

OUTPUT OF FORD AIR PLANT IS INCREASED

Capacity of Metal Plant Department Will Be Doubled, Report Says

DETROIT, Oct. 31.—Since it began operations, the plant of the Stout Metal Airplane company, now a division of the Ford Motor company, at Dearborn, has been closed to the public. It was opened to visitors, however, at the time of the recent gathering of airplane and airplane enthusiasts occasioned by the first commercial plane reliability tour, and it has proved an interesting place to those who have seen it.

The building is well fitted for its purpose, with the most modern machines and equipment. Every facility for turning out uniform work with speed is available, and the personnel has been selected and trained with especial care.

Naturally, nothing like the characteristically Ford production line is possible in the manufacture of aircraft; but the process of manufacture, even in its present form, follows that general plan, at a somewhat slower rate. Jigs and dies are assembled at various successive points and after the completion of one set of operations the plane under construction is moved forward to the next spot, for another set of operations, and this process is continued until the plane is finished.

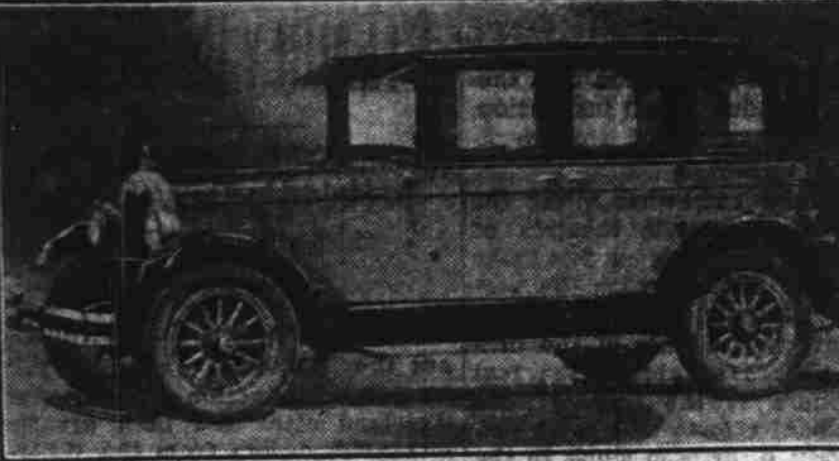
All of the plane is fabricated in the factory from raw material. The built-up members are shaped on large presses and assembled by mechanical riveters. One piece is exactly like another. Because of the use of duralumin in their construction, these aluminum planes are lighter than their cousin ships that are made of other materials that are generally conceived as being lighter than metal. Duralumin is twice as strong as aluminum, and weighs about the same.

The factory is a picture of orderly, progressive operation. The Ford housekeeping is everywhere apparent, and while there is speed in production there is no hurry nor any appearance of effort. At the present time, the factory is producing planes at the rate of one every two weeks; but contemplated expansion will speed this up to double that output.

The increased output of the factory will be promptly absorbed. The Ford air lines alone will utilize 50 of the airplanes in transporting parts between the several plants. This method of transportation has abundantly demonstrated its advantages in saving time and its synonym, money. Other manufacturers are following the Ford lead by ordering fleets of airplanes for use in swift transportation. Projects already established in Florida and in the middle west will be fitted with fleets of Stout Air transports as soon as the factory can furnish them.

IN ONE BUT SINGS SOLOS
LONDON.—John Ayres, aged 27, sings solos twice a week at the open air meetings of the Gospel Lifeboat Mission at Peckham Rye, and delivers an address at least once a week.

New Oakland Landau Sedan



Larger body, wider rear seat and larger quarter windows feature new Oakland body style.

The Oakland Motor Car company now has in production a new style landau sedan with larger body, wider rear seat, larger rear quarter windows, new colors and many other refinements. Price remains unchanged—\$1295 f.o.b. Pontiac, Mich.

The lengthening of the body affords added space in the tonneau of the car and easier entrance, while the widening of the rear seat provides big car roominess so desirable for the complete relaxation of occupants.

The rear quarter windows have been enlarged from the oval to a square finish, with upper rear rounded to conform to the shapeliness of the rear line of the body. The graceful bows upon the leather rear quarters still remain one of the distinctive features of this body style.

The change in Duco finish to a

FORD PLANT BREAKS MANY CAR RECORDS

Production Methods Increased to Point Where 105 Cars Made in Day

"We're making records here one day, only to break them the next," said F. H. Hull, Portland Ford branch manager. "We used to think we had done a full day's work when we turned out 75 cars, but the demand for Ford cars has been so strong that we found this number entirely insufficient. There was only one answer to the problem and that was build more cars, and this we proceeded to do. Our first step was put more men to work, until now we have a force of close to 500 men employed."

