



# AUTOMOBILES



## BUICK PRICES ARE CONTROLLED BY FAIR POLICIES, SAYS JORDAN

### Local Dealer Asserts That Buick Cost Must Conform to Established Standards of Value.

Twenty years' consistent adherence to definite principles of motor and chassis design and to clear-sighted policies of business management have created for the Buick motor company a high esteem among motor car buyers and manufacturers, according to James W. Jordan of the Western Motor company, Great Falls, dealers in Buicks.

Buick values, says Mr. Jordan, have so long been standard values that no matter what the selling price of a Buick may be, the buyer is sure that the relation between the value and the selling price is equitable. He not only has confidence in the Buick policy regarding price, but he is also positive that motor transportation value is there.

**Buick Standards Accepted.**

In other words, there is an unbounded faith in the uniform goodness of the Buick car. And at the present time, the best evidence of this confidence is seen in the remarkable reception given the new nineteen twenty-one Buick which, as in the case of its predecessors, has been accepted by the motor world as the standard of motor car values.

When one considers the excess value built into the nineteen twenty-one Buick, there is little wonder that the new line has created such wonderful comment. The new series of seven beautiful models represents a combination of serviceability, comfort and luxury that stands unmatched in the history of Buick progress. The only connection between the nineteen twenty-one Buick and the models of previous years is that it is the culmination of the experience gained in designing and manufacturing a standardized product for two decades.

**Outgrowth of Experience.**

That is why the nineteen twenty-one Buick is a better Buick. Yet, it is not new in the sense that it is the first or early offering of a manufacturer, for, in addition to being the development of many years' road-testing cars, it is the outgrowth of the experience of the thousands of Buick owners throughout the world. In this connection, the Buick Motor company takes great pride in the fact that the average owner has played an important part in designing and planning the new Buick. He has been a vital factor in the success the Buick has enjoyed and, considering the precedent established by the new line, the average owner comes in for his full share of the credit for the success already earned by the new models.

This season, more than at any other time, Buick is the motorist's car. The new body lines, added refinements and conveniences, and increased mechanical efficiency give the Buick an even wider appeal. It is a car particularly suited to meet the needs and requirements of the individual owner. And it is a car that stands out in the motor world as one that is successfully making its way on a basis of inherent value—value in uninterrupted conception—rather than on a basis concerned solely with price.

**Buick Price Uniform.**

As is commonly known, the Buick policy in respect to price has always been uniform. At no time has there been any tendency to establish a price and then build a car around it. Rather, each model has been designed and produced first, the cost of manufacture then ascertained and a fair selling price established.

Buick expansion has been progressing year after year, manufacturing methods have been constantly improved and new systems adopted wholly for the purpose of increasing the good measure of quality in Buick cars. There has been no thought of turning the immense Buick factory into a plan of production that would lessen the value of our product. Each advancement has been made to enable the Buick Motor company to build additional quality into the Buick motor car.

**Has Large Output.**

But, due to the efficiency of the Buick factory and large-scale production, it is possible to maintain an unusually high quality at an economical cost. This has for years been reflected in the relation between Buick values and prices.

With the opening of the new season, additional improvements were made in Buick processes. Consequently, with the quality of both materials and workmanship up to standard, the new nineteen twenty-one Buick represents greater value in all the phases of personal transportation. The value-in-head principle, which has standardized Buick cars, has been further developed, by Buick engineers, strengthening the guaranty of power, performance and economy.

The adherence to definite business policies has been a characteristic of Buick as the strict adherence to the value-in-head principle of motor design. The Buick policy in regard to prices, clearly stated in November, 1918, applies to the nineteen twenty-one models the same as it did to the cars of nineteen nineteen. The policy, as set forth at that time, is as follows:

**Price Based on Costs.**

"Buick current prices are honest prices, based on the cost of production. Like all other Buick prices, they were established after the most careful consideration and after all information regarding material and other costs had been secured. It is impossible to arrive at just prices without making such an analysis, and this practice is in conformity with good business methods everywhere. A fair price can only be based on the conditions under which a product is manufactured.

