

OLDSMOBILE COMPANY HAS LONG HISTORY AS AUTO MANUFACTURER

This past week the automobile industry celebrated its 27th anniversary and started its 28th year of production when, on August 21, Olds Motor Works, the first company to produce automobiles commercially, had completed 27 years of successful manufacture of motor cars.

A review of the history of the Olds Motor Works gives it ample right to claim that it represents the development of the industry, and that it has contributed more to the automotive world than any other concern.

It was the first automobile company in the world to produce cars commercially, was the first to introduce quantity production, pioneered the one cylinder car, introduced the first two cylinder, made the first medium priced four cylinder car, introduced the six cylinder, and in the fall of 1923 brought out the lowest priced six cylinder car ever produced. It also pioneered the exporting of American built automobiles to Europe.

The Olds Motor Works, founded August 21, 1897, was the first automobile company established in Michigan, now the center of the industry. The first building devoted to the manufacture of motor vehicles in Michigan was started in Lansing in 1898. The original building still stands as the nucleus about which the vast Oldsmobile plants are grouped today.

Among its contributions to the industry was the introduction of the progressive assembly system in production, the use of which is now practically standard throughout the trade. It was a training school for the men who later formed such companies as the Reo, Hudson, Chalmers, Hupp, King, Columbia, Owen Magneto, Perfection Spring, Nash, etc. It also assisted the two Dodge brothers and Henry Leland to start their automobile careers, giving the former an order for 2,000 transmissions when the brothers were operating a little machine shop, and placing an order for 2,000 motors with the Leland, Falkner Machine company. Later Leland organized the Cadillac Motor Car company.

Away back in 1895 and 96, when the "horseless carriage" was mentioned in the press as somebody's "wild dream," a young man by the name of Ransome E. Olds was tinkering around in his father's gasoline engine shop on River street in Lansing, Michigan, trying to make one of his fathers engines drive a carriage on which young Olds had been working after hours for many months. With success attained young Olds incorporated the Olds Motor Vehicle company on August 21, 1897, with himself as principle stockholder, and at the first meeting of the board of directors, Olds was empowered to "build one carriage in as nearly a perfect manner as possible," this quotation being taken from the minutes verbatim.

This first complete vehicle, finished

in 1898, is now permanently housed in the Smithsonian Institution at Washington, D. C.

The following year the company was reorganized under its present name and started manufacturing the one cylinder curved dash "Merry Oldsmobile," made famous in picture and song. The success of the curved dash car can be judged from the fact that 1,400 were made and sold in 1900, the first year real production started. This little runabout with its tiller steering control numbered among its owners the Queen of Italy, Queen of England, Chauncey Depew, Sir Thomas Lipton, Mark Twain, Maude Adams and other celebrities of that time. Scores of these machines, manufactured during the first years of the automobile industry, are still in existence and in running condition after two decades or more of operation.

In 1903 the Olds Pirate, a specially built racer, broke all existing speed records by doing five miles in six and a half minutes at Daytona Beach, Fla. In 1905 two of these little one cylinder "Merry Oldsmobiles" raced from New York to Portland, Ore., making the first cross country motor run. In the latter part of this same year, the Olds Motor Works introduced the first two cylinder engine. The following year it exhibited a four cylinder model at the New York show and the following year introduced a six.

Each succeeding year the Olds Motor Works contributed to the industry which it founded the newest and latest developments in design, in engineering, and in manufacture. On October 1st, 1923, it brought out the first low priced six cylinder car ever developed. As one of the big units in the General Motors corporation, of which it was made a part in 1908, it was selected as the logical producer of the world's lowest priced six. More than 40,000 of these cars have been sold during the last ten months. Just a week ago announcements went out from the factory that this same model with improvements and refinements will be the Oldsmobile standard model, and continued indefinitely.

This beautified model, with every comfort and refinement, distinctively and strikingly shows the great strides in the automotive industry during the past 27 years, when compared to the first curved dash Oldsmobile. This little car had a one cylinder engine, chain drive, make-and-break circuit ignition from a dry cell battery, tiller steering, kerosene headlights, buggy springs, tubular front axle, starting crank on side of seat, bicycle wheels, no fenders or top and, at best had a maximum speed of 23 miles an hour.

A. B. C. Hardy, one of the oldest, if not the oldest, man in point of experience in the vehicle and automotive industry, is president and general manager of the Olds Motor Works. He started in the vehicle business in 1892 when he became superintendent and secretary of the Wolverine Carriage company. In 1900 he spent a year in Europe studying the developments in the automobile industry abroad; and in 1902 returned to Michigan and organized the Flint Auto-

mobile company. Since 1900, or over a span of 24 years, he has been actively engaged in executive positions in that industry, most of the time with the General Motors corporation, of which he is vice-president.

THE GREAT WEEK IN NOVEMBER

The American Legion, the National Education association, and the United States Bureau of Education are co-operating to bring about the observance of American Education week by all the people so far as possible. The dates for this year are November 17 to November 23, inclusive. It is hoped that at least some part of the program will be observed in every church and schoolhouse in the land. The exercises will be held morning, afternoon or evening as each community may prefer. The published program is merely suggestive and will doubtless be changed in many ways to meet local conditions.

