

# MOTORS AND MOTORING

## EARLY TRAINING OF DURANT EQUIPPED HIM FOR BUSINESS

### Financial Genius Secured a Broad Education By Efforts On Many Jobs.

This is the story of a man who was forced to choose between his fortune and his friends. He placed friendship above money and lost millions of dollars. These facts, together with his sensational financial comeback are told by W. A. P. John.

(Second Installment)

Born in Boston sixty-one years ago, Durant remained with his parents to Flint, Michigan, then hardly more than a crossroads village. There in the public schools he received his education, having been always a likable student, but never a brilliant scholar. His textbook schooling completed, he became a clerk in the grocery store that was operated in connection with his grandfather's mill. It was a little store, most of whose customers worked for a dollar a day and lived over the slopes of Poverty Hill.

After months of serving behind the counter and carrying groceries into the laborer's humble homes, he went into the mill itself as a common laborer, carrying a dinner pail, working twelve hours a day and earning a wage of 70 cents a day. Later he was promoted to a machine and then became an inspector, which was an exhausting work; but he offset the lighted manual labor of his job by the lighted manual labor of his job by the lighted manual labor of his job.

The course of his progression from job to job (each radically different from the other, as you see) next carried him into the cigar business—first as a clerk in a store which he himself cleaned and painted before it was thrown open to the public, and later as traveling salesman responsible for the distribution of the product of that time one of the best known factories in Michigan. At a certain stage the company was employing three salesmen whose traveling expenses the management had limited to four dollars a day. But they were not selling cigars. So Durant was put on the job, used his own judgment in the matter of expenses and came back with 50 many orders that the three salesmen were released. Some time after, dissatisfied with the progress that the cigar company was making, and especially with an over-ambitious plan of expansion that was being contemplated, the salesman of cigars became a salesman of insurance.

With a partner he bought out an old conservative agency which by necessary application was gradually built up until its representation included nineteen national fire underwriters and one of the old-line life insurance companies. Durant was responsible for the willing, his partner for the "inside" work. A result of his ever widening contact with Flint's business men it was only natural that the former should gravitate into real estate; this he did, undertaking both the development of farm lands which were sold on easy terms to pioneering farmers and the erection of houses and business blocks. About the period of which I am writing the Flint water-works, then a privately owned corporation, had, through a series of unfortunate steps, reached a stage where it was neither paying a profit nor functioning to the satisfaction of the citizens. W. C. Durant was asked to step in. He stepped in because he knew that no city could grow when

## Pacific Highway Wonder of World, Says Cuthbert; Route Now in Fine Shape

"Few realize that the linking of California, Oregon and Washington and British Columbia forms the greatest highway achievement on the American continent."

This was the statement of Herbert Cuthbert, executive secretary of the Pacific Northwest Tourist Association of Oregon, Washington and British Columbia, who was a visitor in Eugene a few days ago and who spoke before the Chamber of Commerce while here. "This great highway," declared Cuthbert, "is 1,990 miles in length and is paved its entire length with the exception of 200 miles. It traverses a country of matchless beauty with an ever-changing panorama, mountains, forest, undulating meadows, seashore, orchard and wheat fields.

"Not only is this the great highway of America, but it is the longest paved road and the most scenic in the world. In addition to the Pacific highway there is another scenic route of vast interest to tourists which runs through the interior of Oregon and Washington and into the eastern part of British Columbia, the two making the most delightful automobile trip for the people of the south in summer and the people of the north in the winter.

"The development of automobile travel in the Pacific northwest since the inauguration of the Pacific Northwest Tourist association has been most phenomenal due very largely to intelligent national advertising of this association. Six years ago when this association was organized there were few automobile tourists and no automobile camps. Last year not less than 350,000 automobile visitors and there are now in the north not less than 231 camps.

"In 1921, 465,000 persons registered in the camps, and during the past few years there has been an increasing improvement in hotels and many new resorts have been built to take care of this travel.

"During the past year this influx of visitors has been such that new meth-

ods of transportation have had to be devised, especially in the way of ferry service. An excellent ferry has been established between Anacortes and Vancouver Island which was made necessary in order to get closed cars onto the island. This year there will be a new service inaugurated by the Canadian Pacific from Bellingham to Vancouver Island, landing at Sidney, 18 miles from Victoria. There will also be a new service from Port Townsend to Edmonds, which will give tourists the choice of alternate routes. The same company has made arrangements for a special boat from Vancouver and Naino for the same purpose.

The provincial government of British Columbia will open a new road from Hault to Windermere in Eastern British Columbia which will afford a wonderful trip through Portland, Seattle and Spokane into the Canadian Rockies. Cuthbert estimates that 850,000 visitors will tour the Pacific northwest this year.