**Quality Unchanged.**

"Buick cars at present prices are excellent values and compared with other standard articles of commerce are surprisingly low in price. The Buick car of today is the best motor car ever turned out by the Buick Motor company, and the high cost of good materials has not brought with it the slightest departure from Buick standards of excellence that have built up Buick reputation to its present high standing.

That would be manifestly unfair to the purchaser of a Buick car, who expects—and is entitled to receive—an automobile built as well as the long experience of the Buick Motor company has taught it how to build that automobile.

It would be equally unfair to the

purchaser of a Buick car to ask him to pay a price that would allow the Buick Motor company more than a fair margin of profit. This has not been done in the past, during the war or at any other time. It will not be done in the future.

"It is by following this principle of justness and fairness that the Buick Motor company has achieved such high esteem among motor car buyers, and continuation of this esteem will be assured by adhering to this principle."

## RECORD TIME MADE BY TEMPLAR AUTO IN 1694 MILE RUN

### 'Cannon Ball' Baker Covers Course Under Adverse Conditions in 44 Hours.

A Templar motor car, driven by E. G. "Cannon Ball" Baker, established a new record a few days ago by lowering the three-day mark from Mexico to Canada, 1694 miles, in an elapsed time of two days, four hours, and 41 minutes. The actual running time was only one day, 23 hours and 14 minutes.

The best previous record for this run was two days, 17 hours and 53 minutes. The new Templar record was made under the severest weather and road conditions, 135 miles being made in second and low gear through axle deep mud, torrents of rain, and hail and snow storms. The car finished the run in splendid condition, despite the fact that it encountered every imaginable kind of road handicap on its trip which carried it across six mountain ranges.

Averaged 32 and 1-10 miles.

On the 1694 mile run, there was a total loss of time of eight hours and 27 minutes. The Templar averaged 32 and 1-10 miles per hour on the trip, the greatest record in America for distance, considering road conditions. In the crossing of the six mountain ranges, the Templar demonstrated again, not only a remarkable degree of dependability, but uncommon hill climbing capacity.

The run from the Mexican border to the Oregon line was made in 22 hours and 45 minutes. The total time lost between these points was three hours, and 29 minutes, including a stop of 50 minutes made at Fresno where a new rocker arm was installed on the motor.

Baker then pushed the Templar across the Siskiyou mountains in a rain and hail storm that made the smooth stretches slippery and the rough stretches a sea of mud. An additional handicap developed in the form of a heavy fog. Despite these obstacles, the car reached Medford, Ore., 331 miles from the border, in 23 hours and 50 minutes.

**Roads Almost Impassible.**

From Grant's Pass to the Eugene Mountains, roads were practically impassible. Automobile tourists who had been held up for weeks insisted to Baker that he could not get through, but "Cannon Ball" Baker knew the power under him, and he paddled through mud axle deep for 135 miles in second and low gear. There was a heavy downpour of rain through most of this stretch. Baker, a veteran driver, declared roads and weather were the worst he had ever experienced.

**Beats Schedule Time.**

Baker and the Templar arrived at Portland, Ore., three hours and 40 minutes ahead of schedule. From the Washington line another storm was encountered which made Grant's Pass look like a boulevard. Baker met 11 cars stuck in the mud, forcing the Templar to detour through a stony field around stumps in low gear, his spinning wheels in some cases throwing mud thirty feet. Baker left Tacoma, Wash., in a blinding cold rain storm.

The car was checked in at Seattle by United States emigration and Canadian customs officers, giving an official elapsed time of two days, four hours and 41 minutes; counting out the eight hours and 27 minutes lost time, the Templar made the run in exactly one day, 23 hours and 14 minutes.

"Cannon Ball" Baker believes his record for the three-day run, under the road and weather conditions encountered will stand for a long time.

## 2-Way Headlamps Aid in Averting Dangers of Automobile Travel

With the two-way headlamps, controllable through a lever on the instrument board, it is perfectly safe to drive a good country road at 35 miles an hour even when passing another car, without any glare to the driver of the approaching machine.

When the reflectors are pitched downward the beam of light strikes the ground about 35 feet ahead, but lights the road sufficiently for safe driving much farther ahead than that due to the laws of refraction and serves to put a flood of light on the roadway in front and at the sides. None of the bright or direct rays can reach the eyes of even a pedestrian, nor the driver of an approaching car.

