

DETROIT REFLECTS BUSINESS INCREASE

Both Makers and Retailers Get New Impetus.

SEVERAL PLANTS RESUME

Ford and Dodge Continue Closed but Buick, Chevrolet and Others Start Up.

DETROIT, Mich., Jan. 29.—It has been stated that Detroit retail motor car dealers and distributors are the first to reflect the ebb and flow of business conditions in the automobile industry. It is a generally accepted fact that local dealers are the first to feel a slackness in demand on the part of the auto-buying public.

At any rate, it is a maxim that conditions prevailing along automobile row in Detroit will be far more later in similar centers throughout the country. Right now this barometer spells optimism in upper case letters.

Judging from reports of the rumormongers the retail motorcar business of Detroit was about ready to give up the ghost.

There is no use denying that the automobile business has been sick. But it has made a quick recovery. Its return to normalcy will be far more rapid than that of other industries made feverish through artificial conditions resultant from a world war.

Quick Recovery Under Way.

A survey of the retail motorcar situation shows that business is surely rising from the slough of despond. Reports from the manufacturers indicated an equally encouraging condition. Here is the way things stand: Studebaker opened its second unit in Detroit last week simultaneously with opening of the factory at South Bend. With full resumption, Studebaker starts a schedule of 30 cars in South Bend and Detroit.

Faig, which began taking on men last week, preparatory to getting into production, now has between 800 and 1000 men working with a production schedule of 25 cars a day. Orders on the books and reports from dealers, according to officials, justify announcement of a schedule increase of ten cars a day next week, with a complete increase in working force and a week from Monday the schedule will be increased to 45 a day.

Liberty Motor Car company will resume next week with several hundred men on a schedule that will approximate 275 cars a month. Liberty reports splendid information from the dealers' field for the last two weeks, and officials at the plant feel confident that the production schedule will be increased steadily until late spring, when it is believed the factory will be on a basis of pre-war normal conditions.

Return to Normal Expected.

Scorpius-Booth is operating with about 250 men, building cars chiefly on a schedule of about 20 per cent of normal operations, or approximately 250 cars a month. This schedule will be increased to 25 per cent later this month and by February 1 it is hoped to have the factory running on a 50 per cent basis, with a full production schedule of March 1.

Both Maxwell and Chalmers plants began building cars last week on a schedule of 25 cars in each plant daily. About 375 men are at work in the Maxwell-Chalmers plants. It is the plan of the officials to increase this schedule beginning February 1.

Hupp Motor Car corporation, which has been on a schedule of 25 cars a day since December 1, now is building 50 cars, with a slight increase in the working force and will continue that schedule throughout this month. Good reports on prospects are being received from Hupp dealers, justifying the 15 per day increase in the present production schedule. Hupp has about 800 men working.

Cadillac swung into production last week, but no new first started to manufacture a car of their own. He first acted as New York district representative and later as director of service at the factory. Since the resignation of the former sales manager, he has been the acting head of Dodge Brothers' sales department.

Mr. Bloomer, chairman of the board of directors, was for many years the close personal friend and legal adviser of both John and Horace Dodge. He is a prominent Detroit attorney. Shortly before Horace Dodge's death, John Ballantyne was elected to the board of directors. Mr. Ballantyne is president of the Merchants National bank of Detroit and is widely known and accepted as an authority on financial matters. For a great many years he has been a close personal friend and confidential adviser to Horace Dodge.

Old Car Gotham Sensation

Second Oldest Haynes Tours City With Mayor as Passenger.

The business section of New York city witnessed a unique spectacle recently when the second oldest Haynes automobile, carrying as passengers Mayor Hylan of New York, Alton G. Seiberling, vice-president and general manager of the Haynes Automobile company, Kokomo, Ind., and Colonel Elmer Thompson of the Automobile club of America, chugged its way down the main thoroughfares of the metropolis.

Thousands of busy New Yorkers stared in open-mouthed amazement at the sight of the ancient horseless carriage conveying the highest official of Gotham from the city hall to the Grand Central Palace where the automobile show was in progress. This game Haynes car 24 years ago threaded its more or less uncertain way over the same streets and undoubtedly caused much commotion then as it did on its latest trip.

