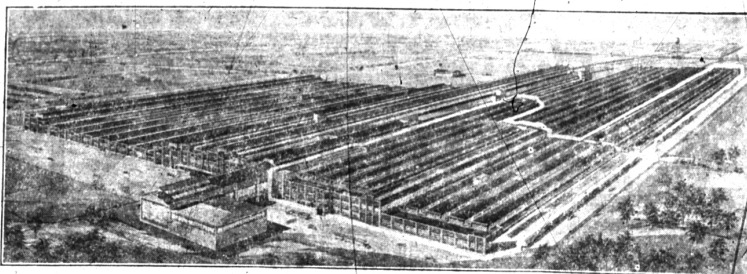


OAKLAND TO OPEN NEW PLANT APR. 2

Eighty Acres of Oakland-Pontiac Floor Space



Oakland All-American Six factory expansion including new assembly and addition to shipping facilities (both a part of white line) will open April 2. Approximately the left half of the factory group is devoted to Pontiac Six manufacture. The Fisher body plant, connected with the factory by an enclosed overhead conveyor, is in the right background.

Ft. Pontiac, Mich., March 20.—The new \$3,000,000 car assembly plant for the Oakland All-American Six will start production on April 2, it is announced by A. R. Glancy, president and general manager of the Oakland Motor Car company.

The old assembly building was closed on March 23 to permit the transfer of a portion of the machinery to the new structure. A large proportion of the new plant equipment, however, is entirely new. Electrically-driven machine work with individual control are used throughout. The old building will be used for material storage.

With the completion of the new assembly building for the Oakland All-American Six, the company now has one of the most modern automobile factories in the world. Two model assembly plants, one devoted exclusively to Oakland Six production and the other to Pontiac Six production, now lie parallel to each other. They are served by an "indoor railroad yard," nine of the ten tracks being under roof construction throughout both plants is of brick and concrete and the main type roof is a maximum of daylight.

A huge addition to the Oakland-Pontiac shipping building was erected at the same time the new assembly plant was being constructed.

James Chase, aged 64, and Mrs. Ella Heter, aged 63, both blind for many years, were recently married in Newark.

A gosling with 4 feet has hatched out of the incubator of G. W. Borley of Kirkton, Eng.

Four months after the first rattle of pneumatic hammers signalled the commencement of the latest expansion project of the Oakland Motor Car company, the new \$3,000,000 car assembly and shipping buildings for the Oakland All-American Six were completed and pronounced ready for the installation of conveyors, processing equipment and machinery.

The speed with which the buildings were erected is believed to constitute a record for this type of steel, brick and concrete construction.

The new structures provide the company with 780,191 square feet of additional floor space besides five more railroad shipping spurs, four of them entirely within the walls of the shipping building. The company now has ten tracks in its private "railroad yard."

Nearly all of the machinery to be used in the Oakland assembly will be entirely new. The old as-

sembly plant will cease operating on March 23 in order that a portion of the equipment now in use may be transferred to the new building. President A. R. Glancy expects that production in the new plant will start April 2. The old assembly building will be used for material storage.

Two assembly lines will be installed and space has been provided for a third assembly line such as was added recently in the Pontiac Six assembly plant which parallels that of the Oakland Six. Minimum production capacity of each line in the new Oakland plant is 40 cars per hour.

The Oakland assembly building is of two story monitor type construction, 540 by 440 feet. Besides the assembly lines it contains an entire new crumpling unit for the treatment of Oakland fenders and sheet metal. Exactly as in the Pontiac Six plant, the converging lines of Oakland assembly parts and materials will be synchronized that the component parts of the car will be delivered at exactly the proper moment as the automobile progresses down the assembly line.

The adjoining car shipping building is one story high, 108 feet wide and 760 feet long.

Some idea of the size of the Oakland expansion project may be gained from data provided by L. A. Blackman, engineer, who supervised the construction work.

