

### FORD STAGES RIZZY FINANCIAL COMEBACK

April Turnover Represents Millions of Dollars.

**SURPLUS IS \$8,000,000**

Monthly Output Nearly 100,000 Cars, With 102,000 Unfilled Orders Upon Books.

DETROIT, May 7.—One of the most remarkable financial comebacks in the history of the automotive industry has been staged by Henry Ford. Only a few weeks ago financial cir-

months, including all seasons, the operating expense of the police motorcycle in use in that city totaled only \$140, or an average of 1 cent per mile. The machine is still in perfect condition and capable of 76 miles per hour. In New York city, where 300 machines are in constant use, the motorcycle corps of the police department gave the city a net profit of \$181,662 for a period of nine months from February 1 to October 1, 1920. This was after all operating expenses, including salaries of the drivers, had been deducted from the total fines imposed, which reached the astounding figure of \$137,960. The saving to the metropolis in terms of crime prevented, lives saved through suppression of recklessness, etc., is inestimable.

### MORRIS AGENT FOR ANDERSON State Distribution of Popular Car Has Been Arranged.

The Anderson car will be distributed throughout this territory by J. D. Morris, who recently was appointed by the Anderson company to handle this state. Mr. Morris has established headquarters at the corner of Fourteenth and Couch streets in the Speedwell Garage building. In order to furnish new Anderson cars with a favorable reception here, Mr. Morris has had the salesrooms

### OVERLAND FACTORY INCREASING OUTPUT

Frank C. Riggs Back After Visit to Toledo.

**MODELS NOT CHANGED**

Volume Production of the Overland Four Planned by Willys and Chrysler.

That a note of optimism which spells good business and a rapid resumption of production on a normal scale is evident on all sides at Toledo, is the declaration of Frank C. Riggs,

# JORDAN

## Prices Reduced \$600 to \$900

This Startling Reduction at once makes the Jordan the greatest dollar for dollar value on the market.

It's the same Jordan car which has led in style, comfort economy, performance and service.

Now it leads in price.

Quality has not only been maintained but improved.

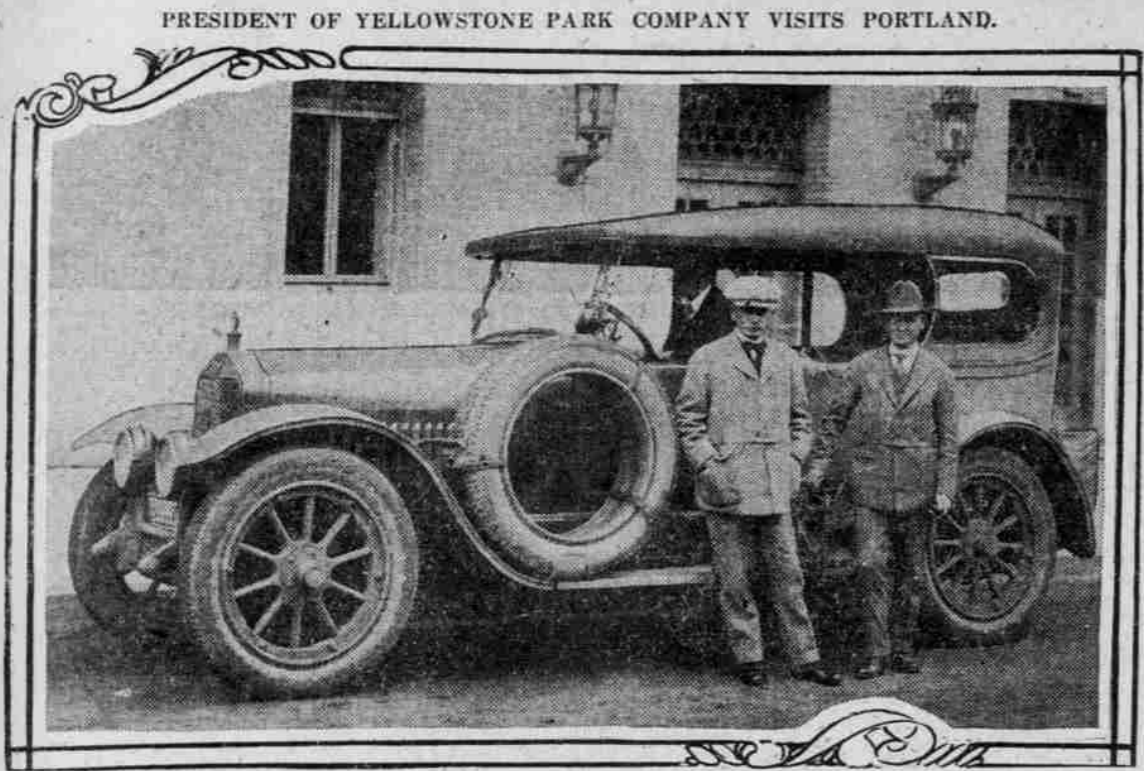
24.1 miles per gallon—Jordan's country-wide economy run average