"On Saturday, October 17th, we turned out 105 Ford cars and trucks, the greatest number ever built by this branch. Out the gate they went almost as fast as they came off the line, and within a few minutes after the assemblers had quit work the last of the day's production was in the hands of a dealer for delivery. Since that time our production has been close to 100 a day, and before the month is over we will have assembled approximately 200 cars and trucks."

"Conditions as they affect us have never been better, and we are counting on increased business for November. With this in view we have asked our home office for stock to build 2,400 cars and trucks next month a number far in excess of our best summer sales months."

The Ford Motor company reached the highest production peak in the record of the company Friday, October 16th, when 8,165 cars and trucks went off the assembly lines of domestic branches. Friday's record, however, is expected to be short lived, for production will reach 8,500 daily before the end of the month, making possible a total output of approximately 200,000 for October, the greatest in Ford history.

This information was contain-

ed in a statement issued at the company's general offices in Detroit, which details the remarkable industrial accomplishment effected in producing the improved Ford cars and which at the same time definitely dispels all fictitious rumors regarding Ford production circulated since the new cars were announced. Less than 60 days after discontinuing its former style passenger cars the Ford Motor company has brought the improved types into normal production in all its assembly plants throughout the United States. The former type passenger cars went out of production in August, during which month 4616 passenger cars were produced.

Because of the many changes and improvements made in Ford bodies it was necessary to rearrange departments in all assembly plants, install considerable equipment, and lengthen paint ovens to permit longer baking and an increase in the number of coats of paint given the cars. This was accomplished and production started in the plants early in September. Output of the improved cars increased rapidly and for the week ending September 19th the production total showed 22,376 cars and trucks. Since that time output has been growing steadily. During the last few weeks the company has been shipping through its branches to dealers more than 7,000 cars and trucks a day, the shipments increasing to the record reached on October 16th, when 8,165 cars and trucks were produced. This output will be increased to 8,500 a day before the end of the month. Production for October will run close to 200,000, a new high record. These figures assure the public that cars will be forthcoming in such large quantities from now on that deliveries can be made to customers without and great delay.

Preparations for bringing in the new cars, which entailed the changing of all steel bodies, were begun months back, but the actual work of placing cars in production and bringing the output up to the normal average of more than 7,000 a day has all been accomplished within 60 days.

Aside from the engineering work, the task of producing the improved cars involved in part the preparation of tools for 3,291 new operations necessitating more than 3,000,000 hours of work by expert toolmakers, complete changes of whole departments, the installation of 1,074 new machines in the Highland Park and River Rouge plant and in other manufacturing units, the designing and making of 905 new and different small tools totalling 75,809 pieces and the educating of thousands of men in making new automobile parts.

The increase in production together with constantly expanding activities has brought employment in the Ford organization in the United States to a new high figure. At present the number of those employed exceeds 175,000.

Rank Outsider Wins Auto Challenge Race

Sometimes a dark horse will win an automobile race. Here's an instance from Salt Lake City, with a somewhat laughable climax.

The Jewett dealer had issued a challenge for a competition on an extremely steep grade, 21st South street hill, and had defeated all comers. Finally one more make of high powered car accepted the challenge, and the Jewett and the competitor met at the foot of the hill where a crowd gathered to watch the match.

Just as the contest was about to start, along came a Michigan tourist driving a Jewett de luxe brougham, well loaded down with the usual camping equipment. Attracted by the crowd, he stopped, and finding out what was up, decided to enter the contest. Without tuning up his car, or even removing the excess weight carried, the Michigan tourist put his Jewett up the hill with wide open throttle and ran away from the car that had been groomed to meet the Jewett dealer's challenge.

Says American Invented First Useable Typewriter

HEKIMER, N. Y.—Austrian claims that the typewriter is an Austrian, not an American, invention, which were given concrete form by the recent unveiling of a memorial tablet at Innsbruck, Austria, to Peter Mitterdorfer as the inventor of the typewriter, are challenged by John W. Vrooman, president of the Herkimer County Historical society.

Mr. Vrooman declared that

"the outstanding and important fact is that Christopher Latham Sholes' machine made available to the world." The American Sholes' model was patented by the Remington arms factory in 1873. Vrooman credited Mitterdorfer with being one of a long line of individuals who "had been trying ever since the first patent was granted by the British patent office in 1714."



