

MORE THAN 100,000 REGISTER DAILY

More than 420 Clocks Register Correct Time of Day for Workmen

In every great industry the element of time plays a most important part, but it would be difficult to find any institution where it requires such close attention as in the Ford organization which not only keeps one watchmaker at work, but in addition keeps a corps of clock men busy seeing that some hundreds of clocks tick the time to the second.

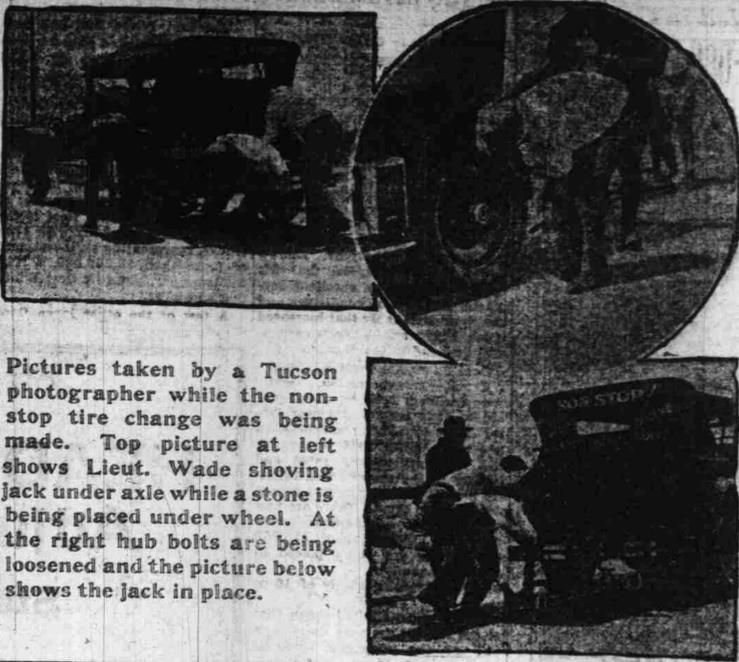
This element of time radiates into every division of the Ford industry, regulating the hour when lumber reaches the mills, when coal is loaded, when the ore reaches the blast furnace, when molten metal is poured, when motor cars are completed, when Ford trains move, Ford ships sail, Ford airplanes wing their way into space and when Ford employees come to work and quit.

Today a Ford ship, sailing for home after carrying the name of Ford across the Atlantic to European ports for the first time, is proceeding on its way with clocks that were checked and regulated in the Ford engineering laboratories at Dearborn, Mich., where precision in everything is the watchword. Another Ford ship, plying the Atlantic coast, likewise carries clocks regulated in these laboratories, the same as the giant Ford steel freighters which ply the Great Lakes carrying coal and iron ore.

It is the business of a watchmaker, whose workshop is in a bright little room at the Dearborn laboratories, to see that the ships' clocks are in perfect time. He also keeps check on the watches used by trainmen on the Detroit, Toledo & Ironton railroad, the Ford railway, and this alone is an important job.

Incidentally, the D. T. & I. is the only railroad in America which supplies watches to its trainmen. Some 300 watches are constantly in use, with 50 "loaners" in the watchmaker's room ready to go out whenever the occasion requires. No employee of the railroad is permitted to either set or attempt to regulate the watch which he carries. Any timepiece that is off standard time even a minute must be turned in for a "loaner" until it is repaired and regulated.

Four chronometers and two master clocks, checked daily by radio, are standards used for reg-



Pictures taken by a Tucson photographer while the non-stop tire change was being made. Top picture at left shows Lieut. Wade shoving jack under axle while a stone is being placed under wheel. At the right hub bolts are being loosened and the picture below shows the jack in place.

ulating all railroad watches and ships' clocks.

In the great Highland Park and River Rouge plants of the Ford Motor company more than 100,000 employees register in and out every day. Their time is checked on cards by more than 420 clocks and a special staff of men is maintained to see that every clock registers the correct time day in and day out, serving impartially the workers and the company alike in the great scheme of manufacture, for it is essential, in order to maintain proper production costs and efficiency throughout the organization, that everything proceeds in exact order and up to the minute so that people through the world who are using and desire Ford products may be served.

FORD PUBLICATION TO TAKE ADVERTISING

A change in the policy of Henry Ford's publication, the Dearborn Independent, was announced today. Advertising will be accepted beginning with the October 3, 1925 issue of the magazine.

The Dearborn Independent has not carried a line of paid advertising since it has been the property of Mr. Ford and the change in policy reflects a growing feeling on the part of the public to

expect as a buying guide a certain amount of advertising in magazines of its choice.

However, advertising in The Dearborn Independent is to be kept within certain definite limits. Under the new policy the magazine is to be increased in size from 32 to 48 pages, but the amount of space available in each issue will be only thirty-three and a third per cent of the total space inside, or, in the 48-page magazine only 16 pages will carry advertisements exclusive of covers.

