

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

OFFICIALS ARE NAMED

Dodge Brothers Company Appoints Heads of Departments and Other Factory Executives.

Formal announcement has been made of a number of promotions in the executive staff of Dodge Brothers, Inc., following the re-organization incident to the pur-

chase of the business by Dillon, Read & Co., of New York. Frederick J. Haynes, as previously announced by the purchaser, continues as president and A. T. Waterfall as vice-president. John A. Nichols, Jr., formerly general sales manager, is advanced to vice-president in charge of sales. A. Z. Mitchell, for many years factory manager, is now vice-president in charge of manufacturing. H. V. Popeney, formerly secretary and treasurer and R. J. Fry, who was assistant secretary in assistant secretary and assistant treasurer. The executive personnel appointed by President Haynes includes the following: Assistant to the President, J. R. Law; Director of Engineering, Ru-



RACINE MULTI-MILE TIRES

In Buying Tires

Some motorists depend upon the reputation of the tire dealer.

Others depend entirely upon the reputation of the tire itself.

We suggest that you look to both, for the one is exactly as important as the other.

La Grande Filling Station
Wins by Fair Dealing. J. F. Heasty, Prop.

Olds Scout Car



C. G. Gale and His Oldsmobile A. A. A. Scout Car Checking in at Washington, D. C., Headquarters

Chief Engineer, Clarence Carson; Director of Traffic, P. G. Findlay; Factory Manager, R. A. Vail; Production Manager, Albert A. Andrich. General Sales Manager, F. L. Sanford; Assistant General Sales Manager, P. R. Walker; Director of Field Survey, J. H. Gordon; Director of Districts, E. H. Akers; Director of Service, Arthur E. Nafe; Director of Commercial Car and Truck Division, H. C. Graham; Director of Civic Relations, Howard Baker; Export Manager, J. J. Palmer; Distribution Manager, H. J. New; Export Counsel, E. G. Williams; Used Car Manager, A. H. Schlappausse.

Advertising Counsel, George Harrison Phelps, Inc.; Manager, Advertising Division, H. J. Koch. The principal promotions in this list are those of P. L. Sanford and H. A. Vail. Mr. Sanford, newly appointed general sales manager, has served previously as assistant general sales manager and director of distribution. Mr. Vail, the new factory manager, has been associated with Dodge Brothers for many years, having distinguished himself particularly during the world war when he was in charge of Dodge Brothers Ordnance division. Since then he has acted as assistant production manager. F. B. Walker was advanced from director of service to assistant general sales manager and Arthur E. Nafe was promoted from St. Louis district representative to director of service. H. J. New, now distribution manager, was for many

FORD PLANT REACHES MARK

Huge Tractor Output Brings Fordson Factory to a Half Million Machines Produced.

The Ford Motor Company reached the half-million mark in the production of Fordson tractors late Thursday afternoon May 21 when Fordson No. 500,000 came off the assembly line at the River Rouge plant. The half-millionth tractor was completed at 4:22 o'clock, just a few minutes before the close of the day's work. It is planned to exhibit it at a number of state fairs during the coming summer and fall. Manufacture of Fordson tractors today presents a striking contrast between the methods employed eight years ago when production began at the old plant at Dearborn. At the start only three or four Fordsons were produced each day and it took weeks to machine some parts. Today at the River Rouge plant, where all tractors are now manufactured and assembled, output is on a schedule calling for 400 Fordsons a day and the production cycle shows that 31 hours and 5 minutes after iron ore has arrived at the River Rouge docks it is converted into Fordson motor blocks and the

blocks assembled into completed tractors. Since its introduction eight years ago the Fordson tractor has come into world-wide use and has brought a new efficiency into agriculture and the business of farming in nearly every country on the globe. It is estimated that a large majority of all tractors in use today are Fordsons and the Fordson is said to be the only tractor ever placed on the market without a subsequent change in basic design. It is also a singular fact that long before he dreamed of manufacturing motor cars, Henry Ford was experimenting with engines in an effort to find some means of relieving farm drudgery. Born on a farm, his first glimpse of life was in the daily rounds of arduous farm duties and in his early boyhood he developed a strong feeling against prevailing agricultural methods. His first experiments were with steam engines through which he hoped to find the power necessary to relieve the farmer of some of his burdens. That was back in his boyhood when steam was virtually the only power of the time.

Thoughtlessness causes accidents—try thinking. The quickest way to get a boy to take a bath is by asking him to water the lawn.

GASOLINE AND DISTILLATE TAX COLLECTIONS HEAVY

The state tax on gasoline and distillate collected on sales made during the month of April 1925, amounted to \$229,221.45, according to a statement compiled by Secretary of State Sam A. Kozer. To date the motor vehicle fuel tax measures have brought to the state treasury the total sum of \$5,496,398.25. Of this amount collected under the law of 1921 there has been returned up to May 31, 1925, the sum of \$269,572.74 to operators of farm tractors, motor boats, commercial cleaning establishments.

ny years chief assistant to the director of distribution and A. H. Schlappausse, now used car manager, was Memphis district representative. Other executives in the above list have been serving in their respective capacities for some time. Dodge Brothers production and sales continue to surpass all previous records in the company's history, according to Mr. Sanford.

Jewett Coach

\$1260

F. O. B. Detroit, tax extra

Alluring new beauty—restful roominess—vitality irresistible!

