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MOTOR SHOW TO BE BIG EVENT

Week February 7 to 13 One
of Most Important on
Coast This Year

PORTLAND, Or., Feb. 2.—No event to be held in the whole Pacific northwest this year is of more importance in a practical and educational way than the coming big Portland automobile, truck and tractor show, which will open in the new Portland city auditorium on February 7, and continue to February 13, inclusive.

This is one of the few show events to which the railroads have granted reduced rates this year. Special round trip low fares will be in effect to show visitors from Oregon and northwest points during the week of the automobile show.

The particular importance of this automobile, truck and tractor shows lies in its emphasis of improvements that have been made in the efficiency of the automobile. Beautiful body lines and refinements adding to the comfort of motoring will have their place, to be sure, but they will be relatively in the background at this year's show as compared to improvements tending to increase the all-around value of the automobile.

Ever since the United States entered the war, automobile engineers have been concentrating their efforts on adding to the already great efficiency of their cars. The result has been many betterments, such for example as improvements in motors whereby they utilize low grade gasoline and make more mileage to the gallon, thus adding to the war resources of the country.

The very latest of these improvements will be seen in the passenger cars, trucks and farm tractors on exhibition at the show. The show will be a liberal education in itself.

The economic necessity of the automobile in speeding up the nation's industrial and business efficiency has been so thoroughly demonstrated that the authorities at Washington have officially recognized the fact that the passenger automobile, the truck and the farm tractor are essentials the production of which must be interfered with as little as can be helped. The importance of the automobile to the farmer, especially, who has been brought miles nearer to his buying and selling markets through the passenger car and the truck, while ability to produce larger crops at less cost has been greatly increased by the farm tractor, has been recognized.

A large attendance from outside points in view of the special reduced fares is expected at the show.

TIRES! TIRES!

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Retreading
SERVICE
SMILES
SATISFACTION

Our Service Car
Is Always at Your
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279 N. Commercial St.
Salem, Oregon

SPECIAL ON: Fisk Non-Skid Tires

New Stock—Guaranteed.
Old Prices.

30x3 Gray Non-Skid	\$12.70
30x3 Red Top Non-Skid	15.25
30x3 1/2 Gray Non-Skid	16.00
30x3 1/2 Red Top Non-Skid	19.10
32x3 1/2 Gray Non-Skid	18.75
32x3 1/2 Red Top Non-Skid	22.30
32x4 Red Top Non-Skid	23.60
32x4 Gray Non-Skid	24.90
34x4 Red Top Non-Skid	30.00

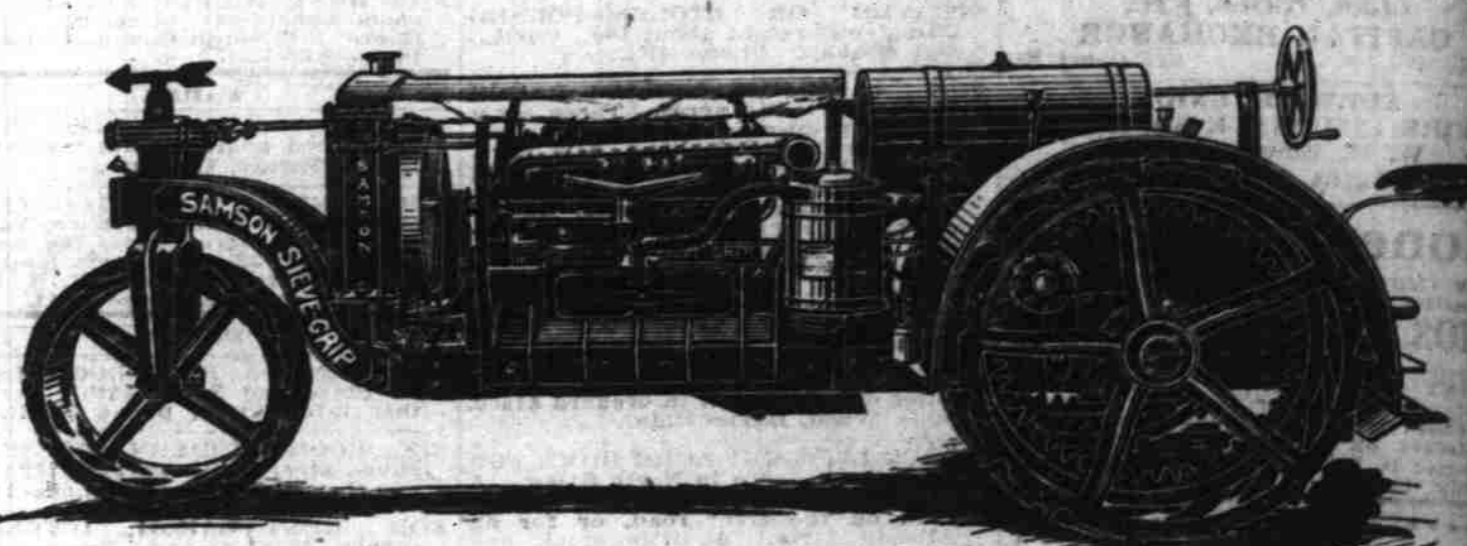
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AUTOMOBILE TIRE CO. INC.
82 N. Broadway, Portland, Or.
The Oldest and Largest Auto
Tire Jobbing House in the U.S.
Call or Write.

