

E. C. SIMMONS FIRM GROWS RAPIDLY IN PAST EIGHT YEARS

Back in 1916 E. C. Simmons came to Eugene, set up a garage and salesroom over on Eighth avenue west, and started to sell Fords. Two years later the business had outgrown the quarters, and so a new building was built for the firm on Tenth avenue east, just off Willamette street. There they moved in 1918, and the headquarters have been there since.

L. E. Simmons, E. C.'s brother, came to Eugene in 1919, and the two brothers then adopted the "unit plan" of operation. The Ford garage now is just like a big department store, with each department installed in its place in the commodious building.

Parts Are Handy

The front part of the building is devoted to the parts salesroom and necessary display. Here is numbered boxes, so arranged that anything can be found instantly, are parts for all models of Fords and enough different kinds of accessories to make the modest car think it is a super-charger. In this part are also the offices, where an efficient system of accounting is installed. Frank Harr, a veteran in the parts line, is in charge of this division, and Mr. Simmons brags that Harr can find anyone of the several thousand parts in just three seconds. "I challenge anyone to try him out," challenges L. E. The accounting department is under the management of Mina Lynn and Phyllis Kester.

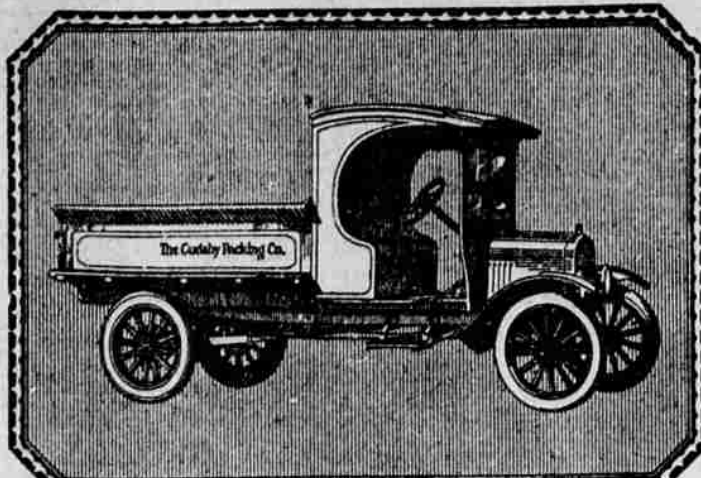
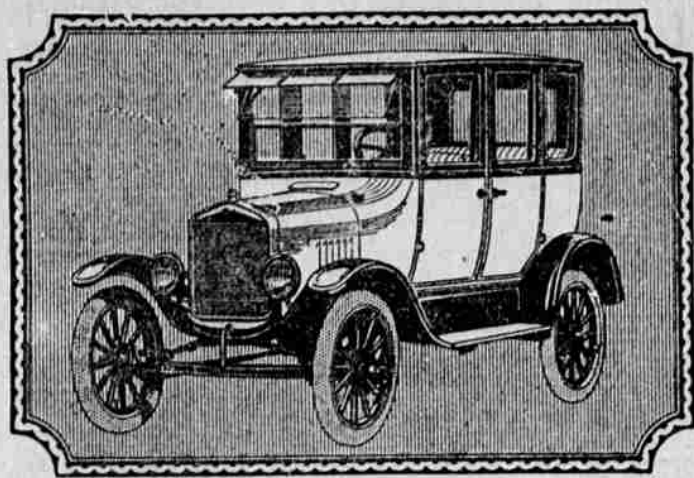
The repair shop takes up the rear side of the large space just back of the offices. Here everything is arranged in progressive order, and a Ford motor going in for repairs makes a regular journey through the different departments. It stops at intervals while specialized mechanics do a bit of work, then it is passed on to the next department. An engine can be completely torn down, and re-assembled just as efficiently as it can be done in the Ford factory itself, for the same machinery and tools are on hand with which to do the work. The mechanics have been educated in Ford factories, and are thoroughly trained.

Marshall Runs Shop

The shop is managed by John Marshall, a veteran in the Ford organization, and recognized as one of the best mechanics in the valley. Many of his assistants have been with the Simmons organization for years, and Tom Bennett, mechanic par excellence, has been with the firm since its organization in 1916.

