

The Oregon Statesman

CLEAN AND VIGOROUS

SECTION THREE Pages 1 to 8

Automotive--Good Roads Better Homes

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, JANUARY 24, 1926

PRICE FIVE CENTS

CLAIM ADVERTISED GOODS TOP SALES

Nationally Advertised Accessories Much in Demand in Stores

"Nationally advertised automobile accessories are as much in demand as any other line of widely advertised merchandise," says Walter Rydell, local manager of the Western Auto Supply company.

"When a motorist selects accessories for his car, he demands the same standard quality and nationally known makes as he does when buying groceries or clothing."

"It has always been the policy of the Western Auto Supply company to handle the best quality merchandise obtainable, and in keeping with this policy, we carry practically all of the nationally known and advertised makes of accessories."

"Take S. & M. spotlights for example. We sell many more of this well known make than any other and much of this is due to the wide publicity given them. It is the same way with horns, E. A. lead in the electric field, while the Aermore tops, sales on the exhaust list. In mirror sales, the Cop-Spotter and Kokomo mirrors lead. Boyce motometers are well known through their extensive advertising, and are a popular accessory among car owners."

"A. C. and Champion spark plugs are popular sellers and when the motorist needs a tire gauge or a valve core, he usually thinks of the Schrader make."

"Now that the winter season is here," concluded Mr. Rydell, "it is interesting to note how many Malco automatic windshield wipers and McKay skid chains, both nationally advertised accessories, are being purchased by motorists."

VIBRATION REDUCED BY PERFECT SHAFTS

Willys-Knight Crankshafts Are Balanced to Prevent Slightest Vibration

Through the use of the most modern precision instruments, the crank shafts of all Willys-Knight engines are perfectly weighed, measured and balanced to eliminate all motor vibrations.

The new method entirely revolutionizes this phase of motor assembly and introduces a new standard in the smooth performance of the automobile engine. The old method of turning crankshafts by hand was crude compared to the work of these new machines now in use by the Willys-Overland company. Formerly the balancing of the crank shaft depended upon the skilled hand and eye of the workman. A delicate and mechanically perfect machine now balances the shaft and accurately gauges the part.

The new precision machine resembles an ordinary lathe with the addition of a delicate set of scales and measuring devices. The crank shafts are machined, then placed in the lathe and, through slow revolutions, accurately balanced. Not only does this new machine balance the shafts but it also indicates the exact amount of weight to be removed and the exact location of this overweight. The operations are simple and readily performed. The recording of any untrue portion of the shaft is immediately registered on the scales. The indicator remains in this position even after the machine has been stopped, eliminating all guess work and possibility of error on the part of the operator.

GERMAN PLAN REVIEWED

A German-American finance company has taken over the business of 80 per cent of the automobile industry in Germany for the purpose of selling German cars on the installment plan. Negotiations are being conducted between the Reichsbank and the German manufacturers for the use of the Reichsbank credits accounts. The risk of payment will be assumed by the finance company.

Chemists were 12 years in the final perfection of Duco. Copper wire used annually in the manufacture of Chevrolet cars would make a gigantic magnet with the earth as a core.

OVERLAND FOUR TO SHOW LARGE GAINS

Production to Be Increased Fifty Per Cent. Factory Men Declare

Production of the four cylinder Overland, the light car product of Willys-Overland, will be 50 per cent greater for 1926 than during the year 1925 not only indicates the healthy condition of the company, but also reflects in a general way an optimistic business outlook for the year 1926.

The first indication of greater developments in this light four came in September of last year when the price on the standard sedan model was dropped to the lowest price ever put on a four cylinder enclosed car with standard features of design and equipment including three forward speed sliding gear transmission, honeycomb radiator, heavy frame construction and standard-size body specifications.

This price brought a volume of sales which exceeded by a large percentage the ability of the factory to keep production up with demand.

The acceptance of this sedan at the price established was an immediate indication of a sales field which had never been sounded by any manufacturer of a standard type four cylinder car.

