

# AUTOMOBILES, TRUCKS AND TRACTORS

## MOTORCYCLES — BICYCLES — ACCESSORIES

### PURCHASERS GET MORE FOR DOLLAR

#### President of Olds Motor Co. Says Public Receiving Greatest Value

Competition raised to the Nth degree will feature the automotive industry during 1924, with the result that the automobile buying public will receive the greatest dollar for dollar value ever known. A. B. C. Hardy, President and General Manager of the Olds Motor Works, told 75 service managers representing Oldsmobile distributors from all sections of the United States and Canada, at a meeting at the Lansing, Mich., factory this week.

"The cards are on the table and the picture for 1924 is now set up," said Mr. Hardy. "It does not require the abilities of a seer to visualize the path the automobile business will tread during the next 12 months. The man who runs may read."

"The present competition in the automobile business will grow hotter during the coming year. And, as in similar occurrences in other industries, the entire condition will resolve itself into a question of economics. The company who can maintain production and eliminate every unnecessary cost, no matter how small, will be the one that will weather the storm."

"There are probably only a few big companies that could do what the Olds Motor Works, aided by the General Motors Corporation, has just accomplished in the re-equipping of its immense plant to produce the new line of six cylinder cars—the lowest priced six cylinder cars in the world. It

meant a sacrifice of equipment that was but a few years old, but which had become obsolete due to new designs and advanced methods of manufacture. It meant the expenditure of more than \$2,000,000 for new machinery so that manufacturing costs could be reduced. The result is that we are using less plant space than ever before and are turning out more automobiles per day.

"Purchasers of automobiles are receiving more value for their dollar today than ever before. In fact the automobile is the only manufactured product that has kept pace with the price of a bushel of wheat, and today automobiles are selling lower than is wheat when prices for the past 10 years are compared."

What the General Motors Corporation has done and is doing to reduce the cost of producing automobiles was described by B. C. Koether, Director of the Sales, Service and Advertising Sections of the Advisory Staff of General Motors. "Through standardization," he said, "the number of different small parts being used in General Motors cars has been reduced during the past few years from 13,000 to 2,000. This means a saving of many dollars during a years period, which saving was passed on to purchasers of General Motors cars."

"The combined ages of the automobile divisions of General Motors give the corporation a total of 116 years of experience in automobile building, an industry that is hardly a quarter of a century old. This experience is being used for the benefit of each component part of the corporation."

Mr. Koether also told the Oldsmobile service managers of the various cooperating groups which give their services to the affiliated companies in quantity purchasing, experimental work, testing, chemical research and engineering detail.

The service convention was in session three days and was under

the leadership of R. M. Hatfield, service manager. The meetings are held annually and they result in material benefits to Oldsmobile owners through the inauguration of new and better service facilities and practices by Oldsmobile dealers throughout the entire country, according to Mr. Hatfield.

### GARDNER MOTOR MAKING PROGRESS

By comparing the position occupied by the Gardner Motor Co., Inc., now with that which it occupied four years ago, substantial progress is revealed.

"In 1919," states R. E. Gardner, Jr., president of the Gardner Motor company, Inc., "there were two Gardner models—a touring and a roadster. Today there are nine distinct body types."

"In 1919 there were 20 distributors and 100 dealers. Today there are approximately 50 distributors and 1,000 dealers."

"During the first year there were 200 men employed and 4,000 cars shipped. This year there are approximately 1,000 men employed and there will be around 12,000 cars shipped."

"The first Gardners were manufactured from units purchased in the open market. Today nearly every unit is special Gardner design—some exclusive."

"In 1919 Gardner was, in production, at the tail end of 109 different makes of passenger cars. It now ranks within the first 30, both in money value and in number of cars shipped."

### Japanese Move Building Materials Before Flood

(By The Associated Press)  
Tokio, Dec. 8.—Despite the great quantity of food and clothing sent to Tokio and Yokohama, there is still and will be throughout the winter much suffering among the poorer people. This is due largely to congestion on the railways and lack of freight cars. Most of the latter are being employed in the movement of building material and machinery for the devastated area while food and other goods are standing in thousand ton lots at the railway stations.

This is mostly Japanese food which, besides being cheap, the people prefer to the food sent from America and other countries in great quantities.

In many of the shops in Tokio and the villages outside the city stocks of canned goods given the sufferers are being offered for sale, those who received them from the relief committee having sold them to buy rice, fish, vegetables and other Japanese eatables. Blankets, too, were sold to buy futons, the Japanese bedding. Now, however, with the coming of colder weather the people are gladly accepting blankets and foreign clothing.

