

HENRY FORD PLANS EVEN BIGGER THINGS

Increase in Salaries for His Employees Coming Soon.

WORKERS CAN BUY STOCK

Paige Company to Make Important Announcement, and Duplex Builds a New Truck.

DETROIT, Mich., Jan. 3.—Henry Ford, according to report, is planning to increase the pay of his 52,000 employees to an \$8 a day minimum within a year, this scale to go as high as \$12 a day in some cases. The minimum wage is now \$6 a day. A plan whereby employees may purchase stock in the Ford company also is contemplated.

The wage schedule is said to be part of a plan of Henry Ford for a \$1,000,000,000 corporation intrusted in every country of the earth, owned absolutely by one man, an industrial monarchy controlled by hereditary succession.

Next August, if nothing intervenes, Henry Ford and his stock will hold without obligation of any sort every penny of Ford stock except such small amounts as employees are permitted to purchase. All the present and contemplated Ford industries will be owned within the Ford family. Simultaneously, according to the report, with the wage increase the price of the Ford car will be materially reduced, in all likelihood, although there are hundreds of thousands of unfilled orders.

Russia Wants Fordsons. British and European manufacturers are organizing to fight desperately the Ford domination of the market overseas. The soviet government places large hopes on the tractor to increase greatly the food output of Russia, if trade relationships with the United States can be established.

It is to keep the Ford policies intact that Henry Ford has acquired personally all the stock of the Ford Motor company, borrowing \$100,000,000 to expedite the purchase. And at 28, Edsel Ford is president of the Ford company. He has the details of the business at his finger's ends. He has inherited, business associates insist, his father's genius for organization and his ability to plan on a gigantic scale.

Edsel Ford has two sons, Henry Ford II, and a baby a few weeks old. These children, if all goes well, are likely to be heirs to the greatest fortune in the world two years from now.

Henry Ford feels that his hands have never been freer than they are now. That is why the loan, originally of \$75,000,000, was negotiated last summer.

Within one year that loan will be repaid and the Ford family will absolutely dictate the destinies of an industry whose present value hardly can be computed, but which will reach the \$1,000,000,000 mark before many years.

Price Reduction Later. To obtain the widest freedom in handling his business, Henry Ford incorporated under the laws of Delaware, which are regarded as the most liberal in the United States.

Henry Ford's plans, according to the report, are to celebrate the payment of the loan by declaring the new wage scale and making a still further reduction in the price of his car and trucks. He has never attempted single-handed ownership of such holdings as Ford already has.

Ernest G. Leibold, Henry Ford's private secretary, was asked if any wage boost was contemplated.

"If there is any boost," said Mr. Leibold, "it is not ready to be announced at this time."

"Do you know of any such action before the first of the year?" he was asked.

"No, there is nothing being done now," he answered.

On January 3 and 4 dates closely following, the Paige Detroit Motor Car company will make known its national advertising mediums and in newspapers from coast to coast one of the most important announcements of its history.

"What the Paige has accomplished along the lines of engineering development—reducing a worm-drive, intensive work—will be told in this announcement and also will be exhibited in all automobile shows," said A. L. McCormick, general manager of the Paige sales and service company.

Big Programme Arranged. For many months the Paige has been engaged with a programme of expansion and January 1 will find it prepared to manufacture and market a double production of motor cars and trucks. This fact, I believe, is of special interest, as there were more than 22,000 orders for Paige passenger cars in 1919 that could not be filled.

The Jackson Motors corporation of Jackson, Mich., will manufacture 3000 of the new series Jackson six-passenger cars, as well as several hundred 2½-ton 4-wheel-drive trucks, in the first six months of the coming year, according to present plans.

Duplex Limited, it is said, the sales department holds sufficient orders to keep the plant busy for six months. The truck will be manufactured in New York and Chicago shows and a national advertising campaign will be launched the first of the year. Dealer samples are ready now.