### Compare all motor car prices as of these dates—

September 1920 Former Jordan Prices	May 1921 Jordan Prices Today
\$2850—5-Pass. Silhouette	\$2250—5-Pass. Silhouette
\$2850—Playboy	\$2250—Playboy
\$3950—Brougham	\$3300—Brougham
\$3950—5-Pass. Sedan	\$3300—5-Pass. Sedan
\$3075—7-Pass. Silhouette	\$2475—7-Pass. Silhouette
\$4200—Custom Landaulet	\$3300—Custom Landaulet
\$4200—7-Pass. Sedan	\$3700—7-Pass. Sedan

## JORDAN MOTOR CAR COMPANY, INC., Cleveland, Ohio

Mitchell, Lewis & Staver Co., Broadway at Everett, Portland, Or.



H. W. Child (left), head of the big company that cares for the needs of Yellowstone park visitors, and C. L. Ancey, who is associated with Mr. Child in a 150,000-acre ranch in Montana.

cles in this city were asserting positively that he would have negotiated a large loan, at the banks upon the bankers' own terms. No similar prediction ever was farther from the actual facts.

Ford not only has been able to avoid asking the banks for new financing, but has just paid \$25,000,000 in notes a few days before their maturity. This wipes out the bank obligations. Besides paying the bank notes standing against him, Ford has discounted his April trade acceptances and last Thursday had \$8,000,000 in cash.

It is confidently believed that Ford will have ample cash to meet his trade acceptances for May, but if he is unable to clean them all up on the due dates, Detroit banks have agreed to extend him all the accommodation necessary for a brief period. In addition to meeting his bank loans and merchandise obligations, Ford paid his quarterly income tax installment before it was due.

### Cash Turnover Remarkable.

The marvelous rapid turnover in cash in the Ford treasury for the past two months has been due to large measure to the fact that his traffic department has worked out a plan under which deliveries which formerly took 18 days now are made in eight days. Increased labor efficiency has made it possible to operate the plant at approximately 80 per cent of the capacity with 60 per cent of the normal labor quota. Overhead costs have been cut to the bone. This process has gone so far as to discontinue some of the telephone trunk lines which ran into his factories, and surplus office equipment has been sold.

The prices of all materials used in the manufacture of Ford cars have been substantially reduced, and this has added a substantial sum in the aggregate to the profit margin. These manufacturing economies were what finally turned the scales, and they will permit continued large-scale operations without further financing.

### Ford Fools Great Bankers.

The detailed story of Ford's negotiations with New York bankers, as told in *Automotive Industries*, an eastern automobile publication, several weeks ago. The facts did not coincide in any way with the stories printed with so much gusto by the financial publications which seemed to take delight in picturing him as on the verge of ruin. The only negotiations which actually were initiated, and he could have had, had he needed on reasonable interest terms without turning over the control of his factory to bank representatives. He pulled through, however, without any assistance.

With the Ford Motor company now hitting around \$100 daily, approximately 1,000,000 cars will be turned out at the Highland Park factory this year. Since the plant resumed operations in February there has been a steady increase in production, and two weeks ago Ford officials announced that the company at that time was putting out above 3000 cars. It is the intention of Ford officials to continue to increase the output until the plant capacity of more than 4000 daily is reached.

### Unfilled Orders 102,000 Cars.

It was announced at the Ford office this week that the company now has 102,000 unfilled orders for automobiles on its books. The plant built 80,000 cars in March, and the April output was about 100,000. Actual sales in the domestic market in January were 57,295 automobiles and 1133 tractors, according to official announcement. In February 62,933 cars were sold and 1922 tractors. In March the sales were 87,221 cars and 4708 tractors. The April sales, according to the announcement, gave promise of being considerably above those of March. They will be announced within a few days.

Ford normal production prior to the shut down December 23 was about 100,000 cars a month. In turning out this number approximately 62,000 employees were on the payroll. With the company averaging around 3200 daily today, and at least once within the last week having reached practically 3500, there are but 32,000 men employed.