This rule is said to be unique in the publishing field. Other requirements are made relative to the kind and nature of advertising which will be acceptable.

The Dearborn Independent, then a small country weekly newspaper, was acquired by Mr. Ford in 1918. All paid advertising was dropped and the paper changed to a sixteen-page magazine. In May of this year, with the installation of new presses, the magazine was increased to 32 pages of standard size. The Dearborn Independent, since becoming a Ford property, has become one of the most widely discussed publications in the world. It is distributed to over 600,000 paid subscribers.

Anyhow you haven't heard Adel-Kfilm boast any about eating Christmas dinner in Fez.

YALE MEN ARE IN FORD PLANT

Fifty Yale Students Are Working in Plant for Three Months

How would it strike you to become a Ford factory worker, spend three months on the job, then write a report on your impression and enter it in a prize contest?

This might not appeal to every one, but there are fifty young men from Yale university who are taking a try at it, and everyone of them is enjoying it.

Of course, they haven't as yet reached the report writing stage, for their three-month course in the old school of experience at the River Rouge plant of the Ford Motor company is only just fairly getting under way.

Clad in work shirts and overalls, these ambitious young men look like anything but college boys. Nevertheless, they are enthusiastic over the work and foremen in charge of departments in which they are employed report that they are showing unusual aptitude.

The young men are employed in the production forces at the Rouge plant, where they have full opportunity for studying factory organization and for securing first hand knowledge of Ford methods, management and handling of men. For the most part, the pupils have found lodgings during their stay here with families of Ford workers which brings them into intimate relation with the home life of these men. Every week they hold a conference and exchange experience.

Those in the group were especially chosen for this unique course by the department of social service of the Divinity school at Yale. While at work here they receive the regular scale of wages paid Ford employees.

At the close of their three-month employment in the factory, each student is to submit a written report based on his personal experiences and impressions. These reports will be entered in a prize contest. Judges will be James J. Davis, secretary of labor; Raymond B. Fosdick of Princeton, Jerome Davis and Edgar S. Furness of Yale, and Henry Ford.

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Studebaker pioneered the use of full-size balloon tires, for which steering mechanism, fenders and body lines have been especially designed.

Come in and see these sturdy, dependable "one-profit" cars. Today, more than ever before, every Studebaker is a big money's worth.

Ask about our liberal Budget Payment Plan.

AUTO CONCERNS IN NEW BUILDINGS

Many Garages Have Been Built in Salem During the Past Month

Six new garage buildings have been built in Salem during the past year. Nearly all of the new buildings are occupied by automobile dealers selling new cars.

Oscar B. Gingrich Motor company, Chrysler dealer, occupied a new building on South Commercial street; Fred Kirkwood, Nash and Hupmobile dealer, occupied the old YMCA corner which has been rebuilt into a modern garage; F. W. Pettyjohn company, Elckembacker and Oldsmobile dealers occupy a new building on North Commercial; MacDonald Auto company, MacDonalld and Chandler dealers, is in the new Roberts Garage on Ferry street; Fred M. Powell Motor Cars organization have just moved into their new home on North High street and the Texas Garage is occupied by Barrett Brotli, doing a general repair and storage business on North Capital street. The new building which the Newton-Chevrolet company occupy was erected a little over a year ago.

JULY HUPP SALES SET NEW RECORDS

Demand for Eight Reaches New Peak Among All Cars of Its Type

Sales of Hupmobiles in July by the Hupp Motor Car Corporation again broke all records for corresponding period in the company's history. According to O. C. Hutchinson, general sales manager, the month was one of the three largest in Hupp's entire history.

"Factory sales of Hupmobile Eight to distributors and dealers reached the highest total they have yet attained," he said. "They surpassed the previous high record, made in June, by nearly 400 cars. They more than doubled those for May."

"Our July demand for Eights was perhaps the greatest ever enjoyed by a manufacturer of high quality motor cars. Heavy production throughout August is being carried out in our effort to catch up with the sales stimulus recently brought about by our sweeping reductions at the beginning of the season on all eight cylinder models."

"Shipments of our Eight have reached a remarkably high figure—doubly remarkable when one remembers that this record was made by a brand new car of a type even now just coming into its own among those who can afford to enjoy the utmost in smoothness of operation. The Hupmobile Eight each month is making even more dominant its position as the largest selling car of its type in the world."

The company reports that its July sales were 59 per cent higher than those for July 1924. Sales volume in dollars registered an even larger increase, due to the eight cylinder car. Its sales for June and July were 76 per cent higher than those of the same two months of 1924 and 102 per cent more than for those months in 1923.

NEW MODELS NASH

Nash Leads the World in Motor Car Value

\$1815 F. O. B. Salem



The New SPECIAL SIX 4-DOOR SEDAN
4-wheel brakes, full balloon tires and 5 disc wheels included at no extra cost

Again, in this new Special Six 4-Door Sedan, Nash resourcefulness in creating motor car styles of extreme distinction has produced a body of magnificent charm.

