

### EXPORTING PROGRAM DEMANDS ATTENTION

#### United States Motor Car Manufacturers Now Turning to New Field

Planning for expected large increase of business in the foreign field, leaders of the automobile industry will map out export programs at the fall meeting of the National Automobile Chamber of Commerce, October 8.

John N. Willys and C. W. Nash are announced to take part in the discussion relating particularly to motor cars. M. L. Fulcher, president of the Federal Motor Truck company, will outline the problems in the export marketing of motor trucks.

Among other officials on the program will be H. H. Hills, Packard; E. C. Morse, Chrysler; Percy Owen, Dodge Brothers; George E. Daniels, Locomobile; Sid Black, Cleveland; J. H. Dretbelis, General Motors.

The meeting is preliminary to the Second World Motor Transport congress to be held in New York, January 11-13, 1926.

The topics arranged for the October meeting include:

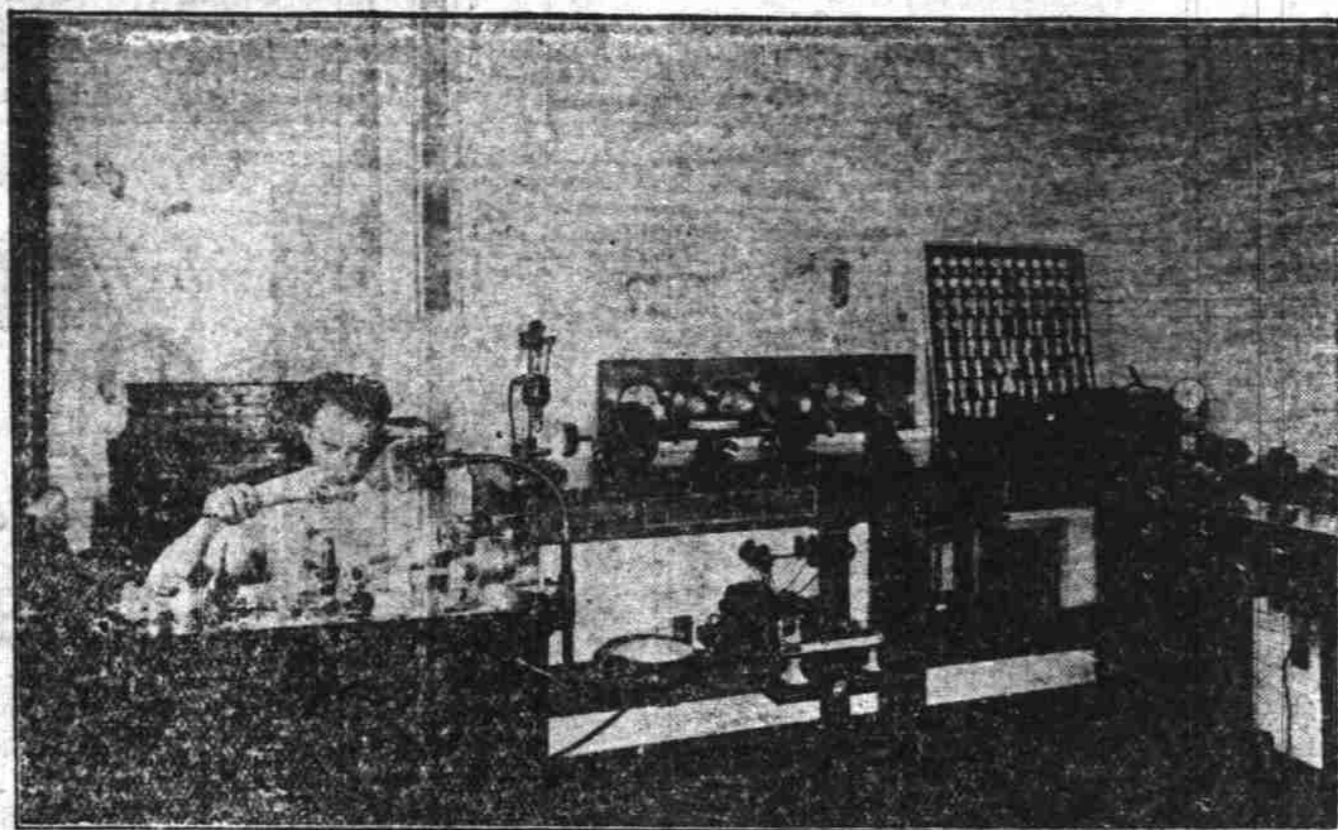
**A. What Can Be Done to Offset Sales Resistance from High Taxation on American Cars Abroad?** Under this heading will be discussed solutions for high taxation through change in engine design; foreign assembling plants; N.A.C.C. cooperation with government and change of policy in commercial treaties.

**B. How Can Costs for Delivering Automobiles to Foreign Destinations be Reduced?** Discussion will center on needs of according preference on export over domestic shipments to obtain greater turnover by dealer; elimination of boxing; facilitating of export service and general items entering into landed costs abroad.

**C. How Can Credit Facilities to Encourage Larger Volume of Exports be Provided?** Discussion will take in developments for financing of wholesale export trade; obstacles in way of retail sales on time payments abroad; and general means for solving financial problems in exports.

**D. What Promotional Work Should be Undertaken to Stimulate Demand Abroad?** Proposals will be considered for stimulating

### Ford Watchmaker a Busy Man



The Ford watchmaker's shop in Engineering Laboratories of the Ford Motor Company at Dearborn, Mich.

#### Repairs and Regulates all Ford Railroad Watches and Ships' Clocks—Others Keep Hundreds of Factory Clocks Ticking on Time.

