

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES—BICYCLES—ACCESSORIES

EFFICIENCY IS SOUGHT BY FORD

Henry Ford Rearranges Plant to Make Production System More Efficient

DETROIT, Mich., Sept. 28.—Changes including the transposition of a number of manufacturing departments, nearing completion at the Lincoln plant division of the Ford Motor company form an interesting sidelight on efficiency methods of the organization. When a manufacturing plant is carrying on a heavy production, it is a matter of considerable difficulty to move a large portion of machinery from one place to another.

Yet this is just what is being done at the Lincoln plant and without the least halt in output. In fact, with the steadily increasing demand which the Lincoln is enjoying, production, through the introduction of greater facilities, has been moved up and a new output record was established in August with shipments of 897 cars during the month, a gain of 97 over July. During the 11 months of Ford ownership in 1922, Lincoln car shipments totaled 6242, while so far this year 3273 Lincolns have been manufactured. Moving of the several departments into the new addition, which increases the plant floor space 21,000 square feet, is being effected under a highly scientific arrangement. The plan provides that raw materials and stock shall enter one end of the receiving room and gradually pass through the manufacturing process.

OREGON PULP & PAPER CO.

Salem, Oregon

MANUFACTURERS

Sulphite, and Manila Wrappings; also Butchers Wrappings, Adding Machine Paper, Gecaseproof, Glassine, Drug Bond, Tissue, Screenings and Specialties.

GARDNER



Less Than \$1
a Month

THE economy evidenced by its low maintenance cost is perhaps the outstanding reason for the Gardner Business Coupe so strongly appealing to business and professional men.

This confidence in Gardner reliability is justified by actual records at the Gardner factory. These show the average cost to Gardner owners for replacement parts is less than \$1 per car per month—convincing evidence that Gardner economy is not confined alone to the first cost.

Ask Any Gardner Owner

F. W. PETTYJOHN CO.

119 N. Commercial St.

GARDNER



Elaborate Display of Motor Accessories Displayed by Western Auto at State Fair. In the automobile division, the Western Auto Supply company display was the center of much interest.

Saving Sam was, of course, the centerpiece, surrounded by a huge replica of the Western Giant cord tire. Other members of the cast included sun visors, motometers, wind deflectors,

step plates and a host of other additions that add to the safety as well as the beauty of the car. It was a display well worth a visit.

comes to emerge at the other end of the building as finished products.

Conveyor systems, new and improved machinery and many other facilities are being installed to bring greater quality and refinement to Lincoln motor cars.

Illustrative of the close attention to detail which characterizes every phase of Lincoln car production is one small department where clocks used on Lincoln cars are received. These are manufactured by one of the country's foremost watch makers.

Nevertheless in this department, every clock undergoes an eight day test before being permitted to take its place on a Lincoln car instrument board.

GENERAL SLASHCHIEFF EXECUTED HIS REPORT. SALEM, Sept. 28.—(By Associated Press.)—Recent arrivals from Moscow report the execution there of General Slashchiff, the defender of the Crimea during the world war.

POPULATION DWINDLES

MEXICO CITY, Sept. 30.—Preliminary figures from the 1921 census indicates that the population of Mexico decreased nearly 1,000,000 between 1910 and 1920.

The 1920 census showed 12,622,227 inhabitants; 1900, 18,607,258; 1910, 15,160,349, and 1921, 14,196,312. Emigration due to a decrease of revolution is believed to have caused the decrease in population.

THE GOOD MAXWELL

The Highest Re-Sale Value Car

Reasons for buying the good Maxwell were almost irresistible before—they are overwhelming now. The new price lifts it head and shoulders above any other value in its own quality class.

REDUCED TO
\$960

DELIVERED AT SALEM

The added value becomes all the more apparent and impressive, with such equipment as this:

Cord tires, non-skid front and rear; disc steel wheels, demountable rim and at hub; drum type lamps; pressure chassis lubrication; motor driven electric horn; unusually long springs; new type water-tight windshield. New DR-V4c system prevents burning out your motor.

Touring Car - \$960

Roadster\$990	Club Coupe\$1125
Spore Touring1150	4-Passenger Coupe\$995
Sport Roadster1075	Sedan1310
Special Sport Touring1170	Traveler1775

PRICES F. O. B. SALEM

O. B. Gingrich Motor Co. 371 Court St.

MOST SUCCESSFUL AUTO SHOW ENDS

Best Ever Is Verdict of Both Exhibitors and General Public at End of Fair

From Ford to Packard they were all there at the auto show. Viewed from every angle it was the best and finest auto show that Salem has ever had. The dealers are all very enthusiastic about the number of sales made and the number of prospects gained, while the visitors are still talking of the beautiful lines of the car which won their approval.

It was found that the pavilion was entirely inadequate to handle the number of entries and it was necessary to accommodate a number of the cars in tents.

Housed outside of the main show room was a very complete exhibit of tractors and accessories, many of them in actual operation.