### CALIFORNIA MOTORIST LACKING IN GEOGRAPHICAL EDUCATION; FRED WILLIAMS VOICES PROTEST

Oregon roads are the butt of much unjust criticism in San Francisco newspapers, according to clippings brought back to Salem by Fred A. Williams, attorney, who spent the holidays with his family, and visiting relatives and friends in Grants Pass, their former home. Before returning to Salem Mr. Williams spent a short time attending to legal affairs in San Francisco and Stockton.

Mr. Williams drove to Salem from Grants Pass in 10 hours, driving through a snow storm until Cottage Grove was reached. Owing to the low temperature his disconnected his fan belt and continued on his way home, the radiator not becoming overheated until Waldco hill was reached. He made the trip by way of Corvallis.

"People who have driven to California may receive a 'kick' out of this," Mr. Williams said, extending a clipping from the San Francisco Bulletin dated December 26. In heavy headlines were the words: "Heavy Snows, Mud, Block Oregon Roads." The clipping calls attention to boggy fields that are blocking travel over the Siskiyou, in the Cow Creek canyon, between Ashland, Or., and Hornbrook, Cal. That the writer's geography is sadly lacking is evident, for Cow Creek canyon, as everyone who has made the trip knows, is in Douglas county, around 150 miles this side of the California line. With the exception of approaches to a bridge or two and a few open places, the Pacific highway is paved from Portland to the California side, of the Siskiyou mountains. In spite of the writer's abuse the trip from Seattle to San Francisco was made in 36 hours.

Another clipping, from the San Francisco "Call and Post" same date, places the poor road in the northern part of California, but still clings to the point that it was in Cow Creek canyon.

"We never experienced any difficulty in making the trip," Mr. Williams said. "There is pavement for the entire 200 miles. Driving from the state line to San Francisco, particularly around Stockton, is not as much a pleasure as it is on Oregon roads, for a majority of the hard surface is only 15 feet wide."

Following is the clipping from the "Bulletin":

"With a warning to all motorists who contemplate traveling either north from San Francisco or south from Washington or Oregon that they should be fully advised of road conditions before making an attempt at the trip. Pete Strenstrup, Buick factory representative on the Pacific coast, is back

in San Francisco after a tour of the northern territory.

"Strenstrup, in spite of heavy travel conditions all the way, reached San Francisco in 26 hours running time from Seattle. He reported to R. F. Thompson, general manager of the Howard Automobile company, that snow, mud and boggy fields are blocking travel over the Siskiyou, in the Cow Creek canyon, between Ashland, Ore., and Hornbrook. Between Yreka and Weed, Cal., Strenstrup says he spent some little time on a boggy detour through a field. The detour, while not long, stuck several motorists who were going through.

"The road from Seattle to Portland is now in perfect condition, Strenstrup said, quite a difference from traveling through a foot of snow over the mountains with one track, deeply rutted, for automobile travel.

"Road authorities of Washington, Oregon and California, as well as the automobile clubs, will keep motorists well informed as to the condition of roads during the coming winter months, and Strenstrup advises all car owners who are planning a trip through the northern country to keep in touch with the authorities.

"Strenstrup drove one of the new 1924 Buick models with four-wheel brakes, reporting the car as having no trouble on the trip."

### EXECUTIVE BOARD OF A. A. A. MEETS

#### War Excise Tax Repeal and Activities Discussed—New Gen. Manager Installed

In connection with the program of enlargement of all of the activities of the American Automobile association during 1924 inaugurated with the appointment of Ernest N. Smith as the new general manager of the AAA, a meeting of the executive board of the association will be held at the Hotel Biltmore, New York, Monday, January 7. At this important meeting the program of 1924 work which has been in the process of development during the greater part of 1923 under the guidance of President Thomas P. Henry of Detroit will be under discussion. The word to go ahead with the most pretentious plans for enlarged service to the affiliated clubs and to the members of the association ever undertaken by the AAA will be given at this time by the governing body of the association.

Further plans in the fight the American Automobile association is making for the elimination by congress of the war excise tax of five per cent on automobiles, tires, accessories and repair parts and three per cent on motor trucks will be made by the legislative board of the AAA which will also meet at the same time and place. Mayor Roy F. Britton of St. Louis, president of the Automobile Club of Missouri and chairman of the legislative board is in personal charge of this fight.

Closer cooperation with the various state highway departments, and a campaign for the appropriation of federal aid of \$75,000,000 authorized for 1924-25 together with the appropriation of \$100,000,000 a year for a period of three years beginning with the fiscal year of 1926 will be among the subjects of discussion at the meeting of the good roads board which will also be held in New York January 7 in connection with the meeting of the executive board. W. T. Calderine, of Cincinnati, former president of the Ohio Good Roads federation is the new chairman of the good roads board. It is Mr. Calderine's belief that with the aid of the strong executive committee of the board which has been appointed, the work of the good roads board can be made one of the most important activities of the American Automobile association.