The total volume of sales in this four cylinder model for entire year of 1925 was over 100,000, including all body types of which there were four.

Manufacturing plans for 1926 contemplate a minimum output of not less than 150,000, with every possibility that this huge number will be exceeded before the year is over.

Included in the Overland four line are the standard sedan, deluxe sedan and the touring car.

The sales volume in the four cylinder model was reached in the fact of a total volume of six cylinder cars, Overland and Willys-Knight, sold and delivered during 1925 which exceeded 100,000 units.

At the present time, the price on the Overland four standard sedan is still the lowest in the field with no near competitor in sight.

STAR FOUR CLAIMS PLACE BESIDE SIX

Reception of New Sixes Accompanied by New Records of 4 Performance

OAKLAND, Jan. 23.—Amid the flurry throughout the dealer organization of the Durant Motor company of California as the new Star six was announced with a tremendous reception all over the west, the Star four cylinder touring car crashed into the limelight with new performance records.

Under official newspaper observation, the world-famous Mt. Tamalpais road, recently opened to motor traffic, has been climbed in a standard stock Star four touring car, then first time a car has ever negotiated the hill in high gear.

With a representative of "The Marin," San Anselmo newspaper, aboard, Austin Minto of San Rafael drove the record breaking Star car. The car was fully equipped with fenders, top, and windshield. At the start of the trip, the gears were meshed in the "high" position, and the observer removed the gear shift lever.

According to the observer, the trip was made without effort, despite heavy grades in places on this road. Many cars had previously made the high gear attempt on the Mt. Tamalpais road, because of the international publicity this famous mountain has received. For many years past, it has been the site for "the crookedest railroad in the world," and thousands of western tourists have been at the summit of the hill.

The second record performance was in competition with a car in its price class, following a challenge in Santa Barbara. Stock roadsters of both Star and the second car were used, and both with and without passengers in several tests, the Star four cylinder roadster came out victorious. The testing ground was the famous California street hill, one of the most widely known local hills in Santa Barbara. The achievement was followed by a Star car parade throughout the city which drew attention from thousands.

Four large glass factories supply material for Chevrolet closed cars.

FORD PROGRAM SAID HIGHEST ON RECORD

Optimistic Business Outlook for 1926 Is Presaged by New Buildings

The expansion program carried out by the Ford Motor company during the year 1925 not only indicates the healthy condition of the company, but also reflects in a general way an optimistic business outlook for the year 1926.

In industrial buildings the company has added 2,200,000 square feet of floor space during the year. This is an increase of more than 10 per cent and gives it a total of 22,700,000 square feet, or slightly more than 520 acres under roof in plants throughout the world, exclusive of the Ford Motor company of Canada, Ltd., in which to carry on its program of mass production.

The largest expansion, as might be expected, came in the Detroit area in which are located the company's great manufacturing units.

At the River Rouge plant, probably the greatest industrial center in the world, the large motor building was opened early in the year and operations begun which removed a number of departments from Highland Park. Several large buildings were completed at the Rouge during the year, equipment installed and operations started. One of these, known as the pressed steel building and use for the manufacture of pressed steel parts, fenders, etc., has a floor area of 375,000 square feet. Another building approximately the same size, completed during the year, is devoted to the manufacture of springs, crank cases and steel forgings.

The most notable of the River Rouge buildings, however, is the new steel mill and open hearth furnace building with a total floor area of 644,000 square feet, all of one story construction. While the mill will not be in full operation until early in the spring, rolling of steel in the 14-inch merchant mill has been under way for several weeks.

At Dearborn the new engineering laboratory was completed early in the year and already work has begun on an extensive addition to this building, increasing the floor space 60,000 square feet. Additions and alterations also have been made to the power house and heating plant.

While only minor building extension and changes were made at the Highland Park plant of the company, removal of a number of departments to River Rouge permitted extension of several departments and the introduction of new manufacturing activities.

