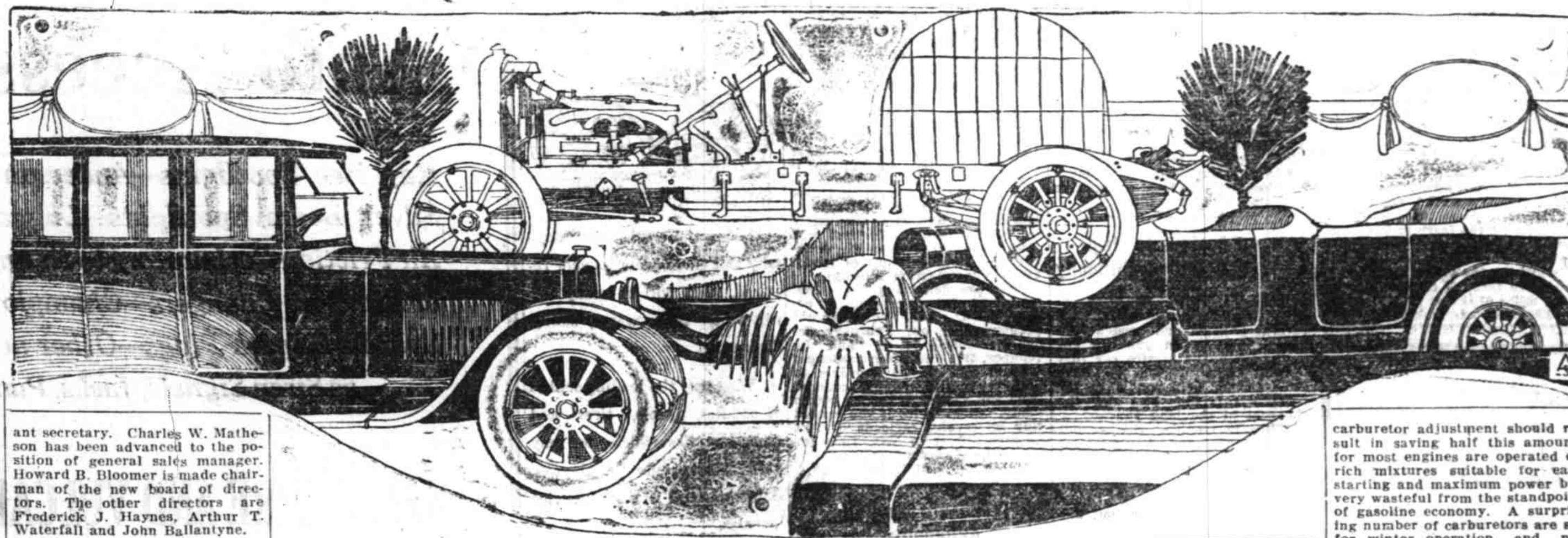


AUTOMOBILES—TRUCKS—TRACTORS—

Motorcycles — Bicycles — Accessories



HAYNES NAMED TO HEAD FIRM

Men Long Associated With Founders Continue With Dodge Company

DIRECTORS ARE CHOSEN

Personnel is Entirely Made Up of Seasoned Automobile Veterans

Announcement of the election of Frederick J. Haynes as president and general manager of Dodge Brothers which was made in New York last week, is now followed by a complete list of new directors and chief executives. Arthur T. Waterfall is made vice president and assistant general manager; Harry V. Popeny secretary of the corporation, and Reginald J. Fry, assistant

secretary. Charles W. Matheson has been advanced to the position of general sales manager. Howard B. Bloomer is made chairman of the new board of directors. The other directors are Frederick J. Haynes, Arthur T. Waterfall and John Ballantyne.

Service Period Long
Mr. Haynes' association with the two Dodge brothers covers a period of over 21 years. During this time he was not only chief executive of their great business, but was also a close personal friend. By reason of this long association, there is no one more familiar with their aims and principles or more admirably qualified to carry on their work. Immediately after the death of John Dodge a year ago, Mr. Haynes was elected vice president and general manager, and has been the active head of the business during the long illness of the late Horace E. Dodge. It was Mr. Dodge's request, just before his death, that Mr. Haynes be elected to the presidency of the institution. His election therefore comes as no surprise to those familiar with the implicit confidence which the two Dodge brothers placed in his ability as a manufacturer and chief executive.

Has Thorough Training
Mr. Waterfall was for many years superintendent of the Russell Wheel & Foundry company of Detroit, and later vice president and director of traffic for the Detroit Board of Commerce. In the latter position he gained national prominence as an authority on transportation matters. While Mr. Waterfall is generally known as a traffic expert, he has had long training in the more general executive duties required of a man in his present important position, with an intimate knowledge of all questions attending the operation of a great industry.