Conserve Time and Energy

Put in Larger Crops at LESS COST



Law Provides

The farm loan law says that loans may be made for one or all of four purposes: (1) to provide for the purchase of land for agricultural uses; (2) to provide for the purchase of equipment, fertilizers and live stock necessary for the proper and reasonable operation of the land; (3) to provide buildings and for the improvement of the land; and, (4) to pay existing debts.

The law requires that borrowers of money should state definitely what they wish to expend the money borrowed for, and the boards of the district banks urge that every applicant make this statement as detailed as possible.

Make out your application today. You can get government funds at 5 per cent, up to 50 per cent of the reasonable full value of your land, and have 36 years to pay it back in semi-annual payments, including interest and principal. Ask us to help you.

NOW IS THE TIME

Get your Samson Sieve-Grip Tractor this season, NOW, and make your farming more efficient. The nation needs your extra crops—Samson power makes it easy for you to meet that need.

Samson Tractors

- Represent the highest development in Modern Farm Tractors.
- Stand for all that is strongest, most enduring, most satisfactory in actual field operations. Ideal for stationary work and road hauling.
- Operate at lower cost, and do more work, more efficiently than any other tractor of similar size—low up-keep—few repairs.

BE READY FOR SPRING PLOWING—Farm work will start with a rush this season. A Samson Sieve-Grip Tractor will make farming easy. Place your order for Samson Sieve-Grip Tractors now, so you will have the machine when you need it.

Let Samson Power Serve You This Season. For additional information write,

VICK BROS.

264 N. HIGH STREET SALEM, OREGON

Smith had just bought a new dog and took Jones to have a look at it. They hung over the stable door and peeped at the puppy, which was twisting round and round in a frenzied effort to catch its own tail.

"What sort o' dog do you call that?" asked Jones.

"A watch dog," replied Smith.

"Oh, I see!" remarked Jones. "I suppose he's winding himself up now?"—Chicago Herald.

USED CARS


Don't fail to see our stock of used cars while in town.
A good used car is a better bargain than a cheap new one.

Ford—A-1 condition	\$385.00
Ford—Light delivery	\$275.00
Geo—Electric lights and starter	\$375.00
Overland—Electric lights and starter	\$350.00
Oakland—A bargain	\$750.00
Studebaker	\$1000.00

These cars must be seen to be appreciated.

Oregon Motor Car Co.

Denby Trucks and Studebaker Cars
SALEM, OREGON Phone 121



THE UNIVERSAL CAR

We now have several Ford Touring Cars for immediate delivery. Have orders ahead for all cars delivered here during March, April and May.

If you want a Ford soon come in and make arrangement for one from present stock.

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264 N. HIGH STREET

GATES HALF-SOLE TIRES

Cost 1/2 As Much

WITH APOLOGIES TO BRIGGS!!



—AFTER YOU'VE WAITED FOR EVERYONE ELSE TO TAKE THEIR VACATION—



—AND AT LAST IT IS YOUR TURN, AND YOU LEAVE WITH TWO WEEKS PAY IN YOUR JEANS—



—AND YOU PILE THE FAMILY INTO THE FLIVVER FOR A CAMPING TRIP—



—AND THEN ON THE ADVICE OF A PAL YOU EQUIP YOUR CAR WITH GATES HALF-SOLE TIRES—



—AND BEFORE YOU'VE GONE 10 MILES YOU HAVE A BLOW-OUT—



—AND A LITTLE LATER, PICK UP A 10 PENNY NAIL—

OH—AIN'T IT A GRAND AND GLORIOUS FEELING?

We also handle the new FIRESTONE and FEDERAL Tires and Tubes.

We have a few Fulman Tires on hand which we will sell 10 per cent off of list price. Here is a chance to save some money if you use 28x3, 32x3 1/2 or 32x4 Clincher Tires.

INTERNATIONAL RUBBER SALES CO.

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MOTOR TRUCKS SUGGESTED TO AID COMMERCE

Experts Recommend Use As
Means to Help Relieve
Rail Congestion

SOME ARE NOW IN USE

In Face of Severe Weather,
Trucks Insure Speedy De-
livery of Goods

PHILADELPHIA, Jan. 22.—Use of commercial motor trucks for intercity and interstate transportation of freight is regarded by motor experts here as a means of helping to relieve the war freight congestion and of thus helping to win the war. So rapidly is this system of freight delivery, even on relatively long hauls, being developed that automobile manufacturers are taking steps to bring about the construction of heavier types of roadbed and it has been proposed that the government be asked to assume control of the main arteries of motor transportation during the war.

The commercial motor truck is developing faster than any other form of transportation according to figures made public here by dealers. These show that in this district alone, where many truck lines between Philadelphia, New York, Baltimore, Washington and other points are now in operation, there was a one hundred per cent increase in 1917 over the preceding year in the use of these carriers.

Heretofore motor trucks carrying many lines of freight have been operating between the larger cities in New York, Pennsylvania, New Jersey and Delaware and Maryland but the war freight congestion has forced small communities to take up the idea on a large scale.

According to official reports from most of the counties in these five states, many of the largest firms and corporations in these states now are using the motor truck for intercity and interstate freight delivery. The cost, these reports point out, is

FORD

The Universal Car

Have you seen the Ford Model T One-Ton Truck Chassis? It is, we believe, the greatest servant ever offered the American people. A strong Vanadium Steel frame with the regular Ford motor, and a direct worm drive, this truck will be among motor trucks just what the Ford is among all motor cars: the supreme value from point of efficient service and low cost of operation and maintenance. The Ford One-Ton Truck Chassis is \$678 f. o. b. Salem. We'll assist buyers on the body question. Come in and let's talk it over. We can make immediate delivery.

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