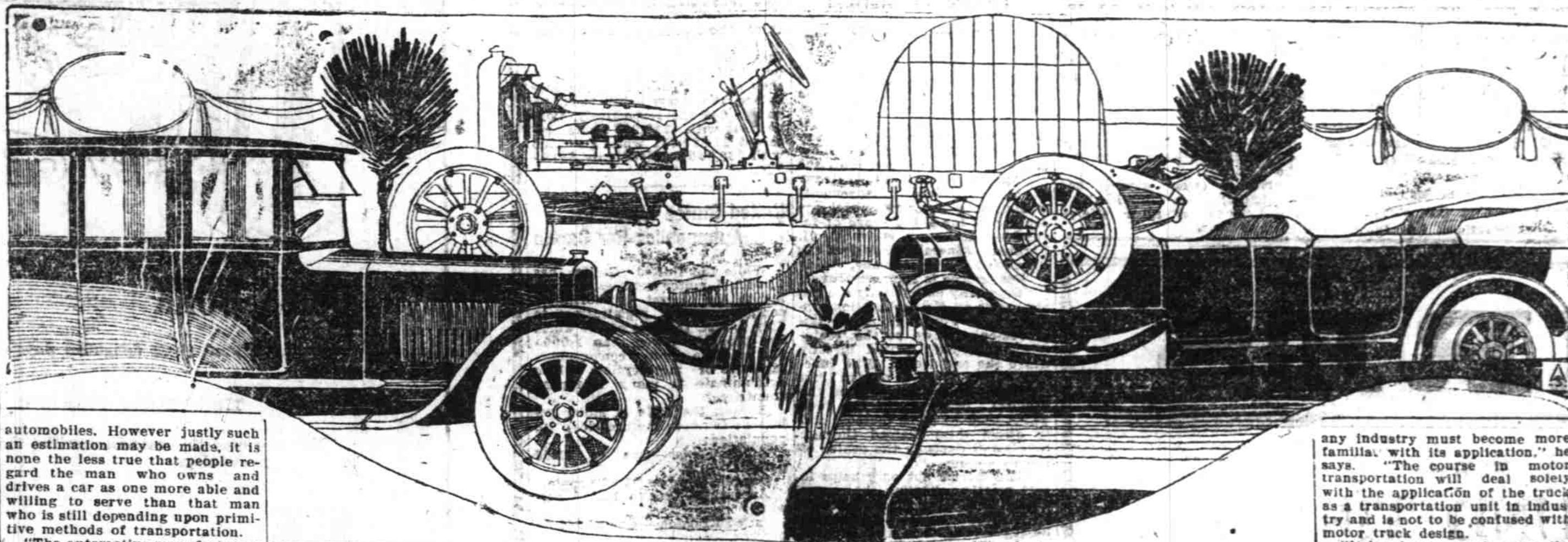


AUTOMOBILES—TRUCKS—TRACTORS—

Motorcycles — Bicycles — Accessories



DELANO FINDS BETTER TIMES

Conditions In Automotive
World on Rebound
Dealer Avers

"Conditions in the automotive world are on the rebound," says F. G. Delano, "and it is daily becoming more evident that the automobile has rendered too valuable a service to mankind to be sidetracked because of any temporary national condition that produces reactionary states of mind in the public."

"There has never been a time when automobiles represented greater value than exist today. The market has been readjusted, cars have universally been perfected, and the automobile world is gaining momentum daily in the direction of a still greater service than the automobile has ever previously rendered."

"The successful men in the world today are usually identified by the fact that they own

automobiles. However just such an estimation may be made, it is none the less true that people regard the man who owns and drives a car as one more able and willing to serve than that man who is still depending upon primitive methods of transportation.

"The automotive manufacturers are certainly keeping abreast of human requirements. The new models of automobiles are reflecting perfection that were not dreamed of in other times not so far in the past."

Two Salem Boys Will Attend Mechanic School

Hiram T. Smith and Reuel J. Smith, who are employed at the local Harley-Davidson motorcycle agency, leave Monday morning for Portland to attend a special motorcycle mechanics training school which will be conducted there by the Harley-Davidson Motor company, for Harley-Davidson dealers and mechanics in the northwest.

H. E. Jameson, chief instructor, will have charge of the school, which will last for two weeks.

Read The Classified Ads.

QUESTION OF RESALE VALUE HIGHLY IMPORTANT ONE FOR PURCHASER OF AUTOMOBILES

Resale or second hand values are each year of increasing importance in the automobile field, and this question has become a very vital one for the automobile purchaser in the selection of his motor car. The days of the novelty in automobile design are over. The car of a single season no longer finds very much favor with the public. It has given place to the motor car of sturdy construction, permanent value, and long life. The automobile business is now a broad and butler industry.

