

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 23, 1924

## ONONDAGA FIRST SHIP TO SAIL

First Ship of Ford Motor Co. Fleet to Leave Detroit for South America

Detroit sent its first ship to a distant foreign port Wednesday afternoon, Nov. 5, when the steamer Onondaga of the Ford Motor company's fleet sailed from the River Rouge plant for Buenos Aires, Argentina, South America. It carried and there was a hurriedly packed automobile parts, the first of the kind ever exported direct from any Great Lakes port.

The Onondaga left the dock of the Ford plant at 12:30 o'clock, nosed her way down the Rouge to the Detroit river and then headed out into the open water with Montreal, Canada, as the first stop of the voyage to the South American coast.

Departure of the Onondaga created something of a furore in the offices of the customs officials here, where clearance papers were issued for the first time to a ship sailing to a foreign port.

Application for the papers from the Ford Motor company presented the officials with something new so far as the port of Detroit is concerned and there was a hurried perusal of records and rules governing the issuance of such papers.

While the Onondaga is the first merchant vessel to sail from Detroit to a foreign port, officers and crew are all old salt water seamen and the voyage will bring them back to seas they have sailed before.

In starting the Onondaga on its voyage to South America, the Ford Motor company inaugurates its own export and Atlantic coast shipping. It is a new and noteworthy development in the automobile industry and one in which the Ford company with its own ships, uses the Great Lakes as a gateway to bring it into closer relationship with its foreign branches.

It likewise has an important bearing upon shipping to salt water from the Great Lakes, illustrating the business expansion and economy in freight transportation which may be expected if the proposed St. Lawrence river development or any other improvement in the St. Lawrence locks is carried out.

Owing to the 14-foot draught of the St. Lawrence river locks, the Onondaga left Detroit with a cargo of around 1500 tons. When the additional cargo is loaded at Montreal, the Onondaga will have on board manufactured parts for 2100 Ford cars in addition to a shipment of service parts. The whole cargo is consigned to the Ford branch at Buenos Aires.

The steamers "Onondaga" and "Onesida" which during the summer carried coal north and lumber from the Ford mills in Northern Michigan to the River Rouge plant, enter the coast service, leaving the two larger ships, the Henry Ford II and the Benson Ford, on the Great Lakes for carrying iron ore, lumber and coal.

The Onesida began loading at the River Rouge plant the day the Onondaga sailed and will carry Ford car parts in bulk for domestic use. After taking on only sufficient cargo to permit passage through the St. Lawrence, the

Onesida sails for Norfolk, Va., where the remainder of the cargo will be loaded. The Onesida will then sail for Jacksonville, Fla., New Orleans, La., and Houston, Tex., delivering shipments to branch assembly plants of the company in those cities.

Both the Onondaga and the Onesida will, during the winter season, make their home port in Norfolk, Va., where a Ford assembly branch was recently completed.

## MORE MILES PER GALLON IS CLAIM

New Maxwell Will Average 25 Miles to the Gallon of Gasoline Is Claim

A new good Maxwell, of greater power and power pliability, higher speed, more flexibility and even greater operating economy, is announced from Detroit by the Maxwell Motor Sales corporation.

Experiments and tests reveal that outstanding features of the new models will be a gasoline average of 25 miles to the gallon, speed of 58 miles an hour and acceleration of from 5 to 25 miles in eight seconds.

The new cars, comprising six models, are now on display in the showrooms of the Oscar B. Gingrich Motor company, where special showings to the public will be held all this week.

Long rumored, because of the tremendous success of the Chrysler Six, the new Maxwell represents in a four-cylinder car the ideas of the same engineering and manufacturing group that designed and is producing the Chrysler J. E. Field, vice-president in charge of sales of the Maxwell organization, in a statement issued in conjunction with the announcement, says:

"With a full sense of the seriousness of the statement—carefully weighing the meaning of every word—Maxwell-Chrysler engineers, without reservation, thoroughly believe that they can promise in this new Maxwell a performance surpassing in every essential any other four-cylinder car in the world."

"To make that sweeping assurance more definite and specific, they promise in speed, power, pliability of power, in swift response, in absence of vibration, and even more particularly in riding steadiness and comfort, results no four-cylinder car has yet been able to attain.

"These engineers have been actuated by the conviction that in addition to its inherent and natural economies the four cylinder principle possessed possibilities of power and speed capable of being translated into ease and steadiness never fully developed. They set out to overcome what have all too readily been accepted as limitations in the four cylinder engine and to convert these limitations into positive advantages."