### MANY NEW DIES NEW FOR SEDAN

#### 110 New Dies and Punches Were Required to Produce New Tudor

DETROIT, Mich., Jan. 6, 1924.—The die making division of the Ford Motor company set a remarkable record when within eight weeks it designed and manufactured a complete set of dies and tools necessary for the production of the New Tudor Sedan body. Five to six months would previously have been considered a standard of speed for such an undertaking.

Contributing greatly to the speed in producing these tools were the mechanical-electric engraving machine, available now for only two years.

Many changes were made by Ford engineers in the original design of curves and "sweeps" before the desired staunchness, and beauty of appearance was secured and the final designs were turned over to the Tool Design Department. In all 110 new dies and punches were required to produce the new Tudor Sedan bodies which like other Ford car bodies, are made from pressed steel sections assembled to a hard wood and metal frame.

As master dies were completed they went to the mechanical-electric engraving machine, which has revolutionized die making and has done away with 80% of the hand work, and these machines cut in steel exact replicas of the master dies.

Operation of these machines is most interesting. Movement of the tracer point, which passed over the design to be reproduced, is transferred to the cutter by electric impulses and so sensitive is this tracer to pressure that it has been possible to cut the form of a human finger in tough steel simply by placing a finger under the point as it moved back and forth.

The significant feature, however, is that in the Ford organization nothing is spared to produce the finest possible results in the shortest time and with the least metal and physical effort on the part of the workmen by providing them with every mechanical and inventive genius has devised.

### OAKLAND MOTOR PLANS INCREASE

#### Production for Year of 1924 Planned to Be 75,000 Cars

Oakland sales during the last quarter of 1923 were three times as large as the sales during the same quarter of the previous year and within 300 cars of the record last quarter of 1919—the previous high mark.

The sales of Oaklands in both November and December of 1923 were the highest for these months in the company's history.

To produce the 75,000 cars planned for the calendar year of 1924, the company expects to attain a monthly production of 8000 cars, starting February 1.

So well sustained has been the demand for Oakland cars since the announcement of the new line early in September, that the factory has not yet been able to accumulate any surplus of cars for spring delivery when the demand is the greatest of any period of the year.

This is attributed to the increase in the dealer organization with the increasing result in sales during the last year.

C. J. Nephler, general sales manager, sees no indication of a lull in business which will curtail the proposed Oakland production schedule.

### GERMAN DEER ATTACK AUTO

#### FALKENBERG, Silesia, Dec. 11.—Frau Martha Ahrens was res-

ously injured when her automobile surprised four stags in a forest near this city. The animals became so excited that they ran into the car. One of the deer jumped into the seat where Frau Ahrens was sitting and its hoof cut her face seriously and injured one of her eyes.

## GARDNER Motor Car



**The Radio Special**

**1924 Model**

A NEW Gardner Sport Model in which "snap" and distinctive appearance are happily combined with the rugged dependability and sturdy construction that so definitely characterize all Gardner models.

- FEATURES**
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  - 5-bearing crankshaft.
  - Force-feed lubrication automatically regulated from gas throttle.
  - Inverted type service brake—200 square inches.
  - Nickel-plated drum-type head lamps.
  - Nickel-plated front bumpers.
  - Nickel-plated radiator shells.
  - Nickel-plated back curtain light frame.
  - Nickel-plated motometer with bar radiator cap.
  - Aluminum step and scuff plates.
  - Aluminum body moulding.
  - Aluminum trunk rails.
  - 18-inch steering wheel.
  - Double-texture rubberized top—tan color.
  - Hand-painted Gardner blue or lake color.
  - Substantially mounted, felt-lined trunk.
  - Spare tire, tube and cover mounted on side.
  - Tuarc steel wheels.

An outstanding example of the principle on which Gardner success as vehicle manufacturers since 1882 has been built: "Not how little—but how much."

\$1095 f.o.b. Factory

F. W. PETTYJOHN CO.

219 N. Commercial

Salem, Oregon

## GARDNER Motor Car



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Without Strings or Restrictions as to Time—

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## MORELAND TRUCKS

### The Best for the West

Moreland Trucks are made in the west for western work. They can be serviced in the west through the extensive Moreland Service Organization without long delays for the shipment of parts and at a minimum of cost and maximum of satisfaction. The Portland branch of the Moreland factory has in stock every part for the Moreland Truck and prides itself in its prompt service.

Moreland Trucks are built in all sizes from the one ton Fast Road Runner to the large heavy duty five ton trucks. Moreland trucks while especially designed for pay-load capacities will carry safely and economically as heavy load Model for Model as any trucks in the world.

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QUALITY CARS

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