### Cent a Mile for Police Motorcycles.

Figures prepared from the records in the city hall at Mason City, Iowa, reveal the fact that for 13,000 miles of service, covering a period of 19

### MR. CHILD LEAVES CITY

**YELLOWSTONE PARK MAGNATE OFF FOR HOME.**

President of Park Transportation Company Takes Train, Leaving Auto to Chauffeur.

Harry W. Child, president of the Yellowstone Park Transportation company, president of the Yellowstone Park Hotel company and joint owner of a modest 150,000-acre Montana cattle and grain ranch, stopped over in Portland Wednesday on his way from California. Mr. Child has been at his winter home at La Jolla, near San Diego. He was accompanied by Mrs. Child and by his ranch partner, C. L. Ancey.

Mr. Child made the trip in his seven-passenger White 16-valve four. Not caring, however, to test the doubtful pleasure of riding over some of the Washington highways, Mr. Child and his party entrained at Portland, for Helena, leaving his car to be piloted home by his chauffeur, C. W. Horn. Mr. Child was eager to get home in order to begin preparing his six hotels for the influx of summer tourists which will hit the park from its opening on June 20 to the close of the season.

The company of which Mr. Child is the head operates in the park a fleet of 50 White seven-passenger cars and 200 White 11-passenger buses. The buses are run through the park on a regular railroad schedule, while the cars are for the use of those who desire to make trips through the park. To direct the operations of the transportation company and the hotel company is Mr. Child's regular job, and whenever he feels the need of a little diversion he runs over to the "Flying D," near Roseman, where he and his partner, Mr. Ancey, round up a trainload or so of their beef cattle for the Chicago market.

### Convertible Body Invention.

Invented by an English aviator, glass panels slide into the body of an automobile enable a car to be converted from one of the open type into a limousine in about one minute.

### HEAD OF MITCHELL MOTORS COMPANY IS PORTLAND VISITOR.



Portland last week was the host to John Tainish, general manager of the Mitchell Motors company of Racine, Wis., who is on a tour of the Pacific coast. Mr. Tainish spent his time here conferring with H. W. Mitchell of Mitchell, Lewis & Staver, local Mitchell distributors, and studying the local motor-car situation.

vice-president and general manager of Willys-Overland Pacific, Inc., Pacific coast distributors for the Overland and Willys-Knight, who was in Portland last week for a conference with Harry Hays, manager of the Portland branch of Willys-Overland Pacific.

Mr. Riggs arrived in Portland on his return from a trip to the middle west, during which most of his time was spent in or around Toledo, with John N. Willys and other officials of the big Overland company. While in Toledo Mr. Riggs attended the big "Willys day" celebration, when over 600 Willys-Overland dealers were guests at the factory. Later he went on a tour of the principal cities en route between Kansas City, St. Louis and Chicago, with Willys-Overland officials, conferring with dealers and distributors.

"Business is coming back to normal and the Overland company is rapidly resuming its position as one of the leading producers of the country," Mr. Riggs said, before leaving for California. "The company's financial situation is excellent and before I left Toledo a programme for May production at the factory had been worked out which means an increase of 30 per cent in employment and 50 per cent in car production over April. Between 8000 and 9000 men are now employed at the big factory."

A conference with Mr. Willys brought the realization that Willys and Overland affairs are progressing definitely and steadily toward a planned and well-developed objective, Riggs said.

"The burden of readjustment under which all business enterprises are struggling," he continued, "naturally has fallen heavily upon the large and widely assorted group of Willys properties which was just in process of transformation when the cessation of business interfered. Preparations to resume the projected development of the enterprise, however, are going forward with increasing assurance, and tangible evidence to that effect may be expected in due course."

### No Lack of Harmony.

"Let it be said first of all that there is complete harmony between John N. Willys and Walter P. Chrysler, his chief co-worker. Both, jointly and severally, confirm this statement. "The rehabilitation of the Willys-Overland," Willys Corporation, and its associate companies, has been the big work on the minds of both men, and to them have applied everything in the way of brains and ability with which nature has endowed them. Chrysler has been remodeling the business structure, while Willys has been equally active in the financial end. Now he is reapplying himself to the merchandising problem, with which he is entirely at home, and in connection with which he has won notable victories in the years that are past.

"Backed by Chrysler's known ability as a great manufacturer, the combination of these two men would seem to substantiate a programme on which they are both united, and to which both are bending their best efforts, making it one of almost limitless possibilities for development. The merest outline of it definitely answers the question whether the present four-cylinder Overland is to be continued. The answer, of course, is that it is not only to be continued, but that it is to be made on a volume basis under Chrysler's direction, and at production costs such as only a man of Chrysler's capacity can secure.

