

VICK BROTHERS NOW MORELAND DEALERS

Salem Company to Distribute Complete Line of High-grade Trucks

The Moreland Motor Truck company announces the appointment of Vick Bros., of Salem, as dealers for their complete line of trucks, which includes the smallest unit, the road-runner, to the large 10-ton, six-wheeler.

Since the announcement of the road-runner, which has created a remarkable sales record for the Moreland factory, and also the announcement of the six-wheel drive trucks of heavy-duty character, there has been an outstanding interest created, not only amongst truck dealers but also with fleet corporations, contractors and truck hauling concerns for these products for these products, according to George A. Keep, wholesale manager for this territory.

The road-runner is a light commercial truck that gives high speed performance plus a dependable service, which has been tested throughout California under the most severe and grueling conditions.

The Vick Brothers, of Salem, are well known dealers here and veterans in the truck business and their affiliation with the Moreland sales organization is a splendid recognition of the merit of these trucks.

Vick Brothers report very good sales on the Pontiac, the new General Motors car. On February first the first Pontiac car arrived in Salem and to date 57 of these cars have been received by Vick Brothers and practically all of them are sold to retail purchasers.

This new car was developed by General Motors Corporation and was expected to dominate the light six field. So far it has more than come up to the mark set for it. Over three years experimental work was done in bringing this car out. For this reason it is really not a new car in the strictest sense.

March production figures at the Oakland-Pontiac factory broke all records with a total of 12035 cars. This is more than was built in the first four months of 1925.

MIGHTY MACHINES FORM GEAR DISCS

Ring Gears for Ford Rear Axle Are Made Without Possibility of Error

Transforming a couple of miles of steel bars into ring gears for Ford cars is all in the day's work at the Highland Park plant of the Ford Motor company. Here, ingenious machinery which obviates all possibility of human error furnishes an interesting study in efficiency methods characteristic of Ford manufacture.

A mighty important feature in the line of power is this rear axle gear, although not much larger in size than a china saucer. As the principal driving agent between the drive shaft and rear axle, it must not only be tough enough to stand strains, but must also be hard enough to resist wear, for a worn ring gear is a sure source of axle noises.

Quality is closely guarded in manufacturing these gears and the steel that goes into them constantly held to the most rigid specifications. Arriving at the Highland Park plant in long bars, it is cut to exactly the length required for the finished ring. The steel is heated white hot and in powerful machines capable of hair's breadth accuracy, is formed into a perfect circle. Then, by means of an electric current of tremendous amperage the butts of the rings are fused into each other.

In subsequent operations, the rings are trimmed, hardened and gear teeth cut into them and it is interesting to note that at no stage of the development or even in the finished product is it possible to detect the point where the weld was made.

This method of producing ring gears is doubly significant in Ford car manufacture. In point of economy, it represents a material savings over stamping the ring out of steel plates—a method by which the disc cut out of the center of the ring and the trim are wasted. Then, too, steel not unlike wood, has "grain" and it is obvious that a stamped-out ring must contain a certain amount of cross-grain.

Motorist and Pedestrian Must Obey Traffic Rules

Commissioners of motor vehicles and others charged with the responsibility of supervising the regulation of motor vehicular traffic throughout the United States, are pretty well agreed that the big problem facing congested communities today is the creation of an adequate public understanding of traffic rules and regulations and an observance of them by motorist and pedestrian alike.

The education of the child in the school, supplementary instruction of the child by the parent, education of the man who drives and the man who walks—these are things of the greatest importance in the opinion of those whose official duties cover the regulation of motor vehicular traffic.

These are some of the facts brought out in a survey made by Walter P. Chrysler, president and chairman of the board of directors of the Chrysler-Corporation, who communicated with every commissioner of motor vehicles in the United States and asked what in his opinion is the most important work which his state is doing to cut down the number of motor vehicular accidents.

SAFETY CAMPAIGN IS REWARDED BY MEDAL

Union Oil Company Awarded Lincoln Plaque for Excellent Poster

For the first time, the Abraham Lincoln humanitarian award has been won by a corporation. This unique honor goes to the Union Oil company of California in recognition of its Be Careful campaign. Announcement to this effect was made yesterday by the Oregon Humane society which made the award.

In a telegram to W. L. Stewart, president of the Union Oil company of California, Mrs. F. W. Swanton, of the Oregon Humane society, stated: "I take great pleasure in informing you that your fine posters on safety first when driving have been noticed and commented upon favorably all over the country. You have won the great honor of receiving the gold and bronze Oregon Humane Society Abraham Lincoln humanitarian award for cooperation."

The Union's safety campaign was inaugurated some months ago when investigation showed that the automobile accident situation was becoming acute. The Union officials went on the premise that automobile drivers were not, as a general rule, deliberately careless, but rather were victims of the urge for greater speed, which is inherent in so many motorists.

