

PROSPERITY IS IN STORE FOR DEALERS

President of Olds Motor Works Has Optimistic Views

Prosperity is in store for the automobile dealers who are willing to work and who adopt established business principles. A. B. C. Hardy, President and General Manager of Olds Motor Works, Lansing, Mich., told 275 motor car dealers at the December meeting of the Michigan Automotive Trade Association held in Kalamazoo. Good advice and an optimistic outlook were contained in his address on "The Dealer of the Future."

Mr. Hardy divided the motor car business into two periods, the first period running from its beginning along to the end of 1919. During this period demand exceeded production. Machinery had to be invented to make cars faster and better and it was a tremendous development period. The second period started at the beginning of 1920; and during this period production gradually caught up with demand to a point where in the spring and early summer of 1924 manufacturing had to be curtailed and time allowed for actual retail sales to absorb the accumulation of new cars.

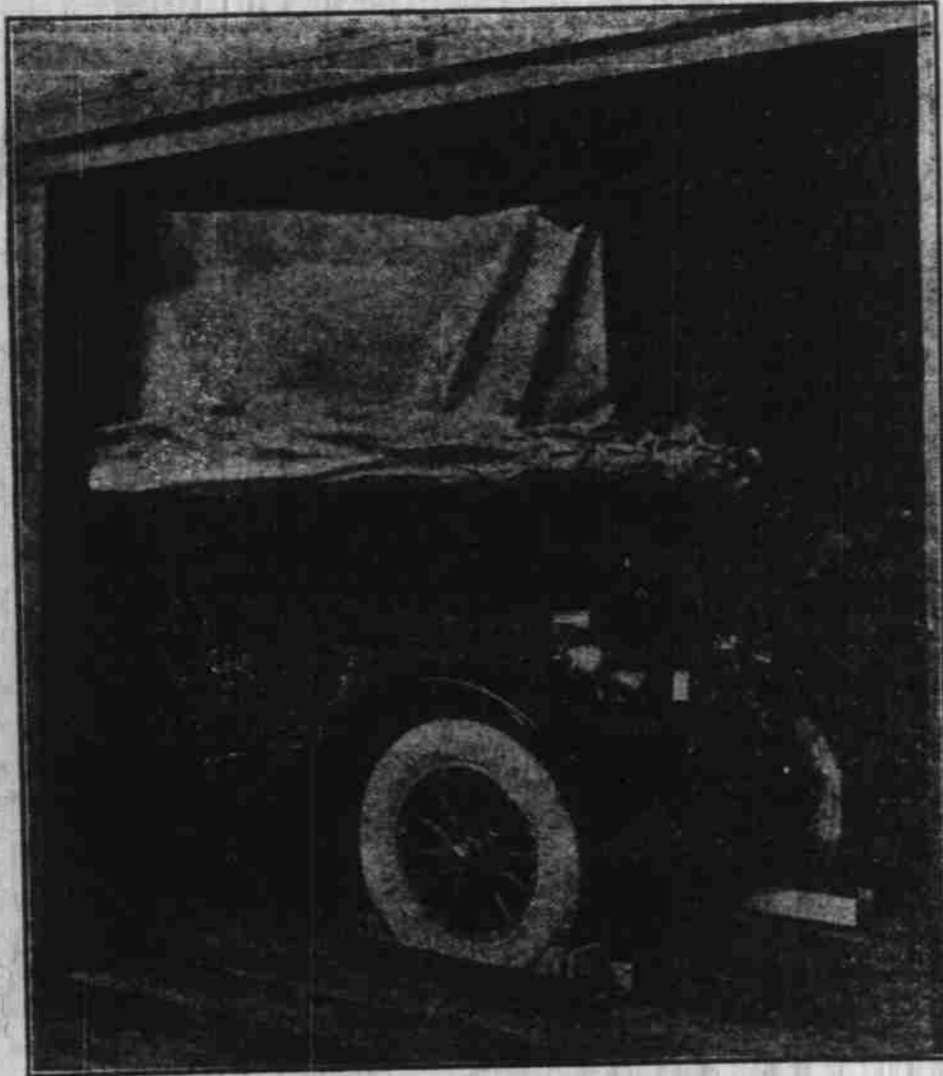
During this second period used cars in steadily increasing percentage came to be accepted as part payment for new cars so that at this time over 70% of all new car sales involved the handling, reconditioning and disposition of a payment, while begun in the first used car. Motor car sales on time period of the industry, developed in this later period; and financing concerns were created to care for this.