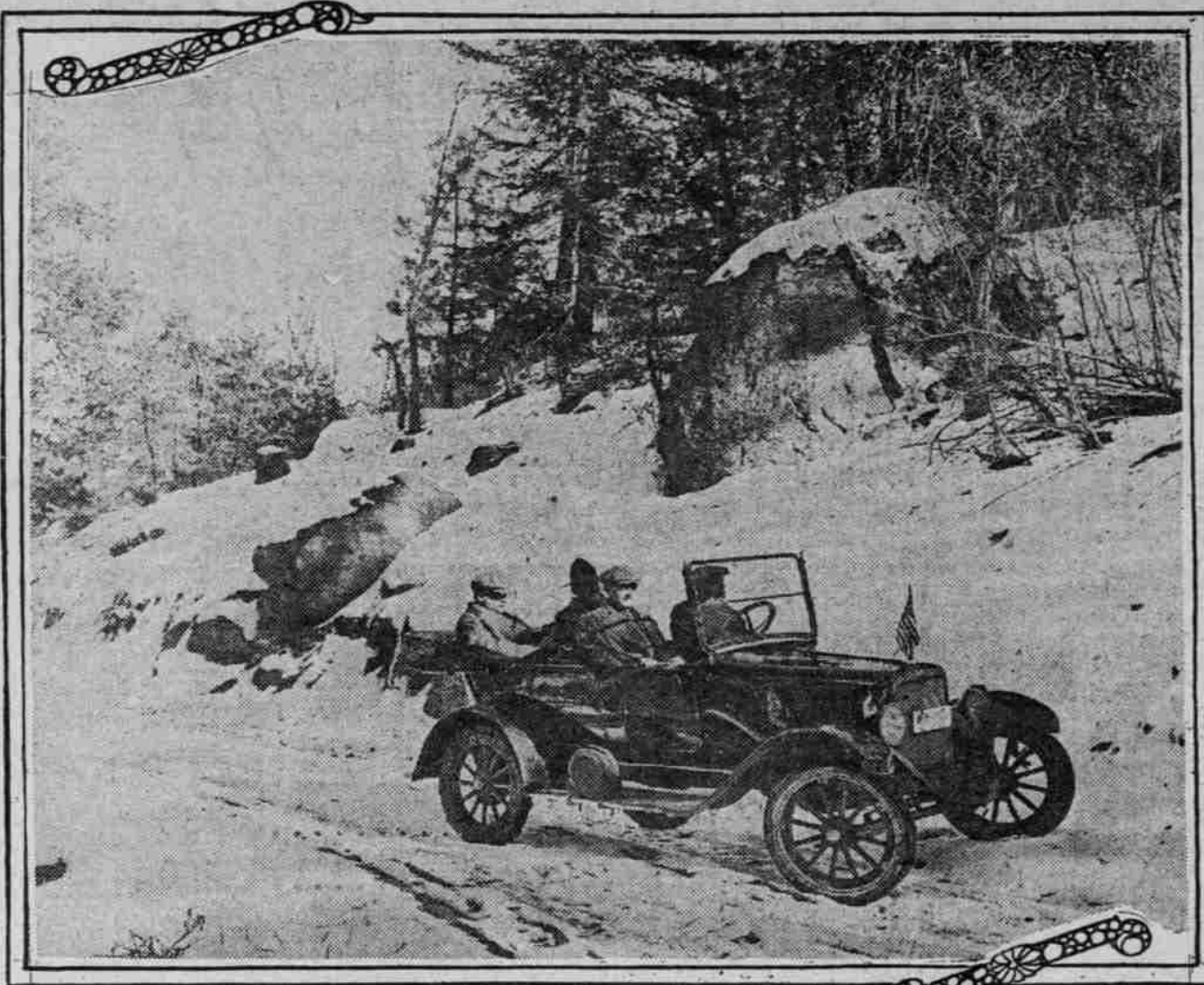
Quite Some Truck. The Duplex Limited will be known as model A. With a normal capacity of 2000 pounds, it will carry a maximum load of 500 pounds. Its speed ranges from 5 to 25 miles an hour on high gear. It is equipped with four-cylinder Hinkley motor of the in-lined type, suspended from three points.

The truck has a wheel base of 145 inches and is mounted on pneumatic cord tires. Front tires are 35x5 with 35x7 for rear wheels. The Westinghouse lighting and starting system is used and the vehicle is equipped with a Royce moto-meter. It will sell at \$2575 fully equipped, but without body.

Springfield, Mass., will be the home of the Rolls-Royce company of America, which will manufacture the English car in the United States. The plant of the American Wire Wheel company has been purchased for this purpose.

Scripps-Booth corporation of Detroit is preparing to remove to its new plant in West Detroit, where factory space and facilities will insure a very large addition to the production.

NEW OVERLAND FOUR IN THE CALIFORNIA SIERRAS.



One of the many scenic photographs taken on a recent Overland run to the scenic Big Bear lake country of California, made by Alan M. Fernald, Willys-Overland publicity director for the Pacific coast. The new Overland made a remarkable travel record on this run, which was from Pasadena to Big Bear lake via the Mojave desert and return by way of the Rim of the World to Pasadena, 239 miles of mountain travel, in one day, all without so much as a tire change. The fast running in so light a car was made possible by the Overland's remarkable new three-point cantilever spring suspension.

SHOW DIRECTORY LARGE

F. ED SPOONER PREPARING FOR NATIONAL SHOWS.

Persons in Automotive Industry Intending to Visit South Show Send Him Notification.

