

FORD MAY SECURE LINCOLN COMPANY

Detroit Manufacturer Will Bid for Property.

SALE SET FEBRUARY 4

Purchase Would Mean Entrance of Ford Into High-Price Automobile Field.

Henry Ford, whose policy since he developed the present type of Ford car has been to manufacture one car and one only, may enter the high-priced field. This became known last week when dispatches from Detroit said that the automobile magnate will bid for the Lincoln Motor Car company property when that concern, now in bankruptcy, goes up for receiver's sale at 10 A. M. next February 4.

The Lincoln Motor Car company, makers of the well-known Lincoln car, got into financial difficulties in the fall, and was forced into bankruptcy when the government demanded \$4,500,000 in taxes and other creditors sought payment of claims. Later it was found that the tax figures were too high, and they were cut to \$200,000. The company could not weather the storm, however, and after going into a receivership was placed up for sale at a minimum figure fixed by the court of \$5,000,000, bids to be opened February 4.

Leland May Be Retained. With matters standing thus it looked like Henry M. Leland, pioneer motor car builder of America and president of the Lincoln company as well as designer of many features of the Lincoln car, together with his son, Wilfred C. Leland, vice-president and general manager, would be forced out of the management entirely. It was here that Henry Ford stepped in, and his action may mean not only the retaining of the Leland family in control of the plant but the entrance of Ford into the high-price field. Ford, through his attorneys, has announced that he will bid \$5,000,000 for the company, and if there are no other bidders the company will go into his control. The present time there are no definite bidders on the horizon and indications are that Ford's offer will be the accepted one.

Such is the present status of the Lincoln company, according to the press dispatches and news received direct from the Leland family. Prasp, local Lincoln dealer, if Ford takes over the company it will be a great day in the company's history and will mean the rapid expansion of this car as a dominating car in its price field, it is declared.

New Company Forecast. Reports from Detroit are to the effect that if the bid of Henry Ford is successful, the affairs of the present Lincoln company will be wound up and a new company formed. Present stockholders in the Lincoln company will be protected, however, according to Ford. The new company, although retaining the Lincoln name, a definite and separate organization, will be a unit of the Ford Motor company and will be operated under the Ford Motor company's management. Leland and Wilfred C. Leland will be retained as president and general manager, respectively, and will have direct charge of the new company's manufacturing operations. The car will be marketed through existing Lincoln distributors throughout the country and new distributors will be added in territories not now covered. Where found, desirable present Ford distributors may be selected to handle the new car.

An interesting story of how Ford became converted to the idea of bidding for the Lincoln company is told according to news from Detroit. Ford had been approached many times by Leland to come to the aid of the Lincoln, but he steadfastly refused to do so, on the grounds that he could not depart from his policy of manufacturing but one car. Mrs. Ford, hearing of the matter, declared that it would be a shame to allow such a splendid company to go to ruin and that it would reflect on the city of Detroit and urged her husband to bid for the property. The sympathy of Edsel Ford was won by Mrs. Ford, and the two of them, wife and son, secured Ford's consent to the proposition.

New Policy Announced. Already the Fords have announced that if the Ford company secures the car it will strive to make it the finest and most durable car in America to sell at the lowest figure that Ford manufacturing methods can bring it to.

While reports from Detroit indicate that no other bidders are anticipated at the sale on February 4, several other companies and individuals have expressed interest in the proposition and might bid for it. Among those mentioned are the General Motors corporation, which might bid for the plant with two purposes in mind, elimination of competition with the Cadillac and securing of additional manufacturing facilities; W. C. Durant, head of the Durant Motors corporation and former president of General Motors; and Henry Goldman of New York, capitalist and prominent stockholder of the Studebaker corporation.

