

### CO-OPERATION OF AUTO ENGINEERS

#### BRIGHT EXAMPLE

The word co-operation has been overworked in many respects, but without doubt real co-operation, which means consideration of the views of interests of competent men in a given scope of work, is one of the most vital elements in modern industrialism. The world has seen no more admirable and effective example of co-operation than that of the automobile engineers.

It was their co-operative proceedings which placed the American automobile in its high rank among the products of the world. From the start the standardization achievements of these men, begun 15 years ago, have been based on thorough study, merit and common sense. Great economy and speed of production in high-class automobiles of many kinds now well known have resulted from their broad and intelligent procedure.

**Many Parts Standardized.**

The specific things done to this end are too numerous to mention. Briefly, there have been made available to engineers in general good specifications for materials which they must use; by elimination of immaterial differences in specifications and concentrating upon types of undoubted merit quality has been enhanced, price has been reduced and the ready securing by manufacturers and users of articles from stock supply has been made possible.

The modern use of automobiles and much other automotive apparatus would not be possible if the farsighted automotive engineers had not standardized and reduced to almost universal practice such articles as spark plugs, screws, bolts and nuts, materials of many kinds (including, of course, metals), many features of ignition and other electrical apparatus, piston fits and piston ring sizes, carburetor flanges, rod and yoke ends, cotter pins, lock washers, shaft fittings, test specimens, tubing sizes, metal band and strip sizes, anti-friction bearings, sizes belt and pulley widths, fly wheel housings, engine support arms, valves, fuel pipe fittings, flexible tubing, batteries and many other things including most prominently rubber tires.

**Work Has Only Begun.**

The Society of Automotive Engineers has established nearly 300 distinct mechanical and material standards, specifications, mounting dimensions of parts and accessories and the like. And the work has only begun. Design and improvement thereof in automotive apparatus have been in no way impeded. By simplifying the routine work of the draftsmen and the engineers the way has been opened widely for advanced constructions and those novel features, which made the designer's work worth while. The saving of money and time resulting from the existence and use of A. A. E. standards has been and is enormous.

The American automotive engineers have been the propagators of the world wide standardization movement now so plainly seen. Wise simplification of details, which standardization is virtual-

ly important in international trade. This is appreciated keenly by those manufacturing countries throughout the world now striving to control the key industries.

### MAXWELL MOTOR BIG FACTOR OF SUCCESS

Maxwell engineers, studying ways in which to improve the post-war car, found several score improvements which have added to the durability, strength and beauty of the machine.

Some of these improvements are minor and some one of first importance.

The famous Maxwell power plant has four cylinders, with a detachable head. The valves are large, and yet not so large as to bring the danger of warping. The stroke is long, but not abnormally so. The crankshaft is big, the valves are inclosed and the motor is quiet and powerful in operation.

The addition of the ram's horn and hot spot, which are features on the 1920 model, gives that complete control over fuel consumption which can not be found in the Maxwell's of former years.

The Maxwell motor has made a name for itself through six years and in the hands of several hundred thousand drivers.

This same motor drove a Maxwell car so fast that it beat the fastest Southern Pacific train between San Francisco and Los Angeles seven nights in succession.

It has hung up a long list of records and Maxwell owners were unsurprised when factory engineers declared, they could make no great improvements to it.

#### SQUAKS CAN BE CURED SO STATES EXPERT MECHANIC.

There is no excuse for a noisy automobile. Only carelessness and lack of attention can account for "canary birds" in any car. The automobile that passes you carrying its own band is a reflection on the owner and he may be set down as a thoughtless person who is needlessly permitting his car to deteriorate. The one and only enemy of the squeak is the oil can and the single enemy of the rattle is the wrench. Keep the car tightened up, and the parts greased sufficiently and your car will run as silently and as smoothly after a year's use as the day you bought it.