Constitution Day—Monday, November 17, is designated as Constitution Day, the central idea being: "The Constitution, The Bulwark of Democracy and Happiness."

Patriotism—Tuesday, November 18. "The United States Flag is the living symbol of the ideals and institutions of our Republic."

School and Teacher Day—Wednesday, November 19. "The Teacher, the guiding influence of future America."

Illiteracy Day—Thursday, November 20. "Informed intelligence is the foundation of representative government."

Physical Education Day—Friday, November 21. "Playgrounds and

athletic fields mean a strong, healthy nation."

Community Day—Saturday, November 22. "Service to the Community, States and Nation is the duty of every citizen."

For God and Country Day—Sunday, November 23. "Religion, morality, and education are necessary for good government."

The tentative program and other material prepared for convenient use Education Week will be mailed free on request to Bureau of Education, Department of Interior, Washington, D. C.

SCHOOL IMPROVEMENT, A BY-PRODUCT OF POLITICAL MEETINGS

During the next few weeks more mothers and fathers, living in rural communities, are going to see the insides of schoolhouses than have seen them for many months. This is because 1924 is a presidential election year and many political meetings will be held in schoolhouses.

While you are there, mothers and fathers, look around and see if these schoolrooms are fit places for your children to spend the best part of five days out of seven. Windows should be on one side of the room and the amount of glass area should be from one-fourth to one-fifth of the floor area; they should be capable of being lowered from the top and raised from the bottom and should have adjustable shades. If there is an unjacketed stove in the center of the room an equal distribution of heat for all parts of the room is impossible. This difficulty can be overcome by placing

in a corner a jacketed stove with a fresh air intake and a foul air outlet. Is there an open water pail and common dipper? This is condemned by intelligent public opinion, and prohibited by law in many states. Are the seats of one size or non-adjustable? If so your little six year old girls sit all day with their feet dangling and your big over-grown fourteen year old boys are stuffed into seats several sizes too small. Inspect the toilets and see whether they are an insult to decency and a menace to health.

It is most fitting that the people should gather in their own buildings—the public schoolhouses—to hear reasons why they should or should not vote for this or that party, candidate or referendum measure. It is real community civics. Out of it comes a more intelligent electorate. One of its important by-products may be a revived interest in schoolrooms and their equipment.

OPENING DANCE

The Old Timers have moved from Fairview hall to K. of P. hall, Tillamook, and will conduct their opening dance there Saturday night, September 6. Everybody that enjoys old-time dancing is invited.

Salem—Building permits for first three weeks of August aggregated \$98,800.



TEACHERS!

Because we realize the tremendously important part you play in making Tillamook and the surrounding country a better community, we are proud to extend a greeting to you as you take up your work for the coming school year.

And we consider it a privilege to place at your disposal the services and facilities of this long established bank.



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Pork Steak, per lb. 25c; 2 lbs for 45c
Pork Roast, lean and meaty, per lb. 20c
Bacon, nice and lean, per lb. 25c
Bacon Backs, per lb. 25c
Bacon Squares, per lb. 18c
Cottages, vry meaty, per lb. 25c
Picnics, nice and lean, per lb. 22c

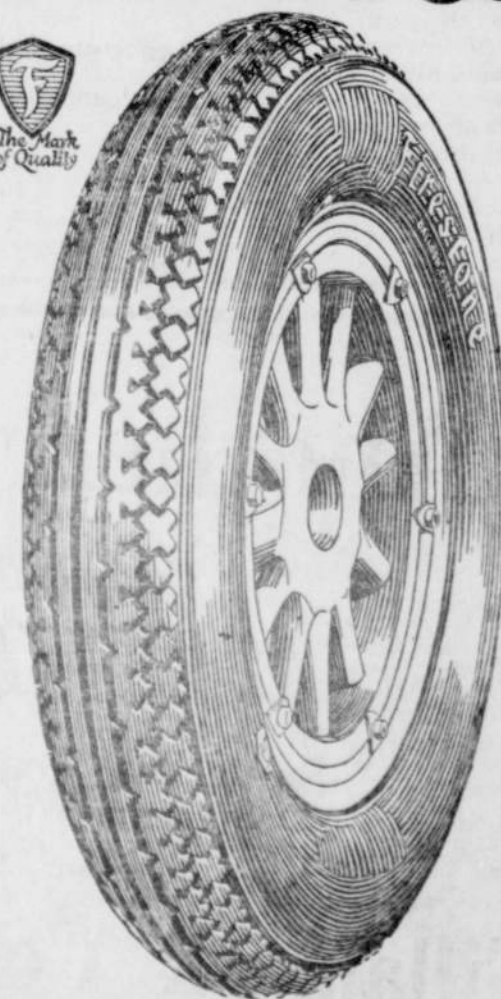
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