

NEW FEATURES ARE EXHIBITED BY PLYMOUTH

1930 Model Has 28 Improvements, General Sales Manager Declares

"Twenty-eight improvements are contained in the car with which Plymouth enters the new year," says A. vanDerZee, general sales manager of the Plymouth Motor Corporation. "Among these improvements are features that are entirely exclusive to cars in the Plymouth price class. The exceptional value that the present model represents is the result of the successful carrying out of the program of continuous improvement established for Chrysler Motors of good quality car."

"The improvements that have been put into the models now presented include increased power, more speed, faster acceleration, greater climbing ability, roomier bodies, more distinctive lines and more comfort. These features represent 12 months' continuous effort towards increased quality and performance in the Chrysler engineering staff," Mr. vanDerZee says.

The Plymouth engine has been given longer connecting rods, a heavier crankshaft, larger crankshaft bearings, a more efficient exhaust manifold, an improved carburetor and a gasoline filter—all the direct result of a desire to get the car could be made a better automobile for the already extremely low price. For example, the new Weatherproof, non-fouling ignition coils, as well as an improved, moisture-resisting distributor head are now standard on Plymouth.

"Plymouth drivers find a faster acceleration and a more efficient muffler on their cars. Bodies are stronger and sturdier and are equipped with heavier wheels. Larger, more attractive hub caps have made their appearance and the safety factor has been stressed by a better making brake."

The re-designed springs have been redesigned, while other improvements include a 15-inch frame wheel, improved speedometer, a heavier, more rigid frame, improved headlamps; manually-operated starter and the application of bondite to all running surfaces, thus eliminating possibility of rust. "The full-size, big-car type of body has been made even roomier than it was originally."

"One of the reasons why these improvements have been possible is the increased production that growing sales of the car have brought. The Plymouth car is not built down to a price, but, on the contrary, is built up to the quality standards demanded by car buyers. This results in giving steadily increasing value for the purchaser's money. "Every practicable method for providing the greatest amount of satisfaction in motor car, and all the refinements of construction that can be made available to the large number of buyers who desire low-cost transportation without sacrifice of comfort, safety and style, are utilized in the Plymouth."

"Car sales volume indicates that this is the correct method of engineering the demand for a low-price quality car," Mr. vanDerZee concludes.

FRONT SEATS ARE HARD TO DESIGN

Auto Engineers Must Make Them Comfortable, Fullman And Engine Cab

It is rather difficult to picture a combination of a locomotive cab and a de luxe Pullman chair, yet that is practically what automobile engineers have to accomplish when designing the front compartment of their product. By far the greater number of automobile buyers occupy the front seats, and, therefore, the front compartment must be made comfortable and attractive. Yet here are grouped all of the mechanical controls and instruments which guide the operation of the power engine.

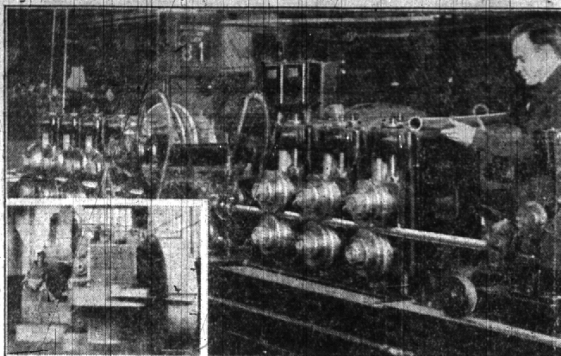
How cleverly this combination can be accomplished may be seen by viewing the new Oldsmobile Six on display at the automobile show. Every required control and instrument is present, but there is not the slightest trace of the "locomotive cab" appearance.

New upholstery which rivals the most overstuffed furniture is used on the new Oldsmobile Six. The seat, or seats according to body type, in the front compartment are invitingly deep and wide, in fact a full inch and a half wider than heretofore.

Their inviting appearance is not belied by experience, for the construction is of the best. Luxury type springs are used in the seat and Marshall type in the seat back and backrest. Both these type springs have a separate barbed container for each spring coil and are so designed to provide the maximum resiliency with permanency. The waterproof, silken mohair attracts their playmates from the outer covering.

There are two main reasons why an engine will not start, according to service officials of the Oldsmobile Six and Viking Eight. They are: 1. Gasoline is not reaching the carburetor; 2. Ignition is faulty. In other words, a motorist should check his gasoline supply and leads and then his ignition wiring in case a car unaccountably stalls.

Unique Machines in Oakland-Pontiac Plants



The larger picture shows part of the tube machine which the workmen call "Bill Hart" because of the skill with which it rolls "cigarettes" from flat ribbons of steel. These "cigarettes," rolled at the rate of three-quarters of a mile per hour and heated by the "lick" of a powerful electric current, are used in making exhaust pipes for Oakland-Pontiac cars. Inset is a photo of "Big Annie," a machine which exerts 600,000 pounds pressure in compressing cast iron borings into solid briquettes for smelting. "Big Annie" immense size is indicated by comparison with the girl seated at the left.

"BIG ANNIE" HAS 30-TON PUNCH; "BILL HART" ROLLS STEEL "FAGS"

Two big factory machines recently installed in the ultra-modern Oakland-Pontiac factories have received whimsically descriptive names from the plant employees. One they refer to as "Big Annie," and the other is called "Bill Hart."

"Big Annie" is the heroine of a large scale squeeze play. Her mission in life is to deliver every few seconds with her good right arm a 600,000-pound punch which ultimately effects a considerable economy in the manufacture of Oakland and Pontiac cars. Every time "Big Annie" rams home her massive fist she compacts into almost solid mass a briquette or little eight-pound brick of cast iron borings accumulated from machining operations in the factories.

