

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES—BICYCLES—ACCESSORIES

TRIPLE A WILL EXTEND SCOPE

American Automobile Association Not Content to Pause in Progress

UNIFORM LAWS OBJECT

New England Next Territory to Be Invaded by Powerful Organization

Big, powerful and influential as it unquestionably is today, the American Automobile Association, the world's greatest organization of motor car owners, now proposes to reach out and bring into its fold by means of intensified and concentrated effort in each

section of the United States every motorist in the land, wherever he or she may be located. This was the decision reached by the A.A.A. executive board at a meeting held last week in New York city.

Not only does the A.A.A. intend to weld into one gigantic organization all the car owners of the United States, but it proposes to set before each individual motorist every conceivable variety of reasonable service that such an association should render to its members. That this should be done was the unanimous verdict of the executive board.

More Comforts Added
Feeling that its years of efforts to bring about a comprehensive road building program have advanced to a point where almost complete success may be boasted, the A.A.A. now intends to bring closer and make more readily available to its members all the lesser comforts and conveniences for which the touring motorist frequently finds need.

Henceforth, according to the executive board's recent decision the A.A.A. shall bend its energies in obtaining for its members uniform traffic laws, national motoring reciprocity, reliable garage service, dependable aid when accidents occur, the establishment of

more and better regulated campsites, and the giving of better and broadened touring directions as well as a multitude of personal services that will make the organization invaluable to all who may be fortunate enough to hold a membership card in the national body or one of its affiliated clubs.

No Activities Abandoned
According to President George Diehl, the A.A.A. does not intend by any means to abandon any of its previous activities, but rather to add to them, in a statement dwelling on this point, President Diehl says:

"The A.A.A.'s past achievement in behalf of roads building and providing map service are generally recognized and praised by all who motor. But this work has now reached a degree of success where attention can be given to other needed activities without losing ground, and the opinion prevails among our executive board members that more direct and personal service to the individual motorist should be taken up and carried along."

The New York City meeting was held primarily to pass on the many suggestions received at the recent Detroit conference where there were present several hundred delegates representing practically every motoring and road

roads organization in the United States, and at which time it was the consensus of opinion that the good roads program in this country and the individual motorists in the United States would benefit more through one, large, influential organization combining all roads and motor interests rather than through several smaller associations of naturally lesser strength and influence.

Bryan Addresses Motorists
The meeting also followed the recent rally of motorists at Jacksonville, Fla., where a southeastern division of the A.A.A. was successfully launched with a membership including the bulk of the car owners of Florida, Georgia, Alabama, Mississippi, Tennessee, and the Carolinas. It was at this meeting that William Jennings Bryan addressed the assembled motorists and urged organization as the quickest and most effective means of bettering motoring conditions generally.

So successful was the Jacksonville gathering and so evident was the enthusiasm for the A.A.A. that no doubt was left in the minds of the executive board as to what procedure should be followed in other sections of the country.

New England is the next territory to be invaded by the A.A.A. and plans are now well under way for a meeting in Boston to include all roads and motoring interests in that section when it is hoped to form a New England division which in its potentialities should equal if not surpass in strength any chapter of any other division of the national organization.

The A.A.A. drive will be under the direction of Executive Chairman D. L. Morgan who thus comments on the organization's activities:

"Ever since its inception in 1902, the A.A.A.'s activities have accrued to the benefit of every person who owns or drives a motor car, but the organization itself has never made the intensified and concentrated drive for the membership it deserves and can unquestionably muster. The Detroit meeting and the Jacksonville gathering together with a general survey of the national situation have convinced us that motorists everywhere want and would welcome established A.A.A. divisions. Hence we are going ahead, for the will of the motorists is our guidance. The A.A.A. is not a commercial enterprise and piles up no profits for any person or persons. It is cooperative and its officers serve without salary. They are just everyday motorists doing their part in a program of mutual help for motorists. All revenues are expended for its members and the more revenue, the more the individual member will receive."

During its New York City meeting, the executive board arranged for a representation of the A.A.A. at the American Roads congress held in Chicago last week.

American and English Automobiles Compared

The Car, one of England's oldest and leading magazines devoted to the interests of motorists, motor cars and motoring, compares, in a recent issue, the virtues of a certain unnamed British-made car and an American automobile of about the same class.

It is not difficult to reason why the British car goes without name in the article, for the Detroit-made product is given the preference by a wide margin.