#### DRIVING ESSENTIALS ARE TOLD.

The motor truck owner should impress on his drivers certain fundamental truths, one of which is that they should take corners slowly, no matter whether the truck is empty or loaded. They should also be instructed to back into a curbstone or platform gently and not as too many of them do, with a bang. In driving the front wheels against a curb or other obstruction, the shock is taken by the springs alone and a little carelessness may cause serious damage.

### Valley Motor Company Opens Stayton Branch

Peter Diehrich being compelled to leave Stayton on account of his wife's health, the Valley Motor company has grasped the opportunity to open a Ford branch which they propose to operate with 100 per cent Ford products. Stayton is now assured of a Ford and Fordson home second to none in the state where every Ford owner can secure genuine Ford parts and reliable auto accessories. A complete stock of Goodyear and Portage tires will be carried.

Luther Stout, who will be the manager, is an old resident of Stayton and for sometime has occupied a responsible position as one of the heads of the sales force of the Valley Motor company. Norman Kennedy, who will have charge of the shop and service work, is a young man well fitted and qualified for such responsibilities. He has most creditably filled the position of assistant shop mechanic for Vick Bros., and later with the Valley Motor company, Robert Purlich, the road salesman, needs no introduction, having been closely identified with the motor trade for years and numbers his friends by legion.

The Valley Motor company has leased the Peter Diehrich building for a number of years and will remodel the salesroom and shop. The equipment has already been received and is ready to install. The entrance of the Valley Motor company into Stayton's business circles will be a big factor and asset for the promising city. The personnel of the Valley Motor company includes keen energetic young men and recognized live wires who have unbounded faith in Oregon, especially the Willamette Valley and Marion county, and are sure to assist Stayton in developing into the busy, bustling city it should be.

One of the most interesting offerings in new autos this season is a small electric car which promises, says the Popular Mechanics magazine for February, in an illustrated article, to match the popular gas car models in first cost, radius of action, and completely to outdistance them in operating economy. Among the new car's novel features is the use of a small light motor hung on the rear axle, its armature driving one wheel and its rotating field driving the other, thus entirely doing away with a differential gear. Regenerative braking recharges the battery while coasting, and automatically slows the car on a down grade. A small charging set carried on the car makes it independent of service stations. The control is centered in a single pedal; the weight of the car is only about 1000 pounds.

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# WE WILL NOT

BE AT THE AUTOMOBILE AND TRUCK SHOW AT THE ARMORY

# BUT

AT OUR STORE AT 219 NORTH COMMERCIAL STREET. WE ARE SHOWING THE MOST COMPLETE LINE OF

## Tires and Tubes

IN SALEM

## Both Pneumatic and Solid

THE KELLEY SOLID IS GIVING BETTER SERVICE THAN ANY OTHER COMPETITIVE MAKE. OUR STOCK IS COMPLETE

Pennsylvania VACUUM CUP 6,000 Mile Tire

Pennsylvania BAROCIRCLE 3,500 Mile Tire

Pennsylvania AUTO TUBE "Ton Tested"

Pennsylvania VACUUM CUP Cord Tires

Pennsylvania CHANNEL TREAD Cord Tires

# Quackenbush Auto Supply Co.

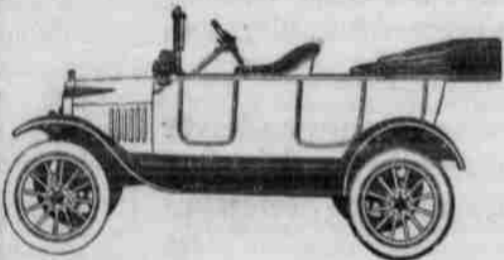
DISTRIBUTORS

219 North Commercial Street

Salem, Oregon

### Valley Motor Co.

LAST YEAR the Total Number of AUTOMOBILES and TRUCKS produced, one-half were FORD AUTOS and FORD TRUCKS. This year we shall break that record--Why? Visit the show and you'll know.



Touring Car \$619.21; self starter \$78.00 extra.

