

Moreland Motor Truck Now Has Portland Home

The Moreland Motor Truck Co., which for the past thirteen years has been manufacturing trucks on the Coast for Coast work, has been steadily extending its direct factory branch system of sales, parts and service until now it has twelve factory branches located at such points all up and down the coast as will best cover and serve the territory.

The headquarters for this district is at Portland where the company has recently established itself in a fine, large building at the corner of East Third and Oregon streets. This is a two story building with abundant room for the display of the company's products and the stocking of large supplies of completed trucks and repair parts, assuring prompt service. It is stated that the largest stock in the Northwest of repair parts, not only for Morelands but for trucks using standardized units, will be kept here for instant service.

MANUFACTURING GLASS FOR FORDS

New Plant Now Operating—Making 5 Feet 4 Inches of Glass Every Minute

DETROIT, Mich., Dec. 2.—Glass is now being made at the Ford Motor Company's plant at River Rouge and brings the company one step farther in its program to control the manufacture of practically everything entering into its products.

With the new factory in operation the third and largest glass

producing unit of the company comes into being and the Ford method of making glass, which is a marvel to experts and which establishes an epoch in the industry, attains to higher and more efficient standards.

One furnace is now operating in the Rouge factory, fires have been lighted under the second and the remaining two, it is expected, will be going shortly after the first of the year. When the factory gets in full operation it will have an annual capacity of more than 10,000,000 square feet of glass.

The company's glass plant at Glassmere, Pa., has an annual output of 7,000,000 square feet while the smaller plant at Highland Park, started about four years ago has an experiment and where the Ford method of glass making was developed, daily produces 9,500 square feet of glass.

And all this great production is necessary to meet the manufacturing requirements of the company which at present call for more than 20,500,000 square feet of glass a year, due to the increased production of Ford cars and the constantly growing demand for enclosed types.

Glass manufacture has been placed on a day and night continuous production basis through the Ford process and as carried out in the new factory at River Rouge it presents an industrial accomplishment of vast importance and entailing operations interesting to laymen and expert alike.

Every 15 minutes 850 pounds of the mixture is fed into the furnace opening and these constant additions to the fiery mass within permit a never-ending flow of molten glass from the mouth of the furnace at the opposite side.

As it comes from the furnace, flowing like molasses from a tank, the molten glass is caught up under a roller, spread out and sent on in a solid ribbon 400 feet long at a rate of 5 feet, 4 inches every minute.

The molten glass leaves the furnace mouth at 2,150 degrees Fahrenheit, has cooled to 1000 degrees by the time it passes under the roller and proceeds through a long oven orlehr under lessening degrees of heat until it moves out at the end at 70 degrees. There it is cut in lengths.

The roller system as devised by the Ford Motor Co., gives a uniform thickness to the glass, eliminates the so-called "waves" and saves about 25% in materials at the very start as compared with other manufacture where great pots of molten glass are lifted from the furnace and poured out on.

Polishing also is on the Ford system of continuous production and proceeds along a direct route until the glass emerges highly polished.

These grinding and polishing machines were devised by Ford engineers and Ford products utilized in their construction. For instance, Ford car steering wheel connected with a Ford driving rod which extends to a Ford rear axle gear, regulates the polishing discs which is operated by a Fordson tractor worm drive.

Every step of Ford glass manufacture is accompanied by the most exacting standards. All through the entire process from the careful selection and preparation of ingredients until the glass emerges ready for installation in cars there is constant inspection to see that every piece is of the highest quality.

USED CAR CORNER HAS NO SLUMP

Used Car Deals Go on While Other Business Has Set Back in Volume

The Used Car Corner at Ferry street and Commercial, according to current reports is one of the many automobile dealers in the