Mr. Popeny joined Dodge brothers about 10 years ago, and since that time has occupied various positions of responsibility. For some years he was assistant to the former secretary of the company, and in that capacity exhibited unusual ability in the handling of financial and accounting matters. Mr. Fry's association with Dodge brothers dates back to 1910, and he, too, has developed with the company. In recent years he has occupied positions as auditor and office manager.

Hails From New York.
Charles W. Matheson, who now takes the position of general sales manager, has been associated with Dodge Brothers Sales Department since they first started to manufacture a car of their own. He first acted as New York district representative and later as director of service at the factory. Since the resignation of the former sales manager, he has been the acting head of Dodge Brothers Sales Department. Mr. Matheson has been connected with the industry since the inception of it, and was for twelve years a manufacturer of one of the early high-priced cars. His ability and training and thorough knowledge of Dodge Brothers policies make him particularly well fitted to direct the marketing of their product.

Mr. Bloomer, chairman of the

Board of Directors, was for many years the close personal friend and legal advisor of both John and Horace Dodge. He has been a member of the Board of Directors since the reorganization which followed the death of John F. Dodge last January. He is a prominent Detroit attorney.

Ballantyne is Banker.
Shortly before Horace Dodge's death, John Ballantyne was elected to the board of directors. Mr. Ballantyne is president of the Merchants National bank of Detroit and is widely known and accepted as an authority on financial matters, which makes his presence on the board a distinct asset to the institution. For a great many years he has been a close personal friend and confidential advisor to Horace Dodge.

To every one interested in the affairs of Dodge Brothers, it is gratifying to know that the executives now in charge of the business are all seasoned men. By reason of their long and thorough training in the policies on which John and Horace Dodge built and developed their business, they have come to know and believe implicitly in these policies. It is absolutely certain that they will continue to apply these same principles to the future of their great organization which the two Dodge Brothers left as a monument to their genius.

Funny Questions Asked Service Battery Dealer

Is the man who repairs and recharges storage batteries likely to be oppressed by the monotony of his job? "Not by a jugful," says Mr. Dogge, Willard service station dealer.

"Every day we are asked unusual and surprising questions and we have to keep on our toes to answer them all in A B C language." For instance—

"How can a battery get hot when there's nothing in it but solution and lead plates?"

"Can I use the cells for starting and lighting while you repair my battery?"

"Can I take my battery off my car and use it to run my electric fan?"

"Can you charge my battery while I wait?"

"Can you fix my battery up? I ran out of gas just outside the garage and used the starter to help run the bus home. Now there seems to be something the matter with the current."

All of these questions seem sensible enough to the folks who ask them, and the battery man's ability to answer them without seeming to reflect on his customer's intelligence, is an important factor in his success.

SIDECAR BODY SAVES DUCK HUNTER'S DAY

Driving from Los Angeles to Big Bear Lake, a distance of 150 miles, through 75 miles of desert, and over two ranges of mountains for a day of duck shooting, John E. Edwin Hogg, an outdoor enthusiast, was much chagrined to find all the boats rented in advance. Duck shooting without a boat was impossible, but boats were not to be had for love nor money. Not to return home disappointed, the motorcyclist tourist removed the body of the sidecar, plugged the bolt holes with wooden pegs, calked the seams with pitch, borrowed an car and paddled away to the hunting grounds. The small size and inconspicuousness of the improvised boat was a valuable factor in stalking the game, and at sundown the motorcyclist hunter paddled ashore with the limit of birds, while many of the boat-equipped sportsmen had inferior success.

TRACTOR PRICE IS DECREASED

Vick Brothers Informed Of Cut in Cost of Samson Farm Implement

Vick Bros. are very much pleased over the receipt of a wire from the Samson branch at Stockton, Cal., announcing a reduction in the price of the Samson tractor of \$250, reducing the price from \$1295 to \$1045.

This reduction coming now at the beginning of the tractor season will be of much interest to the tractor buyer as there is now no need of waiting longer, and farmers will now buy their tractor

and get busy on the land.

Owing to the continued wet weather farm work is very much delayed and the farmers will be very busy as soon as weather will permit. Those owning tractors will have the advantage, as tractors can be worked night and day during the rush and get the grain in early, while with horses it is impossible to work overtime, as they must eat and rest. Often the difference in yield between early sown grain or late sown grain will more than pay for a tractor.

IMPORTANCE OF CARBURETOR ADJUSTMENT

That nearly 30 per cent of every gallon of gasoline burned is wasted through faulty carburetor adjustment, is the startling conclusion derived from exhaustive tests of the composition of exhaust gases from various engines tested by three prominent chemists of the U. S. Bureau of mines. It is further stated that careful

carburetor adjustment should result in saving half this amount, for most engines are operated on rich mixtures suitable for easy starting and maximum power but very wasteful from the standpoint of gasoline economy. A surprising number of carburetors are set for winter operation and not changed in summer. It is urged that people be impressed with the saving in gasoline resulting from the use of lean fuel mixtures.

