

600,000 CARS NOW PRODUCED

Ford Has Enormous Program—New Plants Started This Year

New assembly plants of the Ford Motor company, now in course of construction under the company's enormous expansion program, will increase domestic production capacity 600,000 cars and trucks annually.

Work on some of the plants began last year, but on three of them contracts have been let and construction started since the first of the present year.

Charlotte, N. C., and Jacksonville, Fla., will for the first time have assembly plants, no cars and trucks having previously been assembled at the branches in those cities.

New plants with their daily assembly capacities are as follows:

- St. Paul 750.
- Chicago 800.
- Memphis 300.
- Charlotte 300.
- Jacksonville 150.
- Kansas City (addition; total capacity 500).
- Oklahoma City (addition; total capacity 200).

The new St. Paul plant will have a capacity 150 per cent greater than the present plant. The increase in Chicago is 140 per cent. Other increases are: Memphis 200 per cent; Kansas City 100 per cent; and Oklahoma City 33 per cent.

Plants started since January 1, are those at Charlotte, Jacksonville and Memphis. The latter three, it is expected will be completed by early summer.

These three projects represent an expenditure of several million dollars, and while contributing much to the industrial development of the South also are indicative of the prosperous conditions existing in that section of the country.

AUTO ADVICE (By R. DLORAH)

When You Walk—
If you can't learn to be a good driver, at least try to be a good traffic citizen when you walk.

The Life of Your Car—
Depends on the way you drive and operate during the first 1000 miles.

Defects in Ignition—
About 30% of engine trouble is caused by defects in the ignition system.

Best Way to Clean Plugs—
One of the best ways to clean spark plugs is to soak them all night in a mixture of alcohol and kerosene.

Care for Battery—
Examine the battery terminals

often and see that they are tight and clean. Keep supplied with distilled water.

Keep Radiator Filled—
Always keep the radiator filled with clean water.

Inspect Fan Belt—
Inspect the fan belt often and keep it adjusted so it will not slip.

Don't Change Adjustment—
Don't start tinkering with the carburetor and alter adjustment unless you are certain it needs it.

Test Alignment—
The mileage you get out of your front tires is considerably shortened if your wheels are out of alignment.

Test Your Brakes—
See that the brakes tighten evenly and stop both wheels at the same time.

Care for Springs—
Keep all spring clips tight and see that the spring is properly lubricated.

Keep Tire Inflated—
More tires are ruined by under inflation than from any other cause.

Keep Cars Clean—
Do not allow dust and mud to remain on your car if you wish to preserve the finish.

Prevent Headlight Glare—
Have your headlight properly focused so as to prevent glare and still give road illumination.

WEEKLY LUMBER REVIEW

One hundred and twenty-three mills reporting to West Coast Lumbermen's association for the week ending April 12, manufactured 28,302,935 feet of lumber; sold 20,562,260 feet; and shipped 103,477,339 feet.

Production for reporting mills was 13% above normal. New business was 8% below production. Shipments were 14% above new business.

Forty per cent of all new business taken during the week was for future water delivery. This amounted to 36,363,197 feet of which 28,269,007 feet was for domestic cargo delivery; and 8,094,190 feet export. New business by rail amounted to 1590 cars.

Forty-four percent of the week's lumber shipments moved by water. This amounted to 45,318,176 feet, of which 33,227,461 feet moved coastwise and intercoastal; and 12,090,715 feet overseas. Rail shipments totaled 1,722 cars.

Local auto and team deliveries totaled 6,499,063 feet.

Unfilled domestic cargo orders totaled 144,365,332 feet. Unfilled export orders 129,738,209 feet. Unfilled rail trade orders 5,097 cars.

In the 15 weeks of the year, production reported to West Coast Lumbermen's Association has been 1,495,944,421 feet; new business 1,440,724,278 feet; and shipments 1,517,923,209 feet.

BEST WEEK FOR DODGE BROTHERS

Deliveries to Buyers Exceed All Records; First Quarter 1924 Sets New Mark

Dodge Brothers have again established a new record for retail deliveries.

During the week ending April 12, 5,634 cars were placed in the hands of buyers by Dodge Brothers dealers. This exceeded the best previous week's deliveries by more than 100 cars. The former record was made the week of May 7th, 1923.

In making these figures public, Dodge Brothers emphasize the fact that they represent actual retail deliveries to users, not factory production. They have an accurate system which gives them a weekly check on the exact number of cars in transit, in dealer's stock and weekly deliveries to users. Deliveries to users, they point out, rather than production, is the real basis for judging business conditions.