GOOD ROADS IN SO. AMERICA

Argentine Association Is Formed With Strong Membership.

The Argentine republic has recently organized a good roads' association, consisting of 2000 members, with Minister of the Interior Gomez back of it. Every possible aid has been promised by the government.

Dr. A. B. Minares of Buenos Aires, who is in this country at present, is quoted as saying:

"Argentina is in need of good roads, since the remote and highly productive agricultural districts are not touched by the railroads, and American in the Argentine, led by S. T. Henry, a roadbuilding engineer of New York, have succeeded in interesting the government and people in improved highways. Minister of Interior Gomez has taken hold of the project from the government end, and some 2000 men, mainly property owners, in all parts of the country have joined the association. Even the railroads are supporting the project and have offered to transport roadbuilding machinery and materials at very reduced rates, since the improved highways would act as feeders."

"Plans for a system of roads crossing the comparatively level country in all directions have been mapped out. It is understood that the national government will put up \$1 or more up by the various cantons (states) and by the people, through bond issues or other means. American methods of raising money and of road construction will be followed."—Motor Life.

Spring Seat Lubrication.

Many present-day cars are fitted with springs mounted on seats that oscillate. These spring seats usually have some means of lubrication, but many car owners never take the trouble simply to turn up the grease cup provided. While it is not necessary to turn the cup each day it is advisable to give this a little attention now and then. In case of lever suspension the center bearing of the spring should be well oiled, usually this bearing operates upon a small steel shaft, extending out from the frame. In some cases a tube running transversely of the frame is used either a grease cup or an oil hole will be found.

WEEKLY AUTO QUIZ

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Answers to last week's questions:

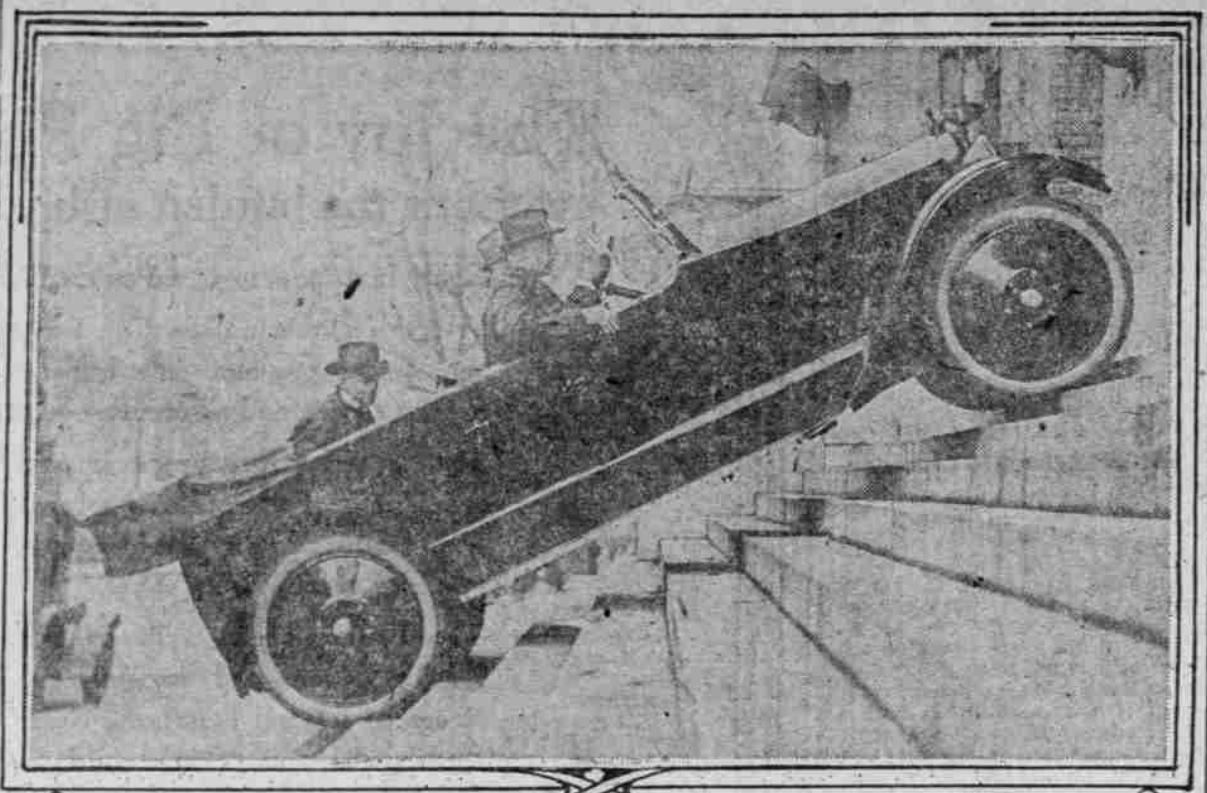
To Locate Missing Cylinder.