One car which attracted special attention was the new "True Blue Oakland," exhibited by Vick Brothers. This car is finished in Holland blue with a new process which requires no varnish and is guaranteed to not lose its lustre. The Willys Knight cut-away chassis, with the motor in operation showing all the moving parts, was another attention getter. This chassis was in charge of Mr. W. F. Blake of Portland, factory representative of the Overland people for Oregon, Washington and Idaho. Paul Stage, of the O. B. Gingrich Motor company, who has had years of experience in the auto shows held previously, asserts

(Continued on page 5)



New Coupe

An entirely new body design lends distinction in appearance, adds measurably to individual comfort, and provides greater convenience in the new Ford Coupe.

Streamline body, windshield vicer, and nickled fittings make this new Coupe highly attractive. Deeply cushioned seats, improved interior arrangement, and cowlfventilator provide increased comfort.

Wide doors that open forward, revolving eye window lifters, enlarged rear compartment and a recess shelf for parcels, back of the seat make for greater convenience.

See the new Ford Coupe and other body types at your Nearest Ford Dealer's showroom.

VALLEY MOTOR CO.

264 N. High. Phone 1995.



CARS · TRUCKS · TRACTORS

CLASSIFIED ADS IN THE STATESMAN BRING YOU

COMPARE

The Maximum of Proved Intrinsic Value VS. Many Extravagant Claims of Superiority

So many announcements of new models occur that it is puzzling to the buyer to know which value is real and which is only a claim. This year the issue has been confused by the introduction of mechanical changes, some of which have been rushed into production while still in the experimental stage—and these immediately given wide publicity. Important considerations have been overlooked and great stress placed upon unimportant details.

But the man who intends to buy a motor car need not let this confusion or the glamour of publicity lead him to make a mistake or risk satisfaction in his purchase. The automobiles themselves are available for comparison.

See and be convinced. Riding is believing. As an aid to intelligent buying we offer the following suggestions:

Place the 1924 model Studebaker Light-Six Touring Car at \$960 alongside any car you may select in the same class. Every car looks well in the pictures—most cars make a good impression in their own show windows. The Studebaker Light-Six looks a winner alongside the best-looking competitor you can find. And it's larger, more substantial, roomier, more comfortable looking—and is more comfortable. Compare the top. Look inside and out. The Studebaker top is sturdily built. Has four stout cross bows. Top material is same as is so satisfactorily used in the Big-Six. Notice the fit, feel the quality. The rear curtain is one-piece—has no seams—with a large rectangular window bound by an enameled moulding.

Compare the body. Studebaker has a roomy, comfortable, carefully made body—steel rivets to its framework, which permits a finish in baked enamel. A depressed belt line runs around the body and through the hood and radiator, adding to its distinctive appearance.

Compare the one-piece, rain-proof windshield, with built-in cowlf lamp, with the ordinary two-piece windshield with rubber strip

that leaks in every rain and causes distraction to the driver's vision. Notice the cowlf ventilator that is quickly operated by moving the regulator backward or forward.

Compare the Studebaker door-hinges and fittings with the door fittings of other cars. Notice that the door pocket fits snugly to hold them in position. Studebaker door-hinges and latchets, positive-action door latch that catch with a snap and stay closed. The hinges properly located and positioned. Highest grade trimming material instead of painted cardboard. Fastening nuts concealed.

Compare the aluminum-bonded insulation that is neatly fitted and fastened to the floor boards of this Studebaker Light-Six with the rubber mats that cover the cheap, noisy floor boards in many other cars.

Compare the cheap rope rail (sometimes hemp rope covered with imitation leather) with the Studebaker nickel-plated rail. Compare the forty-cent footrest with the cheap, noisy, rattling footrest, supported by ordinary aluminum brackets, in the Studebaker.

These comparisons show of features that can be seen. There are many more, down under the surface that could be mentioned, such as the machining of all surfaces of the crankshaft and connecting rods of the Light-Six motor. This is largely responsible for the practical absence of vibration in the Studebaker Light-Six. This is an exclusive Studebaker practice on cars at this price.

If competition is so far inferior in its visible parts, it is a certainty that the hidden parts, which really determine the satisfaction of a car will be equally inferior. The Studebaker chassis is as far superior to any other motor car chassis in its price field as Studebaker upholstery is to other upholstery, as the Studebaker body is to any other motor car body in its price field.

Come in and see the Light-Six. Test its performance and comfort yourself. Agree—Riding is believing.

Ask for a copy of our booklet on Four-Wheel Brakes.

STUDEBAKER

HAS BEEN SUPPLYING DEPENDABLE TRANSPORTATION FOR 71 YEARS

1924 MODELS AND PRICES - F. O. B. Salem		
LIGHT-SIX	SPECIAL-SIX	BIG-SIX
5-Pass. 118 W. B. 40 H. P.	5-Pass. 113 W. B. 50 H. P.	7-Pass. 130 W. B. 60 H. P.
Touring\$1210	Touring\$1395	Touring\$2040
Roadster1190	Roadster1575	Speedster (5-Pass.)2390
Coupe-Roadster (5-Pass.)1450	Coupe (5-Pass.)2380	Coupe (5-Pass.)2500
Sedan1795	Sedan2715	Sedan (5-Pass.)3155

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THIS IS A STUDEBAKER YEAR

POWER CONQUEST