KIRKWOOD MOTOR COMPANY
Corner Commercial and Chemeketa

for Economical Transportation

CHEVROLET

New Measure of Value

Chevrolet represents the highest type of quality car selling at a low price. Public acknowledgment of this fact has been evidenced by a greatly increased demand for Chevrolet cars. This increased demand has resulted in increased production making possible decreased prices on closed models and improved quality on all the

models. Now Chevrolet provides "Quality at Low Cost" to greater degree than ever before. Now Chevrolet presents to automobile buyers everywhere a new measure of value.

We are now making a special showing of these new cars and would be glad to have you call and see them.

- The Roadster - - \$525
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Touring - - \$525
New and improved quality of equipment—finished in a new color—gun metal grey Duco.
- The Coupe - - \$675
New and improved quality of equipment—former price \$715.

- The Coach - - \$695
New and improved quality of equipment—former price \$735.
- The Sedan - - \$775
New and improved quality of equipment—former price \$825.
- Commercial Chassis - - \$425
- Express Truck Chassis - - \$550

ALL PRICES F. O. B. FLINT, MICH.

Newton-Chevrolet Co.

Opposite City Hall

QUALITY AT LOW COST

SAME FINE STUDEBAKERS
Prices Reduced—Quality Maintained

THESE low prices are not for new cars built to sell at new prices.

They are for Studebaker cars identical with those which have been in tremendous demand at higher prices during the past eleven months.

They are for Studebaker cars so well built of such high quality materials that net profits during the past six months have averaged only \$140.64 per car. The rest of the money the public paid went into making a car with scores of thousands of miles of excess transportation.

These earnings are a triumph for the one-profit basis of manufacture. No manufacturer on a less efficient basis could have made a dollar selling cars of Studebaker quality at Studebaker prices.

Studebaker is the only one-profit car in the fine car field. Only Ford and Studebaker make for all their cars all bodies, all engines, all gear sets, clutches, springs, differentials, axles, steering gears, grey iron castings and drop forgings.

Thus we save and pass on to purchasers profits which many other manufacturers must pay to outside parts and body makers.

No "yearly models" makes sales jump

Thus we were able last January to reduce prices already low.

Then we announced that Studebaker would have no more "yearly models" to artificially depreciate cars in the hands of owners.

Sales instantly started to soar and have forced the vast Studebaker plants to maintain peak production throughout the summer, in the face of declining production for the industry in general.

To one-profit savings we thus add savings due to long continued peak production. These savings we share with customers in the price reduction announced August 1st.

We still use genuine leather, mohair upholstery,

fine northern white ash and hard maple, tough extra gauge steel for which we pay premiums, plate glass, walnut inlaid with holly and other refinements. In short, these are the same fine cars in every particular—only the price has been reduced.

You can't appreciate what a bargain Studebaker cars are at these new prices until you compare them point by point with others.

Remember that Studebaker cars have been kept constantly up to date. Improvements have been made as soon as developed—not saved up for spectacular announcements under the guise of "new yearly models" designed to depreciate cars already in the hands of owners.

Superiorities—both hidden and obvious

Many of the most important superiorities of Studebaker cars are hidden until revealed by thousands of miles of usage, but here are some you can check to prove our statement that every Studebaker is more up to date than the newest "yearly model."

On all present Studebaker models, you'll find an automatic spark control, safety lighting control on the steering wheel, 8-day clock and gasoline gauge on the dash, improved one-piece windshield, special cut-off lock of ignition and steering gear, fully machined crankshaft, coil ventilator, waterproof ignition and oil drains valve beside the engine.

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Studebaker pioneered the use of full-size balloon tires, for which steering mechanism, fenders and body lines have been especially designed.

Come in and see these sturdy, dependable "one-profit" cars. Today, more than ever before, every Studebaker is a big money's worth.

Ask about our liberal Budget Payment Plan.

New Prices Effective August 1st.

Standard Six Models

	New Price	Old Price	Saving
Country Club Coupe	\$1535	\$1595	\$ 60
Coach	1435	1545	110
Sedan	1765	1875	110

Special Six Models

	New Price	Old Price	Saving
Duplex-Roadster	\$1665	\$1725	\$ 60
Sport Roadster	1880	1925	45
Duplex Phaeton	1725	1785	60
Coach	1735	1895	160
Brougham	2000	2100	100
Victoria	2055	2195	140
Sedan	2215	2380	165

Big Six Models

	New Price	Old Price	Saving
Duplex-Phaeton	\$2090	\$2185	\$ 95
Coupe	2335	2825	440
Brougham	2545	2950	405
Sedan	2595	2950	355
Berline	2685	3025	340

NOTE—All the equipment remains the same except that bumpers, spare tire, cover and motorometer are no longer supplied with Big Six models.—Salem prices.

Marion Auto Company

THIS IS A STUDEBAKER YEAR