1. There are two ways of locating a cylinder which misfires regularly. One way is to remove the spark plug wire from one plug at a time. When cylinder is discovered the engine will run the same as though the wire were connected. Another way is to open the compression cock of one cylinder at a time and watch the flame passing through the open cock. The cylinder not firing will not give forth a flame, only a quick hissing noise during each upward stroke of the piston.

How to Know Valves.

2. To tell when valves of an automobile engine open and close by the operation of the fly-wheel, the inlet valve should open when the fly-wheel has traveled from ten to fifteen degrees from top dead center of the piston. The exhaust valve should open at about 45 degrees of fly-wheel travel before the piston reaches end of power stroke, or about seven-eighths of power stroke. Inlet valves should close between 15 to 30 degrees of fly-wheel travel after the piston starts on compression stroke. The exhaust valve should close when the fly-wheel has gone about ten degrees

LET'S GO! ELGIN SIX DELIVERING PASSENGERS AT THE VERY DOOR OF THE MUNICIPAL AUDITORIUM.



UNUSUAL TEST WITH LIGHT SIX MODEL PROVES SUCCESS.

During the automobile show recently held at the municipal auditorium Sales Manager H. H. Bromberg of the Weiler Motor company, distributors of Elgin, Westcott and DuPont cars, pressed into service a new Elgin six to carry visitors from the Weiler salesrooms to the show. Bromberg had his eye on the auditorium steps every time he delivered a carload of passengers and determined to try the new Elgin six because of the crowds, but last week urged his trusty Elgin down to the auditorium and scaled the steps to a position shown in the picture without difficulty. He had to slam on the brakes to keep the car from going right on into the building. Bromberg reported after the test.

DODGE HEADS ANNOUNCED

ARTHUR T. WATERFALL MADE VICE-PRESIDENT.

Harry V. Popeney Secretary of Corporation and Reginald Fry Assistant Secretary.

DETROIT, Jan. 29.—Announcement of the election of Frederick J. Haynes as president and general manager of Dodge Brothers, which was made in New York recently, is now followed by a complete list of new directors and chief executives. Arthur T. Waterfall is made vice-president and assistant general manager, Harry V. Popeney secretary of the corporation, and Reginald W. Matheson has been advanced to the position of general sales manager. Howard B. Bloomer is made chairman of the new board of directors. The other directors are Frederick J. Haynes, Arthur T. Waterfall and John Ballantyne.

Mr. Haynes' association with the two Dodge brothers covers a period of more than 21 years. During this time he was not only chief executive of their great business, but was also a close personal friend. By reason of this long association, there is no one more familiar with their aims and principles than Mr. Haynes, who is qualified to carry on their work. Immediately after the death of John Dodge a year ago, Mr. Haynes was elected vice-president and general manager, and has been the active head of the business during the long illness of the late Horace E. Dodge.

It was Mr. Dodge's request, just before his death, that Mr. Haynes be elected to the presidency of the institution. His election therefore comes as no surprise to those familiar with the confidence which the two Dodge brothers placed in his ability as a manufacturer and chief executive.

Mr. Waterfall was for many years superintendent of the Russell Wheel & Foundry company of Detroit and later vice-president and director of traffic for the Detroit board of commerce. Mr. Popeney joined Dodge Brothers about ten years ago, and since that time has occupied various positions of responsibility.

