

BRITISH MARKET IS FAVORABLE TO U. S.

Many Automobile Manufacturers Here Taking Advantage of Foreign Trade

The British automobile market holds a great opportunity for American manufacturers who approach it with a full realization of its possibilities and its problems, according to Sir William Lettis, veteran automobile manufacturer and president of the Willys-Overland-Crossley company of Manchester, England.

Sir William, now on his twenty-sixth visit to America, recently was elected president of the Society of Motor Manufacturers and

traders of Great Britain, the highest office open to any member of the automobile industry. Owing to his great experience, his unusually international viewpoint, and his authoritative position among British manufacturers, the optimistic and constructive views expressed by Sir William Lettis at this time are of particular interest and importance.

"The McKenna duties of 33-1/2 per cent on motor cars imported into Great Britain which have recently been reimposed, contrary to a rather common impression, should stimulate and greatly improve the opportunities of the British market.

"Obviously, the development of the British market for automobiles must depend fundamentally upon the prosperity and steady employment of the British workman. By placing a protective tariff on automobiles, Great Britain gives her domestic manufacturers an opportunity to develop a large volume of business and to keep domestic labor employed, thus putting into the pockets of workmen the means of purchasing automobile transportation.

"Those American manufacturers who have studied this situation realize that their opportunity in this market lies in the establishment of British factories to build in Great Britain cars which have the economies and advantages of your volume production and American design."

The firm establishment of Willys-Knight and Overland automobiles in the British market, through the organization in 1920 of the Willys-Overland-Crossley company, was cited by Sir William as a typical example.

"When John N. Willys established in 1920 the Willys-Overland-Crossley company, with a large proportion of British capital to build the Overland car by British workmen with British material, he laid the foundation for the present popularity of Willys-Overland products in Great Britain.

"In Mr. Willys' recent visit with me to the Willys-Overland agents throughout Europe, we found everywhere the greatest enthusiasm for the new Willys-Knight six and the new Overland six. The first delivery of 200 of the Overland sixes in the British market was absorbed instantly, and it has been frequently spoken of as one of the most beautiful cars this year in Great Britain."

"The British company has also developed the commercial vehicle, the Overland one to truck, to an amazing degree. Sales in this commercial field are constantly increasing. The British-built Over-

Yale Men Don Overalls In Ford Plant



A group of the Yale men now working at the River Rouge plant of the Ford Motor Company, Detroit.

Fifty, Specially Selected, Work at River Rouge—Study Factory Organization and Ford Methods.

How would it strike you to become a Ford factory worker, spend three months on the job, then write a report of your impressions 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 every one 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 under way.

All Are Enthusiastic.

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 the 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 experiences.

Were Specially Chosen.

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. Furniss of Yale, and Henry Ford.

KING ALFONSO WELL PLEASSED WITH AUTO

Gardner Eight-in-line Meets With Full Approval of Spanish King

An American-made car—a Gardner eight-in-line brougham—received the most careful attention of King Alfonso XIII upon the occasion of his recent visit to the automobile show held during the latter part of May in the industrial building at Barcelona, Spain. His Majesty expressed his delight at the smart appearance of the Gardner, and the completeness of its equipment.

In Spain, the Barcelona exhibit ranks with the big annual automobile show at New York. Virtually all well-known European cars are displayed, and usually a number of America's finest automobiles are shipped abroad for this

event. European society turns out almost en masse, and the King of Spain is the guest of honor.

In commenting on the Gardner display, one Spanish newspaper had this to say: "The Gardner exhibit is a splendid one. The cars shown are of irreproachable make and great beauty. The features of Gardner cars are well-known to all good sportsmen. Because of the well-earned reputation of the Gardner Motor company, Inc., we need not mention the strength of its motor, the elegance of its line and its peerless drive."

Luis J. Gimenez, "Jorge, Juan 22, Valencia, Spain, Gardner distributor for that country, was in charge of the Gardner exhibit at Barcelona.

John Muir, naturalist and poet, and largely responsible for the setting aside of the Yosemite valley as a national park, called sheep "hoofed locusts," because of their ruthless raids upon forest vegetation.

"Rodeo" is the Mexican word for "roundup." It is pronounced "Roday-o."

FASTEST SELLING CAR of all the One-Profit Studebakers

INCREASED volume of sales—founded on Studebaker's policies of one-profit manufacture, and no yearly models—made it possible to reduce the price of this Standard Six Coach by \$100.

Already a wonderful value—a leader of the line—the lowest priced closed car ever sold by Studebaker—its previous low price has been cut one hundred dollars.