The comparison is made in answer to the query of a British army officer who sought advice regarding his contemplated purchase of an automobile. His choice lay between the unnamed British car selling for £415 ster-

ling, and the good Maxwell, which sells in England for £375 sterling.

The Car unhesitatingly makes the Maxwell its choice, recommending it as capable of successfully negotiating the most rugged, hilly country, and the roughest roads

to the complete satisfaction of the driver. Its power plant is praised as sturdy, reliable, and powerful, a finely perfected mechanism.

Sharpley: "There's Dogberry; he's slept only two hours a day for the last five years."

Snoddy: "How remarkable."

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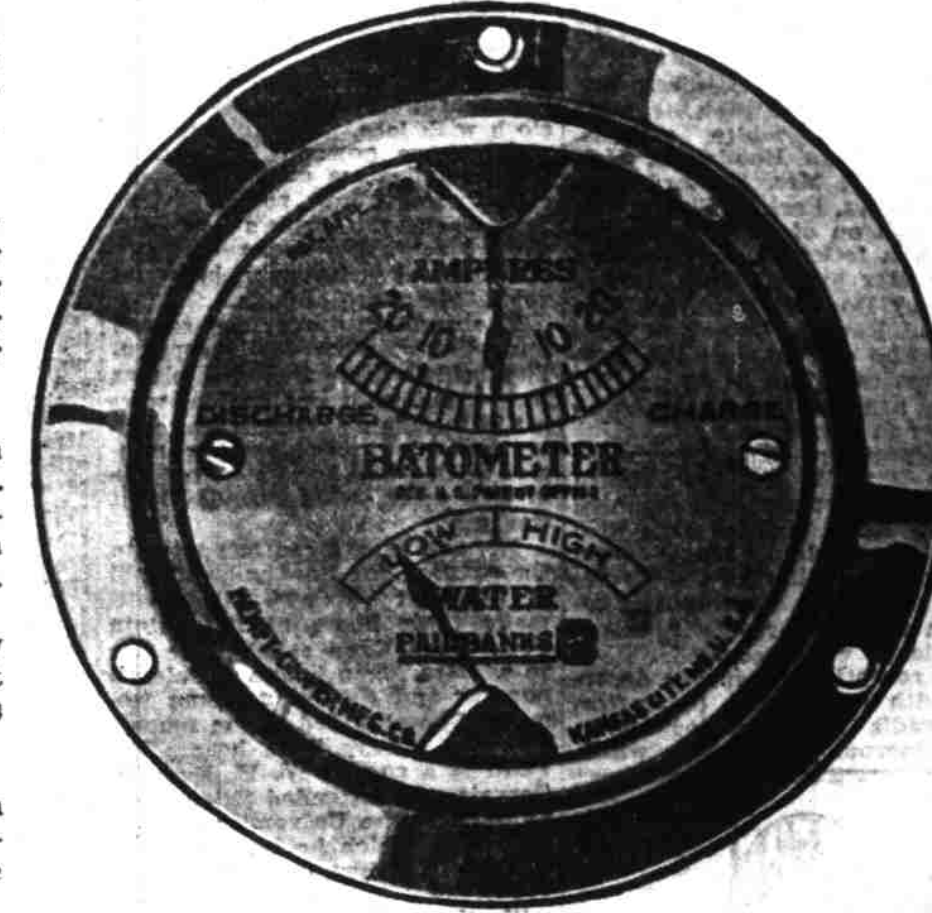
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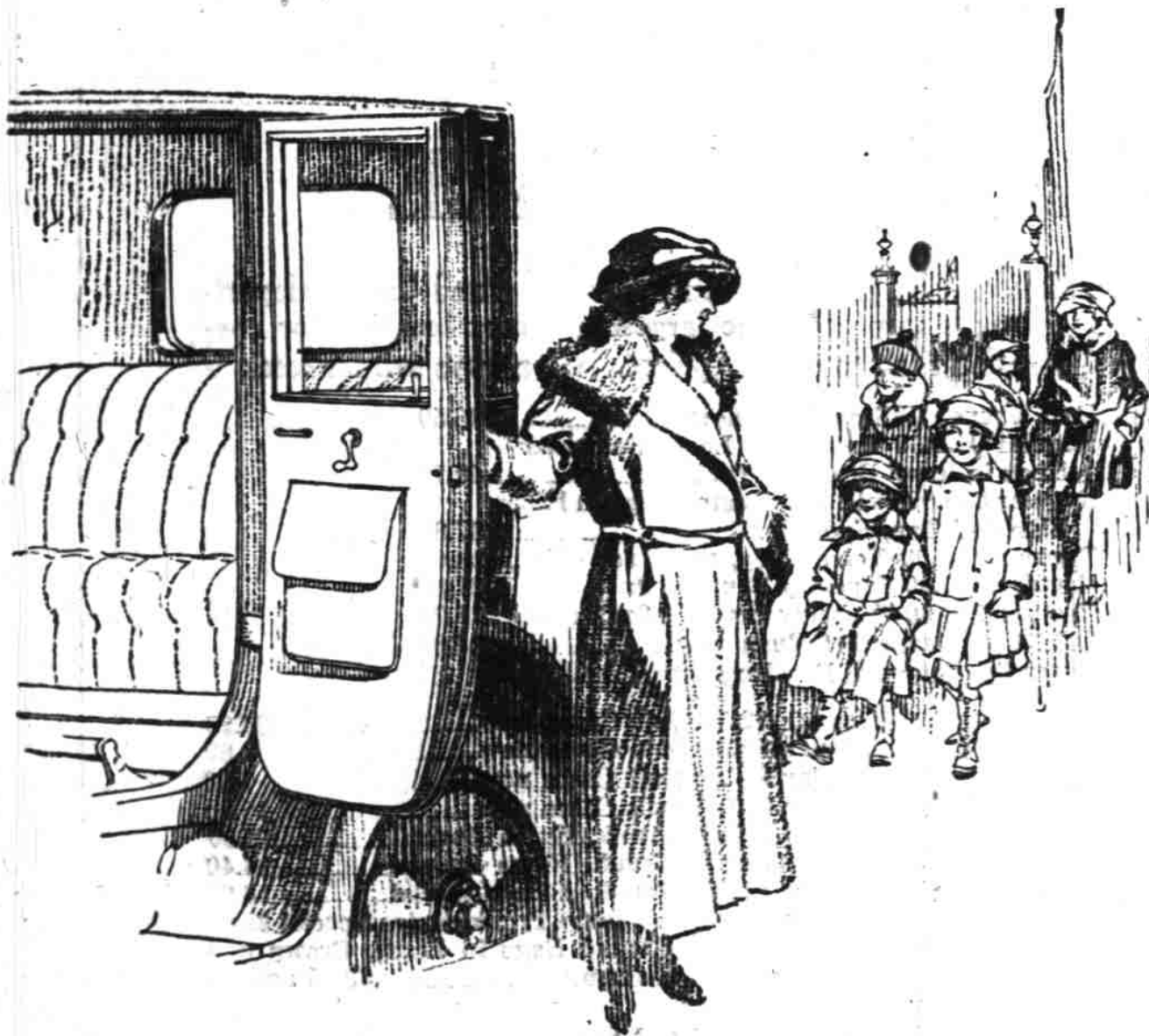
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OAKLAND COMPANY ADDS TO PLANT