Charles W. Matheson, who now takes the position of general sales manager, has been associated with Dodge Brothers' sales department since 1901. He first started to manufacture a car of their own. He first acted as New York district representative and later as director of service at the factory. Since the resignation of the former sales manager, he has been the acting head of Dodge Brothers' sales department.

Mr. Bloomer, chairman of the board of directors, was for many years the close personal friend and legal adviser of both John and Horace Dodge. He is a prominent Detroit attorney. Shortly before Horace Dodge's death, John Ballantyne was elected to the board of directors. Mr. Ballantyne is president of the Merchants National bank of Detroit and is widely known and accepted as an authority on financial matters. For a great many years he has been a close personal friend and confidential adviser to Horace Dodge.

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21 LOCOMOTIVE CHANGES

MANY ENGINES REQUIRED BY TRANS-CONTINENTAL TRAINS.

But Record-Setting Essex Carrying United States Mails Made the Trip Without Changes.

An interesting comparison is to be drawn between the record-making transcontinental trip of the Essex car with United States mails from New York to San Francisco, and the pre-war service recently restored by several railroads running through trains between Chicago and the Pacific coast.

The Essex made the journey of 3347 miles from New York city to the Golden Gate in just 4 days 14 hours and 41 minutes, carrying United States mail across America for the first time by motor car. Four Essex cars made the trip, two each way, and each broke all previous records. Every car finished with no changes except minor adjustments that would naturally occur to any car on such a long trip. Stops at points where drivers were changed were made just long enough to take on the necessary gas and oil. In all, probably 25 different drivers took the wheel on each trip.

"But if a passenger starts from New York on the fastest present day passenger train, by the time his train reaches Chicago he will have been pulled by seven different locomotives and as many different engine crews," points out C. L. Ross, Essex and Hudson distributor. "Then when he boards his Pacific train at Chicago a fresh engine and crew will start the journey, and by the time his train rolls into its western terminal 14 more engines will have taken over the journey, and the time his train is on its short portion of the trip. In all a total of 21 engines will have hauled him from coast to coast."

"Take the airplane, with its uncrowded atmospheric roadbed, or the locomotive with its miles of shiny track well laid and ballasted, the Essex traversed every type of road, climbed mountain ranges, crossed wide deserts and passed through countless large and small towns. Every second a different condition faced the drivers—weather, roads, traffic, all had to be considered by the man at the wheel."

lubrication or some defect in the cooling system.

Grinding Noise in Transmission.

10. A sudden grinding noise occurring in the transmission or differential is usually caused by some foreign particle coming into contact with the gear teeth. It may indicate a tooth broken from one of the gears or possibly a broken bearing.

This Week's Questions.

1. What is the unit power plant and why is it used to such great extent in modern cars?

2. If you start driving your car while the engine knocks and the knocks increase while you continue driving, what is the trouble?

3. How can you tell from the condition of the spark plugs if too much oil is being consumed in the engine, too much gas, or both?

4. What is the first thing to look for in the ignition system when the engine suddenly begins misfiring?

5. Why is a float necessary in a carburetor?

6. What could cause loud exhaust noises when the exhaust is closed?

7. What may cause a headlight to throw its beam of light into the air, to one side of the road or on the ground near the front of the car, instead of directly ahead, as is necessary for safe night driving?

8. What will cause a car to jump forward even when the clutch is slowly engaged?

9. Why are soft metal bearings generally used for connecting rods of an engine?

10. Does a storage battery frequently become overcharged in the average automobile? (Copyright Thompson Feature Service.)

GATHERING OF RUBBER MEN

Officers Elected for Coming Year at Meeting in New York.

NEW YORK, Jan. 29.—Harry T. Dunn, president of the Fisk Rubber company, was elected president of the Rubber Association of America at the annual meeting of the directors here. He succeeds Homer E. Sawyer of the U. S. Rubber company, who has served two terms. The other officers chosen were: First vice-president, F. A. Seiberling, president of the Goodyear Tire & Rubber company; second vice-president, Horace DeLisser, chairman of the board of the Ajax Rubber company; secretary and general manager, A. L. Viles; treasurer, William C. Cox. Prior to the meeting of the directors the organization elected five directors who were: Messrs. Seiberling, Dunn, DeLisser, William O'Neill, vice-president of the Central Tire & Rubber company, and F. R. Henderson, president of F. R. Henderson Rubber company, dealers in crude rubber.