Not Essentially Pleasure.

Automobiles may be used for pleasure, and unquestionably they do add much to the enjoyment of the American people, but they no longer are essentially pleasure cars. They are utilities and essential in the every-day life of the nation. Descending from the delirium of inflated prices and extravagant expenditures, which were products of the war, the American has assumed the same attitude in selecting an automobile that he has in his other expenditures, and looks to the real, inherent worth of the car. His car this year may be used exclusively for pleasure and relaxation, but next season it will go into service in connection with his business, and he insists upon knowing its worth at the end of not only one, but several seasons. The demand is for stable, dignified design, sturdy construction and quality materials; for a car so built that it will give the maximum return in service and resale value on the investment.

Moderate Cost Desired.

Moderate operation costs are highly desirable, and have come to be considered of greater importance than low first cost. The motor car buyer, more than ever, demands that the automobile be economical, and that in every detail it represents full value. He makes a sharp distinction between economy and cheapness. He wants a car that will still be giving satisfactory and economical service when it has covered 25,000 miles. He calculates the resale value as an offset against the low first cost.

This year's automobile showed a decided trend toward the conservative, substantial types, and a diminishing of public favor for the novelty and freak cars, the usefulness of which is short-lived and the resale value of which is doubtful.

STRONG FINDS SALES BETTER

Buick Chief Cites Figures to
Show Business Returning
to Normal

CHICAGO DEALERS BUSY

Purchase of Automobiles in
Grain Country Declared
an Indication

(By E. T. Stront, Buick Motor Co.)

Why did five Chicago dealers in one day invest nearly a half million dollars in Buick motor cars?

Why the telegrams from Boston, Philadelphia, Dallas, Memphis, Pittsburgh, Denver and California for additional cars to be added to their regular allotment? Why did Minneapolis buy an entire trainload of Buicks in February?

Why did the New York branch wire: "Every indication points to a very satisfactory business for the next three or four months. In figuring our requirements, we will need upwards of 1050 jobs between now and April first?"

But One Answer

There is but one answer. Conditions in many parts of the country are improving. That is the conclusion to be drawn from an examination of these things.

The passing of motor cars into the hands of owners in Chicago and New York is an indication that the business men in those cities who rely on the motor car for transportation in connection with the transaction of their business are experiencing an increase in business and with this assurance of a change for the better, they are taking steps to provide themselves with the motor car equipment they need.

The purchase of automobiles in the grain country of Minneapolis territory is an indication that grain is moving and the growers are purchasing the motor cars they will need to enable them properly to care for and manage their large acreage and so on with

the other cities and sections of the country.

Auto Indispensable

The automobile long ago became indispensable and today it would be impossible for the world's affairs to be conducted without this mode of transportation but the prosperity of the automobile industry, like the railroads, the telephone, the telegraph companies, depends upon the prosperity of business in general and naturally must feel a period of depression when business in general is depressed.

By reason of the fact that different sections of the country are dependent upon the mining, manufacturing or agricultural pursuits of that particular section for their prosperity, it often happens that only one section of the country will experience a period of depression as the result of some condition which affects that particular section almost entirely, although every section affects every other to a more or less degree.

There was a time when through lack of rain, a cotton growing section was seriously affected, the cotton crop was a failure and as a result, that part of the country suffered a depression which was but lightly felt in other sections.

New Demand is General

The present demand, coming as they are from all parts of the country for increased allotments of Buick cars, are an indication of improving conditions, especially since the reports show that these cars are rapidly passing into the hands of the owners, as indicated by a telegram just received from the Chicago territory alone in which they advise that during the month of February 215 new Buick cars passed into the hands of consumers.

Just as the business depression came on gradually, affecting first one section then another, so will a return to something like normal conditions be brought about, and as the different industries in various parts of the country gather momentum in their return to normality, the demand for automobiles will increase and there will come a time when the production of cars will not keep up with the improvement of general conditions, and by reason of the curtailment of automobile production during the winter months, there will not be the usual reserve supply on hand and many people will be unable to get the car of their choice.

Packard Single-Six Is Held Ideal Touring Car

Finely proportioned, competent and roomy, the Touring car is the standard of general ability, appearance and usefulness in the Packard Single-Six line.

It seats five passengers, with ample room for the comfort of all. The instrument board is of new design, notably compact and convenient. It carries the following instruments, ammeter, oil pressure gauge, carburetor adjustment, dash light with dimmer attachment, cowl ventilator regulator, ignition switch, lighting switch, speedometer.