Approximately Half Million Dollars Expended on Recent Improvement

The Oakland Motor Car company has just completed an addition to the motor plant at a cost of approximately \$500,000. This new addition has added 200,000 feet of floor space for manufacturing purposes.

In all the plants of the Oakland Motor Car company there is a total of 1,270,500 square feet of floor space. This area composes the entire floor space of the eight plants of the company at Pontiac and extends over a plot of land of approximately 28 acres. The Grand Trunk Railroad runs through the center of this plot of land, offering excellent facilities for shipping.

The Oakland Motor Car company started manufacturing automobiles in 1907 and in 1912 started the manufacture of six-cylinder cars. In 1917 the six-cylinder cars were standardized on and since that time all Oaklands have been six-cylinder models.

The entire plants and machinery have been modeled and designed for the large production of Oakland six-cylinder cars. George H. Hannum, president of the company, states that the specialization of this company on six-cylinder models for a number of years has resulted in manufacturing facilities and experienced employees which will be called upon this year for the production of the latest model Oakland, the 6-4.

This activity of the Oakland Motor Car company for big production is in line with the recent statement of P. S. du Pont, president of the General Motors Corporation, that the Oakland Motor Car company will be developed and expanded to its full possibilities along with the other units of General Motors.

SERVICE

is what the public demands especially in an automobile. To get this service it is necessary to be able at all times to deal with a firm that can render such assistance promptly and at all times.

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