TIRE BUSINESS IS IMPROVING

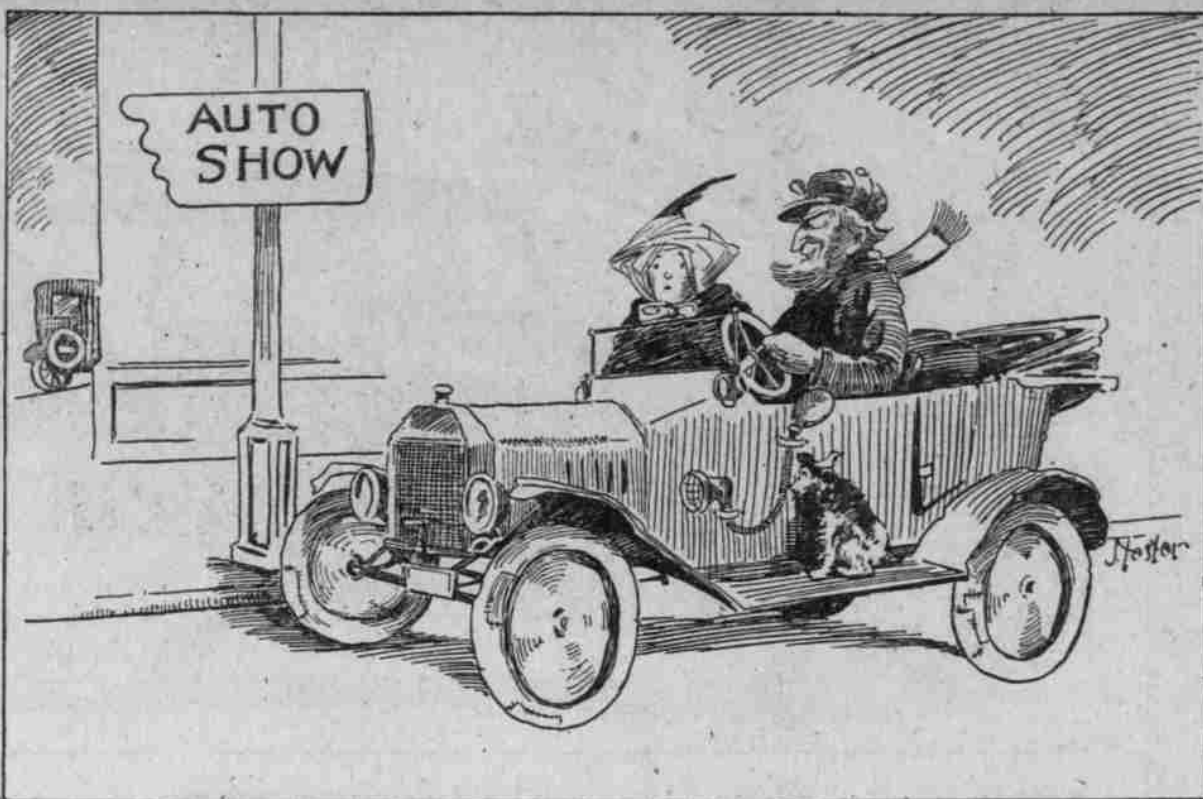
Goodyear Official Tells Impressions After Extensive Trip.

LOS ANGELES, Jan. 21.—A. F. Osterloh, vice-president and general manager of the Goodyear Tire & Rubber company of California, has just returned to Los Angeles after completing a three weeks' trip covering upwards of 5000 miles, during which he visited all of the western branches of the big rubber company. With the advent of the new year Mr. Osterloh assumed active direction of sales in this western territory and this trip was taken for the purpose of securing first-hand information as to business conditions, as well as to become better acquainted with the personnel of each branch organization. The branches visited included San Francisco, Fresno, Portland, Seattle, Spokane, Butte, Denver and Salt Lake City.

"Almost everywhere I went," said Mr. Osterloh, "I found business on the up-grade and feeling of optimism generally prevailed. Future dating orders are coming in to a larger degree than we anticipated and Goodyear dealers all over the west are expecting a large volume of sales this spring."

Steering Knuckle Play. Play in the steering knuckles due to a worn kingpin or knuckle yoke may be taken up by reboring the yoke and fitting bushings. Much front wheel wobbling is caused by looseness in this joint.