—I'll set your car
—up with new
—SEIBERLING
—ALL-TREADS
—and give you a
—liberal allowance on
—the old tires!
—See Seiberlings
—and my set
—Sale first!!



She is Girl's Champ in Gold and Hits a Big Ball

LONDON.—Miss Enid Wilson, who won the girls' gold championship of Great Britain, is only 15 years old, but she lacks only two inches of being six feet tall, and weighs more than 150 pounds. None of the other girls, and only a few women, can handle a golf ball as she can, or send it scotching such long distances.

As yet there is little grace in her game, for she is at an awkward age and growing rapidly. But of power there is plenty. Several times during the championship play at Stoke Uoges she reached greens of 430 yards or so with her second shots. And the grass was wet, giving little run to the ball.

Miss Wilson wears her hair in a pigtail, which, when playing she tucks down the back of her jersey. The young champion took up golf at the age of nine. Her instructor in recent years has been Arthur Havers, the open champion of 1923. She made her debut among the women players last May in the British ladies' championship, being beaten by Mrs. W. A. Gavin on the 17th green.

Mexican Women Favored as Brides for Japanese

TOKYO.—The most desirable foreign women in the United States for the Japanese to marry are Mexicans. J. Arima, publisher of the Hokubei Jiji, a Japanese daily of Seattle was quoted as saying in an interview up-

on his arrival in Yokohama. "Mexican women have many of the similarities of the Japanese women and they are beautiful," Mr. Arima said, "German and Scandinavian marriages also have proven successful with the Japanese, but the women of these nationalities are not numerous. "The Japanese of the United States have two alternatives—to remain unmarried forever, or to return to Japan. One-third of the Japanese in the United States are still unmarried. American women do not care to marry Japanese, happiness results in few cases, as divorce is prevalent even among the Americans themselves."

Yank Appetite for Ear Corn Puzzling to French

PARIS.—The American appetite for green corn, a delicacy almost unknown in France, caused the Paris Midi to comment in a paragraph that was headed with the French proverb "there is no arguing about taste and color."

The head waiter of a leading restaurant brings in with ceremony a weird dish which he lays before his American customers, observed Midi. He places before them great white cylinders which the people from across the Atlantic seize and eat with relish.

"Whatever it is that they are eating?" asks a Parisian. The waiter explains that it is boiled maize. He brings a green head to the Parisian and shows him the contents. "And you are asked for many of these?" "Thirty or forty a day." Why cross the ocean to eat boiled maize in a Paris restaurant, concludes Midi.

How Can Oakland do it?

How can any maker add more than 100 improvements to a product already unmatched in performance, appearance and value—and at the same time lower prices \$70 to \$350?

That is the question which is bringing motor car buyers everywhere flocking to Oakland salesrooms. That is the question which puzzles them more and more after they see and drive this car.

The answer is, Oakland and General Motors determined to lift the New Oakland Six to unexampled heights of value and dedicated all their resources to this purpose, knowing that the reward would equal the achievement.

Now, with Oakland sales mounting week after week to new high levels, it is competition that asks—"How can Oakland do it?"

Roadster . . .	975	(Old Price . . .)	1095
Touring Car . . .	1025	(Old Price . . .)	1095
Coupe . . .	1095	(Old Price . . .)	1215
Landau Coupe . . .	1125	(Old Price . . .)	1295
Sedan . . .	1195	(Old Price . . .)	1545
Landau Sedan . . .	1295	(Old Price . . .)	1645

All prices on factory. General Motors Time Payment Plan, hereafter the lowest in the industry, have been made still lower. You can now save as much as \$40 to \$50 in your time payment costs.

VICK BROTHERS
HIGH STREET AT TRADE

OAKLAND SIX

PRODUCT OF GENERAL MOTORS



Two DEPENDABLES ~ The GENERAL Dealer and GENERAL Gasoline!

Every GENERAL Dealer realizes that his merchandising success depends upon customer satisfaction. He is an independent business man with an investment to protect. To protect it he must bring you back again and again. To bring you back he must treat you fairly, serve you squarely and satisfy you in every particular. And that's just what every GENERAL dealer is doing with his customers day in and day out. Watch GENERAL Authorized, Independent Dealers. They're all successful. Patronize them. You'll find them as dependable as GENERAL itself!

W. R. SPECK, Distributor
Phone 2102--Salem, Ore.

GENERAL Products Are Sold Only by Authorized Independent Dealers at the Green-and-White Sign.

"Fill Up Your Tank and Let Your ENGINE Decide!"

GENERAL GASOLINE and Lubricants