Leaky Windshield.

With the slanting type of windshield water is very likely to leak through the slight opening between



The New Franklin Car

THE new design Franklin is now on display at our salesrooms. Regardless of whether you own a Franklin automobile at the present time or not, you will want to see this new car.

Different in appearance, more beautiful of line, with luxurious appointments and many added refinements, the new Franklin makes an instant appeal.

The new hood completely alters the appearance of the car and yet by its excellence of design permits the Franklin to retain a distinctiveness of appearance that will please the fastidious.

Another notable improvement in the new Franklin is the increased power of the motor. Tests over steep hills have amazed motorists.

The thrift and economy for which the Franklin has always been famous is as pronounced in the new design car as in the models that have preceded it.

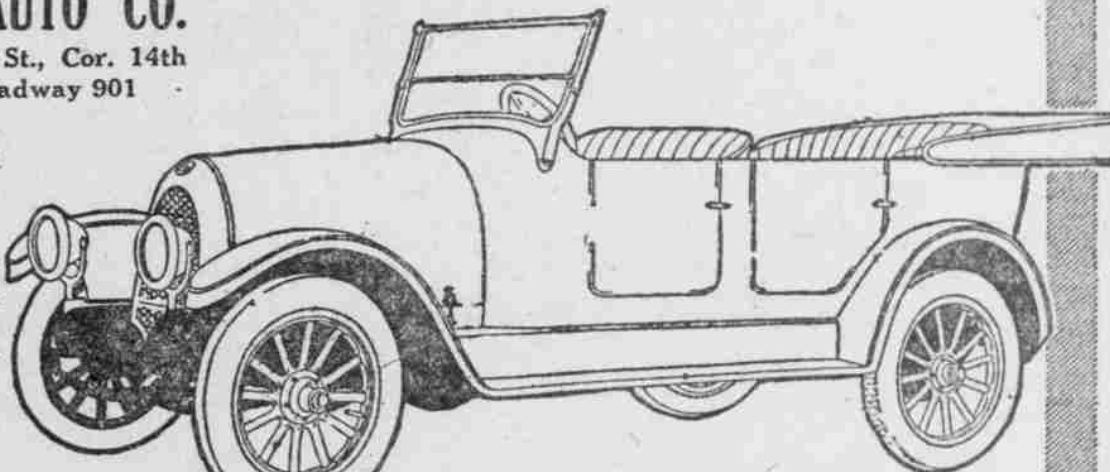
In beauty and grace of design, in economy and in comfort, the new Franklin with its scientific, lightweight construction offers the motorist many advantages over the heavy, cumbersome water-cooled car.

No matter what car you have been intending to buy—SEE THIS NEW FRANKLIN.

BRALY AUTO CO.

501 Burnside St., Cor. 14th
Phone Broadway 901

DEALERS.
FRANKLIN MOTOR CAR COMPANY, The Dallas.
MEDFORD AUTO CO., Medford.
MARION AUTO CO., Salem.
W. W. MCMACK, Eugene.
CLACKAMAS COUNTY AUTO & TRACTOR CO., Oregon City.
ACKLEY & MILLER, Tillamook.



IT'S EASY TO RID YOURSELF OF BATTERY WORRIES

WE are willing to be judged entirely by the service we give, by our ability to help you, and to keep you free from battery troubles.

We are not geniuses. But we do work hard, and we know our business.

You will not find any mystery here when it comes to taking care of your battery. We have studied batteries, all kinds, and know how to prevent trouble and how to get for you the longest and most satisfactory service out of your present battery, no matter what its make.

Of course our experience has shown us that some batteries, like some hearts, are stronger than others. They are capable of greater, more severe strain. Such a one is the Philadelphia Diamond Grid Battery, which we recommend when replacement is necessary.

For this battery, in addition to its quality, further protects you by its manufacturer's Two Year Guarantee.



With Philco Retainers
Guaranteed Two Years

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