Mr. Hardy brought out the fact that at the present time of about 74 manufacturers, 21 names accounted for 96 out of every 100 cars sold, leaving 4 cars for the remaining 53 companies. He pointed out that the dealer selling a make of car included in the 21 that account for 96 out of every 100 is in the best position to secure both temporary and time sales financing.

"With this picture of the past and present in mind," Mr. Hardy said, "the dealer of the future must be a merchant with sufficient capital to handle his machines. To put it in another way, he must be able to handle the business that his capital and safe credit will allow. He must have a simple and effective accounting system so as to know where he is at every minute, with a good collection system as part of it. He must know and apply good business methods. He absolutely must know which departments of his business are making gains and which are showing losses.

"He must have the confidence of his fellow citizens. He must have the confidence of his bankers. He must have a reputation for honesty and square dealing. He must have the respect of his employees. He must have the ability to organize and to direct and to instruct those employees

Lincolns Sealed Up In Paper Containers During Shipment



Lincoln in freight car just before being sealed up in paper container for shipment

Lincoln cars are now being shipped in paper containers.

It came about recently when the Lincoln division of the Ford Motor Company found that cloth coverings didn't fully protect the cars from dust, cinders and other dirt incident to shipment. It was then decided to seal them up in dust-proof paper containers.

Here's how it is done: Interiors of freight cars in which Lincolns are loaded are first swept and then thoroughly scrubbed, water from a hose even being played on the top to make certain there are no leaks in the roof.

After the car is cleaned and dried, the floor is covered with dust-proof paper. The Lincoln is carefully blocked

and to keep right on instructing them. He must have some vision as to his industry and he must still have a care for the details. He must have initiative, not sit behind the stove because there is a light fall of snow. That won't do. He must have resourcefulness so that if one method fails he can immediately begin the application of another. He must be an enthusiastic worker himself and have confidence, for both will permeate a whole organization as it comes from the top of the pile. He must have patience and courtesy beyond the limit, even over the telephone; and he must get it down into his organization; for the real contact of the buyer and owner is with the one member or say the last member of the dealer organization he meets.

"Above all things the dealer who wants to keep on succeeding will never get overconfident and feel that he knows it all, nor allow his organization to get that attitude for we have all got to be open minded to grow in this intensive future. The automobile dealer of the future will be a merchant and gradually a more commanding one, and, by the same

token, one of the most successful ones in his community, for what he sells and supplies gives service to his community."

In closing Mr. Hardy said, "An enormous market is ahead of us and the dealer of the future who qualifies will have a substantial business in the most interesting industry we have ever known. If he qualifies his standing as a merchant will continue to rise. Transportation will continue to advance. I am for him and you and I will go to the limit to make the automobile business a cleaner, fairer and safer business and more profitable to the dealer of the future; and I believe this is the earnest ambition of every real executive in the manufacturing end."

A heavy steel cable runs to an external, contracting band on the propeller shaft, out of the dirt and dust.

Braking is aided by the approximately four to one ratio of the rear axle gears. That 10 per cent of driver's space is saved; the thin, single gear shift lever doesn't affect the knee room at all. Simple—as are all the real developments in industry—the wonder is it hasn't been done before. No bumped knees; no interference with the braking action; no torn garments, no pinched hands. Progress, this, for it no longer "always is done that way."

A PORTRAIT OF BOLSEVISM

The Russian soviet is made up of a despicable lot of unwashed ingrates who accept financial aid from any country willing to give it, and then repay generosity by trying to reach its vitals with a propagandist stab in the back.—Philadelphia Inquirer.