Many of the superiorities of this one-profit Coach are hidden until revealed by thousands of miles of usage. You can't see the fine workmanship and materials inside the engine and body which gives excess mileage. But here are some things that you can check against competitive cars to satisfy yourself that this is a Studebaker of the same fine quality as before the price cut—a Studebaker more up to date than the newest yearly models.

EXCESS POWER—According to rating of National Automobile Chamber of Commerce, this is the most powerful car of its size and weight.

WOOL UPHOLSTERY—Durable. INSTRUMENTS—Including 8-day clock, gasoline gauge, speedometer, oil pressure gauge and ammeter, in single grouping under glass, on beautiful silver-faced dial.

FULL-SIZE BALLOON TIRES—For which the steering gear, fenders and even the body lines are specially designed.

AUTOMATIC SPARK CONTROL—No spark lever on steering wheel, but:

SAFETY LIGHTING CONTROL—On the steering wheel, at the driver's finger tips. IMPROVED ONE-PIECE WINDSHIELD—Automatic windshield cleaner, weatherproof visor, rear-view mirror, attractive cowl lights and cowl ventilator.

CO-INCIDENTAL LOCK—To ignition and steering wheel, which serves to reduce the theft insurance rates—single key operates this lock as well as that on the door and the clever device on the spare-tire carrier.

COMPLETELY MACHINED CRANK-SHAFT—To obtain perfect engine balance and thus reduce vibration to a minimum.

There are only two cars manufactured on the one-profit basis, Studebaker in the fine car field, and the Ford in the low priced field. Only in these two cases does one company in its own plants make all bodies, all engines, all clutches, steering gears, differentials, springs, gear sets, gray iron castings and drop forgings.

Come in and see this coach. You will find it the same fine car as before the price reduction.

\$480 Down

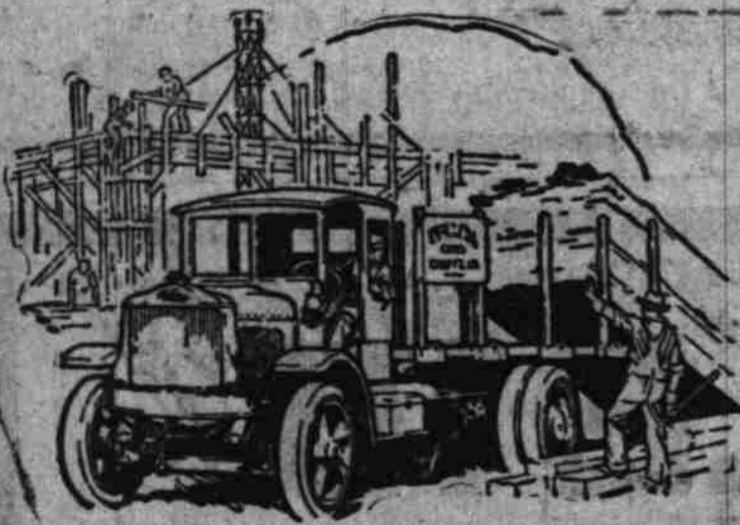
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Ford

"It Certainly Is a Smart-looking Car"

That's what everyone has to say who has seen the latest Ford cars.

That such attractive motor cars could be offered without the slightest increase in prices, seemed incredible to a public long familiar with Ford values.

Yet enthusiasm for the smart new appearance can never supersede the fact that it is the quality of materials and workmanship that has made the Ford the world's leading automobile value. New beauty has not crowded out traditional Ford reliability.

The very volume of Ford output demands absolute accuracy of every working part. The steady flow of production is dependent upon parts fitting together perfectly; inaccuracies would interrupt and delay assembly. And to this precision must be largely credited the uniformly fine performance

and freedom from trouble of all Ford cars.

Closed cars now shown in color are unusually pleasing; new and finer upholstery gives an artistic harmony to the cars. Bright nicked radiators feature the closed cars and nicked headlamp rims are on all types. The fenders are larger and longer, and the running boards are wider.

Comfort is increased by the cars' lower center of gravity, by the low, deep, wide seats, by the added foot room, and by many other refinements that contribute to your ease, convenience and safety.

Here is the ideal car for a woman's personal use—good-looking, trustworthy, easy to handle and inexpensive to maintain. Here, too, is a practical car for any family—that every member of the family can enjoy.

Runabout - - - \$260
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Coupe - - - 520
Tudor Sedan - \$580
Fordor Sedan - 660
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