

THE MOTORISTS' PAGE

FACTORY TAKES ON ASPECT OF MUNICIPALITY

City Within a City Within a City Is Case in Detroit

"A city within a city within a city." That's what they have in Detroit. It has a population of approximately 18,500, operates its own police and fire departments, postoffice, railroads, restaurants, schools and hospitals, and manufactures products valued at millions of dollars monthly which are shipped to every corner of the world.

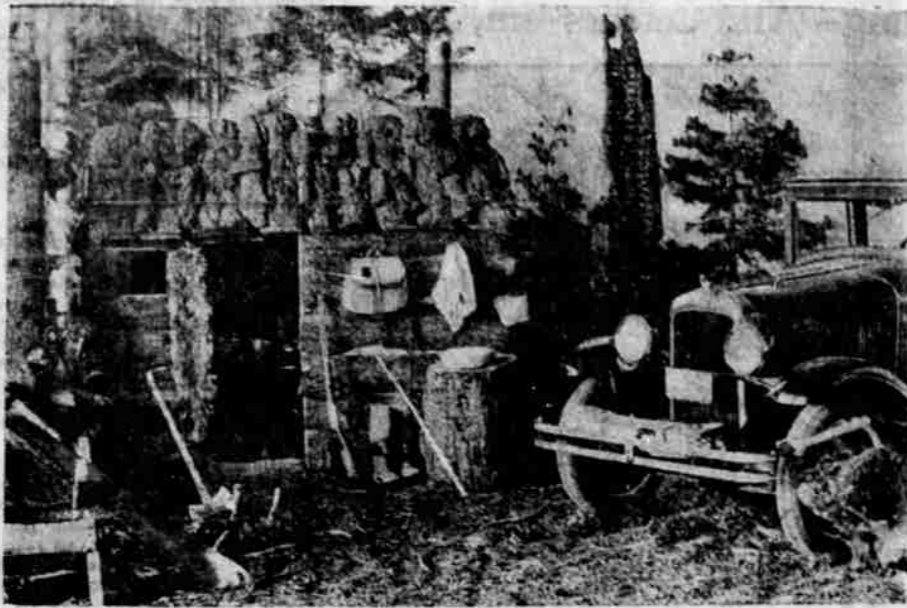
The city enclosed in two others is "Dodge City" within the city limits of Hamtramck, a separate city within the limits of Detroit. The area of this city is reckoned by acres, approximately 218, yet nearly every function performed by municipal governments is duplicated within its boundaries. Here more than 2,000,000 Dodge Brothers automobiles have been built in the 14 years of the city's existence.

Back in 1914, Hamtramck was an unincorporated neighbor of Detroit, dotted with swamps and fields. In the open spaces of the village, the present site of the Dodge Brothers plant was selected, because it was near enough to Detroit for utility connections but far enough away to, escape the disadvantages of a city location. Since then, Hamtramck has incorporated as a town and later as a city. Now it is an "island" completely surrounded by Detroit.

Fifty-seven different nationalities are citizens of "Dodge City," a factory community with a definite industrial personality. Within its limits, 120 police organizations as any city department, are on day and night duty to patrol the gates and protect property. Fifteen firemen and complete fire apparatus compose an efficient fire fighting force. A factory tailor sees that police and firemen's uniforms are kept in first class condition.

One main hospital and six branch units throughout the plants employ thirty-three trained medical attendants, including physicians and nurses. Injuries to employees are treated carefully and promptly, and in more serious cases an ambulance is always available.

Klamath Concern Wins Prize



In competition with dealers of the Pacific Coast, the La Prairie Brothers and Anderson Motors concern, dealers for the Oakland and Pontiac cars, won the first prize on the Pacific coast for the best vacation window display. In the national competition, with 17,000 dealers vying for recognition, the Klamath auto concern, won fifth prize.

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Union Concert Presented To Music Lovers

Symphonies under the stars became symphonies on the air to many thousands who found it impossible to visit the Hollywood Bowl, when the first of a series of eight Saturday night broadcasts being sponsored by the Union Oil Company went on the air over the National Broadcasting Company's Pacific Coast network of stations.

What is said to be the most elaborate set of remote control equipment ever used had been installed by KFI, the originating station, in order to meet the desire of the Union Oil Company to retain for the radio audience, as much of the atmosphere of the Bowl as was humanly possible.

As a result of the broadcast, the tuneful melodies of the master composers as expressed by an orchestra of 100 pieces under the skillful leadership of Albert Coates, celebrated English-Russian conductor, were not confined to the favored thousands in attendance, but reached an audience that is estimated at close to one million.

HERALD CLASSIFIED ADS BRING RESULTS



What's the Shouting?

It's just a couple of car owners expressing joy because we told them that their old batteries could be repaired economically. Repairs, when repairs will save the owner money, is OUR way of doing business. Standing back of every repair is our policy, too.

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ALWAYS INVESTIGATE WHAT GENERAL MOTORS HAS BEFORE YOU BUY

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A TRUCK FOR EVERY PURSE AND PURPOSE

IMPROVEMENTS IN AUTO BODY HELPS TOURIST

New Body Development Important During Long Trips

With mechanical refinements perfected to almost the nth degree, auto tourists this year are turning their attention somewhat from this feature of their cars to that of body refinements. This tendency has been brought emphatically before the auto manufacturers by the multitude of reports from the dealer organization as to what the buying public is asking when it approaches the point of signing on the dotted line.