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 continually 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 employes come to work and quit.

of demand abroad through efforts of individual manufacturers and through cooperative efforts in motor transport congresses and other promotional activities.

#### INVENT RIM HOLDER

EUGENE, Ore.—A new type of rim holder with which the rim is disengaged by the single turning of one bolt, has been invented by

#### Check Ships' Clocks.

Today a Ford ship, homeward bound, after carrying the name of Ford across the Atlantic to an European port 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 & Ironville railroad, the Ford railway, and this alone is an important job.

#### Road Supplies Watches.

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 employe of the railroad is permitted to either set or attempt to regulate the watch 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 regulating all railroad watches and ships' clocks.

In the great Highland Park and River Rouge plants of the Ford Motor Company more than 100,000 employes 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 upon the minute so that people throughout the world who are using and desire Ford products may be served.

today or tomorrow to the supreme court from the decision of the Hennepin county district court ordering that commercial trucks must continue to pay license taxes at the rate of 10 per cent of the value of the truck.

Truck owners fighting for lower rates, contend the 100 per cent levying lists are unjust and damaging. The decision to appeal followed a conference of officials, directors and counsel of the association.

#### AUTO EMPLOYMENT HIGHER

From the Automobile Daily News. DETROIT.—Automotive employment in this city advanced 2,765 for the week ended September 29, according to the Employees' Association, which reports a total of 257,894 in the 79 plants reporting.

This is approximately two-thirds of all industrial employment and is the highest total ever reached here. The total is about 57,000 above the same period one year ago.

#### FOUR WHEEL FORD BRAKE

SAN FRANCISCO, Oct. 10.—A four wheel brake for Fords and other light automobiles, invented by Clyde J. McNery, has been placed on the market in San Francisco. The Brake is so arranged that the pull is directly over the steering knuckle pin, with qualification on all four wheels, and this enables the driver to stop suddenly, even on slippery pavements, the inventor claims.—Automobile Daily News.

#### MINNESOTA TRUCK MEN CONTINUE TAX FIGHT

MINNEAPOLIS, Minn.—G. A. Will, counsel for the Minnesota Commercial Truck Owners' association, said he will file an appeal

### PRODUCTION TO BE INCREASED GREATLY

#### Oakland Plant to Turn Out 80 Percent More Machines Than Before

PONTIAC, Mich., Oct. 10.—Announcement has just been made by A. R. Glancy, general manager of the Oakland Motor Car company, that the October output of the Oakland factory is being increased more than 80 per cent over the preceding month.

"This increase is doubly significant," said Mr. Glancy, "because our September production was the highest of any month this year, exceeding the best previous month by 33 1-3 per cent. However, in spite of our volume of production in September, orders have continued to flood our home office since the announcement of our new cars and the accompanying price reductions, making it necessary to provide a still greater increase in October. Before the end of the present month our daily average production will have exceeded 350 cars and we have already shaped our plant towards that end.

"Since the first week in October, the local unit of the Fisher Body Corporation has been devoted exclusively to the production of Oakland bodies. For some time Oakland production has been taxing the Fisher plant to capacity with its steadily increasing volume.

"Work of rearranging the Oakland plant to make possible this big increase has been under way for some time and we are confident that the middle of October will find everything adjusted and the new schedule in full operation. "The combination of incorporating many refinements in the car and materially improving the motor by means of the new Harmonic Balancer, coupled with the reduction of \$70 to \$550 in price, has pushed business to a record level, and we are anticipating a heavy demand for some time to come."

#### WHITE MOTOR TO INCREASE OUTPUT

CLEVELAND.—"We are entering the last quarter of the year prepared to take full advantage of satisfactory conditions existing in business generally," says Wal-

ter C. White, president of the White Motor company, in a letter to shareholders.

"The White factory was reopened September 8 after having been closed two weeks for the purpose of carrying out a major step in the program of rearranging the mechanical equipment for

increased efficiency and production, now and in the future," he continued.

"All schedules were met in advance of the shut down, and since the resumption of activities the schedule requirements have been continued. The move involving the relocating of more than

400 machines, the trying of numerous new tools designed for more continuous and uniform production. The new layout provides flexibility for future needs.

Classified Ads Bring Results

**QUALITY? VALUE? Here they are in record-breaking measure. Just look at the price—then examine this Advanced Six Sedan thoroughly. Conclusive proof meets the eye in every feature.**

**KIRKWOOD MOTOR CO.**  
Corner Commercial and Chemeketa

### WALTER P. CHRYSLER'S TRAFFIC TALKS

#### MOTORIST MUST PROTECT PEDESTRIAN

The motorist may expect the pedestrian to do anything.

The pedestrian must know what the motorist is going to do.

The pedestrian may "jay-walk," even though he isn't supposed to.

The motorist must protect the "jay-walker."

The pedestrian may start in front of a moving vehicle even though the motorist has the signal to go. But the motorist must have his car under control and must protect that pedestrian who insists upon jacking chances.

Motorists should bound their horns in approaching a "blind" corner, a curve, a hilltop, or where there is not a clear view.

Extra care is necessary in crossing most bridges. Accidents on bridges are usually serious.

Motorists should promptly turn out of the tracks when signalled to do so by a street car. Street cars must follow rails.

Motorists should not try to out-guess each other. A wrong guess may mean a serious accident. A car going a reasonable rate of speed should not be passed.



In coming from behind street cars be sure there are no approaching vehicles

To get by it requires more speed than is safe.

In coming from behind street cars pedestrians should make sure there are no approaching automobiles.

Pedestrians, in crossing streets, should not obstruct their views with umbrellas.

The middle of the street is not a safe place to read a newspaper. Roller skating in the street is dangerous.