It was felt that if some means could be evolved which would bring home to the careless motorist the folly of his actions, a halt would be called to the growing total of automobile accidents. The present campaign which provided for the utilization of 1500 posters on the Pacific coast typifying motor situations in which careful driving is necessary and which carry a direct and positive appeal to observe safe driving practices was therefore inaugurated.

ANALYSIS OF SALES IS TO BE TAKEN UP

Willis-Overland Company Adds New Executive to Coordinate Efforts

Of interest to the automotive industry is the announcement by Willis-Overland officials of the appointment of Robert P. Aull to a sales executive position in charge of sales analysis with the Toledo company.

Aull, who was formerly assistant to the vice president in charge of sales for the Dodge Brothers motor company, is known as one of the keenest thinkers among the young men of the industry. With extensive sales experience in the analysis of both local and national markets, Mr. Aull will assume work of that nature with Willis-Overland, Inc.

In his more than five years' experience with Dodge Brothers, Mr. Aull held various sales positions. In addition to assistant to the vice president in charge of sales, he was field representative and later statistician of Dodge Brothers. He was in charge of market research and various other sales capacities that acquainted him with every phase of activities in this direction. In analyzing sales markets and volume sales for both manufacturer and dealer, Mr. Aull became noted for his extensive study.

Mr. Aull will, in his present capacity, be in charge of sales analysis for Willis-Overland, as well as the coordination of sales efforts in the field with those of the factory.

To avoid that run-down feeling, cross crossings cautiously.

FOUR WHEEL BRAKES NOW ON ALL STARS

Bendix Type Now Standard Equipment on All New Line Six Machines

OAKLAND, April 17.—Four wheel brakes, of the Bendix type, as standard equipment, have been adopted for the new line of Star Six Cylinder cars, according to an announcement from E. S. Jones, Sales Manager of the Durant Motor Company of California.

Prior to this time four wheel brakes have been optional equipment, but rigid tests conducted by Star car engineers here brought forth the definite approval of four wheel brake standard equipment, Jones declared.

Coincident with this announcement, came another from Jones to the effect that four wheel brakes may be had on the Refined Star Four models as optional equipment on special order.

"Four wheel brakes, of the Bendix type, are a proven success on the Star Six," Jones declared. "Car purchasers in the six cylinder class want and need four wheel brake equipment, our research and tests conclusively prove, and we have adopted the Bendix-4 brakes as fully in keeping with the quality standard set by the new Star Six."

In making the announcement, Jones declared that the final testing grounds of any automobile are found throughout the territory served by any factory, and it is only in the owner's hands that an automobile proves the merits of its component parts.

We should never forget that the devil lurks in benzine bottles and burnt matches, comments W. Dean Keefe, director, industrial safety division, National Safety council.

Do You Lock Your Car?

By G. CLARK MATHER
Chief Engineer, Paige-Detroit Motor Car Company

Is your car locked?

No? Then you can take some of the blame for keeping theft insurance rates where they are.

If there were no thieves, there would be no thefts—and insurance rates would drop abruptly.

Neither would there be thefts if every owner made his car theft-proof—and the lower rates would follow just the same.

The automobile owner who fails to utilize the safeguards provided by the manufacturer of his car thus shares, with the automobile thief, the responsibility for maintaining high insurance rates. Owners have but little excuse for leaving their cars unlocked. Strict attention to locking the car, maintained resolutely for just one

GREAT INCREASE IS NOTED IN RECEIPTS

Nash Motor Company Net Revenues Show Tremendous Increase for Year

The Nash Motors company today reported that for the first quarter of its 1926 fiscal year, covering the three months ending February 28, 1926, after deducting expenses of manufacturing, including depreciation, selling, and administration, and providing for local taxes, and state and federal income taxes, the net consolidated income for the Nash Motors company and its subsidiary, the Ajax Motors company, amounted to \$4,137,508.16, as compared to \$3,099,292.92 for the same period a year ago.

In commenting on the condition of the Nash and Ajax companies and the business outlook, President C. W. Nash said: "We regard the earnings record of the initial quarter as very satisfactory although it is a fact that we were unable to manufacture all the cars for which we had orders due to changes made in design and certain physical rearrangements in the plants."

"At no time in our history has our product been held in higher esteem by buyers and the demand is continuing to tax our production resources despite increased manufacturing facilities."

"Reports on retail deliveries of cars received during the past three weeks from our distributor points including the major cities of the country show that they were the biggest three weeks in consecutive order we have ever had since the company was founded."

"At the same time during these three weeks used car sales at these points were the largest ever

(Continued on page 6.)