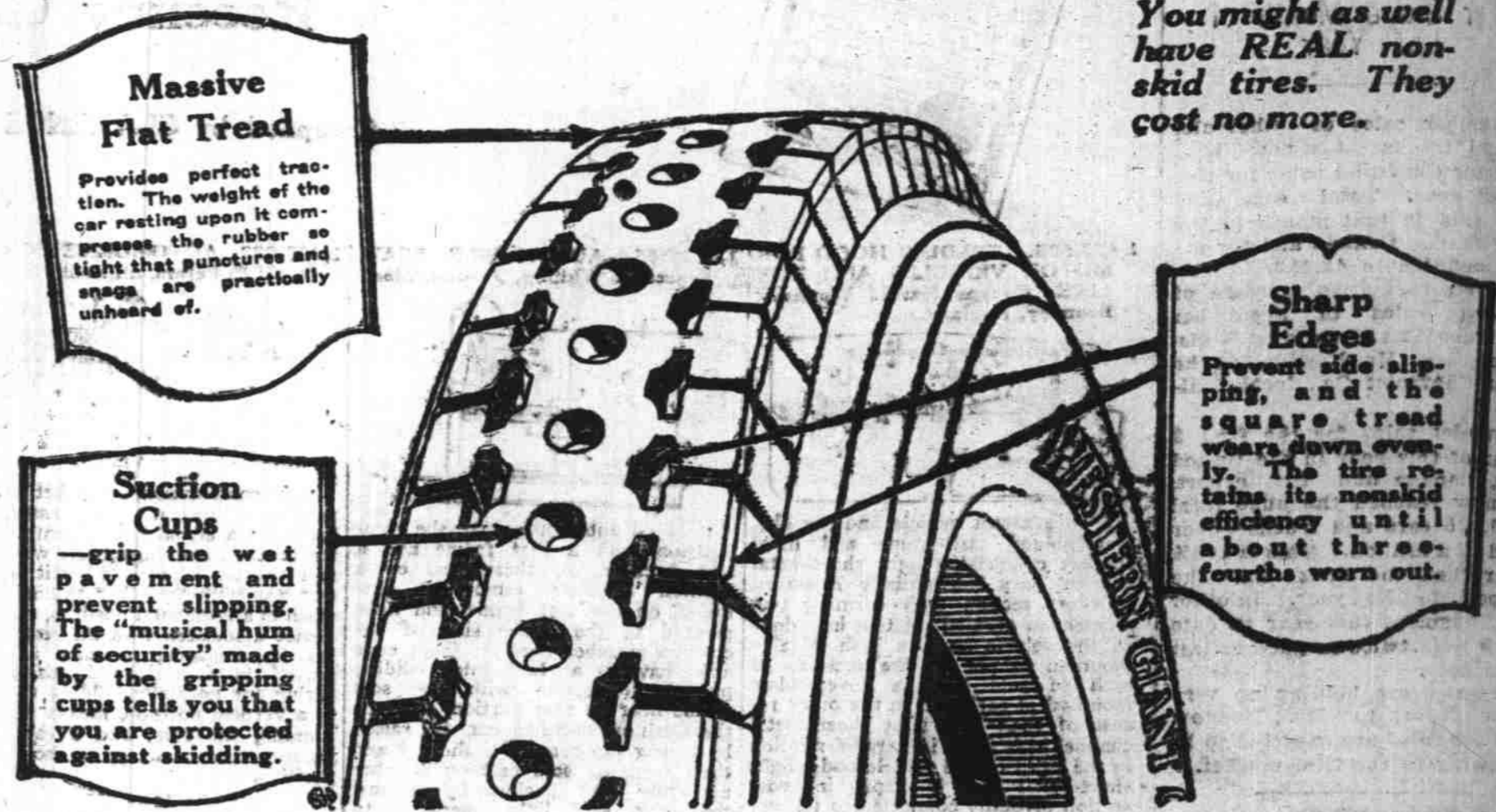
country that does not know what the usual "winter slump" is, in the car business, for they report that the holiday and fall business has been on an equal with that which they enjoyed at the peak of the season.

This has a certain meaning as a whole in the general commercial situations of the city and valley. It means that on the average the buying power of the public is being retained and that money is steadily being circulated

from producer and manufacturer to laborer and from the latter to the business man and merchant.

Statistics show that the average "car fan" begins on a used car and gets his or her early training as such in a re-sold automobile.

Naturally they go where values are highest in their opinion. These are some of the things predicted it is claimed by the "holding up" of a business that is normally expected to drop off at this time of year.



Massive Flat Tread

Provides perfect traction. The weight of the car resting upon it compresses the rubber so tight that punctures and snags are practically unheard of.

Suction Cups

—grip the wet pavement and prevent slipping. The "musical hum of security" made by the gripping cups tells you that you are protected against skidding.

Sharp Edges

Prevent side slipping, and the square tread wears down evenly. The tire retains its nonskid efficiency until about three-fourths worn out.

HOW "Western Giant" Cords PREVENT SKIDDING!

In your tires rests your safety!

Whatever precautions you take to prevent skidding, you cannot entirely succeed, unless the tread of your tire is specially designed to combat the dangers of slippery pavement. It is the tread of the Western Giant Cord! Note the action of the cups, bars and edges. This combination gives you the SUREST NONSKID tire obtainable.

Western Giant Cords on your rear wheels. Experience for yourself the security these will give you during the winter months. Remember, too, they cost less than other fine tires.

