GREAT INTEREST IN PLANS OF LELANDS

Creator of Cadillac Has New Plan Under His Hat.

REO ADDING TO ITS PLANT

Studebaker Production for Past Six Months 17,000 Cars; New Schedule Calls for 40,000.

DETROIT, July 19.—The long-awaited announcement of what the Lincoln Motor company has "under its hat" is expected almost any day now. The company has made its final settlement with the government for the herculean war work it performed and is now in an independent position.

President Leland and his son, however, have been working out their plans on their new product for some time, but it is only of late that these plans have advanced sufficiently to make it possible to begin buying materials in large quantities.

Efforts to learn just what kind of a car the new product will be are met with the reply: "We don't know as yet." In fact, no one really knows whether the company intends to manufacture automobiles, airplanes, motors or tractors.

It is taken for granted, however, that Henry M. Leland, the creator of the Cadillac, and dean of the Detroit automobile industry, with a magnificent plant at his disposal, must just naturally return to his old love. And as a tribute to the genius of the famous engineer, the auto world confidently assumes that the new car will take front rank among the standard automotive vehicles.

Continental Motors Expanding.

Two more models of Clydesdale trucks, Nos. 32 and 42, have been launched by the Clyde Car company. The new trucks embody the same constructional features of all the heavy-duty Clydesdales. They are one-ton and 1½-ton capacity, made to fill the demand for a staunch little truck for delivery work and lighter loads.

Continental Motors corporation will expend $1,000,000 in building a power plant and manufacturing buildings in Muskegon and replacing machinery in the present buildings by more modern equipments. These improvements, it is expected, will effect a 100 per cent increase in production at Muskegon.

It is predicted that the corporation's report for the fiscal year ending October 31 will show a substantial increase in earnings. The company's stockholders now number about 5000, having increased approximately 33 1-3 per cent during the past year.

Less than $3,000,000 of the company's preferred stock is outstanding at present, a considerable amount having been retired. Common stock to the amount of $14,000,000 is in the hands of the public.

Construction of a building to contain 132,518 square feet of floor space has been begun by the Reo Motor Car company. It is intended to change the production plan, increase the payroll by 1500 men, alter the factory entrance and convert the former tractor plant into an exclusive motor-making unit.

New Building for Reo.

The new building will be located in the center of the factory group. It will be used as a machine shop. With the completion of this building the motor department will be transferred to the former Buick plant. The motor plant will employ 1200 men, or 500 more than have been previously employed.

At a special meeting of the board of directors of the General Motors corporation held Thursday for the purpose of making changes in its financial organization, M. L. Prensky of Detroit, for the last three years controller of the General Motors corporation, was elected treasurer, vice H. H. Rice, resigned.

Frank Turner of Flint, assistant controller of the Buick division of the General Motors corporation, formerly controller of the E. I. Dupont DeNemours & Co., was elected controller of the corporation, succeeding Mr. Prensky.

H. H. Rice, retiring treasurer, was elected vice-president and will devote his entire time to industrial research. J. H. Noble and A. Badley of the controller's staff were appointed assistant treasurers of the General Motors corporation.

These changes have been made with a view to centralizing the financial and accounting organizations of the corporation to keep pace with the rapid expansion of its business.

Paige Has Had Fire.

Fire of undetermined origin that started in a boxcar at the loading docks of the Paige Detroit Motor Car company early this week destroyed 16 automobiles, valued at $25,000, and a truck belonging to the Paige company and 17 freight cars. H. M. Jewett, president of the Paige Detroit Motor Car company, said the automobiles were covered by insurance.

The treasury department has published a modification and addition to regulations No. 47 under section 900 of the revenue act of 1918 to the effect that a truck chassis is an automobile and not a part. This is retroactive to February 25, 1919. A tax must be paid on all chassis sales trucks at 3 per cent, all others at 5 per cent, except sales to a state or its subdivisions.