BY HECK, MIRANDY, WE'RE PURTY NIGH THERE!



ROAD WORK IS PROMISED

CALIFORNIA TO GET BUSY ON PACIFIC HIGHWAY.

Nearly Million Dollars to Be Spent From Dunsuir North During Coming Year.

That construction work on the Pacific highway in northern California, now the worst link of this road between the Canadian border and the Mexican line, is to be rushed by the highway department of California, is assured in a letter sent out by N. R. Darlington, chairman of the California highway commission. The letter came as the result of a movement begun by the Portland Chamber of Commerce to rush improvement of California's section of the road. The Portland chamber, in letters to a number of important organizations in northern California, pointed out that Oregon will have its section of the Pacific highway completed by September, 1922, while Washington will have its section finished shortly after that. It was understood, the letter said, that California did not intend to go ahead with construction of its section in the northern part of the state to connect with the Oregon line in the Sierrita mountains south of Ashland. The letter by Darlington, assuring those interested that California intends to go ahead with its work on a large scale, is received here with great interest and relief, as much of the value of Oregon's improvement would be lost without construction of the road in California. The letter is given below in part:

"The situation (with regard to the Pacific highway in northern California) is about as follows: 'The section between Dunsuir and Weed, a distance of nearly 21 miles, was graded some five or six years ago and recently the commission awarded a contract for paving half of this section, and the contractor is at work upon it at the present time. The balance of this section is included in our programme for paving during the coming year. 'The next section north of this, between Weed and Gazelle, a distance of about 11 miles, has been partly graded and work will be had to be discontinued on account of right-of-way difficulties with the Southern Pacific company. These have cleared up recently and the completion of the grading and surfacing is under way at the present time.

"Work on the next section north, between Gazelle and Yreka, a distance of approximately 18 miles, has not yet been undertaken, but the commission plans to improve a substantial portion of this during the coming year, and will probably expend at least \$200,000 upon it.

"The adjoining section to the north, between Yreka and the Oregon line, a distance of about 25 miles, has been graded throughout and surfaced with gravel, but under the heavy traffic the gravelled surface is wearing away rapidly.

"The commission has included in its programme for next year the improvement of that portion of this section lying between Klamath river and the Oregon line, a distance of 10 miles, and will expend approximately \$250,000 in widening and paving it.

"To sum it up, our programme for the coming year of the stretch of highway between Dunsuir and the Oregon line will call for an expenditure of nearly \$1,000,000, so that by the time the work in Oregon has been completed, I am sure that the traveler will have little cause for complaint concerning the condition of that portion of the highway in northern California."

Mexican Boulevard to Get Signs.

LOS ANGELES, Jan. 21.—The new 68-mile Mexican national boulevard from the California border line through Lower California to Ensenada will be road-signed by the Automobile Club of Southern California, marking its first step in placing signs on an international highway.

The new road, completed after two years of construction work, is said to be one of the most scenic on the continent and goes through mountainous country in which quail, duck and deer abound. The signs will conform to the foreign metric system of mileage, with characters printed in Spanish and English.

LANE HAS 10 ROAD PROJECTS

County Will Use Own Equipment in Construction of Six.

EUGENE, Or., Jan. 21.—(Special).—Of the ten highway prospects planned in Lane county during the present year the county road-building equipment will be used on six of them, while the work done under the supervision of the roadmaster, J. R. McKy.

As soon as the figures of the engineers are completed the court will call for bids on four of the projects, all of which will be covered by bond issues. These are as follows: Elmira to Smithfield, estimated cost, \$48,000; Eugene-Lorane highway from Amie gap to Knox section, \$40,000; Cottage Grove-Lorane highway, mountain section, \$50,000; Hayden bridge to Camp creek, \$20,000.

The projects which the county expects to handle without calling for bids are as follows, together with the estimated cost: Elmira to Noti, \$48,000; Coast Fork bridge through Cloverdale, \$30,000; Springfield-Lowell section, \$12,000 from market road, fund and \$10,000 from bond fund. Crow ridge route, \$2500; Fall creek road, \$2000; Alvadore-Coyote road, \$5000.