The sixth annual directory for the New York and Chicago national automobile shows are being prepared by F. Ed Spooner, 420 Book building, Detroit, editor of Automotive World in the Detroit Free Press. The Free Press issues these directories annually for the benefit of exhibitors and all visitors of the automotive industry at the national shows. In addition to the features carried in previous years, there will be added for the 1920 national shows a department containing names of visiting automobile dealers and distributors from the entire United States, the names of firms and their representatives, and their stopping places.

The New York national automobile show and the annual motor truck show will be held January 3-10, the Chicago show in Grant Central palace, and the commercial car show in the eighth coast artillery armory. The Chicago shows will be held January 24-31, the passenger car show in the Coliseum and first regiment armory, and the motor truck show in the international amphitheater.

Thousands of dealers and distributors will be in attendance at these events, and all should send their names on or before December 15 to F. Ed Spooner, "On the Spot," 420 Book building, Detroit, to insure insertion.

The annual directory includes the list of all hotels in each city, with address and telephone; the events scheduled for the week; the calendar of the show circuit; newspaper and automobile editors; present scheduled headquarters of all prominent companies; names of advertising managers and their headquarters; names of national associations and their officers; and the names of all companies, whether exhibitors or not, in the automotive field, with the names of the representatives and their stopping places.

Mr. Spooner has asked this publication to emphasize the necessity of sending in lists at the earliest date possible, as lists and names received late will of necessity be left out, because of the great size of the coming directory.

SUNSET MADE DISTRIBUTOR

Local Concern to Represent United Motors Service Here.

United Motors Service Inc. recently named the Sunset Electric company of Portland as distributors for Delco, Klaxon and Remy service.

"We regard our distributors as a part of our company," said J. L. Elwood, general manager of United Motors service, "and will only make an appointment after we are convinced that it will be satisfactory and permanent. Rather than have a distributor who is not strictly representative of United Motors Service we prefer no distributor."

"We require an investment of \$2000 for the initial stock and test equipment. This investment must be multiplied several times in order to build up a satisfactory stock for the furnishing of a real service. For this

HE SELLS UNIVERSAL FARM LIGHTING SYSTEM FOR THE NORTHWEST AUTO COMPANY.



Russell K. Akin

ROADS IN THE BLUE GRASS

FAMOUS KENTUCKY COUNTRY TO BECOME ACCESSIBLE.

New Highways to Be Built Over Old Roads Mapped Years Ago by French Engineers.

LOUISVILLE, Ky., Dec. 20.—Kentucky no longer will be an isolated back to the ambitious motorist. Trails in the most picturesque nooks and corners of the "dark and bloody ground" are being opened to the outside world through state and federal highway aid.

The famous Bluegrass country, the mountains immortalized by John Fox, trails which have remained untouched by civilization are being linked by broad permanent highways. Millions of dollars have been pledged and next spring will see one of the most aggressive road building programmes ever attempted in the state, under way.

Some of these roads will be built over roads—built and mapped by French engineers over a century ago—which served as the only means of communication with the interior of the state before the advent of the railroads. Modern engineers have said that these roads are as near "perfect" as roads can be, especially in the way the routes were selected so as to bring out the beauty of the surrounding country.

The Louisville-Paducah highway, known as the river road, to be constructed at a cost of \$3,000,000, now is being mapped. Engineers have completed plans for more than half of the route, and the remainder will be mapped during this month. Contracts for the road will be let in February.

The Louisville-Paducah highway, known as the upper river road, has been financed with the exception of the stretch through Boone county. Only \$15,000 remains to be raised to assure this project. The road will cost \$2,500,000.

The feature of the Sewell cushion wheel, which has been made standard equipment by many of the big truck factories, is its resiliency, made possible by means of a rubber cushion built around the hub of the wheel. This is declared to reduce vibration very effectively and to give greatly increased truck life.

TRUCKS EFFECT VAST SAVING

If Country's Freight Were Hauled by Horses, Think of the Bill.

"It is estimated that 1,200,000,000 tons of goods are hauled yearly by motor trucks at a cost of an average of 15 cents a ton," says H. J. McIntosh, of the McIntosh Motor Car company, local Kiesel distributor. "This gives us a total of \$118,000,000 for moving that tonnage."

"In comparing these figures with those of wagons and horses, we find that the cost of maintaining and operating horse teams is 23 cents per ton mile, which if correct gives a saving of \$16,000,000 a year in favor of the motor truck."

"While there are only 300,000 motor trucks in the United States today, it is expected that there will be at least 1,000,000 in use the first part of 1920."