At the Lincoln division plant of the company a new three-story

branch was established at Pernambuco, Brazil.

Another expansion came with the establishment of a branch in Mexico City, Mexico.

In Europe new plants were acquired in Antwerp, Belgium, and at Paris, France, where building operations are practically completed. Each of these new plants will have an operating capacity of 150 cars daily.

Duco permits straightening of body dents without repainting.

Factories devoted to Chevrolet manufacturers consist of 167 buildings.

Chevrolet factories throughout the country cover 345 acres.

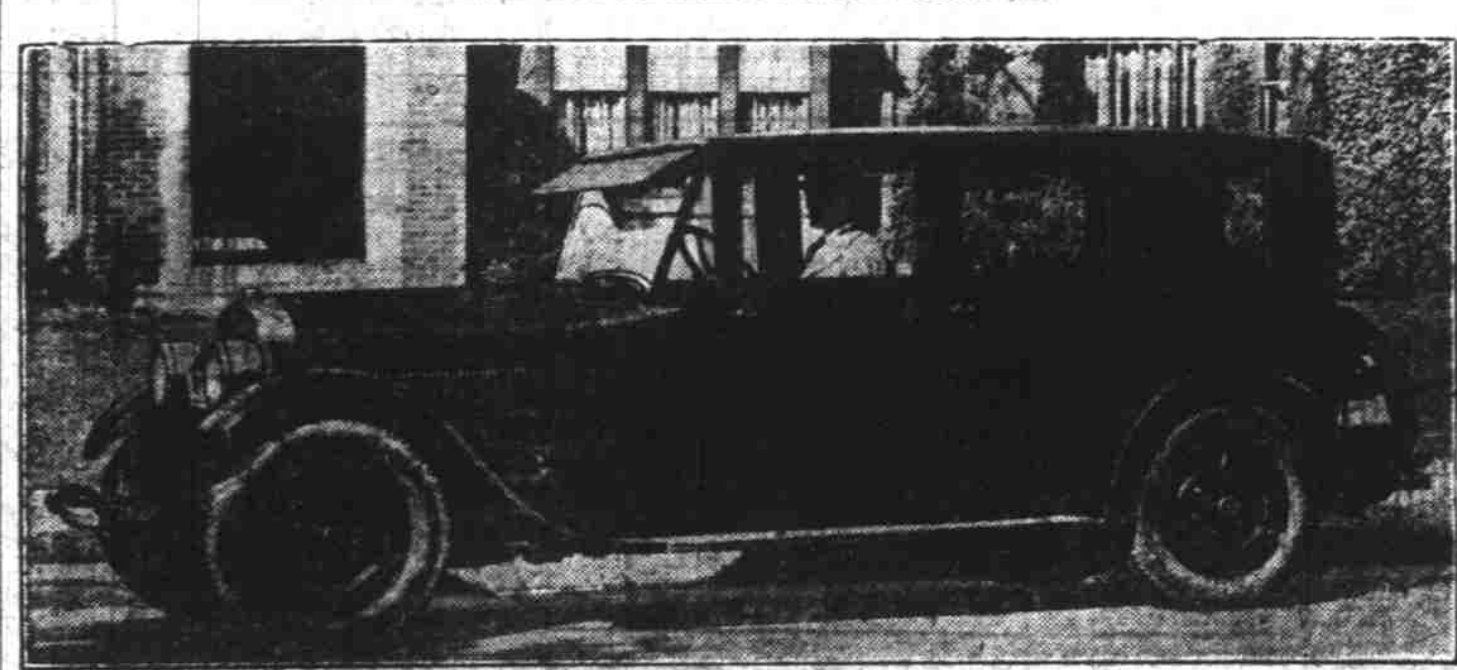
Chevrolet has five foreign assembling plants.

FORD FORDOR FINISHED IN MAROON



A decidedly attractive appearance is given the improved Ford Fordor Sedan by the rich Windsor maroon in which the car is now finished. Upholstery harmonizes in color.