Study the newer lines of the Jewett Coach. Notice its gracefully rounded back—its smart double belt moulding—the distinctive coloring in its permanent lacquer finish. A more beautiful Coach doesn't exist!

It's the greatest Jewett ever built. A car of beauty inside as well as out. You'll think of the finest overstuffed furniture when you see the new type upholstery Jewett has introduced in the Coach. Sink into its soft luxury and forget wear and tear, for it's as durable and strong as it is beautiful.

Sedan Roominess

You have never seen so roomy and comfortable a Coach. It's the finest Coach ever designed. A Coach for five—with ample room for five to ride all day in lounging comfort.

Just Drive Jewett Coach

It's the easiest parking—steering—driving Coach you ever touched. Parks easily in a 16 1/2 foot space at the curb. Enters or leaves your garage from a 14-foot alley. Steers with bicycle ease. Turns in a 42-foot street.

Hydraulic four-wheel brakes (Lockheed type) at slight extra cost



The driver's seat is big and padded with springy comfort. Wide windows give clear vision.



Solid construction! Swing your full weight on the door of Jewett Coach to prove it.



Loungy comfort in the rear seat of Jewett Coach. Room to relax to any riding position.



Roominess! Rear seat passengers leave the Jewett Coach without disturbing those in front.

Power that Seems Limitless

Jewett Coach will outperform any car within \$500 of its price. We stand ready to prove this statement on hill, highway, in traffic, through rough going—anywhere! 5 to 25 miles an hour in seven seconds in high! From a mile an hour, without bucking, to a mile a minute in less than a city block. That's the kind of performance you buy in Jewett Coach.

Performance that Endures

Jewett motor is full, high-pressure oiled, even to the valve tappets. Timing gears are replaced with a silent chain drive and automatic take-up for pump and timing shafts. Adjustment of chain wear is automatic, insuring quiet and freedom from care for the life of the car. And a big, new, counterbalanced crankshaft eliminates vibration. These are improvements you look for in costly cars—Jewett Coach has them at \$1260.

Just drive Jewett Coach yourself. No obligation—call or phone for a Jewett Coach at your door. (548-3)

HARRIS FRENCH MOTOR CO.
1115 Washington Ave. Phone 467-R

When Better Automobiles Are Built, Buick Will Build Them

No. 17



Question: Why do all of the great racing cars use Valve-in-Head engines?

Answer:

Because this type develops the greatest speed and power. All first place winners of the Indianapolis 500 mile race since 1912 have had Valve-in-Head engines. Buick pioneered the Valve-in-Head engine in 1904 and has used it ever since because it is more powerful, more economical and more dependable.

Jennings & Shumate

SPORT MODEL CAR NOW BEING SHOWN AT LOCAL GARAGE

Among the interesting new cars on display this week the new Studebaker sport model shown by M. J. Goss is one of the most interesting. The car is built on the sturdy Studebaker standard six chassis.

It is also incorporated a number of special features not ordinarily seen in automobiles. Although the Studebaker semi-enclosed top introduced this spring has been con-

sidered a great step forward the sport model has been further improved by building the rain and sun visor integral with the main top frame.

Instead of the ordinary visor which is bolted on to the windshield frame the Studebaker top projects out past the glass for several inches. This adds to the beauty of the lines and provides an effective windshield protector which cannot rattle or work loose.

Wood wheels in natural finish and a special lacquer body coating in Navajo gray serve to make the entire car unusually attractive in appearance.

More than 3,000 banks have provided the funds which make possible the service of General Motors Acceptance Corporation; and more than 200,000 car owners are having the use of General Motors cars while they are paying for them through the G. M. A. C. plan.

RADIATOR WORK
FENDER WORK
BODY WORK
W. E. Corum
1301 Jefferson Ave.



"Hard Luck" May Be Only "Slight Inconvenience"

When you burn out a bearing, or need new pistons, or have a part breakage in your car, don't curse your ill luck too hard or too soon.

The parts for your car may not be stocked by every little roadside garage—but that's no sign you have to let them send to Portland or Detroit for replacements. Nine cases out of ten—or six out of five—you can get just the parts needed right here at Leighton's. And you can get expert machinists to do a particular job, too.

We've turned lots of "hard luck" into "slight inconvenience" with our stock, our ability, and our service. Take no chances—next time, try Leighton's.

Leighton's Welding & Machine Works

Block Re-grinding - Engine Re-building - Bearings - Pistons - Parts
Fine Machine Work

Ford

The Most Popular Closed Car Ever Built

In the Tudor Sedan, Ford dependability of chassis and engine, are matched with an attractive, sturdy and unusually well-designed body. It has many conveniences that only Ford economy methods of production could make possible at the price.

The Tudor is a practical family car—which anyone can drive, and which will give you pleasing and satisfactory service for years. Ask a dealer to give you a demonstration. He will gladly do so at your convenience.

Ford Motor Company
Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

TUDOR SEDAN Runabout - - \$260
\$580 Touring Car - \$290
Coupe - - - 520
F. O. B. Detroit Ford Sedan 660

Full size Balloon Tires \$25 extra. On open cars demountable rims and spacers are \$35 extra. All prices F. O. B. Detroit



MAKE SAFETY YOUR RESPONSIBILITY