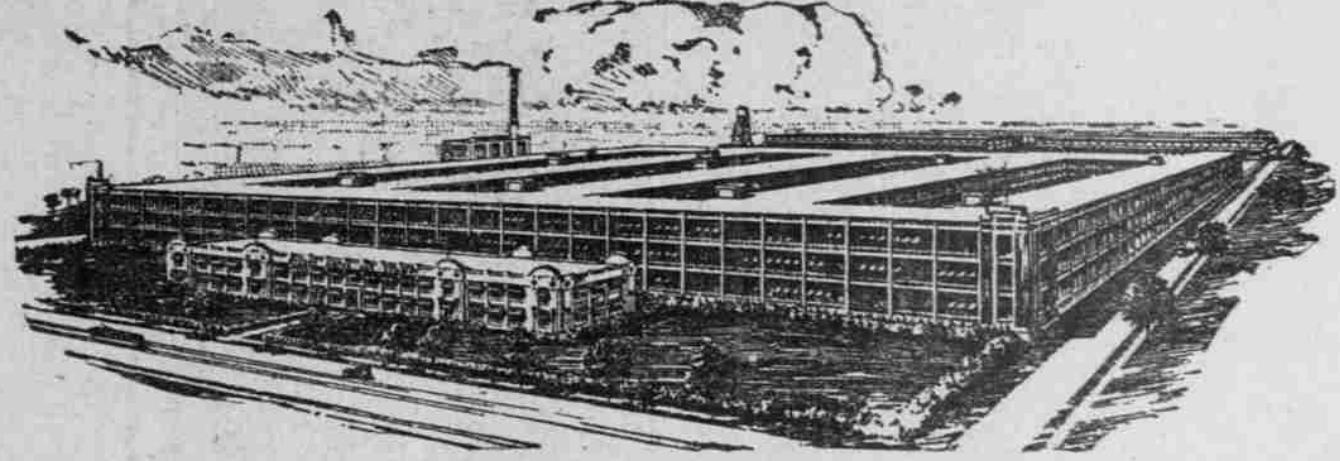
On Parking. In drawing up to the curb it is unwise to run the front wheel flush against the curb. When this is done it is often impossible to turn the wheel in making a start. In case this happens the best way to get out of the fix is to put the jack under the center of the front axle and raise it a few inches and then push the car and it will send the wheel far enough away from the curb to permit starting. The small drop will not hurt the car.

REPUBLIC TRUCKS

In performance, ruggedness and economy, Republic Trucks are unequalled. Your truck is no more efficient than the service that goes with it.

Roberts Motor Car Co. Park and Everett Sts. Portland, Ore.

305 Main St. Vancouver, Wash.



Do You Know Hudson

But Through Sheer Merit Alone Essex Made Its Thirty Million Dollar Sales Record

Builds the Essex?

Essex success has not been accidental. No one doubts its right to the position it holds.

On the Cincinnati Speedway, a stock chassis Essex set the world 50-hour endurance mark, of 3037 miles, under American Automobile Association supervision. Another stock Essex holds the unequalled 24-hour road mark of 1061 miles.

But how many know why Essex in its first year revealed qualities more mature, more evident of the influence of long experience, than is commonly found in cars even in their third and fourth year.

You will recall the Essex was announced one year ago without one word as to the identity of its builders. Not a claim was made for its performance.

You were asked to go look at it, take a ride and form your own opinion. The Essex was required to speak for itself.

Now that it has established itself, it is revealed why Essex has all the qualities of cars of long development.

Was Designed by Hudson Engineers

They conceived it as they developed the Super-Six. All they learned about endurance, they incorporated in the Essex.

They gave to the Essex the power that has made it famous in all quarters. Its speed is the result of what had been learned in making the Super-Six winner of all worth while speed records.

The Essex can never be all that the Super-Six is for they are totally different types.

C. L. Boss Automobile Co.

615-617 Washington Street

Portland, Oregon

Keeps Rain Out

You don't have to suffer the inconvenience and humiliation of driving with a leaky mohair top.

You can make the old top absolutely waterproof by applying **Waterproof Mohair Top Dressing**

Also improves the appearance many fold by dyeing the top a uniform black that stays black. Leaves material soft and pliable. Won't streak, gum or rub off.

Get it from your dealer in cans—Pints, \$.75; Quarts, \$1.25; Half Gals., \$2.35; Gals., \$4.50.

For renewing leather and imitation leather tops, curtains and cushions, use **Leath-r-nu**

Dries in fifteen minutes a rich, lustrous black. Does not stiffen material. Unaffected by heat, cold, water or gasoline. Also fine for touching up body, fenders, traveling bags, kodaks, etc.

At your dealer's in cans—Half Pints, \$.50; Pints, \$.90; Quarts, \$1.50; Half Gals., \$2.75; Gals., \$5.00.

If your dealer hasn't these wonderful products, let us know, and we will see that you are supplied.

Nu-Back Mfg. Co., Dept. G. 114 N. Commercial St. St. Louis, Mo.