Bodies of all models, as well as the chassis, represent sweeping improvements, both in appearance and in general construction. They are lower, with lower running boards. Balloon tires are standard on all models. The nickled radiator is higher and wider. There is a new instrument board. One-piece windshields are on all closed models. The visors on all enclosed cars are shrouded and integral with the roof, thus elim-



"Keep Them From Harm." is a phrase destined to be widely used in schools throughout the country this year.

It is a slogan used on a poster, reproduced above, by the Highway Education Board, Willard Building, Washington, D. C., to announce the annual lesson contest among elementary school teachers on street and highway safety. Three cash prizes totalling one thousand dollars (\$1,000) are offered for the best lessons by teachers. The national winner earns five hundred dollars (\$500) and a trip to Washington. The contest is conducted through the schools.

## NOVEL EXHIBIT BY O. J. WILSON

Importance of Keeping Dirt and Water Out of Mechanism, to Be Taught

Dirt and water have the same ravaging effect on an automobile that tuberculosis has on a human being, sapping the strength and shortening the life of the vital parts of an automobile's motive plant. That it is possible to thwart these destructive elements by locking them out of every vital moving part is being demonstrated this week in the showroom of Otto J. Wilson.

The exhibit consists of a stripped chassis with ribbons and seals pointing out the nine vital points where dirt and water are kept out and lubricant is kept in by the special Buick construction. The display shows that every part of engine and transmission, from fan to rear axle, is sealed against the intrusion of road dirt and water.

The hub and bearing of the fan are completely enclosed and are equipped with a special gear pump to supply adequate and proper lubrication.

The second point marked in the exhibit is the steel motor cover. This not only protects the exterior working parts of the engine from gritty road dust and keeps lubricants from contamination, but also prevents moisture from getting to the spark plugs.

The single unit Delco starter-generator permits the complete sealing of this mechanism in a single housing. This cover connects with the housing that encloses the flywheel and protects the starting gears and cogs both from any danger of road damage or the destructive effects of the accumulation of dirt and mud on an open flywheel cannot help but gather.

Following back along the transmission system, the exhibit points out the methods by which the multiple disc clutch, transmission gears and universal joint are housed and sealed against it. It also shows how the universal joint is automatically lubricated from the transmission.

Special stress is laid on the propeller shaft housing, which forms the torque tube, or third member, and through which the driving impulse is transmitted from wheels to chassis rather than through the springs. This torque tube fully encloses the propeller shaft, making it impossible for road dirt to work into either the universal joint or rear axle from the shaft. The rear axle also is completely housed.

Tests have shown, Buick engineers report, that a small quantity of gritty dust working into the lubricant at a vital point can in a short time undo all the fine, careful machine work used in the construction of a car. It has the same effect as sandpaper would have if used to clean plate glass. For this reason, as much care is used to eliminate the possibility of any dirt entering the mechanism as is used at the factory in machining parts that are fitted to limits of less thickness than a human hair.

## MORELAND BUSES TAKE PLACE OF ONE STREET CAR LINE IN SALEM

New Buses Please the People in District They Serve—Painted Same Color as Street Cars

By Ralph H. Kletzing  
Without doubt one of the most concrete illustrations of the evolution of motorized passenger transportation is brought to public notice in the fleet of Moreland motor coaches recently installed by the Salem Street Railway company at Salem, Oregon.

The new Pacific coast manufactured buses, symmetrical in design and luxurious in appointment, are the last word in the latest accepted method of twentieth century passenger travel.

The advent of the Moreland buses in Salem already has caused little less than a sensation as the initial installation marks the final passing of the old time street car.

Every known modern convenience for the comfort and safety of passengers has been incorporated in the new Morelands as in even the most minute details it is clearly evident that this important factor has been carefully considered.

In the early days of the motor coach the engineers at the big Moreland motor truck factory at Burbank looked far into the future. Pioneering this latest improved method of passenger travel and keeping pace with its evolution, Moreland coaches are now becoming a popular figure on the busy streets of all the larger cities of the Pacific coast. The well est-

## CERTIFIED MARKET BACKS CARS SOLD

Thousands of Dollars Expended in Rebuilding Used Cars

"These statements are intended to be one side of a heart-to-heart talk about automobiles, automobile owners, and automobile dealers," says Byron Wright of the Certified Public Motor Car Market.

"Every one realizes the growing importance of the automobile in all phases of life and endeavor. And they also realize that no automobile can completely discharge its obligation to its owner and the community unless the dealer who sells it stands squarely back of it."

