

The POLICY of PROGRESS

A STATEMENT by GENERAL MOTORS

IT is the policy of General Motors to maintain continuous improvement, in every one of its car divisions, with no interruption in production.

This means that you enjoy the benefits of new engineering developments promptly — just as soon as they have been thoroughly tested on the 1245-acre Proving Ground.

It means that you can now order the new Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle, Cadillac, or GMC Truck, and receive immediate delivery.

Behind this policy of continuous improvement is an organization so widespread and resourceful that it can make and sell quality automobiles more economically than any automobile manufacturer in the world.

In the north and south it logs and mills its own lumber. In the east it makes its own ball bearings and radiators. In the middle west it produces its own plate glass. Its plants are busy in 33 important American cities.

From almost 5,000 suppliers, its materials are obtained—steel by the hundreds of thousands of tons—wire by the tens of thousands of miles—upholstery by the acre—nuts, bolts and washers by the millions. Its sales and service take place through 33,000 dealers. More than 275,000 families look directly to General Motors for their livelihood—almost a million and a half men, women and children in every community in the land.

Meaning so much to so many, General Motors has felt a supreme obligation to look ahead.

Are there methods by which General Motors cars can be better built to better serve?

Are there new ideas which can increase the utility and pleasure and safety of motoring?

Are there new materials which can add to owner satisfaction?

Such are the questions that all General Motors engineers have always asked. The answers have made it possible, year after year, to offer an increasing measure of beauty in design, modern performance, riding comfort and distinct style. Thus in every price class, from Cadillac to Chevrolet, purchasers are constantly benefiting from the General Motors policy of progress.

GENERAL MOTORS
"A car for every purse and purpose"

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Twenty-eight state parks, including many outstanding scenic points on our state highways, have already been secured by the highway department. In addition, timbered areas along the highway are controlled so that there will be no timber cutting or undesirable development in the nature of hot dog stands or bill boards. This has been accomplished in the past few years in accordance with the policy of the highway commission to keep the highway of the future as beautiful as it is at present.

The Hoover for President boom exploded recently and is causing much concern down in Ohio where climatic conditions and geographical location are supposed to be ideal for growing presidential timber but since Oregon is in the timber growing industry it is only to be expected she should try the market with her presidential product.

A senator warns against continued increase in tax levies. He says that about nine billion a year is extracted from the American people with the total for 1927 about five hundred million greater than the year before. Well now that's a right smart little gain.

Oregon weather is so blamed sweet when it is sweet that we soon forget the ice we found on the rain barrel one morning.

Oregon is one of six states with per capita wealth in excess of \$4,000. This is placed at \$4,374.

Right-of-Way and Who Has It?

Two years ago a decision was made by the supreme court of Oregon stating that the man on the right had the right of way over all traffic. This led to a great deal of publicity from which grew the slogan, "The man on the right is right."

A recent decision by the supreme court seems to be directly contrary to this ruling and once more the evidence in each case or the conditions that exist at each intersection are controlling facts as to right-of-way. Myer Rubin, attorney for Oregon State Motor Association in discussing the question says:

"The supreme court a little over two years ago, laid down a definite policy in the case of Ramp vs. Osburn that the man on the right at an intersection had, under the laws of Oregon, the right-of-way, and the man on the left must look out for and yield the right of first passage to the man on the right. This interpretation of the law pleased the majority of the traffic experts in Oregon because it made a definite add sound rule and eliminated the mass of conflicting evidence that seemed to spring up after every traffic accident.

"The supreme court, however, receded from its position in a series of recent opinions and finally in the opinion above referred to which was handed down on January 24, 1927, in the case of Red Top Taxi company vs. Cooper set out a new rule which would make the evidence in each case control.

"It must be noted, however, that all of the decisions of the supreme court are based on the law as it stood prior to the amendment adopted at the 1927 session of the legislature. The legislature indicated that it approved the interpretation of the supreme court in the earlier case of Ramp vs. Osburn by adding to the old law that the man on the right should have the

right-of-way irrespective of whether he first reached the intersection or not. Whether, when the matter is presented to the supreme court on the law as amended in 1927 it will again be compelled to reverse its position, is a matter which remains to be seen."

The Limitations of Education
By THOMAS ARKLE CLARK
Dean of Men, University of Illinois.

THE summer following my junior year in college I developed physical strength and a very limited balance in the bank by doing manual labor in the farming community in which I had grown up. We were thrashing for Cornelius O'Donnell down in the Dutch flats. Cornelius was a good farmer and a keen judge of human nature. He had known me almost from infancy, and I am afraid thought it a waste of time and money for me to put so many years in at college.

"How long you been in college?" he asked me.
"Three years," I said. "I've got a year more."
He looked at me quizzically.

"I suppose there won't be anything you don't know or can't do by the end of that time," he remarked.

Well, a good deal more than I then realized, I have since discovered, education has its limitations. There are a great many things that even a doctor of philosophy doesn't know and an infinite number which he can't do.

When I was a graduate student at Harvard university a good many years ago, I became acquainted with a man of forty-five or so who was doing his level best to acquire a doctor's degree. He was married; he had a family of four or five children; and, never having earned even a comfortable salary as a teacher, he was poor. It meant sacrifice for him and for every member of his family for him to go to college.

He had something of the opinion of Cornelius without having the old man's shrewdness and common sense. He believed that when the degree was conferred and the crimson-lined hood was slipped over his head he would know everything and be able to do anything he set himself to. He was quite mistaken. He would never even be able to do well the one thing for which he was preparing. He had no skill in presenting facts, no magnetism in holding attention, no insight into the way the human mind works or the human heart is stirred. No matter how many degrees he might obtain he would always be cold and dull and ineffective. Education could not recreate him.

The amount that any one man can

know or do is relatively small. A friend of mine has put in the most of forty years in the study of earth-worms and yet he admits that he knows relatively little about them. He has attached to his name a long string of degrees, honorary and earned, and yet I'm not at all sure that he could operate a simple motor car; and yet the three-year-old son of a friend of mine started the family automobile and piloted it around the block without accident.

One of the most distinguished scholars in linguistics in this country finds the operation of a hot-air furnace quite beyond his powers of comprehension, though his wife who has only been through high school can keep the house warm without difficulty.

Nobody knows so very much, and the educated only a little more than the illiterate.
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