

Highway and Auto Dope

AUTOMOBILE NEWS

Tourist News And Traffic

GREAT DEMAND FOR AJAX CAR

Production capacity of the factory of the Ajax Motors company is to be doubled. Overwhelming demand for the Ajax six has made necessary the heavy increase in volume and active work preparatory to the installation of new machinery has already begun.

This announcement, coming as it does within four months of the day the first Ajax was run onto the loading dock for shipment, is evidence of the enthusiastic manner in which the automobile buying public has endorsed the Stahli-built car. Coupled with word regarding production expansion, it has been made known that Ajax Motors celebrated its fourth monthly "birthday" in the shipment of the 500th car to leave the plant since May 26 when the first Ajax was shown to a group of dealers.

The remarkable thing about this 100 per cent increase in Ajax production at this early date is that it is brought about by a demand from only one-fifth of the major cities that will ultimately handle the car. What will happen when shipments are made to the other dealer points is a matter of interesting conjecture.

Public Demand Not Anticipated.

"While it was felt, before actual production on the Ajax had begun, that demand for the car would be unusually heavy, I am frank to say that we did not anticipate public acceptance of an sweeping character," said D. M. Averill, vice-president and general manager of the Ajax Motors company. "Because of its engineering features and design we knew that the Ajax would occupy a field entirely new to the automobile industry, and so for weeks past the factory has been steadily increasing production with cars moving almost immediately from the hands of dealers into the possession of buyers."

"With the opening of new dealer points, factory production has been increased to meet shipping schedules, but the demand has grown in proportion, greater than our present facilities can supply, so we have literally been forced to prepare for doubling production considerably sooner than our original plans called for. When the Ajax Motors company was organized it was Mr. Nash's fixed policy that nothing be left undone which would make the Ajax a quality product in every sense, and that production should be increased only as actual public demand for the car made greater volume necessary."

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Motor Fuels Sales Taxes For August

Sales of gasoline for motor vehicles for the month of August, 1925, upon which the state collected a tax of 2 cents per gallon, amounted to 11,126,611.9 gallons, and the sales of distillate for the same month amounted to 439,745.3 gallons. This is an increase of 469,486.5 gallons of gasoline sold in Oregon for the month of August, 1924, and a decrease of 147,879.7 gallons from the sales of gasoline for the month of July, 1925, according to the report of Secretary of State Sam A. Rogers.

Distillate sales for the month of August, 1925, showed an increase of 127,128 gallons, over those for August of 1924 and an increase over the sales of this class of fuel for July, 1925, of 19,212.5 gallons.

Taxes collected upon the sales of both classes of motor fuels for the month of August of the present year aggregated \$244,595.55 collected upon gasoline sales and \$13,499.06 upon distillate sales. This is an increase of \$4,994.08 collected upon the sales of motor fuels for August, 1924, and a decrease of but \$1799.32 in taxes collected for the month of July, 1925.

And that is precisely the plan we have followed."

The program as carried out provided for limited production at the outset and of the cars pass into the hands of owners, their character of performance was closely checked by the dealer and by the factory. Production increases, on a careful basis, have been made from time to time until volume reached the point where the necessity of increased plant capacity was apparent.

GARAGE LOSS \$20,000

CORVALLIS, Ore.—Fire broke out this afternoon in the Corvallis garage as the result of what was thought to be a gasoline explosion in a car just driven in for repair. The flames spread so rapidly that employees escaped from the building through the blinding smoke with difficulty. Everything burnable inside the building was consumed by the flames, including many cars in storage and some new ones.

Many of the stored cars had no insurance and the loss is estimated at \$20,000. The garage belonged to Wickham, Jenkins & Evans, dealers in the Nash and Oldsmobile cars.

Automotive engineers are now generally agreed that it is just as essential to proper engine operation to install new spark plugs every 10,000 miles as it is to change oil at regular intervals.