The sales department of the firm is now in the joint charge of F. L. Johnson and E. H. Lawrence. Both men thoroughly know Fords, their good points, and the economic reasons for owning them. It is learned that in the past four years the Simmons company has averaged 488 sales of cars each year. This is more than a car a day, and a grand total of nearly

WORK AND PLAY MODELS OF FORD MOTOR CO. IN DISPLAY



Pleasure and work go hand in hand believes the E. C. Simmons Motor company, local Ford dealers, so they are going to show both a latest style Ford sedan and a hardy Ford truck

2000, or if seven people would climb into each flivver, enough to ride the whole town of Eugene at once.

Plant Is Efficient

The entire Simmons plant is a marvel of efficiency and order, and is extremely interesting to go through. Anyone interested will be welcome, says Mr. Simmons, and he places the entire personnel of the firm at the disposal of any Ford enthusiast.

The present personnel of the organization is as follows: F. L. Johnson, E. H. Lawrence, Frank Harr, M. L. Hunt, L. S. Allan, R. F. Sullivan, Virgil Signor, Mina Lynn, Phyllis Kester, S. E. Marshall, John Marshall, J. F. Githens, O. E. Barrett, W. E. Smith, George Groves, J. C. Corbit, Stanley Andrews, George Anderson, G. H. Dotson, M. M. Greening, F. H. Urmonson, Ralph Hicks, Vivian Bailor.

No More Dread

of Cold Weather

(By NE. A. Service)

WASHINGTON, Feb. 16.—More consistent use of the automobile through winter as well as summer is shown by gasoline figures given out by the U. S. department of interior.

Rate of consumption of gasoline during November was 23,200,000 gallons a day, or an increase of more than 20 per cent over the consumption during the same month of 1923.

Since September, however, consumption decreased only 4.4 per cent, or about a million gallons a day. The decrease during the same period last year was nearly 13 per cent.

From these comparative figures, the department experts figure automobiles were used more during this late fall, and promised greater usage during winter, than the year before.

in their display at the Automobile show. Both are latest models of the Ford line, they say, and all the good points of the famous brand of automobile vehicles will be demonstrated.

OWNERS DESERVE ACCURATE SERVICE

Investigate any phase of Dodge Brothers business and you will find certain definite, clearly understandable principles under which both factory and dealers operate, says F. M. Hathaway, local dealer.

He cited in particular the policies governing service and used cars.

"Dodge Brothers position on the used car question has been clear and progressive from the outset," he said. "They have always insisted that dealers handle only good used cars and have emphasized over and over again the importance of the used car buyer's good will. We regard every used car purchaser as a potential new car buyer and treat him accordingly. We recondition Dodge Brothers used cars in such a thorough way that we feel absolutely sure that buyers will receive a dollar in satisfactory value for every dollar invested."

Good Service Provided

"Take the question of service. Dodge Brothers dealers do not give so-called 'free service,' but they do provide good service. The reputation of dealers the world over will bear out this statement, I am sure.

"Dodge Brothers are against so-called 'free service' because this simply means that enough is added to the price of the car to cover the cost of a 'free service' policy. In that way the buyer not only pays for something the dealer is giving to another owner, as he himself may happen to require less service than other

purchasers. At any rate he pays, whether he gets it or not.

Full Value Given

"Dodge Brothers believe in giving the buyer full value for his money. Consequently, in selling him a car, they charge only the amount of their actual investment in the car, plus a reasonable profit for factory and dealer. Obviously, this policy makes it impossible to tack on an extra charge to cover such items as 'free service.' Moreover, they believe that the owner prefers to pay for his service when he gets it—and to pay only for his own.

"The wisdom of this policy is reflected in the high degree of confidence that exists among owners all over the world in Dodge Brothers dealer service stations. These owners know they will be expected to pay a reasonable charge, but they know they are going to get genuine parts and honest, accurate work.

Fleet Rate Adopted

"The universal adoption of the fleet rate service system by dealers has also solidified the confidence of owners. This system was put into operation after tests had determined a reasonable time allowance for every conceivable service job. On the basis of these tests, maximum working periods were established, and mechanics are now required to complete every job within the allotted time.