Especially is this true as the vacation season opens. More and more vacationists are turning to auto travel and more and more they are demanding comfort and refinement in the bodies of their cars as well as sturdiness and quiet in what is under the hood.

The demands of the motorist public have been impressed on the factory and from them the manufacturers have evolved cars that incorporate comfort, beauty,

safety and engine dependability. The engineering and sales departments of the Oakland Motor Car company have worked tirelessly in co-operation with the Fisher Body Corporation to bring about this co-ordination of utility and comfort so that in the Oakland or Pontiac cars of today the tourist has an automobile which stands every test.

Olds Has Fine Light System In New Model

As a contribution to safety in night driving, Oldsmobile headlights are so closely adjusted that the light beam at 25 feet cannot vary more than a quarter of an inch. This adjustment guarantees a light that fully illuminates the road more than 300 feet ahead and across its entire width without glare or discomfort to approaching motorists.

Every headlight used on Oldsmobiles is tested and adjusted before it is accepted. The inspection takes place in a semi-dark room where the light beam can be accurately gauged and measured.

The headlights are placed on a permanent fixture which exactly duplicates the position of the light after it has been placed on the car. This brings the center of the lamp 37 3/4 inches above

EXECUTIVE FOR HUGE CONCERN SEES BIG YEAR

Sir William Letts Optimistic for Willys-Overland

On the eve of his departure for his home in England, Sir William Letts, managing director of the Willys-Overland Crossley, Limited, of Stockport, England, declared that although 1928 will see a record business for the Willys-Overland Company, every indication points to 1929 as even greater.

Sir William has been the guest of John N. Willys, president of the Willys-Overland Company, for the past few weeks and has just completed his annual visit at the local factory.

Commenting on the automobile business in England and Continental Europe, Sir William said: "The English company, the Willys-Overland Crossley Limited, which I direct, will this year see the biggest business in the company's history, and this despite the fact that we have not been able to get all the Whippets and Willy-Knights that we needed. Only today I received a cable stating that in the 24-hour reliability trial held in Ireland, and also in the open event, a Whippet won the silver cup, the highest award in its class.

"In the Export Division controlled by the English company of Willys-Overland, we have almost doubled our business this year. During Mr. Willys' visit overseas last year we arranged to put in an assembly plant in Berlin to take care of our business in Germany and we expect outstanding results to be shown before the end of the year."

Now that cigaret lighters are the vogue, what in the world is one to pick one's teeth with?

the floor. Twenty-five feet distance is a target with a vertical and horizontal line forming a cross in the center. The horizontal line is 34 3/4 inches above the floor.

Which the headlight is placed in the fixture it is electrically connected and turned on. Inspectors adjust the focus to its brightest point by means of a screw in the center of the headlight. They then set the beam by means of a second screw so that the top of the beam just touches the horizontal line. The vertical line shows that the beam is correctly centered.

JUST LOOK AT THAT GETAWAY

EVERY DURANT model is famous for "streak lightning" pickup. But the Durant 75... which travels 80 miles an hour and has Four Forward Speeds... possesses the world's fastest getaway. This unusual acceleration is engineered into the Durant 75. The extreme flexibility of the Durant Four Forward Speed transmission permits a tremendous flood of power to be smoothly and rapidly released. The world has never before seen such lightning-like pickup in any car. We invite you to drive the Durant 75... get the thrill of being master of every traffic problem.

DURANT
FOUR FORWARD SPEEDS - 80 MILES AN HOUR - SILVER ANNIVERSARY SIXES

Hamaker Motor Co.
Phone 1040 "SERVICE WORTH WHILE" Eighth & Klamath

HERE IT IS! International Harvester Six-Speed Special

The Truck Designed for Rural Hauling

MOST truck advertisements talk about "all-purpose" trucks—trucks that will fit everybody's needs. But here is a truck that has been designed, developed and perfected for one single purpose—RURAL HAULING.

The International Six-Speed Special fills a long-apparent need. It is built for hard going where there are no roads and has plenty of speed for quick trips to market and back again. It will go out and do the field hauling, follow the harvester-thresher, take a load of stock out of the barn lot, and be equally efficient and also speedy on the highway.

The Six-Speed Special provides an entirely new type of truck for country work. Its special characteristics are due to the two-speed rear axle, of a new but thoroughly practical and proved design. Performance is its middle name. When in "high-high" it does 35 miles with ease, permitting quick trips with full loads. In "low-low" its speed comes down to about 3 1/2 miles per hour but the power is increased 500 per cent at the rear wheels—power that assures ability to get out of holes, fields, barn lots and other difficult places. There is a gear reduction for every operating requirement—six speeds forward and two reverse.

This truck was designed and built to haul on country roads. Its sturdy construction and unusual fuel economy are features that will appeal as strongly as the six-speed feature.

An attractive and comfortable, fully enclosed cab provides for the driver's comfort in rain or snow, hot or cold weather and on long or short trips. The convertible grain and stock rack body, especially designed for the Six-Speed Special, provides a body for every farm hauling need. Strength, dependability, and fuel economy assure satisfactory and low-cost operation.

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