When the car has been passed, turning the lever raises the reflectors so that the beam of light is shot straight ahead, lighting the road for many miles ahead. It is shown by this system that more light properly placed is required to make driving at night safe.

Vacuum apparatus has been invented for unloading pulverized materials from freight cars at a speed of 150 tons an hour without occasioning any dust.

Experiments have proved that the average person gains almost three-eighths of an inch in weight by a night's sleep in bed but loses it again the next day.

## PART TIME PAYMENT PLANNED FOR BUYER OF WILLYS VEHICLES

### Manufacturers of Willys-Knight and Overland Cars Develop New Sales Scheme.

By arrangements which the Willys-Overland company have made its dealers in all parts of the country will be able to finance the sale of its Overland and Willys-Knight cars on the time-payment plan.

The new plan has been worked out for the benefit of the motor buying public and is especially valuable at this time because of unusual values offered in Willys-Knight and Overland cars due to the reduction in prices recently announced by the company.

**Numerous Buyers Reported.**

There is no dearth of motor car buyers, dealers report. But there are dealers prospective car buyers who have been compelled to delay their purchases because of the tightening of credits all along the line.

Through the arrangements which the Willys-Overland company have made, a tightened credit situation has been relieved for those who buy its motor cars. As in most business involving a large expenditure of money in each investment, the automobile industry has been operating on the time-payment plan to a greater extent than many realize.

Statistics show that throughout the country 60 per cent of all cars are sold on time. On the coast the percentage of cars sold on time runs as high as 90.

**Cars Are Essential.**

Surveys made by the great banking institutions which have been organized to finance automobile sales exclusively, show that the motor car, especially the smaller, standard types of cars, have long since passed the luxury class and must now be considered a necessary part of every progressive community.

One survey made in 1919, from April to September, gives an idea of the class of buyers who are purchasing cars through the time payment plan. The average age of the purchaser was 35.9 years. His average monthly income was \$27.71. The average monthly payment on his car was \$19.16 and the average down payment 43.8 per cent.

The average real estate equity owned by purchasers was \$7,865, an indication that most of these buyers own their own homes and other property as well. The survey covered nearly 8,000 purchasers in all parts of the country giving in the minds of automobile men a fairly accurate picture of the American automobile buyer.

The average price of the motor vehicle concerned in this survey \$1069.53.

**Commercial Use Large.**

Surveys made by the national automobile chamber of commerce establish beyond question that the automobile is a vehicle of commerce. A survey it has recently completed shows that 90 per

cent of all cars are used for business purposes.

Thirty-seven per cent of car owners improve their living conditions because of the motor car. Sixty per cent of the average car mileage and 78 per cent of farmer car mileage is for business purposes. The chamber of commerce survey covered 10,000 owners in all parts of the country, who estimated that the automobile added 57 per cent to his output.

**Aim at Better Service.**

Because of this increased efficiency in every walk of life through the automobile, the Willys-Overland looks upon its new plan of time payments for buyers of its cars as a real public service.

## Goodyear Tire Cannon Is Sensation of Fair

James P. Laursen, proprietor of a Goodyear service station at San Diego, California, has his own ideas about tire exhibits, and is usually a jump or two ahead of his competitors in designing interesting and tasty exhibits of tires for window display.

At the recent San Diego county fair Laursen's exhibit took the form of a ponderous long range gun made wholly from Goodyear tires, graduating in size from 35x5 at the breech to 30x3 1/2 at the muzzle.

The gun carriage, built of tubes packed in boxes, was mounted on two gigantic 42x9 pneumatic cord truck tires, with cylindrical cartons of accessories serving as spoked.

The big tire gun was the sensation of "automobile row" at the fair and was inspected with great interest by thousands of visitors.

One of the new rivet heaters uses kerosene for fuel, transforming it into gas that is blown by compressed air to create a temperature of 3,000 degrees.