"This means more than just being hopeful that the new owner will enjoy his car. It means that the dealer must be always ready with the things that make possible constant satisfactory performance.

"At the Certified Market, we are conscientiously trying to keep pace with the growing need of this community for dependable automotive transportation. That means a lot more than merely plenty of cars to sell. Our shining rows of fine automobiles don't just accumulate here from day to day. Many hours and thousands of dollars are expended putting them into a condition which will please the most exacting buyer."

## AMERICAN TOURIST EXEMPT 30 DAYS

Canadian Custom Regulations Allow to Tour for Pleasure By Permit

The Canadian Customs Department now permits American automobiles to tour (for pleasure purposes only) in the Dominion of Canada for a period of 30 days by simply applying to the Collector at the frontier port for a permit; it is, therefore, no longer necessary to obtain a Customs bond if the stay does not exceed this period. License card must be presented to secure this permit and the permit must be surrendered to the Canadian Customs at the time of leaving Canada.

For a stay of more than 30 days but not exceeding six months, it is necessary in order to avoid payment of the duty, to furnish a bond for the estimated duties, based on appraisement of the car by customs officers, said bond to be guaranteed by two Canadian citizens approved by the Collector of Customs. Also, a deposit of \$25 is required to be made, which is returned upon the exportation of the car.

The inconvenience of obtaining personal Canadian sureties may be obviated by supplying a Guarantee Company bond. Customs Brokers at various ports of entry will be able to arrange for such bonds charging therefor a fee of about \$10. In such cases no cash deposit is required. To further expedite entry the intending tourist may obtain a form of tourist permit before arrival and have all required blanks filled in ready for use at the Customs port of entry. The automobile may leave Canada at the port of entry or any other Customs port, the only formality required being the presentation of the permit to the Collector at the port of exit.

Why not a community house at the auto park?  
Problem: How can we hold these tourists looking for a home in the west?  
Why not a community house at the auto park?

SOLVES A PROBLEM  
The annoyance of removing the chains and attaching them to the spare in winter when a rear tire has gone flat can be avoided by carrying the spare, or spares, chain equipped. It is therefore only necessary to change the tires in the usual way, the chains offering no obstacle.

Folks used to rush home to get warm, but nowadays they cuddle up in the snug, heated sedan.

## MAKERS TO HOLD SILVER DINNER

Pioneers in Industry Will Be the Guests of Honor

Completion of the first quarter century of the automobile industry will be featured in the silver jubilee dinner of the National Automobile Chamber of Commerce as well as in the silver jubilee shows to be held at New York and Chicago.

Following custom, the dinner will be held in New York on Tuesday evening during show week, January 6, and the place will be the grand ballroom of Hotel Commodore.

Special attention is to be paid to those who have been longest connected with the industry. They will be among the principal guests of honor.

The decorations and program will carry out the thought of 25 years of progress and as usual there will be only two principal speakers.

The silver jubilee shows will be held in New York at the big armory (28th Field Artillery), January 2-10 and at the Coliseum in Chicago, January 23-31.

Don't crank the engine with the clutch engaged. The starter has enough to do without turning over the gears too.

SOME BRIGHT CRACKS ABOUT LOT OF AUTOMOBILES  
By BUD LANDIS  
'Twas a dark and Silent Knight.  
Clouds hid the friendly Moon and Stars.  
All about them was as black as Cole. Not Apperson was in sight.  
He who had posed as the simple Gardner was in reality the rascally Earl.  
Relentlessly she pursued the fleeing Dorr, she of the Auburn tresses, and her noble lover.  
It seemed a desperate Case. Below them rushed the swift waters of the Hudson.  
They struck out Overland. Soon they were Rollin along good, pausing now and then to Dodge a bit.  
Suddenly they heard great gnashing of teeth. Silence—then another Nash.  
In their dash for Liberty they came upon a shallow Ford.  
Crossing this they were on the American side of the National boundary.  
"Another Kissel do me good," cried she, offering her lips.  
Away they sped to Cleveland.  
They escaped to Oakland. 'Twas but another Paige in history.

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Why Selling Used Cars Is Part of Our Job  
THE USED CAR is just as much a factor in the transportation facilities of a community as the new car, the street car, or any other conveyance. Part of our responsibility to this town as automobile dealers is to sell good, dependable used cars. Here are some we unhesitatingly recommend:  
Star Touring, 4 new cord tires..... \$375  
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Superior model Chevrolet, like new \$435  
Ford Tudor Sedan, driven very little ..... \$560  
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