BAKER COMMITTEES NAMED

Selections Made by Automotive Association Directors.

BAKEEL, Or., Jan. 21.—(Special).—Standing committees of the Baker Automotive association have been announced by the directors as follows:

Grievance—James Shinn, chairman; J. H. Hale and Worth Masters. Used cars—W. A. Halliday, chairman; William Southard and L. E. Carl. Gasoline—Worth Masters, chairman; Jess Duby and W. C. Perkins. Entertainment—A. L. Denney, chairman; A. Davies and Sherman Voorhees. Legislative—A. L. Denney, chairman; W. A. Halliday and L. E. Carl. Races—William Southard, chairman; Charles Clark, Jess Duby, A. F. Kerr and Ed C. Rea.

Home-Made Thermostat Described.

An ingenious motorist recently contrived a means of regulating a rubber hose between the top of the cylinders and the radiator and replacing it with a metal one, embodying a shut-off valve of the butterfly type, such as are used on carburetors. A rod from this valve extends through the dash so that the driver can regulate the amount of water flow through the cooling system. In effect this is a manually controlled thermostat.

The Song of the Tin-Tack.

A. L. Salmon, in Judge.

It was an awful tin-tack. Waiting the early tire. It needed the early tire. To win its heart's desire.

And as it lurked it sang itself. A merry little lay. This tin-tack tin-tack. That waited by the way.

"There was a time," it murmured. "When my entire renown Was simply as a medium For nailing carpets down."

"But in a grander function Do I today appear. For now I know my proper role Is welded in the tire."

HUDSON FACTORY BUILT

COMPANY'S POLICY IS TO MAKE ITS OWN PARTS.

Result Is High Value in Both Essex and Hudson and Insurance to Purchaser Against Orphan.

The wisdom of purchasing an automobile from a manufacturer with a thoroughly substantial business is seldom disputed. Not only is the purchaser insured against an "orphan" car for which he cannot get parts or service, but it is logical to expect that he will get considerably greater values.

When a manufacturer is able to purchase in large quantities at all times at a discount; when he can retain a large national sales organization through good or bad times; when he is able to manufacture a very large proportion of the parts which go to make up his car, rather than purchase such parts and then assemble them, and when he is able to maintain a consistent sales and advertising policy through all seasons, then, it is generally admitted, he is at a very great advantage over less fortunate competitors," explains C. L. Boss, Hudson and Essex distributors here.

"Such a manufacturer, too, necessarily has so great an investment tied up that he cannot afford to take risks with any but a thoroughly proven model.

"In the industry it is generally admitted that the Hudson-Ex Essex unit combines most advantageously the qualities of financial strength, manufacturing facilities and undoubted permanence.

"This financial stability has been a tremendous asset to the Hudson and Essex companies, especially in times of general depression in business. Constructive policies could be mapped out and executed, and thorough preparations made for the return of normal business. It was possible, too, to keep business on a comparatively level keel.

"Hudson and Essex manufacture a very high proportion of the parts which go into their cars, rather than buying such parts and assembling them. This results in the Hudson and Essex companies being able to control the quality of their cars, and thus insure permanence of standards."

PISTON MAKER VISITOR

HEAD OF DALL MOTOR PARTS CO. HERE THIS WEEK.

Motor Equipment Company of City Recently Named Northwest Distributor.

Among eastern visitors of prominence at the automobile show this week will be L. A. Dall, president of the Dall Motor Parts company of Vermillion, O., makers of Dalcio pistons and other well-known motor equipment articles and parts. Mr. Dall's arrival here is of particular interest at this time, as arrangements were just completed last week whereby the Motor Equipment company of this city becomes northwest distributor for the Dalcio piston.

