

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, APRIL 5, 1925



Auto News of the Day



RADIO — BICYCLE — MOTORCYCLE

USED CAR PLAN IS ADOPTED BY FORD

Guarantee to Be Placed on Used Cars as Well as New Ones

One of the most important steps yet undertaken to protect used car purchasers and at the same time place the handling of such cars on a more business-like basis is the announcement by Edsel B. Ford, president of the Ford Motor Company, that operating under a company plan Ford dealers will hereafter place a guarantee upon used Ford cars disposed of by them.

The Ford Motor company is the first large automobile concern to take direct steps in the matter of used cars. Inasmuch as there are about as many Fords in operation in the country as all other makes combined, it is apparent that the action of the Ford Motor company will exert a wide influence on the marketing of used cars and in improving conditions generally in that phase of the automobile business.

"Every used Ford car represents so much unused transportation and is of value to someone," Mr. Ford said in his statement regarding the plan. "The Ford dealer through his position and intimate

knowledge of the car certainly is the best judge as to the value of this transportation—the best to determine a price on the mileage the car may yet be expected to deliver—that's his business.

"With this advantage the Ford dealer is prepared to give his used car customers benefits not likely to be obtained elsewhere. If recondition is necessary he has the work done by trained Ford mechanics using improved equipment and genuine Ford parts, and with these economies and advantages he is able to offer the used car to the purchaser at low cost and with a guarantee covering its mechanical fitness."

The plan becomes effective at once and places a guarantee on used Ford cars purchased from authorized Ford dealers thereby insuring proper mechanical operation under ordinary conditions.

In assuming the direction and supervision of this plan to be carried out by its dealer organization, the Ford Motor company feels that it is embracing an opportunity to be of greater service to those who purchase used Ford cars.

Nash Distributor Visits The Kirkwood Motor Co.

Charles W. Wentworth, member of the firm Wentworth & Irwin Inc., of Portland, Oregon distributor for the Nash automobiles was in Salem Friday conferring with Fred Kirkwood of the Kirkwood Motor Company, Salem Nash

FIRST OF NEW NASH IN OREGON



Mrs. Chas. Hodkins, of 885 N. Summer, with her new model 134 4-door 5-passenger Nash sedan. This is the first Nash of this type in Oregon.

dealers who have just opened up in their new location at the corner of Commercial and Chemekeeta streets. Mr. Wentworth is very enthusiastic over the new Nash models and says that his company think that they are extremely fortunate in having the Kirkwood Motor Company for the Salem distributors. "The company have a wonderful place now at their new location and certainly can do justice in displaying our cars," said Mr. Wentworth.

Harley-Davidson to Have Spring Opening April 6-11

Harley-Davidson spring opening an event that is observed by all

Harley-Davidson dealers in the United States, will be held next week April 6th to 11th, according to Harry W. Scott, local Harley-Davidson dealer. Open house is held all week and special invitations are sent out to all motorcycle riders and their friends to call and visit the store that week, all the latest model machines will be on display at that time.

Special entertainment will be provided all motorcycle riders. The main event at Salem will be the Fox and Hound chase that will be staged Saturday April 11th, at 6 p. m. This is an event in which all motorcycle riders can take part and furnishes much fun and excitement for all.

MOTOR COMPANIES WANT SAFETY FIRST

Parts for Cars Rejected Because They Are Not Up to Specifications

Just as the railroads have adopted every conceivable safeguard to protect human lives, so have the large motor car companies incorporated every device and method of inspecting material to protect the lives of both car owners and pedestrians.

Through the obvious features that the progressive motor car companies have incorporated in their cars to protect human life are well known, equally important work of their metallurgical departments along this line is very little known. Yet every automobile metallurgical department not only saves lives through the rigid tests and inspections of the materials that enter into the manufacture of any car, but also saves expense of repair bills by rejecting defective material before it is built into the car. A broken part may mean the snuffing out of a human life or a large repair bill.

The metallurgical department of the Oakland Motor Car company, for instance, rejects practically 18 per cent of the shipments received each month as not being up to specifications.

As an example of tests given by this department, 90 of the 177 shipments received in one month recently were rejected, while in another month 79 out of 480 shipments received were rejected. These are typical averages of rejections per month.

"This does not mean that all these rejected shipments were scrapped," explains C. F. Smart, head of this department. Out of the 79 shipments rejected, for instance, only 24 were rejected outright. The others were rejected because they did not come up to our specifications in every detail. Many of them were re-worked by the company that sent them or by our company."