## Meet Us at the Auto Show



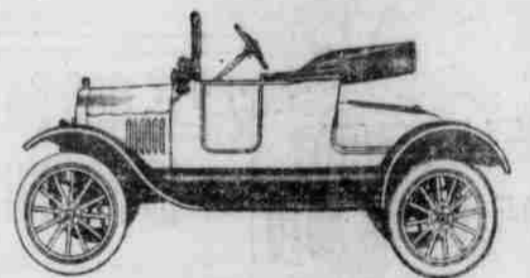
THE UNIVERSAL CAR

Salem Auto Show, Feb. 18-19-20

Don't fail to see the FORD TRUCK fitted with "SPECIAL DESIGNED CAB AND BODY." You will be convinced it is a farmer's necessity.

### Valley Motor Co.

For sixteen years a corps of expert metallurgists have been studying and constantly perfecting the steel that goes into every part of a Ford Car. No wonder they stand the wear and tear of service.



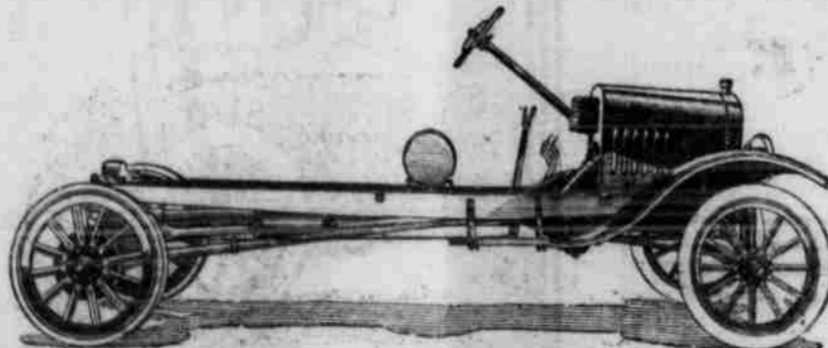
Roadster \$593.18; self-starter \$78.00 extra.

#### FORD OWNERS ARE SATISFIED OWNERS.

FORD AUTOMOBILES have stood the test of years, and to day they are better than ever.

What you get for your money is just as important as what you pay.

Don't fail to visit the Auto show.



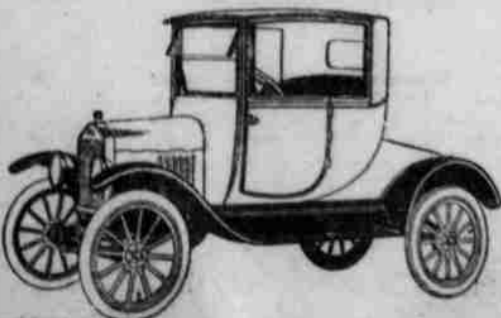
Ford One-ton Truck \$636.16

### Ford Trucks are Not an Experiment

Don't fail to see the Ford Truck fitted with "Special Designed Cabin Body." You will be convinced it is a farmer's necessity.

Long years of experience have taught the FORD MOTOR COMPANY how to build the best Automobile on earth for the least money, cheaper than anyone else, and they are doing it.

Visit the Automobile Show and be convinced.

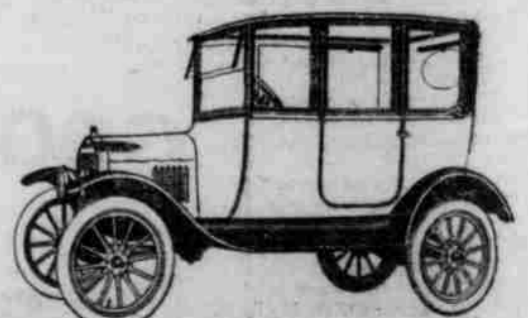


Coupe with self starter \$853.49.

MEET US AT THE AUTO SHOW

# Valley Motor Co.

Insist on Genuine Ford Parts



Sedan, with self-starter, \$983.64

MEET US AT THE AUTO SHOW.