STUDEBAKER BRAKE BIG IMPROVEMENT

Emergency Out of the Way Still Proves Efficient

What so annoys the men who do big things in this world as the expression: "We've always done it that way"!

Women wore wasp-waist devices for years and looked grotesque while suffering a thousand ills. Then they did the natural thing and have health, happiness and beauty they never dreamed of.

Reapers, with a long knife on a stick "always reaped the grain that way," for at least 2,000 years, till a McCormick built a self-binder.

Ever since the automobile was made, two iron levers must stick up in the driver's compartment. One was the gear shift lever, one the emergency brake handle. About four inches apart, they consumed the most important 10 per cent of the width of the foot room.

Bumped knees, torn gowns, pinched hands, resulting from the location of the emergency brake lever and its ratchet handle, to say nothing of the accidents and the dangers when a passenger's knees got in the way of its operation—these have been endured, along with the loss of room in the cluttering-up space, because "it always was done that way."

Studebaker has taken that unnecessary lever out of the driver's space, where it never belonged. Experience has shown that it must be grasped naturally in about the place where the handle always was; it must be drawn straight back, both to be natural and to help brace against the foot brake which always is in use at that time. It must lock, to hold on a hill.

So this 72-year-old maker of only the best vehicles hung the emergency brake grip, like a pistol handle, under the instrument board, projecting straight back and down, grasped in exactly the same place. It pulls straight back. There's no ratchet handle to pinch hands or catch a garment in. The handle turns up out of even the small space it occupies, when it is locked to hold the car on a grade.

A heavy steel cable runs to an external, contracting band on the propeller shaft, out of the dirt and dust.

Braking is aided by the approximately four to one ratio of the rear axle gears. That 10 per cent of driver's space is saved; the thin, single gear shift lever doesn't affect the knee room at all. Simple—as are all the real developments in industry—the wonder is it hasn't been done before.

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Stationery Auto Top Draws Much Comment

So great has been the interest shown in the stationery top being built in the O. J. Hull Auto Top Shop that the work is being rushed along as fast as possible that the public may see the completed job.

Following a writup which appeared in the Statesman of last Sunday the shop has been besieged with inquiries according to Mr. Hull.

It is felt by those in charge of the top shop that the logical solution has been found for the

problems confronting the man who must drive the same car all year. Not only is the car absolutely weather proof when closed but the sides slide out of the way so that in a moment it is converted into an open car with all the conveniences thereof.

CHEVROLET MAKES PARTS FOR CARS

Policy Makes it Possible to Put Additional Quality Into Car

Within the last two years the Chevrolet Motor company has taken over the manufacturing of hundreds of both small and large parts that were formerly purchased from other organizations.

It is part of the general plan of this company to reduce costs of production to a minimum. The introduction of assembly plants and the paralleling of such plants with body building plants of the Fisher Corporation constituted one of the steps in this direction.

In the fall of 1923, Chevrolet began making their own drop forgings, such as front axles, steering gears, connecting rods, spring hangers, motor supports as well as various other parts.

In addition the company has reduced the amount of malleable parts that go into the Chevrolet from 140 pounds to 60 pounds, replacing these parts with drop forgings and stampings, which are sturdier and more reliable. All these drop forgings and stampings are made in the Chevrolet factories.

During the last year, this company has likewise taken over the making of all fenders and sheet metal parts, such as side aprons, radiator splash guards and hoods.

This policy of the Chevrolet Motor company has made it possible for them to put additional quality into the car.

OREGON STATE HIGHWAY COMMISSION

Weekly report on condition of Oregon State Highways December 17, 1924.

Crescent City: Graveled road.
Cooz Bay — Roseburg Highway: Pacific Highway—Camas Valley—Myrtle Point—Coquille: Macadam.
Willamette Valley — Florence Highway: Junction City—Cheshire—Goldson—Blachly: Macadam.
Blachly — Rainrock: Under construction. Macadam.
Corvallis—Newport Highway: Corvallis—Philomath—Eddyville—Toledo—Newport: Macadam.
McMinnville—Tillamook Highway: McMinnville—Sheridan: Paved.