Not only was the week of April 5th a record breaker, according to the factory's official figures, but the entire period dating from December 1, 1923, when the production of the present new types of Dodge Brothers cars began reaching large proportions, shows a tremendous gain in retail deliveries over the corresponding period of the previous year. The first quarter of 1924, in fact, was 21 per cent greater than the first quarter of 1923. Every week of this quarter was far ahead of the corresponding week of the year before.

Despite the great increase in production which makes these deliveries possible—Dodge Brothers are now building close to 1000 cars a day—the stock of cars in dealers' hands, available for delivery to customers, is lower than ever before during any corresponding period since Dodge Brothers attained a real volume of production.

Protection Against Forest Fires Studied This Week

Forest Protection Week for 1924 has been designated by President Coolidge and Governors Hart and Pierce for April 21-27, inclusive, announces the District Forester's office at Portland.

In these proclamations, the President and the Governors call

attention to the appalling losses that occur each year from forest fires, and urge all citizens, either in association or as individuals, to protect all wooded areas from fire. It is peculiarly fitting that the Governors of Oregon and Washington should issue special messages on forest protection for within these two states are the greatest stands of virgin timber left in the United States. Governors of many other states will issue proclamations supplementing the one issued by the President, and Arbor Day in several states will be observed during Forest Protection Week.

Secretary of Agriculture Wallace, W. B. Greeley, Chief Forester, and District Forester Geo. H. Cecil have many times emphasized the importance of preventing forest fires, about 36,000 of which every year sweep 11,000,000 acres of land in the United States.

People Are Careless With Fire Secretary Wallace has stated that eight out of every ten forest fires result from human carelessness and will not happen once the public is brought face to face with the serious losses these fires cause. These losses fall especially heavy on the American public since the United States uses more saw-timber than all other nations combined.

Chief Forester Greeley says it is not difficult for everyone to be careful with fire while in wooded areas. District Forester Cecil gives the following simple rules which if observed will go far toward reducing the appalling number of man-caused forest fires reported every year in the Pacific Northwest:

Be sure your match is out before throwing it away; don't throw cigars, cigarettes, and pipe ashes along the roadside; build small camp fires away from brush and small trees; never leave your camp fire unwatched; make sure your camp fire is dead—then bury it; keep in touch with forest rangers and firewardens and report all fires you may see, no matter how small; be as careful with fire while you are in wooded areas as you would be in your own home.

One service station dealer wrote complaining that the last three he had disappeared, and asked for another to be labeled "poison." He complains that he never got any of the wine he has a good reason to believe fills his missing water barrels.

Correct this sentence: "No news is good news," said the reporter to the city editor.

The smaller the town, the greater the percentage of people who can have it charged.

FOREIGN FIELD BUYS DURANTS

Many Foreign Countries Realize Intrinsic Value of Durant Cars

"Seventy-eight distributors in 35 countries outside of the United States now represent Durant products" according to J. W. Hawk, general sales manager of Durant Motor company of California.

"Argentine holds the lead in volume of purchases. Holland and the Scandinavian countries are also bright spots in the export field, while Senegal in South Africa has developed a good market, and even the Island of Ceylon has applied for a Durant and Locomobile franchise. Fifteen applications have been received by Durant Motors, Inc., of New York, from Germany," points out Hawk, "and some of these were to have been added to the list on March 1 when the embargo, which has existed for several years, was scheduled to have been lifted. Due, however, to the treaty which is being prepared between the United States and Germany, this matter has been temporarily held up by the senate."

Seattle Will Have Show

SEATTLE, April 19.—A complete representation of the products of the states of Oregon, Idaho, Montana and Washington is to be the principal object of the fourth annual Pacific Northwest Merchants' Exposition which will be held here May 4 to 9, inclusive, according to a statement issued today by R. W. Frame, general chairman of the exposition.

The committee proposes to take advantage of the national advertising of the Pacific Northwest as a unit that has been conducted by the railroads at a cost of over a million dollars, by presenting a solid front industrially. The Pendleton Woolen Mills, exhibitors in last year's exposition, were the first exhibitors outside the state of Washington to reserve space in this year's show.

As the exposition will be held during the peak of the vacation and tourist season, an elaborate program of entertainment is being planned. One of the chief attractions will be the presence of the

Pacific Fleet of the United States navy, which will be in the harbor with 75 warships of all types.

Over 4000 merchants from the four Northwestern states, including a number from Hawaii, Alaska and other distant markets, and more than 300,000 visitors attended the 1923 exposition. This year the committee is planning to entertain 7500 out-of-town merchants and a new record attendance of visitors.

Since the exposition was started in a small way four years ago, its attendance has doubled every year. Last year 350 firms placed exhibits, and this year the number will be limited to 400, the maximum that can be accommodated.

