

AUTO FACTORIES OF TODAY ARE VIEWED

Comparison Is Made Between Artisans of Past and Those of Today

By I. J. REUTER
Pres. and Gen. Mgr. Olds Motor Works

Undue praise is bestowed on the craftsman and artisan of the past, principally through our tendency to heap laurel wreaths on the brow of antiquity without proper knowledge. If guild workmen of the sixteenth century were to try to build a present Oldsmobile, the result would be a car greatly lacking in accuracy and precision and selling at a fabulous price.

Credit is due these early workmen for what they accomplished with the meager equipment of those times. But is decidedly unfair to present day workmen and industrial scientists to exalt the craftsman of the past and his product. It can be safely said that these men in an entire century failed to bring about economies and betterments in manufacture as have, for example, been accomplished by the Olds Motor Works during the past year.

In olden times men served long apprenticeships, learning to do as their elders had done for generations past. The more progressive sometimes traveled to other cities seeking new methods, and this was the chief way any progress was gained. Today corps of highly trained men are constantly directing experiments and tests. Under them are skilled workmen who carry on the actual work. Every day something new is tried and something new is learned.

The recent introduction by the Olds Motor Works of the latest Oldsmobile with added power, beauty and performance at drastically reduced prices is illustrative of the vast difference between crafts of today and yesterday. Under the ancient system such an accomplishment would have been impossible.

For months an enlarged Oldsmobile staff has been working toward two purposes—one to create improvements and the other to reduce manufacturing costs without the sacrifice of quality.

Unlike their prototypes who strove to excel along established lines only, these craftsmen of 1925 work on the assumption that everything can be improved upon and that every process can be performed better and more simply. That which has been proven good is to them not good enough.

One group of skilled engineers

MOTOR TRIPS ABROAD Famous Westminster Abbey ONE OF A SERIES OF TRAVEL TALKS



Photo Courtesy Chrysler Corporation

WESTMINSTER ABBEY is one of the most famous buildings in all the world. Its official name is "The Collegiate Church of St. Peter." Westminster Abbey has been the coronation church of England since the crowning of Harold in 1066. With its royal burial-vaults and

long series of monuments to celebrated men, it is regarded as the national Temple of Fame; interment within its walls has long since been considered the last and greatest honor that the nation can bestow on its great. The body of the unknown soldier of Great Britain lies here.

devoted their time and talents towards changes that would result in more engine power without adding weight or sacrificing economy. A larger valve here, a slight change in shape of another part, the lengthening of one rod or the shortening of another—such things as these were decided upon after exhaustive tests.

Every idea was tried out thoroughly before acceptance or rejection. Engines containing a proposed change were tested on dynamometers for hundreds of hours and their every degree of performance registered by delicate instruments. Then cars equipped with these engines were run thousands of miles around the 146 acre proving ground maintained by General Motors Corporation. The proving ground roads approximate every condition an automobile will be called to face, containing varying type grades and constructed of different kinds of road material, from a rough dirt road to the latest concrete

speedway.

At the same time another group of experts was busy with manufacturing methods. New ideas shaved seconds off single operations. Machines that appeared to the layman to have uncanny intelligence and speed were improved upon. Changes in layout made further savings in time and labor. The results of these labors was the ability to make a better Oldsmobile at a lower cost than ever before.

What the Oldsmobile has succeeded in accomplishing, and its continual striving for improvement toward perfection, is just one illustration of the spirit that has made the automobile business the foremost industry of this country and its craftsmen the peers of the workers of all times.

VICK MAKES TRIP

Alfred Vick, of Vick Brothers, Salem Overland, Willys-Knight and Oakland dealers, left on a trip around Mt. Hood loop Thursday.

PACKARD STAGES GIVE GOOD SERVICE

Little Repair Work Required on Cars Which Run Over Hard Route 200 Miles

Two motor cars in California have run up a total of more than 1,400,000 miles. Their records are: more than 700,000 miles each and each has been running eight years. They are still operating in uninterrupted daily service and their owners say they will be driven for years more before they are retired from service.

It was in May of this year that each car turned its 700,000 miles, a distance the equivalent of 28 trips around the world. The two machines are standard touring cars made by the Packard Motor Car company, each one of which was lengthened in wheel base to carry a large motor car stage body. They have been operating constantly night and day for eight years each in the fleet of thirty Packard cars operated by the Pickwick Stages System.

The veteran Packard stage coaches each carry 14 passengers besides the driver. They are fully loaded on nearly every trip and from the time they were first placed in service they have carried 3,000 pounds more load than they were designed to carry. Despite rough roads, mountain climbing and runs through the desert, neither car, overloaded a ton and a half as they always are, ever has broken down on the road.