Sheridan—Willamina—Grand Rondo—Hebo—Tillamook: Part paved; balance good macadam.
Tualatin Valley Highway: Portland—Hillsboro—Forest Grove—Carlton—McMinnville: Paved.

THE HOME-TOWN EDITOR

If all the people in a town were as loyal to the town as the editor of the old home newspaper, what a wonderful difference it would make. Mail order houses would be known only in history. The editor is always up and doing

Automotive Gift Suggestions

Something for the Car is always appreciated

- ASH RECEIVER
- CIGAR LIGHTER
- WINDSHIELD CLEANER
- REAR VIEW MIRROR
- TIRE CHAINS
- ELECTRIC HORN
- MOTOR METER
- BAR CAP
- SPOT LIGHT
- STOP LIGHT
- LUGGAGE CARRIER
- HEATER

There are many other useful articles for the car that would make very nice Christmas Presents.

See Our Display
OPEN DAY AND NIGHT

Marion Automobile Co.

235 South Commercial Street

Phone 362

Line — Crescent City: Graveled road.
Cooz Bay — Roseburg Highway: Pacific Highway—Camas Valley—Myrtle Point—Coquille: Macadam.
Willamette Valley — Florence Highway: Junction City—Cheshire—Goldson—Blachly: Macadam.
Blachly — Rainrock: Under construction. Macadam.
Corvallis—Newport Highway: Corvallis—Philomath—Eddyville—Toledo—Newport: Macadam.
McMinnville—Tillamook Highway: McMinnville—Sheridan: Paved.

Sheridan—Willamina—Grand Rondo—Hebo—Tillamook: Part paved; balance good macadam.
Tualatin Valley Highway: Portland—Hillsboro—Forest Grove—Carlton—McMinnville: Paved.

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never ceasing, even if at times he gets little or no encouragement. He leaves unsaid that which might cast reflection on the town, and emphasizes the good things. He is a booster for better schools and churches, civic pride and high-cost citizenship. He is forever telling of the live business men; that they carry a larger, better class of goods and sell them cheaper than any other place on earth. He favors good roads so that the people may get to town to patronize the home merchant. He is

in favor of public improvements of whatever nature that will help to make the old home town a more desirable place in which to live. He is the most liberal donor in the town. Is there any person more beneficial to a town than the newspaper man? If there is, name him.—Fairview Republican

The price of coal seems to bear up wonderfully in the absence of a strike in the coal mines.—Columbia Record.



Glass Closures
Neatest You Have Seen
Aluminum Frame—No Fabric to Wear Out—
Lower Price Than Most
W. R. McALVIN J. H.
545 North Church Street

Announcement

Effective at once—we will handle our own used cars. In our judgment we will in this way be able to better serve the new car buyer.

We believe we have a used car plan that will be of interest to new car purchasers who have automobiles to dispose of.

We have a large selling organization and because of the natural demand on us for used cars, makes it possible for us to be of real service to our present customers and other new car buyers.

Ben Vick of our organization is to have full charge of used car sales and he and our entire sales department are here to help you in any used car problem.

Vick Brothers

High Street at Trade



Give a Bicycle

The Birthright of Every American Boy and Girl

Special Christmas Prices on Bicycles as low as \$24.50

Velocipedes \$2.85 to \$17.50
Scooters \$2.50 to \$ 6.00
Pedal Cars \$2.85 to \$ 4.00
Kiddie Kars \$1.75 to \$ 5.00

VERY SPECIAL—Coaster Wagons Disc Steel Wheels, Rubber Tires, 26 inch Hardwood Bed \$5.95

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Bring me
auto accessories
Auto Owner

The Wish of Every Motorist

A man never lived who didn't have a wish.

A motorist, too, has his.

He hopes that some thoughtful friend will remember he needs a robe—a spotlight would be mighty handy too—an automotive wind shield cleaner would lessen the danger of rainy weather driving—a jack also would be extremely useful.

Auto accessories of the better grade will bring smiles of happiness to any man on Christmas.

There are many other things to give—come in and look over our display today.

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