"Thus the service superintendent is able to estimate within a few minutes how long it will take to finish a job. Basic charges are supplied by the factory with the basic time periods. While these charges are variable, according to the overhead in each community, the difference is never great and the factory's maximum reasonable charge is never surpassed.

Time Waste Less

"As a rule, mechanics are also paid by the job. They are allowed so much

time for the operation, and must do the work in a satisfactory manner or do it over without pay. This reduces waste of time and increases efficiency. The natural result to the owner is better work in shorter time and at lower cost.

"We operate on the theory that it takes good service, in addition to the good performance of the car itself, to win the owner's complete and enthusiastic indorsement."

"Henry Ford believes in work as well as play," says E. C. Simmons,

so he makes provision for both necessary elements to society. He puts the same substantial material and workmanship into both vehicles as the large demand for each testifies."

Special Lincoln to Be at Display with Ford Show

The E. C. Simmons display at the Auto show will not only be featured by a complete line of Fords, but will include one of the finest jobs ever seen in this part of the country—a special built Lincoln roadster belonging to Gavin Dyot, of Cottage Grove.

"This is one of the finest cars to be seen anywhere," says Mr. Simmons, "and it is something for the Auto show to be proud of. The car is the latest creation by the Lincoln Motor company, and it has all the fine points that make the Lincoln such a wonderful car today. Mr. Dyot and members of the Simmons firm will be on hand to tell the people all about it, too."

In the Ford line the regular touring, with all the new features, the coupe, the two types of sedans, the roadster and the truck will be displayed. The sales force of the company will be on hand to describe them and to give demonstrations to anyone interested in the different models.

After installing a cylinder head gasket, run the motor for a short interval and then give the head nuts a second tightening.

also advisable to apply chains before tacking wet or muddy roads.

Automobiles should be safer at railroad crossings than horses, because they do not become frightened and are better controlled; but the opposite seems to be the case, says J. H. West, Overland and Willys-Knight dealer. Mr. West was for years driver of the McKenzie highway stage. He is an experienced driver of horses and describes the proper method of approaching a railroad crossing as follows: "Gather up the reins tight, take out the whip, and bring the horses to a walk."

As an experienced automobilist he advises "Always go into second speed. The method is precisely the same in

either case. The driver has absolute control, can stop or go ahead as conditions demand, and is alert to the situation. If all drivers would adopt this simple rule and adhere to it faithfully the problem would be solved."

T. J. Johnson, salesmanager for the E. C. Simmons Motor company, is leaving for Detroit, Michigan, where he will learn all about Fords in the Ford factory. The trip is a part of the Simmons sales policy of sending back their employees so that they may learn all the ins and out of the popular motor cars. Both business and pleasure are combined in the trip, for Johnson intends to enjoy himself while away, he says.

When the car becomes stuck in the mud, do not try to put on speed to get out, for this will only spin the wheels and make them sink deeper. Put the engine in low, go slow, and do not try to turn from side to side. Keep straight ahead. This is advice from Fred Head, Cleveland salesman, who is an auto traveler of note.

If the front wheels are turned, he says, the engine must push the car against the weight of the mud ahead. If the wheels start spinning, put on the emergency brake just enough to stop the spin. That will frequently enable them to take hold.

If it is possible, get any old rope, board, bushes, sacks, or even a quantity of paper, and put it under the wheels to help give traction. It is

SEE THE PACKARD AT THE SHOW

PACKARD

THE APPEAL OF THE PACKARD "EIGHT"

It is a significant fact that owners of the Packard Eight are invariably known in their communities as men of taste and discernment. The trim grace of line that is Packard's and the charm and comfort of Packard appointments quickly commend themselves to those who have a natural appreciation of the finer things of life.

Men of judgment and discrimination recognize in the Packard the expression of their own ideals. They are as appreciative of the smartness and distinction of the Packard Eight as they are of the thoroughbred performance which is inherently a Packard attribute.

Bangs Garage

RAY O'DONNELL, Prop.