Foundation excavations and the necessary roadway and railroad grading involved the removal of 101,000 cubic yards of earth. The contractors used 24,600 cubic yards of gravel, 200 carloads of cinders and slag, 141,000 bags of cement and 3,750 tons of structural steel. Incidentally, the steel work was finished in 43 working days, an average of 87 tons per day. In addition, 150 tons miscellaneous iron work was used for guard-rails, door-frames, convey-

HUPP SALES AT HIGH POINT

Operations at the highest rate ever attained are now being carried out in every department of the Huppobile plants, Dublin, Young, president and general manager states in reply to requests for information on the Huppobile outlook.

"Sales by our distributors are the largest they have ever been at this time of year," Mr. Young said. "More unfilled orders for retail delivery are on their books than at any previous time in their history. This is the time of year when car dealers ordinarily are carrying a large stock of cars against the heavy spring demand."

Huppobile dealers, however, are virtually without cars. They have been delivering them to owners as rapidly as they have been received from the factory. Only a few of our dealers have more than a week's supply of cars on hand.

"The splendid reception accorded the first of our cars three months ago, by a matter of fact given any Huppobile. That given the two new 'Crestline' eight has been equally impressive."

Mr. Young said that on March 2 the Huppobile factory already had orders for more than 2000 cars for March shipment, with parts with shipments of \$218 in February—the largest single month the company has yet enjoyed. Shipments of 13,570 cars during November, December, January and February exceeded those of 10,194 cars for the correspond-

WE HEARD IT SAID BY—
Mrs. F. H. McKinney, 813 Madison avenue. "It is with the greatest sorrow that I've been reading about the recent flood in California. I have several friends in Fillmore, one of the towns flooded. I am hearing all the time of the privations they suffer. The newspapers have made no mention of the wiping out of the most important and largest industry in Fillmore, the Ventura Oil company. I am interested in the company because I was in Ventura but a short time ago and had occasion to go through the buildings."

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hour in a 24-hour test. This set a record never equaled by any stock car priced under \$1,000.

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But even these authentic facts and figures cannot tell you the story of this new American Edition of the Erskine Six. A bigger—roomier—more powerful Erskine. Comfortable—spacious—doors nearly a yard wide—rear seats 4 feet wide—62 miles an hour—nimble acceleration—thrifty of gas and oil—amplified action 4-wheel brakes. And remember this car is Studebaker-built and that speaks volumes for its quality and dependability. Test it out—NOW!

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This new Erskine Six is the champion performer of its class—conclusively demonstrated when a stock Erskine sedan averaged better than 54 miles an

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What do you look for in a car... a single emphasized element such as style... size... performance? Such as comfort... stamina... price? Or do you look for that combination of qualities called value? If you prefer a "one-sided" car we haven't got what you want. But if value comes first, you'll choose an All-American Six.

For here is style attained only in bodies by Fisher. Long, low lines. Smart colors. Grace, poise and swank. Here is size that results from 117 inches of wheelbase... and from Fisher construction famed for scientific distribution of space.

Performance from a whispering brute of an engine... 212 cubic inches in displacement... with a 79-lb. crankshaft and the G-M-R cylinder head. Speed... power... snap... and flexibility. An All-American change of pace.

Deep-seated comfort... with leg-room and head-room gained at no expense to style. Stamina proved on General Motors Proving Ground and on roads in all sections of America. An amazing, unprecedented low price.

Thus this General Motors Six leads its field in value... providing everything that everybody wants. If you're going to buy a car for what it will give you, come in and see the All-American Six.

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Available on all body types: six wire wheels with tires... special front fenders with tire wells... two special tire locks and locking rings... collapsible trunk rack... \$100 extra on open cars... \$110 on closed cars... six disc wheels with same equipment, \$75 on open cars... \$85 on closed models.

OAKLAND ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS

2-DOOR SEDAN	Landau Coupe.....\$1045	4-Door Sedan.....\$1145
\$1045	Sport Roadster.....\$1075	Cabriolet.....\$1155
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	New Series Pontiac Six, \$745 to \$825. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment plan.	

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