Consequent with the appointment of the local company to handle his products as direct factory distributor Mr. Dall decided to visit the northwest to investigate the motor replacement field on this coast. By good fortune the period of his visit will coincide with the automobile show. While here Mr. Dall will be the guest of Messrs. Barnes and Potter, proprietors of the Motor Equipment company.

Appointment of the local firm to handle this popular piston for the northwest comes as interesting news to members along automobile row. In regard to the new equipment the firm says in a statement:

"The Motor Equipment company has been inspecting sample pistons of various makers during the past year, and in the selection of the Dall piston

believes that it has a piston that will measure up with the exacting demands of the automobile tradesmen. The Dalcio piston should not be considered an experiment. It is simply a good piston, made to manufacturer's specification, always carefully and the time turned out under the most rigid inspection."

Pipe Cement Easily Made. Brown shellac mixed with graphite makes an admirable cement for pipe and connections which are subjected to heat and compression. The two ingredients should be mixed to a paste and smeared over the joint needing treatment.

Philadelphia has 180 city-owned motor vehicles.

Brake Squeaks May Be Overcome. Chronic squeaking in the braking system is generally due to dirt that has been imbedded in the lining and is pressed against the drum when the brakes are operated. Usually this dirt may be washed out with kerosene, but if it is so firmly imbedded that it refuses to come out with this treatment a little rosin mixed with castor oil and applied to the bands will cure the trouble.

Used Car Show

WEEK OF JAN. 23-28TH.

Motor ambulances, fire engines, police patrols and other motor emergency vehicles in Philadelphia are now compelled to slow down their speed and comply with the municipal traffic laws.

TO ACQUAINT the public with the possibilities of the Used Automobile when it is handled with a view to giving the buyer full value in service for his money, we are making, during Auto Show week, a special showing on our Main Sales Floor of rebuilt refinished automobiles of various types and makes.

Your inspection of this unusual exhibit is invited.

Mitchell

LEWIS & STAVELAND BUILDING BROADWAY AT EVERETT

Added Service

Timken Bearings for Timken Axles

can now be obtained at any of Colyear Motor Sales Co.'s branches.

Los Angeles

San Francisco

Portland

Seattle

Authorized distributors of service parts for Timken Axles.

COLYEAR

MOTOR SALES CO.

561 Washington St.

Under the forceful leadership of Clarence A. Earl, shown above, the Biscoe company was recently reorganized and named the Earl Motors, Inc. The company has begun production on its new Earl car and the car already is making a favorable impression throughout the east, according to reports.

For the man who thinks



PERMANENCY

What a wonderful meaning the word "Permanency" really has! What a world of meaning it holds for the automobile buyer!

Permanency of the quality of the car.
Permanency of the service rendered.
Permanency of the dealer.
Permanency of the manufacturer.

The Cadillac has always been a quality car. The permanency of its style, comfort, performance, durability and re-sale value makes it the most highly desired automobile in the world today.

The Covey Motor Car Company has been serving the public continuously for seventeen years—a permanency of service which has held the confidence of thousands of customers and made them happy owners.

Through these years of merchandising this company has won a reputation with its customers which is built upon a Gibraltar of faith and permanency.

The Cadillac Motor Car Company has been making the "Standard of the World" for more than nineteen years—years of brain, heart and hand which have produced an automobile without a peer in permanency of motor comfort and satisfaction.

Link permanency with durability, dependability and performance and you have all that can be desired in a motor car. All are of such vital importance that each and every one should have equal weight with the customer in making his decision.

We unhesitatingly claim that the Cadillac has every one of these qualifications.

Do you know of any other motor car that has?

If a leader truly leads, he remains—the leader.

That which deserves to live—lives.

Covey Motor Car Co.

21ST AND WASHINGTON STREETS

Cadillac

Maxwell

Chalmers

Complete Motor Car Service Employing Approximately 100 People

4-PASS. LINCOLN SEDAN (Jenkins Body)

Watch for Announcement of LELAND-FORD ORGANIZATION regarding LINCOLN CAR

Models on display in our show rooms

Prasp Motor Car Co. Distributors 11th and Couch Sts.