THE LINCOLN LIMOUSINE



Artistically designed, beautifully finished, and unusually roomy, the Lincoln Limousine, body by Dietrich, is a chauffeur-driven car extremely popular both for formal and informal use. The glass partition behind the driver may be lowered out of sight. The front compartment is upholstered in leather unless otherwise specified.

addition will be completed early in the new year.

Smaller manufacturing plants which went into operation during the last year included a hydro-electric plant at Waterford, Mich., and additions were made and completed during the year at Pequaning, Mich., and at Iron Mountain, Mich., where the new wood distillation plant went into full operation.

The new plant at the Twin Cities was completed early in the year and assembly and manufacturing operations started.

In the matter of domestic assembly plants the company during 1925 completed branches at Norfolk, Dallas and Louisville, and began the assembly of cars, these plants increasing production

capacity more than 700 cars and trucks a day.

Two new assembly plants are contemplated for the coming year. Construction work has begun on a plant at Somerville, Mass., which will have a floor space of 386,850 square feet. Site for another plant has been purchased at Chester, Pa., which will comprise four separate buildings. The total floor area of these units will be 395,000 square feet and they will be completed early in the coming year.

Extensive developments have taken place during the year in foreign countries. In South America extensions were made to the Ford plants at Buenos Aires and Sao Paulo increasing assembly capacity to 200 cars daily. A new

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CLEVELAND DRAWS INTEREST AT SHOW

New Model Sixes Enthusiastically Received at New York Auto Show

"The big New York National Automobile Show which just came to a close last Saturday, marked an enthusiastic endorsement of the various Cleveland Six models on display," states Sid Black, vice president of the Cleveland Automobile company, who just returned from this national motor car exhibition. "It is a question whether the Cleveland Six was ever more enthusiastically received than this year at New York."

"Five of the nine models comprising the Special and 31 series Cleveland Six were exhibited: the Special 43 Sedan, Special De Luxe Sedan, Series 31 Sedan, Coupe and Touring De Luxe."

"To further enhance the Cleveland Six display at the show this year the mileage motor was finished in snow white enamel and the chassis was silver finished throughout. It made an impressive setting and attracted a great deal of favorable comment."

"The Cleveland cars on exhibition were in smart colors which were characterized by beautiful two tone blue and green shades. These colors will be standard from now on with all Cleveland Six motor cars for 1926."

"In retail sales at New York the Cleveland Six figured very conspicuously. The sales volume secured warrants optimism as officers feel that the buying tendency shown for cars at the New York show is usually a pretty good criterion of future sales trend in other sections, if past exhibitions and sales at this show can be held as a basis for an opinion."

AIRPLANES ARE NOW PART OF FORD LINE

Air Transport System Between Four Cities Paves Way for Expansion

A notable development in the activities of the Ford Motor company during the year was its entrance into the manufacture of airplanes. The first step in air activities came with the establishment of a line between Detroit and Chicago. This was followed by the opening of another air transport line between Detroit and Cleveland. Subsequently, the company acquired the Stout Metal Airplane company and began manufacture of all-metal commercial airplanes at the Ford Airport, Dearborn, Mich. Expansion in this new division of the company is seen in contracts which have just been let for an additional hangar at Dearborn and a new hangar at Cleveland; the two having a total capacity for ten planes and covering an acre of ground.

During the year the company put two ships into coastwise and European service and a big ocean freighter, the East Indian, which has been reconditioned, will go into service early in January. In addition to these the company acquired a number of tugs for towing the fleet of vessels recently purchased from the government for scrapping.

At its Highland Park plant the company during the year completed the largest electric locomotive in the world for use on the electrified Detroit and Ironton railroad.

Power development during the year was also a big feature. Two large turbine generators were erected in the River Rouge power house and these together with other power units installed at mines and branches bring the total increase for the year 1925 alone up to 170,000 horse power.