AUTO FACTORY SETS RECORD

DETROIT (Special)—The Chevrolet Motor company built 55,865 motor cars and trucks during September, a new record for that month and only 378 fewer than the highest production month in the history of the company.

Ordinary sales and, consequently, production are expected to decrease during the latter part of the year. However, the demand for Chevrolet cars, which has held production at high figures throughout the year, continues unabated. As a result the schedule for the present month contemplates the building of more than 54,500 cars and trucks.

August deliveries to dealers in the United States alone were 41,200, an August record. This figure is exclusive of the thousands of cars shipped to foreign countries. During September deliveries in the United States increased to approximately 44,500, placing September second only to April and May of this year and exceeding the domestic deliveries for June, July and August, respectively.

"I am proud of these records for two reasons," said Charles F. Barth, vice-president in charge of production.

"My first reason is that since March the Chevrolet production has remained consistently at 50,000 or more without the usual seasonal fluctuations. This indicates that the automobile industry is becoming stabilized upon a regular year-round demand.

"My second reason is that the September production proved conclusively the loyalty and capacity of the Chevrolet manufacturing organization. Unceasing demand for cars from the Chevrolet dealers made it necessary early in September to increase the September production schedule nearly 7000, the new schedule calling for 53,105 cars and trucks. A production increase of that magnitude is a severe test of any manufacturing organization. The sales department would have desired us to increase the production schedule even more sharply. The results exceeded our highest expectations. The loyal workers in the Chevrolet factories, most of them veterans who are proud of their jobs and proud of their product, responded to a man."

They came through with the record September production of 55,865, which was 2700 more cars than we had asked for even under the revised schedule."

1924 OUTPUT MARK PASSED

At 3 o'clock on the afternoon of September 28, shipment of motor cars from the Studebaker factories passed the entire shipments made by Studebaker in the year of 1924, according to word received here by M. J. Goss, automobile distributor.

This record rate was made possible by three factors of manufacture which have kept the factories running at capacity and overtime during the entire summer, through September and into October.

The three factors as set forth by officials of the corporation, are:

- 1.—One-profit production; \$60,000,000 invested in plants and equipment for the manufacture of all of the vital parts of the car.
 - 2.—Unit-built construction; all of the aforementioned vital parts being designed, engineered, and manufactured by one concern for each other, they function as a unit; no sacrifice of engineering, designing or construction need be made to fit one part to another.
 - 3.—The company's adoption of the policy of not bringing out new yearly models has established the value of Studebaker cars. The company had been building a large volume of reserve mileage into its cars, yet this was wasted each year when new models depreciated the existing cars by 40 per cent. The purchase of a car now becomes a permanent investment in transportation not merely an annual outing for style.
- With three full months to go, Studebaker's 1925 sales are well on the way to establishing a new annual sales record.

MARKETING PLANS AIM

OREGON AGRICULTURAL COLLEGE, Corvallis, Ore.—The Oregon Co-operative council will hold a joint meeting with the extension service of the agricultural college here.

The council will be the guest of the Corvallis chamber of commerce at noon, at which time R. A. Ward, president of the council, will speak. The council is composed of all the co-operative marketing associations doing business in Oregon.

It is expected that as a result of the conference with the college officials, plans will be worked out for the holding of co-operative marketing schools for the greater education of the producers as to just what cooperative marketing is. A number of other important matters are to be taken up.

KNOCKS NEED ATTENTION

The most commonly known cause of knocks in an engine are: heavy carbon deposit, overheating, loose bearings, end play of shafts, loose pistons and loose gears. Light tapping knocks or clicks such as are caused by loose tappet adjustment, may not result seriously even if permitted to go uncorrected for an indefinite period.

Heavy or loud noises and knocks should, however, be investigated immediately. The cause ascertained, and prompt correction made. Different types and makes of engines have their own particular characteristics. In most instances a certain knock may be productive of less disastrous consequences than in the case of another.

A very good rule to observe at all times is that when a knock or abnormal noise of any sort becomes noticeable, have the cause inspected at once, even though some few of these may continue without resulting in serious consequences. Most of these may be considered in the nature of a warning or demand for immediate attention.