New Ford Steel Plant To Start September 1

By WALTER BOYNTON
(Automotive Daily News)

DETROIT, April 17.—About May 1 the new open hearth steel building at the Fordson plant of the Ford Motor company will begin production.

Ground for this large factory was broken in February, 1925, and work has been pushed since that time, but the size of the undertaking and the character of equipment to be installed have required months for the completion of the work. Among other operations that required time was the driving of more than 7,500 piles, of an average length of 78 feet.

The building itself is 1,066 feet long and 240 feet wide and houses the most modern equipment known to the open hearth process. More than 12,000 tons of structural steel were erected in the building, with 16,180 lights of glass, each with an average area of 10 square feet, will furnish natural light to the workers. The roof, equipped with monitors and ventilating shafts, together with means for wall ventilation, will assure maximum supply of fresh air.

Two cranes, one of 125-ton and the other of 175-ton capacity, operate on a runway 56 feet above the ground level. The building has two floor levels, the ground floor and the charging floor, which is 21 feet 6 inches above grade. Railroad tracks approximately a mile in length serve the ground floor and another mile of tracks, cross-overs and switches is required to serve the needs of the charging floor itself. The entire charging floor is paved with fire brick. Four units of the tilting type open hearth design are installed, and the gigantic structure will house six more, or their equivalent in electric furnaces. Normal daily production from each furnace is 200 tons of steel, in the form of ingots, which will be rolled to required shape in the Ford rolling mill.

An idea of the size of the plant may be gathered from the statement that it includes four distinct operating units under one roof. There are a scrap loading building 66 feet wide, a boiler and bunker building 30 feet wide, a charging building 72 feet wide and a pouring building 72 feet wide.

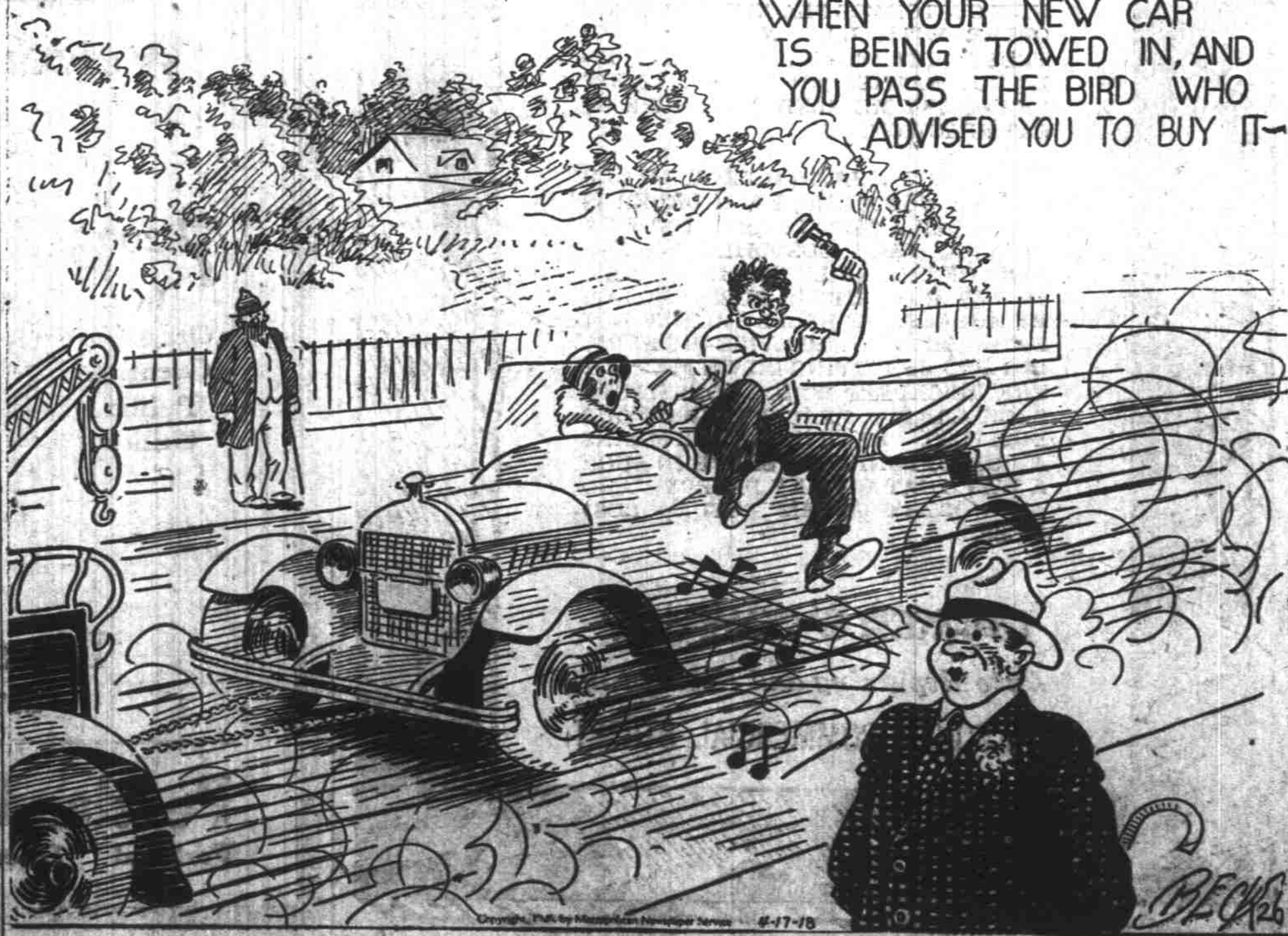
In the scrap loading building, magnet cranes will load charging box cars on the charging floor, either from a stock pile or from cars delivered from the various departments of the Ford organization. The boiler building is equipped with a battery of vertical waste heat boilers, from which the outgoing furnace gases will emerge at about 300-400 degrees Fahrenheit. Steam from these will be utilized for general plant purposes. Automatic conveying equipment is utilized for transferring raw material from incoming freight cars to the bunkers located in the boiler and bunker building.