The tax must be passed on to the buyer from the maker. If the buyer further manufacture the article by adding a body he is the manufacturer of automobiles or trucks as heretofore and must pay a manufacturers' tax to the federal government.

He may take as a credit, however, against the tax he is required to pay the government and which is figured on his selling price the amount of the tax the maker paid on the portion of the completed article made by the manufacturer and which tax was passed on to him.

For example, if the dealer buys a chassis from the maker and the body from the dealer and then unites the two, he is responsible to the government for a tax of 3 per cent if it becomes a truck or 5 per cent if it becomes a passenger car, but the dealer pays the government the amount of the entire tax, less what the maker paid.

Gross earnings for the Studebaker corporation in the six months ending June 30 are placed at approximately $4,200,000. Production figures for the six months were practically 17,000 cars. Schedule for the current year calls for the production of 40,000 cars.

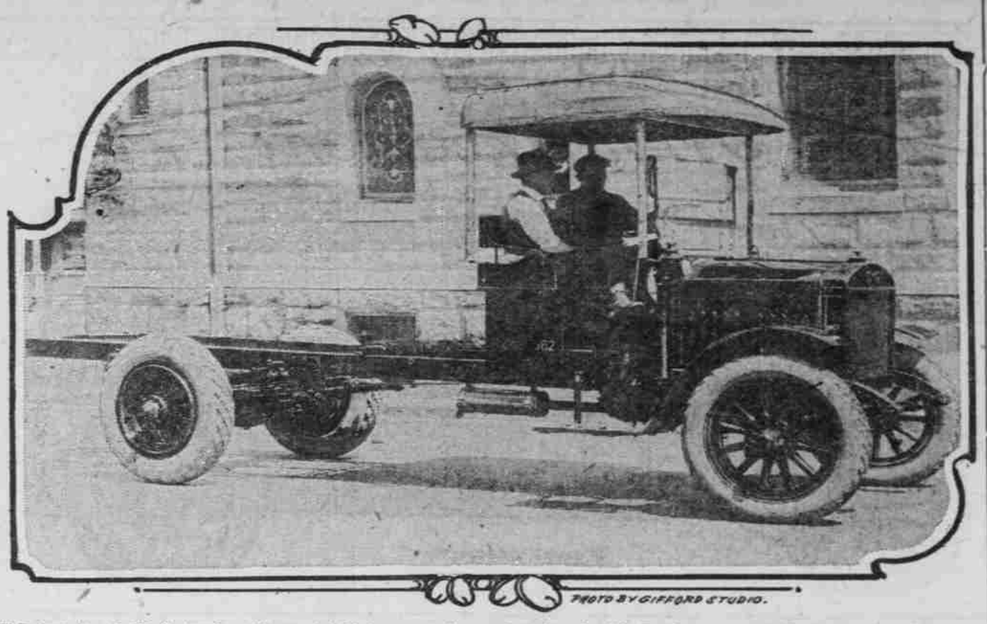
Briscoe Motor Car company of Jackson has just awarded a contract for $1,000,000 worth of sedan bodies to the John H. Bohent company of Lansing.

Oakland Motor Car company is turning out 365 chassis daily. This is the largest output in the company's history.

Quits Buying Motorcycles.

The purchase of motorcycles for the war department has been completely discontinued and instructions have been issued to the chiefs of the various bureaus that no more motorcycles are to be purchased without first securing the permission of the secretary of war.

TRUCK TO OPERATE AS FRUIT EXPRESS.



This two-ton G. M. C. truck, with special high-gear ratio, and equipped with Goodyear pneumatic truck tires, has been purchased from Wentworth & Irwin by Fennurck & La Veck of Hood River to haul fruit between Hood River and Portland.

SERVICE MEN GET THE JOBS

GATES RUBBER COMPANY GIVES THEM PREFERENCE.

Factory of Gates Half-Sole Tires at Denver Announces 500 More Places Open for Fighters.

DENVER, Col., July 19.—(Special.)—Jobs for 500 returned soldiers!