JUSTICE BURNETT WEDS

SALEM, Ore.—George H. Burnett, 72, justice of the Oregon supreme court, and Frances Lorena Wise, 54, both of Salem, were married at the home of Rev. W. C. Kanter. The ceremony was performed by Rev. Mr. Kanter with Mrs. Kanter and Rollie K. Page in attendance.

Mr. and Mrs. Burnett are building a new dwelling in which they will be at home to their friends after December 1. Prior to his election as supreme court justice, Mr. Burnett was circuit judge of Marion county for many years.

BACK OF A GOOD NAME

Rarely in manufacturing history has a name entrenched itself so firmly in the confidence of the entire world as the name Dodge Brothers.

Everywhere and to everyone this name means but one thing: a product built honestly of the best available materials and sold at a just price.

Behind this product, this price and this enviable reputation lie certain impressive and fundamental facts.

So important is a knowledge of these facts to the motor car buyer that Dodge Brothers, Inc., have determined to publish them, from time to time, until every newspaper reader in America may be presumed to have read them:

Dodge Brothers, during the past eleven years, have built and sold more than one million four hundred thousand motor cars—and more than 90% of these cars are still in service. This record requires no comment. It stands impressively alone in motor car history.

It has never been Dodge Brothers policy to build yearly models. When an improvement, that is really an improvement, is discovered, it is made at once. Their slogan, "Constantly Improved But No Yearly Models" is familiar the world over.

Dodge Brothers build one chassis and only one. This policy materially lowers manufacturing cost. It also enables Dodge Brothers engineers to concentrate their entire time and thought on the betterment of this one type.

Dodge Brothers have never had an "off year" or an "off car." This is because they have never used the public as a testing ground for "new models" or lowered the quality of their product in the slightest degree. Every change has been an improvement on the original design.

Dodge Brothers pioneered in building the first all-steel open car and the first all-steel closed car. These epochal develop-

ments have saved Dodge Brothers owners many millions of dollars by materially prolonging motor car life and by effecting marked economies in manufacture. This construction has also reduced incalculably the danger from accident and fire.

Dodge Brothers sell directly through their dealers to the purchaser. There are no sectional distributing agencies to increase the cost of distribution and the cost of the car.

Dodge Brothers have never given so-called "free service." The car is sold at a fair and honest price. Nothing is added to this original purchase price to pay for service that the owner may never need.

Dodge Brothers Dealers were pioneers in unanimously adopting the flat rate service system. By this system, the owner knows in advance what any service job will cost. There are no unpleasant surprises in his bills.

The sturdiness and long life of Dodge Brothers Motor Car is reflected in its resale value. Comparatively few Dodge Brothers Motor Cars are advertised in the resale columns of the newspapers. The values they bring testify unanswerably to their goodness—and the public's belief in their goodness.

The time has passed when transient novelties can lead a thoughtful buyer to overlook the great essentials of motor car worth. A few of these essentials, outlined above, go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

DODGE BROTHERS, INC.
DETROIT

A Thing of the Past

Before the days of closed car models, and before the introduction of the Studebaker Duplex-Phaeton to give open car advantages with closed car comforts—in those days most car owners looked forward to winter with the idea of putting their cars up until spring.

Winter driving had many disadvantages and many more discomforts. An open car, even with curtains, was far from being a joy forever.

Now, if you have a new Studebaker, whether closed or Duplex model, you can laugh at the winter breezes. You can enjoy winter motoring with the same confidence you have in mid-summer—your Studebaker runs as smoothly, performs as constantly, and has the same tremendous supply of power.

The old days are gone if you are a Studebaker owner. If you aren't why not join the ranks of satisfied motorists and get your order in today?

The demand for Studebakers has never been so great as this year. A one-profit and unit-construction car makes this possible.

M. J. Goss
Studebaker Sales and Service.

"This Is A Studebaker Year"