"The size or cost of the part has nothing whatsoever to do with our tests. Often a very small part is vitally important. For instance we recently rejected a shipment of piston pins. Piston pins cost very little, but a broken piston pin can easily cause \$300 damage to a motor. Steering arm ball studs cost but little, yet if the material in them is defective, it might easily cost human lives."

The Oakland metallurgical department makes chemical, hardness, strength, shock, and salt

spray tests (for nickel plating), in addition to microscopic examinations.

This department has three main functions: to check or designate materials specifications that come from the engineering department; to test samples of material for the purchasing department; and to check and test material that is delivered before it is actually placed in production.

MOTORCYCLE SALES SHOW BIG INCREASE

Month of March Sets New Record for Local Agency

Business is good, says Harry W. Scott of the Salem Harley-Davidson agency. The month just past has broken all records for the month of March of any year that we have been in business. A total of 18 sales were made during this time and prospects for the future are the best that we have ever had.

Reports from all parts of the northwest indicate that the increase in business is general, as all motorcycle agencies are reporting a marked increase in sales.

BLUNDERS
Here lies the body of Jim Lake. Tread lightly all who pass; he thought his foot was on the brake—but it was on the gas.

CONVENTION TO BE HELD IN DETROIT

Automotive Trade to Be Shown Latest in Repair Shop Facilities

To show automobile repair shops how they can make money without added cost to customers is to be the purpose of the Second Annual Automotive Service Convention and Automotive Maintenance Equipment Show which will be held in Detroit in the General Motors building, May 20-23.

"Service at a Profit" will be the slogan and all of the addresses and papers at the convention will bear on the three elements bearing on economical operation—the selection of the right men, methods and materials.

"The personnel of a shop," says the convention announcement must be competent from the management to the mechanic; policies must be such that attract trade, and the processes such as to insure satisfactory work in a minimum time, so that prices charged the customer may meet competition. Owners of cars and trucks are becoming more and more astute in buying their repairs, which is fortunate for both the industry and users. The lower the cost of maintenance can be brought the greater will be the use of motor

transportation, which has become such a vital part in the economic welfare of the public."

"The great success of the first show and convention a year ago," the show management states, "assures that the trade will look forward with eagerness to its repetition this year and a very large attendance is expected of all those who are engaged in doing repair work for themselves or others."

The show a year ago had 105 exhibitors; 2600 visitors passed through the gates, and 800 registered as delegates to the convention.

PLACE ORDER EARLY

"Many thousands of motorists will be disappointed in getting the particular car they want unless they place their orders for spring and summer delivery at once," said Alfred Reeves, general manager of the National Automobile Chamber of Commerce, who returned today from a trip to the various automobile factories.

"The leading car makers," said Mr. Reeves, "are now having all they can do to keep pace with orders which are coming in and many are already behind the retail sales demands."

"Production schedules this winter have been much lighter than last, with the result that there were very few vehicles in dealers hands in anticipation of the spring trade. Furthermore, the early spring weather in most parts of the country has brought buyers into the field more quickly than last year."

Whether It—

Be roaming in the gloaming
Or basking in the sunlight of day
The showrooms of Kirkwood Motor
Will drive your cares away.

The arrangement of bright and tempered light
Will mellow to terms you covet.
But greater still
Are joys that thrill
In Nash, in Hupp, that comfort.

Come, look the models over with the personnel of our organization and enjoy the surroundings with us

Music Saturday Afternoon and Evening

OPEN SUNDAY

KIRKWOOD MOTOR CO.

Commercial at Chemekeeta Street

McCLAREN CORD

Stages, Salesmen and Deliveries Use Them

Do You?

Smith & Watkins
SNAPPY SERVICE
PHONE 44

THE FINEST ESSEX EVER BUILT

THIS GREATEST ESSEX VALUE \$895
Freight and Tax Extra

You Cannot Get Equal Style Performance and Reliability Within Hundreds of Dollars of Its Price

Essex is a totally different type. Its advantages are exclusive because patented. It gives results never before attained in any car:

- Low price, without disappointment in looks of reliability.
- Economy without sacrifice of performance. Stability and highest roadability without unnecessary weight.
- The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design. The lowest maintenance cost, we believe, of any car in the world.

A Car You Will Be Proud to Own

These qualities make it the most wanted and largest selling car of its class in the world.

It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortable riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

Surely you cannot be satisfied with less than Essex offers when its cost is but little more than cars of the lowest price.

Hudson-Essex, Largest Selling 6-Cylinder Closed Cars in the World

FRED M. POWELL
MOTOR CARS

Corner Cottage and Ferry Phone 2126