That is the way one rubber manufacturer of the west will show his appreciation of the work of the boys of the A. E. F.

Already he has put more than 100 veterans to work. He has increased the mechanical and office forces of his plant that scores of returning soldiers might find immediate employment.

Not only were old jobs at good pay awaiting the lads who left this factory to enlist, but new places were created to take care of many other A. E. F. men who found themselves "stranded" with little more than discharge papers in their pockets.

But finding work for a mere handful of veterans was not enough, in the opinion of Charles C. Gates, head and founder of the Gates Rubber company, who has just announced that 500 more ex-soldiers, sailors and marines may have jobs at his factory before the middle of August.

With the completion of three new units of the Gates plant, the mechanical and tire building forces will be increased by 500 men. It is planned to have these units in operation by August 15. Returned service men will receive preference in filling every job created by this expansion, Mr. Gates says.

Men without training, but physically equipped for tire-building and mechanical work, will be taught the trades and will receive wages serving their apprenticeships.

Completion of Gates factory units now in course of construction will enable the company to double its output of tires and tubes. One of the new buildings will be devoted exclusively to the manufacture of tubes, another to the building of tires. Eight vulcanizers built into the new tire building are the largest ever constructed.

Another four-story, steel-reinforced concrete building is to be used as a warehouse.

WAR PROVES QUAD VALUE

MANY NASH TRUCKS USED BY U. S. AND THE ALLIES.

Total of 12,500 Quads Built at the Nash Factory for Military Purposes at Front.

The government during the war period, was the world's largest buyer of motor trucks.

It purchased trucks by the tens of thousands. It had prior call upon the facilities of every manufacturer in the country. It had come to know the quality of truck performance chiefly by its experience on the Mexican border.

When the government entered the market with its tremendous orders for equipment, it knew which trucks were best fitted for the gruelling work ahead. This is one of the reasons Nash trucks from the first were specified in such large quantities. The Nash reputation for dependable truck performance, even under most difficult conditions, had already been proved sound to the government.

An indication of what this government and its allies thought of the quality of Nash truck service may be had from the fact that during the war period the Nash Motors company, in its 100-acre factory at Kenosha, built more than 12,500 Nash quads for military purposes. This is a larger number of trucks than were furnished by any other maker.

A truck in the peace-time service of the average business probably never will be called upon to do the tasks demanded of these war trucks—to carry their loads across shell-torn fields, over mile upon mile of broken road, through shell pits and smashed trenches.

But trucks capable of this kind of performance are sound investments for hauling where traction conditions are less difficult. They are certain to possess the power and stamina to keep moving day after day with a minimum of time off for repairs. They are certain to have to a marked degree those qualities which make for dependable truck performance over a period of years.

And they are sure to prove the wisest hauling investment. This undoubtedly accounts for the fact that such big and careful peacetime buyers as the Standard Oil company, Morris & Co., the American Steel Foundries company, the Black Cat Textiles company, the Palmolive company and others are numbered among Nash truck users.

PAIGE FUEL COSTS LOW

NEW ZEALAND OWNERS ENTHUSIASTIC OVER MILEAGE.

And Over There, Where Gas Costs $1 to $1.50 Per Gallon, Economy Is Vital Item.

What's your gasoline mileage?

That question and the current cost of fuel represent topics of never-ceasing interest to motorists the world over. Gasoline economy is one of the vital factors in operating an automobile and, next to the mileage he gets out of a gallon, the motorists is most interested in what the price cards say when he rolls by the filling stations.

American motorists have sometimes been inclined to put the price of gasoline among the items responsible for the high cost of living, no matter what mileage they may be receiving. The current cost here of 23½ cents a gallon is certainly high enough, but one's viewpoint is changed a bit when the price charged in other countries is considered. For example, there is some comfort in the fact that gasoline does not cost in this country anywhere near what it does in the antipodes.