Were an attempt made to salvage these borings by remelting them "as is" in the intense heat generated at the Oakland plant, dry, they merely would flare up and disappear in smoke. But at the "Big Annie," thus eliminating possibility of rust. "The full-size, big-car type of body has been made even roomier than it was originally."

The other personified machine is called "Bill Hart" because of the facility with which it duplicates the movie star's stunt of rolling cigarettes with one hand. The Oakland "Bill Hart," however, rolls "cigarettes" out of steel. Taking flat steel stock fed from a huge reel, the machine automatically rolls it into tubing for exhaust pipes of any desired length or diameter, and at a rate of nearly three-quarters of a mile an hour. As the edges of the steel meet to form the tube they are "licked" together by the fiery tongue of a powerful electric current applied through a copper electrode, which rolls like a double-flanged wheel along the line of the same. Incidentally, "Bill Hart" also is rapidly repaying Oakland for his \$60,400 cost by making the highest quantity of tubing known to the automobile industry.

GRAHAM REPORTS BIG GAINS IN 1929

Increased Production, Larger Foreign Sales Noted in Summary Of Progress

Increased production, with notable gains in shipments to Canada and to overseas countries, and a large expansion in dealer representation, are reported by the Graham-Paige Motors Corporation in a summary of its 1929 progress.

Production in December showed a considerable gain over the same month last year, despite extensive plant reorganization in preparation for the introduction of two new Graham models.

The total production for 1929 was 77,989 as compared with 73,120 for 1928. Shipments to dealers total 76,622.

An increase of 74 per cent in overseas shipments is represented by a total of 10,884 cars exported in 1929.

Shipments to Canada (not included in the export totals) were 4,618, a gain of 33 per cent over last year.

The company now has 2,956 distributors and dealers in its worldwide organization. In regard to the wide expansion in dealer representation, the number of distributors was increased by 34, bringing the total to 273. This is a net increase of 640 dealers, to make a total of 274.

Plant facilities, which had been more than doubled in 1928, under the Graham management, were increased last year by the completion of a large engineering and experimental building, equipped with the most modern machinery for testing and developing automobiles and their component units.

One hundred thousand people are employed by the Chevrolet Motor Company.

MOST CAREFUL DRIVERS

Among the world's most conservative auto drivers are J. H. Williams and H. E. Garrett, Dupont, Ill., who pilot a Pontiac Big Six coupe. They never try to "beat a light" or the other fellow through an intersection. A collision to them would mean more than a dent in their fender. They are oil well shooters and their car usually carries enough nitroglycerine to blow up a town.

DELUXE FITTINGS IN NEW PONTIAC

Special Wire Wheel, Trunk Rack And Chrome-Plated Bumpers Added

Special deluxe equipment, designed especially for the 1930 New Series Pontiac Six, even further emphasizes the beauty of its graceful lines and striking colors. Most important among the deluxe fittings are the special six-wheel sets of wire wheels obtainable in colors to match or contrast with the various body finishes. With the six-wheel sets, the two spares are placed in special front fender wells and supported by chrome-plated retainer clamps.

The special wire wheel sets, together with the chrome-plated front and rear fender guards and the sturdy trunk rack provided as special equipment for installation on the rear of the car, combine to complete an unusually attractive ensemble of color harmony and lines. Open bodies have full length chrome-plated front and rear bumpers.

While admirably suited to enhance each of the seven body types in which the 1930 Pontiac is presented, the deluxe equipment appears to best advantage when combined with the new four passenger sport coupe, fitted with metal top and rear quarters and providing direct communication between passengers in the driver's seat and rumble seat by means of a crank-operated window. The deluxe equipment also proves highly effective on the two passenger roadster and five-passenger phaeton with their Spanish leather seat and back cushions, their gay clothed folding tops supported by chrome-plated slat irons and natural finish wood bows, their

Out of the Past—



W. E. Noble, skilled leather worker who for 36 years has served the Oakland Motor Car Company and its predecessor, the Pontiac Buggy Company. Back in 1894 he trimmed the gorgeous buggies of the smart set. Today he fashions the leather upholstery for the Oakland and Pontiac sport models. Noble is the dean of Oakland's many veteran employees.

NEW TRUCK TIRE IS LARGEST YET

Goodyear Tire & Rubber Co., of Akron, has begun production of the largest truck and bus tires ever made, according to F. E. Sternal, local dealer for the company.

The new tires are 13.50-20 in dimensions with a load capacity of 8,500 pounds, greater than the load capacity of a 16-inch solid, 12-in cushion, dual eight-inch high

pressure, or dual 9.75 balloons. The recommended air pressure is 95 pounds.

Mr. Sternal says that the new tire saves the good roads from injury from heavily loaded trucks and buses and at the same time provides excellent traction and smooth riding qualities over rough and unpaved highways.

The Goodyear Co., to date, has built more than 150,000,000 automobile tires, millions more than any other tire manufacturer in the world, Mr. Sternal said.

Nearly 1,400,000 square feet of new floor space has been constructed and added to the Oldsmobile-Viking factories in the past two and one half years.

Chevrolet's annual freight bill for inbound and outbound shipments of raw materials and finished cars is in the neighborhood of \$50,000,000.

DUTTON The Dependable



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When the time comes to retop and reupholster your car, stop by our place and give us the opportunity to see what is necessary to be done, and get our estimate of the cost. At moderate cost we can make your old car look almost like new. We are not crowded with work at present and can promise immediate attention and prompt delivery.

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