in San Francisco. The apparatus is shown here with an Oakland All-American convertible coupe in the foreground. The wind machine is designed with the expectation that it will gather and transmit the wind-power to a central vertical shaft which in turn will operate whatever machinery it should be used for.

DEALER GIVES DEVELOPMENT OF MOTOR CAR

The development of the automobile from its early form to the present offers one of the most inspiring records of engineering in industry, according to Mahlon E. Sweet, Studebaker-Erskine dealer here.
"The evolution of the modern motor car has been wrought primarily by steady engineering purposes," he declares. "There have been other factors, lack of which would have seriously retarded the growth of the infant industry, but the engineer has been consistently in the foreground.
"In reviewing the history of this amazing progress it is interesting to note how consistently the oldest name in transportation stands forth as the originator and sponsor of many improvements which are taken for granted in the car of today.
"Studebaker engineers were the first to make extensive use of pressed steel for lightness and strength in many parts of the car. They were the first to make six-cylinder motors with single castings for the cylinders, or, as we now say, with cylinders cast 'en bloc.' They were first to design six-cylinder cars to sell for less than \$2000; first to produce a car with crown fenders, and first to produce a car in which molybdenum steel was used.
"Studebaker was first to use cord tires as standard equipment on a car selling for less than \$2,000, and first to use plate glass windows as regular equipment in place of rolled sheet glass which distorts the vision.
"A Studebaker metallurgist was

Point for Point
Feature for Feature
and now at its New Lower Prices -

JUST TRY TO MATCH THIS VALUE

It is easy to prove Oldsmobile's outstanding value to your own complete satisfaction, if you will examine it, drive it, and match it point for point with other cars in its field.

Just look at the 1929 Oldsmobile. Its perfection of line—its individuality—its smart new style—all form a magnificent tribute to Fisher designing genius. And you know that Body by Fisher stands for sturdy construction and painstaking craftsmanship as well as beauty.

Oldsmobile's interiors are expressive of fine car quality in their richness, restfulness, and luxury of appointment. What is more, you will find many comforts and conveniences unusual in a car of Oldsmobile's class—such as four Lovejoy hydraulic shock absorbers—gasoline

gauge and temperature gauge on the dash—adjustable steering wheel—and the new adjustable driver's seat, introduced by Fisher.

When you drive the car you will discover exceptional performance... swift getaway, brilliant speed, and ample power for any task. You will marvel at its easy steering, easy parking and matchless roadability.

And typical of its quality, Oldsmobile's big 62 horsepower high-compression engine incorporates progressive engineering features rarely found in any but high-priced cars—such as pressure-lubricated piston pins.

The way to know automobile values is to make comparisons. Come and see this finer Oldsmobile. Take a drive. Check its feature for feature with any other car. Just try to match its value!

NEW LOWER PRICE
TWO DOOR SEDAN
\$875
f. o. b. Factory, Lansing, Mich.
Spare Tire and Bumpers Extra

OLDSMOBILE
F. E. CALKINS MOTOR CO.
837 Pearl Street Phone 605
T. H. GARPENTER
Monroe, Oregon

WHAT DO YOU WANT?

utmost Quality?
For 40 years, Dunlop Tires have been ahead of all others throughout the world.

lowest Prices?
Never in the history of tires have peak-quality tires been offered at such low prices.

big Guarantee?
Twelve months' guarantee against all road hazards. Guarantee in form of actual Surety Bond issued by the American Surety Company. Ask us to show you a sample bond.

ondless Service?
Why we'll even keep your tires in repair for a year FREE, in accordance with the Surety Bond.

Come to see and let's talk tires.

Fowler's Tire Service
233 E. Broadway

THE NEW OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

Investigation proves that it has no equal at its price

More for your money. More beauty, luxury and style. More balanced power, speed and acceleration. That's what you get in the New All-American Six.

A blanket statement... but just stop to analyze it. Investigate... learn what the New All-American provides. Start with the magnificent bodies by Fisher that account for much of its luxury and style.

Consider the individuality of its appearance. The refreshing originality of its design. And try out its glorious performance. Achieved through modern engineering design.

The New All-American Six by Oakland is enjoying ever-increasing popularity. Simply because investigation proves that it has no equal in all that it offers for its surprisingly moderate price.

Prices \$1165 to \$1775, f. o. b. Pontiac, Michigan, plus delivery charges. Spring covers and Lovelock Hydraulic Shock Absorbers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rates.

EUGENE MOTOR CO.
101 West Fifth St., Eugene Phone 145

SUB DEALERS
J. D. MILLS, Junction City
W. E. DAWSON, Springfield
NELSON MOTOR CO., Oakridge
JACK LAWTON, Cottage Grove
REDIFER MOTOR CO., Florence