8th and Pearl Sts. Telephone 21

PACKARD

IT'S BETTER TO BUY A FORD "THAN TO WISH YOU HAD"; ALL MODELS ON DISPLAY AT THE SHOW

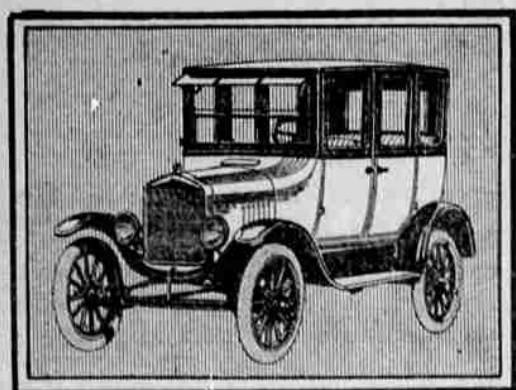
A CAR THAT HAS BROUGHT
MORE HAPPINESS INTO MORE
HOMES THAN ANY OTHER
CAR BUILT

Ford

CARS—TRUCKS—TRACTORS

A NAME MEANING MORE TO
MORE PEOPLE THAN ANY
OTHER IN THE AUTOMOBILE
WORLD TODAY

The exhibit of Ford closed and open cars at this year's Automobile Show should interest you, because it represents the greatest values in motor car history. More car-owners every year come to the ultimate realization that a Ford delivers more dependable, care-free mileage per dollar invested than any other car. First cost, upkeep and depreciation are all lower. Service is more widely available. Be sure to visit the Ford Display at the Armory this week. It will convince you that you cannot make a more sensible or profitable purchase of a car.



Ford Fordor Sedan
at Eugene \$770.40

Our Ford Parts Department Saves Many Delays

We carry at all times a complete stock of Ford parts from the tiniest screw up. This is assurance that when in need of new parts there will be no delay in having them installed. This is a decided advantage that Ford Owners have, and is one you should take into consideration when buying a new car.

ALL OPEN AS WELL AS CLOSED MODELS WILL BE ON DISPLAY AT THE EUGENE AUTO SHOW

Here Are the 1925 Ford Improvements

MOTOR—Improved crankcase oil tube funnel, lengthened from 11-2 to 35-8 inches. New designed crankcase, permitting ample room for taking up and adjusting rear bearings. Pistons are made 8 ozs. lighter. All cars equipped with genuine 13-plate FORD Battery, Legal head light lenses, Legal tail lamp and bracket, Draft shield on floor boards.

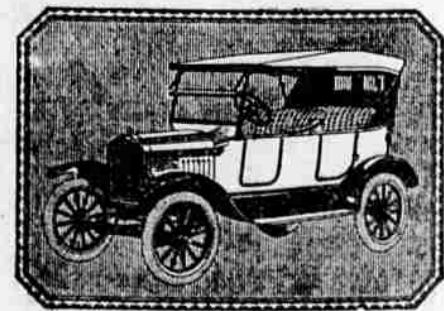
COUPE—Have all steel doors with improved locks and handles. Door window lifts, lowers or raise windows in four and one-half turns of lifter handle.

FORDORS—Equipped with dome light, windshield swipe, dash light, rear-view mirror and side pockets.

TRUCK—Have improved differential, spider gear being of four-way type instead of two. Rear wheels smaller diameter with tire 30x5 Goodyear All Weather Cords. Ford-built cab and bodies can now be had for trucks.

FORD --- Eugene Prices

FORD CHASSIS, Delivered in Eugene.....\$406.40
FORD ROADSTER, Delivered in Eugene.... 442.80
FORD TOURING, Delivered in Eugene..... 474.00
FORD COUPE, Delivered in Eugene..... 624.80
FORD TOUR SEDAN, Delivered in Eugene. 687.20
FORD FORDOR SEDAN, Delivered in Eugene. 770.40
FORD TRUCK CHASSIS, Delivered in Eugene. 445.00
FORDSON TRACTOR, Delivered in Eugene. 578.60



Ford Touring
at Eugene \$474

Ford Parts and Ford Service

When you buy a Ford car, you are assured that you will receive good service at all times, no matter where you are when you need such service. In our service department we have a small Ford plant, where every repair can be made in the shortest possible time. Only experts, men familiar with every part of a FORD car, will take care of your needs.