The close of the year 1925 finds a total of 141,948 employees in the Ford organization throughout the United States, which includes all Ford activities, as compared with 142,322 a year ago, an increase of 49,548 employees.

TO DRAW BUILDING CODE

PORTLAND, Jan. 21.—City building officials of the Pacific northwest met here today to work out a uniform building code. All building material men and manufacturers' associations will be invited to attend a meeting tomorrow when various angles of the code will be considered.

Delays — An 80-room hotel will be built here for the season of 1926.

BIG TANKER ARRIVES WITH CARGO OF GAS

Huge General Petroleum Ship Arrives in Portland From Northern Port

On her maiden voyage in the service of the General Petroleum Corporation, the big tanker Lio, Capt. H. H. Hopper, arrived in Portland from Seattle at 3 p. m. Wednesday. She left the General Petroleum plant at San Pedro a week ago.

The Lio recently was converted from steam to Diesel drive by the Bethlehem Shipbuilding and Dry Dock company of San Francisco. Shipowners and marine engineers of the entire Pacific coast are much interested in the Lio for she contains the largest single Diesel engine ever built in the United States. The engine was constructed by the Bethlehem company in San Francisco.

A test trip of the Lio with her new power plant was made January 4. This trip took her out through the Golden Gate towards the Farallones and back. She ran over the test course of a measured mile, coming up to every expectation of the experts on board.

The Pacific northwest was selected as her objective on her maiden trip because it was here that General gasoline was first distributed in a retail way to consumers.

The Lio was originally built for the shipping board in 1921 by the Baltimore Dry Dock & Ship Building company. She was purchased from the Shipping Board by the General Petroleum Corporation. Her new Diesel engine cost in the neighborhood of \$1,000,000 and her other new equipment has cost another \$200,000. She is not only equipped with the last word in power for the sea, but has every modern device for safety and convenience: Hydraulic steering gear, the latest gyro compass and pilot control, radio compass, electric sounding machines, and carbonic acid gas for fire fighting.

The vessel has a capacity of 85,000 barrels. Her power plant develops 2,800 shaft horsepower. The huge Diesel engine is 44 feet high and 32 feet long.

On board the vessel with commander Capt. H. H. Hopper, veteran of the General Petroleum fleet, was M. C. Searle, chief engineer, Ray Jones, assistant marine superintendent for the company; William Gahr, port steward for the General Petroleum corporation, and five technical experts from the Bethlehem Steel corporation, who inspected the new Diesel engine during the trip.

The local officials of the Petroleum corporation met the ship as it arrived and congratulated the captain on his successful voyage, which was made with little trouble, in spite of the new Diesel, which went to sea for the first time.

JEWETT WINS IN HARD HILL CLIMB

American Car Takes First Place in Severe Test in South African Event

American cars took the first five places in a hill climb against time organized by the Natal, South Africa, automobile club for the Woolavington trophy. A British car was sixth, followed by two Italian cars.

The fastest time of the day, 56 4-5 seconds, was made by the American Jewett, driven by T. C. Erwin.

The competition was held on Inchanga Station Hill, 31 miles from Durban, with a rise of 300 feet in a distance of 2825 feet. The start was made on an up grade, with no chance to rush the first steep section. There was also a left-hand bend and a right-hand corner that tested the driving ability of the competitors, who were all amateur drivers of privately owned cars in standard touring trim.

The race was electrically timed. The Natal Motorist, recording the event, says:

"Mr. Erwin's climb with the Jewett was obviously the fastest on the lower portion of the hill and he was very strong on the upper stretch in spite of a bad skid at the second corner."

Portland — Fifty deepwater sturgeon lines regain ply out of Portland.

DOWN THE ROAD—

"SOME PEOPLE ARE BORN KIND-HEARTED, OTHERS ACHIEVE KIND-HEARTEDNESS, WHILE SOME HAVE IT THRUST UPON THEM"



FAMILIAR QUOTATIONS