

HUGE PRODUCTION BENEFIT TO BUYER, DECLARES EXPERT

Purchasers Can Get Better Prices and Better Grade of Car for Money; Marketing of Autos Important Factor.

Although L. E. Crowe of the Crowe Auto company is strongly opposed to over production, and has always been a "conservative" in the matter of the number of cars built in any one season, still he believes that a comparatively large production is a decided benefit to the automobile buyer.

"Of course, there are limits in both directions, to the producing end of the automobile industry today," said Mr. Crowe. "The buyer should not necessarily think that because a certain firm is turning out so many hundred cars a month that this particular car is the one for him to buy. Neither should quantity production stand in his way when it comes to purchasing a car. It would be impossible to build the medium priced car of today as well as it is being built without fairly large production, for in buying raw material in large quantities, naturally, better prices can be obtained. This is the first saving for the manufacturer, and also results in a saving for the buyer.

"Another feature which is seldom considered is the fact that high salaried competent men must be at the heads of the various departments of the successful automobile manufacturer, to insure the building of a high grade product. This is necessarily true with the concern which builds but 400 machines a year, as well as with those who build from 2000 upward. Just this one, seemingly insignificant, item has already caused the downfall of more than one small manufacturer.

"Large production makes the standardization of all parts almost an absolute necessity. Each part must fit accurately, in order to save time. The value of the standardization of parts to the purchaser is well known, for it has been widely discussed ever since the birth of the industry.

"The cost of marketing cars to the manufacturer who builds them in large quantities, is also reduced. "Another feature which should appeal to the prospective buyer of a motor car is the number of branch service stations and repair shops maintained throughout the country by the manufacturer. The builder of many cars, naturally, has more such branches and agencies than the smaller manufacturer. This particular feature is of great benefit to the tourist, for it insures his receiving the best of attention along the route from the dealers who handle the particular make of car he is driving."

TOOL DEPARTMENT FILLS IMPORTANT PLACE IN TRADE

It is Constant Aim of Tool Designer to Economize on Production; More Reasonable Prices for Cars.

"One of the main arteries of an automobile production system is the tool department," said John C. Braly, the local dealer in Franklin automobiles, who has just returned from a visit to the interior.

"We all talk a great deal about casting cylinders, about grinding pistons and about balancing parts, but it is not often that we give consideration to the processes which make these possible.

"The tool department is a revelation. Like many other departments of automobile construction, the tool designing departments, as developed in automobile factories, are obliged to recruit their skilled workmen from other industries. Most of these workmen came from ordnance and typewriter factories and find in the new work a fertile field for their talents.

"Generally speaking, a tool department is maintained for the purpose of cost reduction. The chief tool designer both collaborates and originates. He is subject to call from all departments of the factory to aid in installing cost reducing work or new machinery, advising with foremen or with his superiors or making independent suggestions where conditions seem to demand. His routine work in general production is to provide the special tools necessary for the economical making of models according to specifications.

"His work is nothing more or less than to provide for the automatic production of parts. In this effect, at the Franklin factory, a score or more of complete machines have been invented that are especially adapted to the work required. Of course, the great bulk of work consists in getting out special jigs, milling fixtures, drills, taps, reamers, boring bars, etc. For instance, on one of the new series models 36 special tools are required in the proper manufacture of the engine base and about as many more for the cylinders. Carrying this proportion throughout the entire car, it is easy to see that tool designing is an important adjunct to production.

"One of the most striking examples of cost reducing machinery at the Franklin factory is the machine developed for cutting and straightening the vertical cooling flanges used on the cylinders. At one time these flanges were fed into a punch press and chopped off singly; afterward a workman straightened them with a hammer. By this method a competent man could turn out about 250 flanges in a day. With the automatic machine now installed, which feeds bars of steel by power, chops them off at the proper lengths and straightens them, 18,000 flanges a day is the average capacity and the flanges are produced in much better condition than those made by hand. "It is the constant effort of the tool

designer to facilitate and to economize on production, and the bygone little realize how much this work has meant in the making of reasonable prices for motor cars."

How to Prevent Skidding.

One of the things most dreaded by a novice driver who is required to pilot his car through city streets on rainy days or when the highway is wet is skidding. Once the car starts to move out of the angle he intends to go, in most cases he "comes up in the air." One of the most important things a driver has to learn is to keep his wife about him. If the car starts to skid, he must be exactly contrary to your inclination, but it will tend to restore the grip of the wheels on the road, and as soon as this result is attained, you may begin carefully to steer again, in the direction you wish to follow.

ANOTHER TEST OF SELF-STARTER

Local Company Sends Out Car With Sealed Crank Shaft.

The Covey Motor Car company, started another Cadillac car on a tour of eastern Oregon last week with a sealed crank shaft. Thursday at noon Paul J. Peely and Douglas Sheeler, sealed the hood over the starting crank shaft on a 1912 Cadillac touring car containing motor number 4297, with seal number 22-A, and privately marked seal for further identification upon its return to Portland.