Headquarters have been opened in the Rialto building, Seattle, with Paul V. Knudsen, executive secretary, in charge. Owing to the impossibility of getting in touch with the entire Northwest except through the press, Knudsen has asked that merchants or others interested in the exposition write to him for any information they may desire.

Oregon has 206 miles of concrete paving.

DODGE BROTHERS SPECIAL 4-PASSENGER COUPE

To see this car is to commend its beauty.

It stands out strikingly, both in the symmetry of its design and in the excellent good taste and smartness of its equipment.

In the final analysis, however, the most popular feature will unquestionably prove to be its exceptional riding ease.

The seats, the new spring suspension and Dodge Brothers special 6-ply balloon-type tires unite in achieving an altogether new efficiency in protecting passengers from the ruts and jolts of the road.



BONESTEEL MOTOR CO.
474 S. Commercial. Phone 423

Mileage Cost Is the Test of the Tire

It isn't the price you pay, but the mileage you get that determines tire costs.

At no higher price than ordinary tires, these great oversize C-T-C hand-built low inflation cords will run rings around anything else you have ever driven, and thus reduce your mileage costs.

And it is easy to understand why when you see the custom-built appearance and examine these stronger sidewalls which will safely stand reasonably low inflation, and that tougher tread especially compounded to defy mountain and crushed rock roads. Only the best materials are used and the most expert hand-craftsmanship employed.

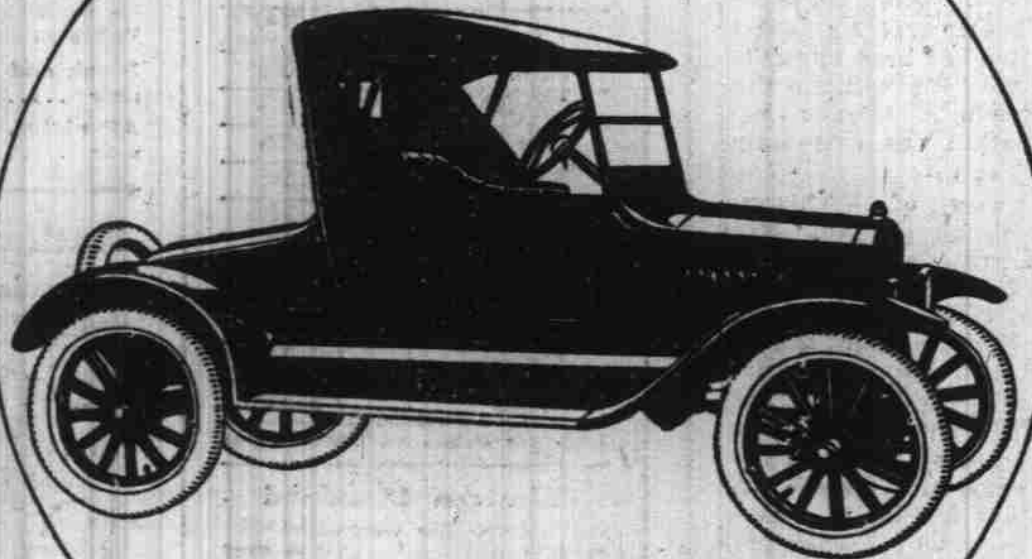
There is also a C-T-C hand-built balloon tire for extreme low inflation, which fits any standard wheel and rim.

C-T-C Tubes add mileage to almost any casing.

Marion Automobile Co.
Salem Automobile Co.
Valley Motor Co.
Ira Jorgenson
Vick Bros.
Columbia Tire Corporation
Factory Branch, 477 Court St.



Ford RUNABOUT



\$265 (f.o.b. Detroit)
Starter and Demountable Rims \$25 extra

The Lowest Priced Two-Passenger Car

The Ford Runabout is the most economical car for personal transportation known.

Priced lower than any other motor car, its maintenance and running expenses are in keeping with its present low cost.

To salesmen and others who average a high daily mileage in business, the Runabout has a special appeal both for its operating economy and its convenience in making city and suburban calls.

Ford Motor Company
Detroit, Michigan

VALLEY MOTOR CO.
Salem, Oregon

Ford
CARS · TRUCKS · TRACTORS

The Good MAXWELL Club Coupe

Trouble-Free Service Makes Care-Free Owners

Built into the good Maxwell is the kind of quality that makes for trouble-free service the year round.

Only by using a grade of materials and workmanship usually found in cars of much higher price have Maxwell engineers succeeded in getting this service, and in eliminating the little cares and worries that sometimes beset the owner of a low-priced car.

Question a good Maxwell owner. Hear him testify to the built-in goodness that sets his mind continually at ease.

GINGRICH MOTOR & TIRE CO.
SALEM, OREGON

Club Coupe
\$995
F. O. B. Detroit
Tax Extra