Auto is Most Familiar Among All Machinery

"People are generally more familiar with the automobile than with any other piece of machinery," says F. G. Delano, local dealer in Chevrolet passenger and commercial cars.

"It is seen on the streets of every city. On the farms and ranches and in sparsely settled regions, everyone knows the automobile and its purpose.

"It has become the great passenger and commercial transportation medium. Only specialized workers know the machinery of the railroads intimately enough to operate them. But the automobile is quickly mastered by thousands of new owners every day. The total number of automobile drivers in the United States

greatly exceeds the number of cars—more than 7,500,000. Others who have never driven a car know something of its operation through riding as passengers. "With all its usefulness, the automobile is not a complicated machine. "Medium-weight cars, in particular, are designed with the greatest simplicity and fewer parts. It is as easy to care for such an automobile as to drive it. And this in great measure accounts for their popularity. "People have learned that to keep this type of car running and get the utmost service from it requires only the application of common sense."

Salem Police Department Buys Harley-Davidson

The city council has purchased from Harry W. Scott, local Harley-Davidson motorcycle dealer, a new 74 cubic inch Harley Davidson motorcycle, to be used by the traffic officer of the police department.

This type of machine is being adopted for this work by many of the larger cities of the United States, for the reason that it develops much more power and speed than the average machine. The Portland police department has recently added several of these machines to the force and now has a total of 27 Harley-Davidson machines in use.

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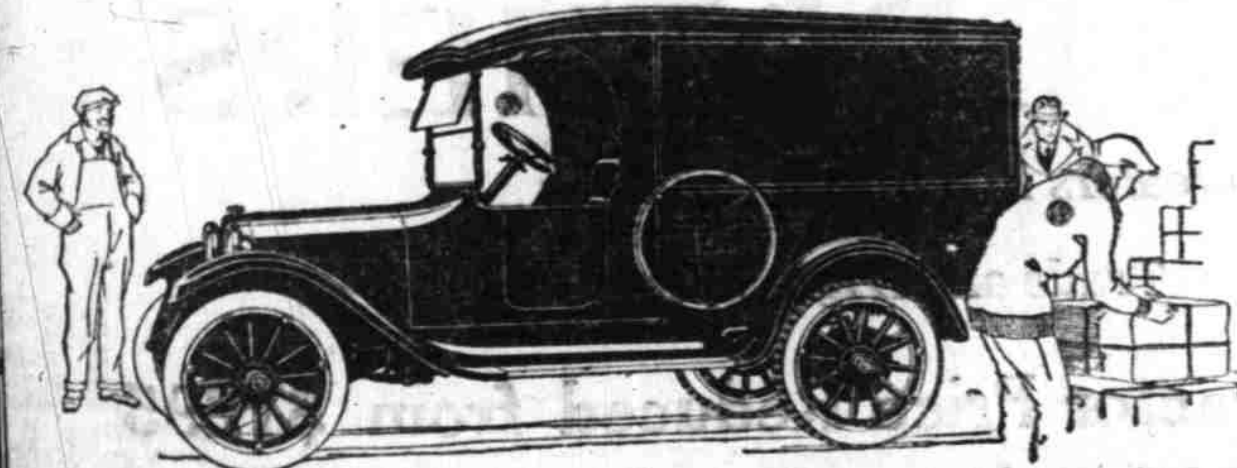
DODGE BROTHERS BUSINESS CAR

The high standing of the Business Car is due to the fact that it actually does all that is claimed for it.

It is a steady, dependable, sturdy means of delivery, keeping operating cost down to a very low figure.

BONESTEEL MOTOR CO. Marion and Polk County Distributors Ferry and Commercial Streets Salem, Oregon

The gasoline consumption is unusually low The tire mileage is unusually high



Studebaker

THE NEW LIGHT-SIX

ORIGINAL COST

In making your original investment in this car, you receive the benefit of the Manufacturing savings estimated at 20 per cent to 25 per cent, made possible by complete manufacture in the new modern \$20,000,000 Studebaker plants at South Bend, Indiana, because—

- (a) the price includes but one manufacturing profit on casting, forgings, stampings, motor, axles, transmission, frame, body, top, etc.
- (b) the amount of overhead expenses included in the price is very small.
- (c) excess weight is eliminated without sacrifice of durability or quality. The shipping weight of the car, 2500 pounds, is distributed equally over the four wheels.

OPERATING SAVINGS

In operating this car, you receive the benefit of the economic advantages arising from its superb design, skillful manufacture, excess safety factors, and high quality, because—

- (a) it will go from 12 to 15 thousand miles on the standard 32x4 cord tires.
- (b) it will go from 18 to 22 miles on a gallon of gasoline.
- (c) it will render from 8 to 10 years of satisfactory service.

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