"Western Giant Cords." Extra Heavy Extra Mileage

30x3 1/2	\$12.65	32x4	\$20.65	32x4 1/2	\$26.55
32x3 1/2	15.80	33x4	21.30	34x4 1/2	28.15
31x4	18.85	34x4	21.90	35x4	34.40

12,000-MILE GUARANTEE

30x3 1/2	Western Special CORD	\$8.80	30x3 1/2	WESTERN STANDARD	(10,000-Mile Guarantee)	\$10.75
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ROADGRIPPER CORDS

Standard Weight—10,000-Mile Guarantee

32x4	\$15.90
33x4	\$16.85
34x4	\$17.60

FABRICS	NEBRASKA 6000 Miles	PHARIS 7000 Miles
30x3	\$ 6.85	\$ 6.80
30x3 1/2	6.90	7.90
32x3 1/2	9.95	10.80
31x4	10.45	11.95
32x4	12.55	13.80
33x4	12.75	13.95
34x4	12.95	14.35

ASK FOR PRICES ON OTHER SIZES

DON'T BUY A STAR CAR

- If you don't like long semi-elliptic springs that ride easy,
 - If you don't like a DISK clutch that needs no attention, and that will not slip or grab, and that operates like velvet,
 - If you don't like Timken front, and rear, axles and Timken bearings,
 - If you don't like a RED SEAL Continental motor that will stand more grief and abuse than any motor made, quiet and smooth running,
 - If you don't like a car that will idle down, on high gear to two miles per hour without jerking,
 - If you don't like a gear shift that a little child can operate without effort,
 - If you don't like a car that the rear axle can be removed, with ease, in fifteen minutes, and replaced in the same length of time,
 - If you don't like a car that requires but fifteen minutes to remove the clutch, and replace it in the same time,
 - If you don't like a car that has a REAL Hot Spot on the intake manifold, preventing the car from sputtering when cold,
 - If you don't like a car that has no noisy timing gears,
 - If you don't like a car that has a pressure oil feed to the center of every bearing on the motor, same as used by all racing cars, that eliminates burning out bearings,
 - If you don't like a car that will turn in a shorter radius than any car built,
 - If you don't like a car with a TUBULAR BACKBONE that positively prevents any twisting and racking of the body (A Durant patented feature),
 - If you don't like a car that you can shift from high to second at a speed of thirty-five miles per hour, without injury to the gears,
 - If you don't like a car that is beautiful in appearance, one that will stand the hard knocks of rough mountain roads,
- Then don't buy a "STAR" for it contains every one of these features.

Salem Automobile Co.

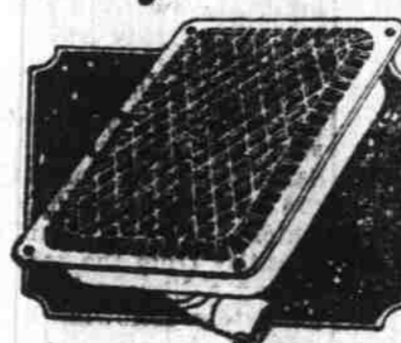
F. G. DELANO
151 N. High,

A. I. EOFF
Phone 97.

Winter Necessities For Your Car

You can enjoy your car in the winter time if you will equip it with some of the "comfort-giving" articles listed below. They cost little and give you greater use of your car.

Bovey Heaters



An easy control on the dashboard permits just the amount of warmth you wish. Adaptable to any car. Can you imagine a more practical winter accessory for your car? Drop in the "Western Auto" store and ask about this item. The price—only \$17.50

Kingston Warm-a-Fords, \$3.75
"Moore" Car Warmer for Fords, 95c

Automatic Windshield Wiper

Those who know the worry and trouble driving a car in rainy weather appreciate this Windshield Wiper. It works automatically from the intake vacuum. \$4.85

Stand Wipers, 55c to \$2.35

Johnson's Freeze-Proof

Why take a chance on your radiator freezing this winter? This preparation will prevent freezing and will not injure radiator or hose connections. The price of a package may save a large repair bill. Per package 95c

Every Angle Wings



—will greatly enhance the beauty of your car and protect the front-seat occupants from that biting wintry wind. Wide, beveled-edged glass is used. The brackets are of heavily nickel-plated brass and adjustable to every conceivable position inside or out. Per pair \$14.75

The Utility Wings, \$11.50

Radiator and Hood Covers



Keeps the motor warm, makes starting easier, prevents freezing of your radiator— you can save yourself a lot of bother this winter by placing these covers on your car. Made of heavy waterproof material with a padded and quilted lining of fine felt. We carry in stock covers for many listed below:

Radiator Cover only, Ford, \$3.75
Radiator Cover only, Chevrolet, \$3.75
Radiator Cover only, Dodge, \$3.75
Radiator and Hood Cover, Ford, \$4.75
Radiator and Hood Cover, Chevrolet, \$4.75
Radiator and Hood Cover, Dodge, \$4.75
Maxwell, \$4.75

Simplex Steering Wheel Locks

—for Ford. A real theft-proof lock. Can be attached in 15 minutes. Complete with two keys. Only \$4.90

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Western Auto Supply Co.



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