Seats and back cushion are upholstered in dull finish, pebble grain leather and are exceptionally comfortable. The top is semi-lined, with a one-piece plate glass window in the rear. Doors are square and swing forward.

There are inside and outside handles on all doors. The face of the cowl and the upper edges of the doors are trimmed with hardwood in black walnut finish.

In the left-hand doors are pockets for carrying the curtains when not in use, leaving the right-hand door pockets for small parcels. The robe rail is of the standard Packard type. The floor of the rear compartment is well carpeted and provided with a necked foot-rail adjustable in two positions.

STUDENTS WILL STUDY MOTORS

Automotive Transportation
Added to Course At New
York University

TRUCK USE EMPHASIZED

Eastern Institution is First
To Install Course of
This Character

Automotive transportation has been added to the regular course in industrial engineering at New York university beginning with the February term, according to an announcement made by Dean Charles H. Snow of the university school of applied sciences.

The new study is the direct result of a series of lectures given to the engineering students of the university last year by F. Van Z. Lane, formerly chief transportation engineer of the Packard Motor Car company and now general maintenance manager of Hare's Motors, the most recently organized large automotive combination.

Application Emphasized

The course will have more to do with the application of the motor truck than the mechanics of it, according to Mr. Lane.

"The motor truck is part of the mechanical equipment of every industry, and engineers entering

any industry must become more familiar with its application," he says. "The course in motor transportation will deal solely with the application of the truck as a transportation unit in industry and is not to be confused with motor truck design."

"It has been proved, under the most trying circumstances, that the motor truck is mechanically dependable and that by applying it correctly it is an economical means of transport and that to get the most efficient service from their equipment those in industry should understand how it can be used with the greatest effectiveness." New York which is the largest user of motor trucks in the country, is a high laboratory for this work.

Degree is Conferred

Mr. Lane is a graduate of New York university, which conferred upon him the degree of C. E. for traffic work accomplished, probably the first degree ever awarded for this kind of work. He was an engineer in the Brooklyn highway department, was engineer in charge of traffic on the Brooklyn and East River bridges, and later held a similar position in the department of public works borough of Manhattan, where he had charge of gathering statistics relative to the widening of a number of important streets. He was the first traffic engineer employed by New York City and laid out some of the most recent routes for the operators of motor busses there and in Chicago. He was executive engineer on the Bayonne marine terminal and, as engineer to the Chamber of Commerce of Jersey City was instrumental in promoting the vehicular tunnel now under construction between that city and New York. He has served various city plan commissions, municipalities, civic organizations and industries as transportation engineer and has studied the subject abroad.

University is Pioneer

This course is the first of its kind to be given by any university in connection with industrial study, and will include the following lectures: The future of the motor truck; motor truck operating costs; motor trucks versus railroads; trailers and semi-trailers; special bodies; loading and unloading devices; scheduling, routing and dispatching; maintenance and garaging; hiring, training and retaining drivers.

YUBA TRACTORS GET HOLD HERE

New Machine Sold By Vick
Brothers Firm Appeals
To Hop Growers

Vick Brothers have just sold their second Yuba 15-25 tractor since taking the Yuba agency. Both tractors were sold to hop growers.

The Yuba is especially adapted to the cultivation of hops, being narrow enough to work between the rows and strong enough to plow or cultivate an entire row at once. All the hop men are interested in this type of tractor as the Yuba is the only tractor that is strong enough to cultivate a complete row at one time and at the same time narrow enough to work between the rows.

The plow that is used in connection with the Yuba for hops is a two-way power life combination plow and cultivator and especially designed for the hop grower. A great many of these plows are now doing satisfactory work in California and it will be only a short time before they will be generally used in Oregon.

ing and dispatching; maintenance and garaging; hiring, training and retaining drivers.

GLOBE TIRES

New Herringbone Tread of
Highest Quality
For Exclusive Rights
Write

Globe Tire Distributing
Co.
214 West Pico Street
Los Angeles, California

Packard

You Have Been Promising Yourself a Better
Car. We Now Have That Better Car For You

The Packard Single Six combines quality, light weight and moderate price. No car made enjoys a better reputation than does Packard. To say Packard is but to say QUALITY.

The Single Six is a general purpose car, and is offered in four models; the Touring car for five passengers; the Runabout for two passengers; the Coupe for three passengers and the Sedan for five passengers. In design, finish and appointments, each of these is an attractive vehicle, with certain advantages for its particular range of use.

Investigate This Car Now
Ask the Man Who Owns One

Vick Brothers

HIGH AND TRADE STREETS