"Willys and Chrysler together see that the future of the concern under their direction lies in giving the utmost value that the great plants can produce, and in selling on a basis of rigid economy. In short, the programme means that Overland is to resume its rightful position as one of the large producers, and that its management is to be unchanged—a great manufacturer building the cars and a great merchandiser disposing of them."

### Rickenbacker Can't Stay Away.

INDIANAPOLIS.—Captain Eddie

Rickenbacker, flying ace of the American forces in the war with Germany and ex-race driver, will not drive in the 500-mile jaunt to be held at the Indianapolis motor speedway, Monday, May 30, but he just can't stay away and to save time he is going to fly from Oakland, Cal., to the race scene, planning to make the trip in two days. The first leg of the hop will be from Oakland to Omaha, Neb., and he plans to make the remainder of the journey the following day, arriving in Indianapolis the day before the race to visit with his

### OVERLAND FACTORY STARTING

Willys-Knight Production Resumed at Toledo Plant.

TOLEDO, May 7.—With the return of Overland officials from the Boston automobile show indications appeared to point to a gradual increase in production at the Toledo plant of the Willys-Overland company. Vice-President Charles B. Wilson and Sales Manager A. C. Barber attended the

show and met with the Willys New England dealers while there. It was the first opportunity the dealers have had to get acquainted with the new factory heads and also put the factory men in touch with the eastern markets. Employees are being added to the payroll and the production of Willys-Knight cars is increasing. The plant schedule is now running between 25 and 40 cars daily. The output varies with the demands from dealers. A schedule for Overland tours may be announced in the near future.

### Turn corners carefully.

Employees are being added to the payroll and the production of Willys-Knight cars is increasing.

### GOOD TRUCKS GOOD OWNERS

Hey! You fellers who want to move safely and fast—just call the D. & R. TRANSFER CO. Reason—They use 3 REPUBLIC TRUCKS.

## HEWITT TIRES

CORDS and FABRICS

**20% Reduction**

We also carry a large assortment of other STANDARD MAKES at reduced prices. 30x3 1/2 Non-Skid, \$13.95, 6000-mile guarantee.

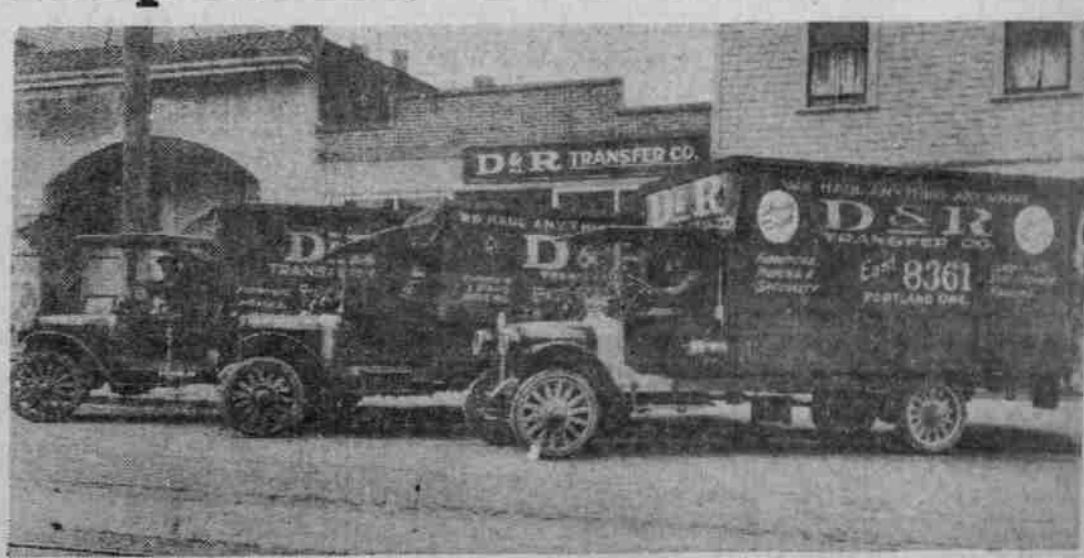
See Us Before You Buy

## MALCOM TIRE CO.

Broadway and Everett Street Portland, Or.

One of a Chain of Stores

## Republic Trucks



Hey! You fellers who want to move safely and fast—just call the D. & R. TRANSFER CO. Reason—They use 3 REPUBLIC TRUCKS.

## Roberts Motor Car Co., Inc.

Largest Exclusive Truck Dealer in the Northwest Portland, Or.