This car was shipped to Hood River Or., Friday and Howard M. Covey will receive the car at that point and drive east to The Dalles. Mr. Covey will use the car for demonstrating purposes through central Oregon and Deschutes valley. After leaving The Dalles he will visit Wagon, Moss, Grass Valley, Kents, Shaniko, Madras and Prineville, in the valley, and will then turn south-east and go over to Burns. On the return trip Mr. Covey will make his way across the desert by Harney Lake into Paisley, Lake View and then on to Klamath Falls. This trip will cover a distance of more than five hundred miles. Just what route back into Portland Mr. Covey will take has not yet been decided, but will be announced later. From time to time Mr. Covey will send in information regarding road conditions through the country he travels which will be published in the automobile section of The Journal. As many Portland motorists intend taking this trip through central Oregon during the summer months, information concerning the roads will be looked forward to with much interest.

Cole 1912 Specifications

- AXLES—Front, I-beam Timken. Rear, Timken full floating.
- BRAKES—Two sets, on wheel drums, 14x2 1/2.
- CARBURETOR—Schebler, Model L, 1 1/2-inch.
- CLUTCH—Leather faced aluminum cone.
- COOLING—Water cooled, Pump, Steel Fan.
- COLOR—Dark blue black.
- CONTROL—Clutch and service brake operated by foot pedal.
- EQUIPMENT—Self starter; dynamo electric lighting system; Bosch magneto; Firestone demountable rims; extra rim, tire holders; horn, pump, metal tool box, jack and tool kit, robe and foot rails.
- FRAME—Pressed steel, double dropped; width—front, 30 inches; rear, 33 inches.
- GEAR RATIO—Regular, 4 to 1 and 3 1/2 to 1.
- HORSEPOWER—40 H. P.
- IGNITION—Dual system, Bosch high tension magneto—storage batteries.
- LIGHTING—Automatic electric dynamo lighting. Positively guaranteed. Operates automatically. No expense for charging.
- LUBRICATION—Constant level splash system.
- MOTOR—Four cylinders, cast in pairs, size 4 1/2x5 1/4 (Roadster 4 1/2x4 1/4).
- SELF STARTER—Presto Starter, simple and efficient. Weight about 6 pounds.
- SPRINGS—Front, semi-elliptic, 40x2 inches; rear, three quarters elliptic, 45x2 inches.
- STEERING GEAR—Worm and sector—ball thrust bearings, 18 inch steering wheel.
- TANK CAPACITY—Gasoline, 15 gallons. Two gallon reserve tank. Oil, one gallon. Roadster, 25 gallons gasoline; 6 gallons oil.
- TREAD—36-inch (optional, 60-inch).
- TIRES—36x4 all around. Firestone demountable rims without extra charge.
- TRANSMISSION—Selective sliding gear, three speeds forward and reverse. Imported annular ball bearings throughout.
- WEIGHT—3100 pounds. (Model DD 3240.)
- WHEELBASE—122 inches.

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AUTO IS NECESSITY FOR BUSINESS MAN

Day When Motor Cars Could Be Regarded as Luxuries Has Long Since Passed.

With the many successful demonstrations of motor cars in all walks of life, social, business and professional, the oft repeated exclamation that automobiles are a luxury has practically disappeared with similar exclamations that originate with the birth of invention. Buying an automobile today is investing. Competition has standardized the leading cars to such a point that it is merely a matter of determining what car will fit your particular business.

"Once in a while we receive visits from prospective owners who still cling to the idea that the automobile is a luxury," says L. H. Rose, northwest manager of the Studebaker corporation of America, "but nevertheless their curiosity, or whatever it is, has been aroused, and they are eager to ascertain the facts."

"A case in point is that of a prospect to whom we recently sold a touring car after considerable time and work. After his first visit we found that this man lived in a modern house in one of the small towns adjacent to Portland. He had electric lights, electric sewing machine; in fact all the conveniences of an up-to-date home.

"After several demonstrations we tackled him from the standpoint that as he thought automobiles were a luxury, so were electric sewing machines, electric lights, etc., and that just as the sewing machine saves labor and time, the cash register facilitates business and safeguards the merchant, clerk and customer, and the electric light more than pays, the same rule is applicable to the automobile. He wanted to know where the comparison came in. We simply called his attention to the fact that an automobile would double his capacity in business, enable him to get around quickly and to more places, give his mind a rest, pump his lungs full of fresh air, and make him independent of any other conveyance.

Seven hundred motorists of Lowell, Mass., and vicinity, are perfecting an organization among themselves. The purposes of the organization are to secure road and street improvements, assist in obtaining favorable laws and in opposing unfavorable legislation and generally to promote the interests of users of motor vehicles.

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