The charging building contains a 600-ton hot metal mixer, which is filled with hot metal direct from the blast furnaces. It may be tilted mechanically, discharging into a giant ladle, which is handled by a 125-ton crane; this

(Continued on page 6.)

By FRANK BECK

WHEN YOUR NEW CAR IS BEING TOWED IN, AND YOU PASS THE BIRD WHO ADVISED YOU TO BUY IT—



Cartoon. Photo by Associated Press Service. 4-17-26
Advice Isn't Always Cheap

ROAD CONSTRUCTION PROGRAM IS PUSHED

U. S. Road Chief Says Improvement of 40,000 Miles Is to Continue

WASHINGTON, D. C., April 17.—The annual improvement of more than 40,000 miles of highways in the United States as a result of combined efforts of federal, state and local agencies will continue during the next few years, in the opinion of Thomas H. MacDonald, chief of the United States Bureau of Public Roads. During the past several years the mileage of improvements on our highways has exceeded that figure, he said.

Although Mr. MacDonald would not venture a prediction of the probable number of miles to be improved in the United States during the next few years, he expressed the belief that the proven economy of good roads will do much to influence an increase over the programs of preceding years.

In speaking of the present initial objective of the road building industry in the United States, Mr. MacDonald stressed the need for the immediate improvement of all roads included in the federal-aid and state highway systems by widening, surfacing, and elimination of danger points.

"In this manner," he said, "we can promote the best interest of the nation at large, both in the matter of economy and the welfare of its industry. The increased traffic on our public highways has not only made their immediate improvement a matter of good policy for public convenience, but equally necessary to obtain the lowest possible cost of highway construction."

The progress of the roadbuilding industry in this country during the present year will be climaxed by the 1927 road show and convention of the American Road Builders association, plans for which will be completed at the yearly meeting of the organization to be held in New York City on May 14. At the latter date new officials of the organization will be installed.

Representatives of the United States Bureau of Public Roads will attend the road builders meeting in May, according to Mr. MacDonald, and it is very probable that the department will continue its exhibit at the road show in January.

More than 35,000 engineers, contractors and highway officials are expected to attend the 1927 convention of the road organization, representing all parts of North and South America. A large part of the association will be in attendance at the May meeting.

RETREADING PLANT IS ADDED BY ZOSEL

Balloon Tire Mold Installed in Salem Plant; Extra Miles Added

Walter H. Zosel of Zosel's Tire Shop, 198 South Commercial street has installed a retreading mold for balloon tires and is now able to retread all sizes of balloon tires in his shop. With this added equipment, Mr. Zosel states that he now has one of the most complete vulcanizing and retreading shops in this district. He claims that the retreading of balloon tires will add many miles to the service of the tire and proves profitable to the tire owner.

Northern Ireland Has Auto for Every 40 Inhabitants

DUBLIN.—Northern Ireland, although better served by railways than the Irish Free States, has an automobile for every forty inhabitants. In Southern Ireland there is only one motor vehicle for every eighty inhabitants.

To avoid that run-down feeling, cross crossings cautiously.

CARBON IS LEFT

Accessory thieves who didn't take the carbon from the cylinders of the Ford roadster belonging to Sebastian Roth Wednesday, took the following: Rear axle and housing, five tires, three wheels, speedometer, foot throttle, dash light, both headlights, trucktail axle, tools, battery, drive shaft, generator, carburetor, floor carpet, coils, steering wheel, stop light and tail light.

In the hands of a careless man no machine is safe, notes the National Safety council.