The Paige-Detroit Motor Car company recently received a letter from its distributor in Wellington, New Zealand. The writer, commenting on the economy of Paige cars, remarks that their low fuel consumption is of great importance in Wellington, as gasoline sells there for from $1 to $1.50 a gallon retail.

He points out, therefore, that the fact that owners of Paige Linwood models, who keep their motors in first-class condition and carefully tuned up and adjusted, are sometimes able to get from 22 to 25 miles to a gallon and that several in the taxi service in his city are reporting 21 miles to the gallon, has been a big factor in the popularity of the Paige in New Zealand.

Nix for Officers.

No passenger cars will be sold by the war department supply to army officers, as a result of a ruling made in Washington following requests of officers to purchase some of the non-standard cars owned by the war department. The war department issued rulings against such sales.

SPECIAL MATERIAL USED

ONLY VERY BEST GOES INTO NEW STUDEBAKER CARS.

Even Smallest Bolt in the Chassis Is Manufactured on Individual Specification.

The type of material used to make up the chassis of the new Studebaker cars, according to M. F. Wollering, vice-president of the Studebaker corporation, in charge of engineering and production, is the very highest grade obtainable. He says that even the smallest bolt receives careful consideration and an individual material specification is made for it. And it is for this reason that, at so many points, special steels, such as chrome-nickel, chrome-vanadium and carbon steels of an especial analysis are used where they would be ordinarily overlooked by many engineers.

"The use of chrome-nickel and chrome-vanadium steels," says Mr. Wollering, "is made on parts where a combination of toughness, hardness, and exceptional fatigue properties are demanded. The physical properties are increased from 50 to 75 per cent over those obtained by use of non-alloy steels.

"The cylinder block is cast from a carefully prepared "mix" which produces a close-grained, exceptional wearing, semi-steel casting. The connecting rods and crank shaft are forged from first-quality forging steel and heat-treated to give a large factor of safety. The connecting rod bolts are of alloy steel heat-treated to give a breaking load of 120,000 pounds per square inch, while the cam shaft and push rods are given a glass hard wearing surface by the process of case hardening.

"The front axle is of the highest quality forging steel and heat-treated so as to produce an axle which can be bent double as well as having sufficient stiffness to withstand all loads and shocks to which it would be subjected with the most severe driving conditions. The steering knuckles and knuckle pins are of chrome-vanadium steel so as to produce the toughest and most fatigue-resisting properties possible.

"The transmission gears, pinion and shaft are made of case-hardened chrome—nickel steel which gives maximum toughness and wearing qualities. The transmission shaft is made of particularly high-grade chrome-nickel steel to insure against any twisting of the splines under the severe torque. The pinion on the rear axle is of the same material. The differential is also made of case-hardened chrome-nickle steel.

"The rear axle drive shafts of the new Studebaker cars are of the best alloy steel rolled to shape in our own plants and heat-treated to give physical properties such that a 70-ton locomotive could be suspended from one of these shafts without serious consequences."

Examine Feed Strainers.

On cars that have pressure feed systems, operated by means of the exhaust gas, the car owner should make a periodic examination of the feed strainers and other cleaners through which the gas passes on its way back to the tank. If a car is in continual use or is using excessive amounts of oil and gasoline the dirt accumulated in the strainers will naturally be heavier and the inspection should be made more often.

When You Skid.

When experienced motorists feel the rear wheels of their cars skidding sideways, they don't apply the brakes or open the throttle. They throw off the clutch and turn the front wheels the way the car is skidding, letting the driving wheels turn as slowly as possible. When driving on a wet road without non-skid chains, it is advisable to keep one pair of wheels for rough pavement or dirt wherever possible.—Motor Life.

JORDAN

Prophetic of Imitation

Irresistible is the lure of exquisite lines and rich colors, caught and embodied in this newest motor car — the Jordan Silhouette.

Note the new French angle at the dash,—adding a touch that is at once different and prophetic of imitation.

Note the cocky tilt to the front seat cowl—the perfectly flat top-edge—the fenders distinctively different.