"Unfortunately," he said, "the association will not be able to carry on operations as in previous years because funds were not made available by the legislature of Oregon and, of course, as each state joined in financing the organization, when one failed it naturally followed that the whole financial fabric crumbled. This action was not through any failure to appreciate the efforts of the association, but merely on account of the wave of agitation to cut down state appropriations and because the governor of Washington vetoed the appropriation for the same cause last year.

"The association has been looked upon partly because it was financed by the various governments, as one of the out-and-out business men of the two standing public organizations in American states and provinces. It is a catastrophe to lose the services of these men who have given of their time gratuitously in the public interest for six years to endeavor to develop this northern part of the Pacific coast through tourist travel.

### Auto Notes You Oughta Know

When the carburetor needle valve is worn, the carburetor will not operate properly, as the valve will not seat accurately when depressed by the float. The correct method of curing the trouble is to grind the valve to a proper seat.

A car will ride better over a rough road if the engine is constantly pulling it. With the car running along slowly in "high"—the rear wheels seem to cling to the road better, and the wheels are not so free to be jugged around by the bumps.

A headlight with plain glass gives practically the same effect without glass, since the rays travel in the same direction.

Try not to park the car near a pole. Many a machine has been seriously damaged by being pushed up on the sidewalk and into a pole by a passing truck.

Place old newspapers between the celluloid lights of the folded curtains. This will keep them from rubbing against each other and avoid scratching the surface.

Never adjust the carburetor as soon as the engine works badly. There are such things as clogged feed pipes, poor ignition, and the exhaust valves that do not seat properly.

handicapped by an unsatisfactory water supply. Appointed secretary of the company at a salary of \$25 a month, he personally interviewed every water tap owner in the city, ascertained their grievances, and won their co-operation. He left the company in excellent condition and Flint with a water system in keeping with its requirements. (Continued next Saturday.)

## AMERICAN METHODS BEING USED BY AUTO DEALERS OF MEXICO

### Many Signs and Salesmen Are Employed to Handle Sales There.

Mexico is rapidly adopting American methods of automobile sales promotion, according to an article in Excelsior of Mexico City, a translation of which has just been received by the Department of Commerce from the American Commercial Attaché's office in that city. Advertising of all kinds is widely resorted to for that of sign boards and advertisements on sides of buildings being in the amount especially popular. All the leading newspapers have special automobile Sunday supplements which carry many pages of interesting information about automobiles and motors, and a large amount of advertising. The advertisements are usually furnished by the manufacturer, though some merchants, says Excelsior, think that the advertising copy should be prepared locally by competent individuals with a thorough knowledge of the character of the Mexican public.

One firm utilizes moving picture machines of an educative character developing interest in touring. The company Automatrix Mexicana has created an enormous building in the Paseo de la Reforma, exclusively for the exhibition of cars, with garage service and repair departments. Two other companies are putting up large showroom buildings.

### Stunt Reformed

During the last automobile exhibition, held in the National Theatre of Mexico City, a dealer hired a space in front of the entrance to the theatre, erecting a

## Iron Ore Used In Louisiana Roads

Iron ore, found in northwestern Louisiana, has proven of great value in road building in that state and, in some localities where it has been used, has effected a saving of \$200 to \$300 a mile in the cost of construction. Highway engineers in Louisiana have been using the ore as a binder instead of sand and have found it far superior to that material in many instances. During 1922 the Louisiana state highway department completed 35 miles of new roads. Most of this mileage consists of gravel. The remainder consists of roads built of shells, sheet asphalt or bitulithic. The 1923 program includes a larger amount of asphaltic construction.

Iron ore was first used in De Soto Parish, La., in 1917. Then a large deposit was found northwest of Arcadia. Ore from this deposit is being used as a base course on the new Homer-Minden highway, the Ruston-Arkansas highway and the Pershing highway. The state says about ten cents a yard in royalties for this material against \$1 a yard on sand and gravel. The saving effected will amount to about \$1.50 a yard.

## Woman Teaches Car Driving to Women

Miss Maude Van Bortle of Rochester, N. Y., is teaching women how to drive automobiles. Last season she taught fifty women to drive their own cars, and her students must master the car on paper before attempting to drive the machine itself.

"The road to the police court," mused the motorist, "is paved with good pedestrians."—The Passing Show (London).

## CALIFORNIA STEAM CAR NEARLY READY

San Francisco.—The struggle existing ever since the automobile was first seen on the streets of Detroit in 1893 to harness steam in a motor car selling at a popular price has been ended by a local company if the statement of W. A. Aldrich, general manager of the Steam Car Corporation of California are correct. Aldrich claims that within thirty days the first Remol-Vincent steam car will be displayed at the company's sales-room on Post street and that demonstrations which will surprise even the most enthusiastic advocate of steam will be made over the seven hills of the city. The Remol-Vincent is being manufactured in Oakland and is scheduled to sell in the neighborhood of \$1,000. The first three demonstrators are practically ready to leave the plant and fifteen others are in course of construction.