## HIGHWAY OFFICIALS VISIT TIRE PLANT OF GOODYEAR FIRM

### National Road Men Inspect New Factory at Los Angeles During Nationwide Tour.

Officials of the National Park to Park Highway, who have been making a tour of all the western government parks in the interests of an improved highway linking them all together, were visitors at the new plant of the Goodyear Tire & Rubber company during their stay in Los Angeles.

The trail blazers reached Los Angeles after completing a circuit of the northern parks beginning at Denver. From the Colorado city their route took them through Rocky Mountain, Yellowstone, Glacier, Mt. Ranier, Crater Lake, Lassen, Yosemite, Roosevelt and Grand Canyon National Parks.

The connecting park highway touches all of the main transcontinental routes, including Yellowstone, Lincoln, Pacific, Rainbow, Columbia River and Santa Fe. Like the cowboy's lariat the trail begins anywhere, but Denver is the logical gateway on the east, as it is the farthest eastern point on the highway.

The linking of the various national parks by this projected highway opens to thousands of motorists the opportunity of "seeing America first" and permits the satisfaction of the desires of thousands of Americans to view the

many scenic wonders of the west. The great bulk of travel to our national parks is in automobiles.

At a convention at Denver, November 12 and 13 the National Park to Park association inaugurated a road program that will eventually bring permanent improvement of the connecting park highway. All western states had representatives at this meeting which will appeal to congress for aid.

## Miller Tire Factory Holds Maker of Tire to Account for Flaw

How do you buy an auto tire—price per tire or price per mile? There is a vast difference. Cost comparisons are in favor of the latter as the way to buy. In the tire center of the world, one of Akron's "Big Four" has crack squads of tire builders who sign every tire they make and are held accountable for its service. If one comes back, the maker is penalized.

Factory experts found by exhaustive tests that a certain change would add 2000 miles per tire. Though it involved the expenditure of a fortune—\$1,336,000, the change was made. Today car owners are saving \$50,000,000 by the improvement.

A canvass of the tire records of this company in the state of California reveals astonishing results in Miller mileage and uniformity. Cord tires are found to be averaging 16,250 miles. Forty-five per cent of the company's dealers have never asked for an adjustment on a tire and the balance average less than one returned out of every 200 used.

Dalmatia has a species of ant that makes bread by chewing seeds into pulp, forms it into loaves, bakes them in the sun and stores them for future use.

# BUICK

**THE car a man uses in his business life must be always ready for duty. It is just this demand for a car they can trust that causes so many business men and professional men to drive Buicks.**

The new Buick Nineteen Twenty One Models are cars of valuable dependability for business use, whose roominess, beauty and riding comfort make them welcome in hours of relaxation.

The Authorized Buick Service is as notably efficient as the Buick car.

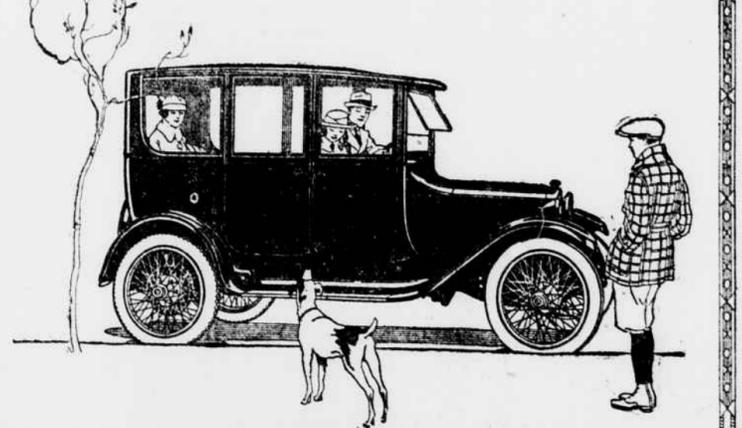
Prices of the New Nineteen Twenty One Buick Series

Model Twenty One Forty Four, three passenger car	\$1795
Model Twenty One Forty Four, five passenger car	1875
Model Twenty One Forty Six, four passenger coupe	2385
Model Twenty One Forty Six, five passenger sedan	2495
Model Twenty One Forty Eight, four passenger coupe	2585
Model Twenty One Forty Eight, five passenger sedan	2695
Model Twenty One Fifty, seven passenger sedan	3275



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