In the deep tonneau, there is a cordovan leather boot and saddle bag—a pleasant surprise for everyone who has grown tired of new fashioned things and craves the old.

Deep seat cushions rest almost on the floor—upholstery in soft hand-buffed leather

Doors are wide-opening. Mouldings are rectangular. Top carefully tailored. Slanting windshield. Patented rattle proof spring shackles. Cord tires.

The Silhouette is built for either four passengers or seven. And you have your choice between Burgundy Old Wine and Brewster Green for the finish —either is good.

Mitchell, Lewis & Staver Co.
Broadway at Oak Sts.

JORDAN MOTOR CAR COMPANY.. CLEVELAND, OHIO

"Yellow Chassis Trucks That Serve So Well"

You'll find out, this year or next, the difference in buying just a truck and in buying Republic Trucks and Service.

Republic Trucks Stay on the Job.

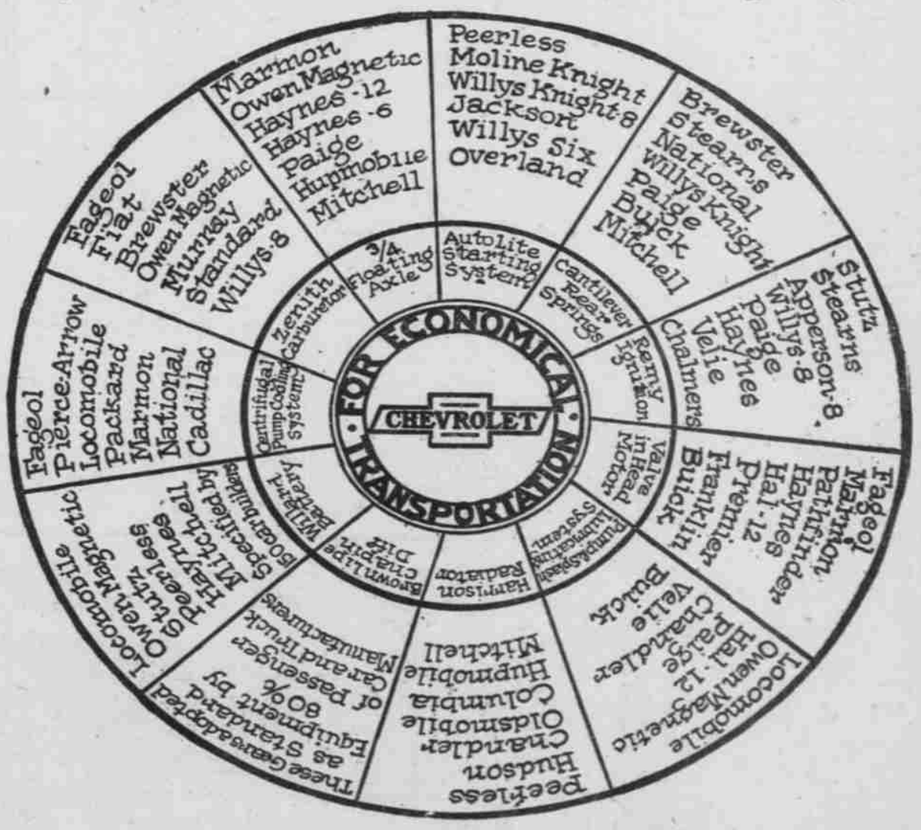
Roberts Motor Car Co., Inc.

305 Main St., Vancouver, Wash.

Park and Everett Sts., Portland, Oregon

The Chevrolet

is the product of experience, backed by the General Motors Company



The Chevrolet "four-ninety" is the masterpiece of W. C. Durant, the master builder of motor cars, and combines in its vital parts the best features of America's finest cars.

THE ABOVE TABLE SHOWS THE PROOF

TOURING CARS—ROADSTERS—SEDANS, AND THE FAMOUS CHEVROLET ONE-TON TRUCK

FIELDS MOTOR CAR COMPANY
14TH AND ALDER