The entire Pickwick fleet of Packard cars has run a total of more than 12,500,000 miles. The routes of the line extend from El Centro and San Diego in Southern California to Portland, Oregon.

The two Packards with the greatest mileage have one of the hardest stage runs in the entire east. Their route lies between Los Angeles and Bakersfield, over the Tehachapi pass and through desert and hilly roads that subject to as severe a test as they could undergo anywhere. Each car averages more than 200 miles a day annually, on the present run. In former years with fewer cars operated by the company their daily average had to be much greater.

Officers of the Pickwick Stages System are authority for the statement that little repair work has been necessary on even the oldest Packards in service.

NEW RECORDS MADE IN TRACK ENTRANTS

Nominations for Breeders' Futurity for 1925 Exceed Expectations

LEXINGTON, Ky. — Record breaking nominations for the Breeders' Futurity of 1925 and 1927, and a large list named for the inaugural of the Centennial Futurity, feature races at the Kentucky association track here, are indicated by the complete list of eligibles.

The Breeders' Futurity for 1925 (foals of 1923), to be run at the fall meeting November 11 to 21, had an eligible list of 112 two-year-olds, fourth payment having been made on that number this month, he list closed July 1, 1923, with first payment on 675 nominees.

The Centennial Futurity, the new stake race to have its initial running at the Spring meeting in 1926, which year marks the 100th anniversary of the association, received 330 nominations. This event, like the Breeders' Futurity, is for two-year-olds and is over the futurity route, about 170 yards less than six furlongs.

The Breeders' Futurity for 1927 (foals of 1925), closed with more than 800 nominations. John E. Madden of Hamburg Place, Lexington, was the largest nominator, having made 54 entries.

The list of eligibles for the 1925 Futurity shows a number of royally bred juveniles, including the get of such great sires as Man-O-War, Friar Rock, Omar Khayam, The Finn, Black Toney, Fair Play, Hourless and Broomstick.

A number of these juveniles already have won brackets this year, while others still are in training on the blue grass farms here or at eastern stables. Upon the showing of the entries in this race frequently depends whether the owner nominates him for the Kentucky Derby.

Walter J. Salmon and Harry F. Sinclair, New York sportsmen, lead the list with seven eligibles each. Harry Payne Whitney, New York, and Idle Hour Farm (E. R. Bradley, Lexington), have five apiece, while Greentree Stable (Mrs. Payne Whitney, New York); Audley Farm (M. & B. B. Jones, Kentucky); Willis Sharpe Kilmer, New York; Log Cabin Stud (G. H. Walker), and J. E. Madden, Lexington, each has four entries.

NEWS FROM BEACH RESORTS

(Continued from page 4)
Billy Robbins, flyweight boxers of Portland.

Mrs. Neils Sorenson, Harry Sorenson, Carrie Sorenson, all of Portland, were at the camp ground for the week-end.

Mrs. Jas. Elliott and Lucile Elliott of Astoria are at the camp ground during the convention. Mr. and Mrs. Leonard Braithwaite, Portland, Mr. and Mrs. W. McGlinchey and son of Seattle, Washington, are at the camp ground for the week.

Mr. and Mrs. R. C. Danford and family and Harold King of Portland were guests of Mr. and Mrs. Tom Swennes at their cottage for the week-end.

Among the Artisans at the camp ground for the week were: Mrs. Mary Ruse and daughter Florence, of Cheney, Washington; Mr. and Mrs. R. A. Sprouse, John Sprouse, Portland; Mr. and Mrs. John J. Loyd, Portland; Mr. and Mrs. M. R. Minsinger, Portland; Mr. and Mrs. A. Marin, St. Helens; P. R. Millet, Portland; Mrs. Jno. F. Reisscher, Mr. and Mrs. W. M. Hoover, and Fossie Hoover and M. Staveth and family all of Portland; Mr. and Mrs. L. O. Williams, and Mr. and Mrs. O. L. Dumer, Salem; Mr. and Mrs. Jack Mans and daughter Rosemary, A. P. Kless and family, Grande Ronde, Oregon; Geo. G. Vetet and family of Portland.

Mr. and Mrs. T. B. Torson of Portland motored in and spent a week at the camp ground.

Another party of motor campers from Portland were Mr. and Mrs. A. P. Wilbur, Mr. and Mrs. C. A. Wilbur and Mr. J. E. Wilbur.

Mr. and Mrs. Frank Golleher and daughter Rhoda are the guests of Mr. and Mrs. R. G. Jubitz at their charming new cottage.

Mr. and Mrs. Paul Goodwin are the guests of Mr. Goodwin's father, F. M. Goodwin, at his cottage for the week.

AJAX CARS APPEAR

Fred Kirkwood, of the Kirkwood Motor company, local Nash dealer returned from Portland with the first of the new Ajax cars to be shown in Salem.

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

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