## Uniform Headlight Law in U. S. Plan

Believing that hundreds of lives and thousands of automobile accidents may be saved in this country every year by uniformity of laws, the Bureau of Standards has officially recommended that all states adopt uniform laws regulating automobile headlights.

## Indian Wins Again As Usual

### AT SAN JUAN CAPISTRANO Hill Climb April 8, 1923

Indian was the first stock machine to mount this hill—grade 76 per cent. Orrie Steele, national hill climb champion, on an INDIAN lowered the hill record 13 2.5 seconds.

On the race track and in all competition, as well as on the road, the Indian has lead for 21 years.

Smith CYCLE CO. 936 Oak Street Phone 299

# DORT FOURS SIXES



MODEL	MOTOR	TYPE	PRICE
25	6 Cylinder	Touring	\$1230
20	6 Cylinder	Roadster	1230
25T	6 Cylinder	Yale Sedan	1420
20T	6 Cylinder	Yale Coupe	1370
25SH	6 Cylinder	Harvard Sedan	1730
20CH	6 Cylinder	Harvard Coupe	1595
25K	6 Cylinder	Sport Touring	1340
20K	6 Cylinder	Sport Roadster	1340

Prices f.o.b. Eugene

The Strongest Argument is That Quality Goes Clear Through FIFTH AVENUE GARAGE Phone 145 Fifth and Olive

large platform, on which an automobile ran continuously for eight days. This exhibit attracted great attention, the public being especially interested in its gas consumption, which was one of its principal selling points.

Travel over difficult roads is another form of advertising a particular make. Recently an American motor car made a trip from New York City to Mexico City, arriving there with the interesting statement that its driver had not suffered any serious inconveniences on the long journey. The public was greatly excited by this performance, and the newspapers gave the car a great deal of free advertising.

Many dealers demonstrate their makes by running cars throughout the cities carrying lettered bumpers, which seems to be an effective mode of advertising. Regarding actual selling, salesmen

usually work on a basis of commission, or commission and wages. The commission salesman generally gets 10 per cent to 25 per cent on sales, though there is no uniform method of remuneration.

### Use U. S. Methods

Salesmen never have a definitely assigned territory, but work wherever they see an opportunity for a sale. The dealer gives them "leads." If the prospect is outside the city, negotiations are opened by mail. One local firm, following closely the general method used by large firms in other countries, maps out the city and surrounding country, marks sales with a red pin and prospects with a white pin, and in this way keeps its salesmen constantly in touch with all possibilities. When competition is especially keen, salesmen make house-to-house canvases.

Commission salesmen are new in stock cars, and others only used cars. One firm makes make handled by the owner is being credited the amount of the sale. Exhibitions are arranged in showrooms and distinguished and distinguished tables are filled with everything in display of dealer.

# Auto Electrical Repair

### Made with GENUINE PARTS and FACTORY APPROVED Methods

Distributors and Service Representatives—For

- WESTINGHOUSE
- ATWATER-KENT
- AUTOLITE
- SPLITDORF
- BRIGGS & STRATTON
- DELCO, KLAXON, RE
- Authorized by United Motor Service
- AMERICAN BOSCH
- GRAY & DAVIS
- CONNECTICUT
- STROMBERG

# BRAKEL & WHITE

### AUTO ELECTRICIANS

936 Oak Street



# THE STAR CAR

## READ THIS

### Then Stop and Think What You Can Buy

# \$558.75

### A STAR CAR HAS ALL THESE STANDARD UNITS

### Average Selling Price of Cars Using These Standard

- 20 other makes of cars use Fedders Radiator \$2180
- 26 other makes of cars use Motse Silent Chain 2178
- 21 other makes of cars use Continental Red Seal Motor 2000
- 11 other makes of cars use Auto-Lite Electrical System 1324
- 87 other makes of cars use Stewart Vacuum Feed 2383
- 31 other makes of cars use Spicer Universal Joints 2839
- 20 other makes of cars use Warner Transmission 1878
- 28 other makes of cars use Timken Front Axle and Bearings 2872
- 29 other makes of cars use Timken Rear Axle and Bearings 2807
- 25 other makes of cars use Timken Differential 2820
- 9 other makes of cars use Hayes Wheels 1636
- 25 other makes of cars use Parish-Whigham Frame 2836
- 83 other makes of cars use Semi-Elliptic Springs 2275

### GRAND TOTAL AVERAGE \$2291



\$558.75, Eugene

# Lane Auto Co.

(TOURIST GARAGE) Phone 166 Day and Night Service