

The Day of the Knight Is Here

WILLYS KNIGHTS are selling because they have the only motor that improves with use.

Just stand on some street corner and see how many Knights there are on the streets of Salem. You will be surprised.

"Ask Any Knight Owner"

VICK BROTHERS

QUALITY CARS

High Street at Trade

OREGON IN 27TH PLACE IN AUTOMOBILE REGISTRATION

Among the 48 states of the union Oregon stands 27th in the number of registered automobiles for the year 1923, according to a compilation of statistics by Sam A. Kozar, secretary of state.

While the state of Arkansas stands only 34th, it is first in the percentage of increase in 1923 over 1922, the respective figures being 325,000 and 36,614, an increase of 44.3 per cent.

"A recent compilation shows a total of 15,221,272 passenger cars and trucks registered in the various states during 1923," said Mr. Kozar. "This is an increase of 2,939,827 or 23.09 per cent over 1922, when the total was 12,281,445. Nearly 90 per cent of all the world's motor vehicles are found in the United States.

"There were 4,014,060 new cars produced in the year 1923, an increase of 50 per cent over production of the year 1922. Today there is a motor car for every seven people in the United States. Ten years ago there was one car for every seventy inhabitants. In Oregon there is a motor car for every five persons of its population. There were 166,412 motor cars registered in Oregon in 1923.

Subtracting the increase in registrations in 1923 of 2,939,827 over the total number of registrations in 1922, leaves a result of 1,071,351. This latter figure represents the approximate number of cars discarded during 1923 and leads to the assumption that the average life of a motor car is approximately seven years. It is estimated that in the year 1924 more than 1,500,000 cars must be produced for replacement purposes alone.

"In the operation of these motor vehicles reliable data indicates that more than 5,404,000,000 gallons of gasoline were consumed in Oregon the consumption was substantially 73,000,000 gallons of gasoline in the operation of more than 166,000 vehicles licensed during that year.

"The increase in the number of licensed vehicles in 1923 over the registrations in the year 1922 in some of the states has been almost 50 per cent. Especially has there been a great growth in the number of licensed vehicles in the southern states. The following table presents an interesting study of the extent of the employment of the motor vehicle, both in the pursuit of pleasure and in the transaction of business, and represents not only the extent of the motor vehicle industry but the use to which it has been adapted by the citizens of our country."

STATE	1922 Regs.	1923 Regs.	Per Cent Increase
Alabama	33	90,052	40.6
Arizona	45	38,024	27.0
Arkansas	34	86,614	44.3
California	2	842,663	28.8
Colorado	24	175,000	8.3
Connecticut	23	149,659	26.0
Delaware	48	24,560	22.1
Dist. of Columbia	37	85,425	23.7
Florida	29	129,000	33.3
Georgia	26	144,504	20.3
Idaho	42	53,907	15.3
Illinois	5	786,190	23.3
Indiana	8	470,530	24.9
Iowa	9	499,446	8.1
Kansas	15	327,194	14.8
Kentucky	22	163,500	28.4
Louisiana	20	102,284	35.4
Maine	26	91,710	16.5
Maryland	21	162,570	28.5
Massachusetts	19	385,640	25.2
Michigan	12	578,930	25.8
Minnesota	13	383,000	17.1
Mississippi	38	75,470	38.2
Missouri	11	388,699	22.2
Montana	40	62,643	17.8
Nebraska	17	256,654	11.2
Nevada	49	12,647	22.2
New Hampshire	43	48,576	23.2
New Jersey	14	241,626	23.8
New Mexico	47	26,473	25.6
New York	1	1,002,293	21.1
North Carolina	19	182,067	35.8
North Dakota	35	99,100	19.3
Ohio	2	59,000	25.0
Oklahoma	2	250,444	26.7
Oregon	27	134,566	23.6
Pennsylvania	4	829,737	28.3
Rhode Island	39	66,500	40.0
South Carolina	22	95,978	34.0
South Dakota	31	125,238	5.2
Tennessee	25	135,745	28.9
Texas	7	526,569	30.9
Utah	41	49,156	34.3
Vermont	41	43,881	22.2
Virginia	20	169,000	31.5
Washington	18	217,111	29.7
West Virginia	28	112,752	43.7
Wisconsin	12	388,044	16.7
Wyoming	45	30,709	28.8
Total	12,281,445	15,221,272	23.9

OVER 90% OF ONE MILLION STILL IN SERVICE

Since delivering their first car, early in December, 1914, Dodge Brothers have manufactured and sold one million motor vehicles.

Over 90% of all these cars are still in active service.

This striking fact stands alone—a unique and overwhelming tribute to the principles and methods responsible for a product of such enduring worth.

BONESTEEL MOTOR CO.

474 S. Commercial Street.

Phone 423

YEARS OF SERVICE MINIMUM REPAIRS

Is Idea of Olds Motor Works—Equivalent "One Hoss Shay"

Built before "horseless carriages" were even dreamed of, the Deacon's "One Hoss Shay," famed in rhyme by Oliver Wendell Holmes, today is the ideal to which the automobile industry is striving.

"Of course, the perfection of the 'One Hoss Shay,' which ran for more than a generation without repairs, is mostly the license of literature and will never be fully realized," said Mr. Jack.

tion in the inter-relation of automotive parts is one of the answers of how it is possible to build a six cylinder car like the new Oldsmobile at the unusually low price it is sold for.

"In designing the new six, the engineering department of the Olds Motor Works spent months in calculating the strains and stresses on each individual part. Then, through past experience and the assistance of the research, metallurgical and chemical departments of General Motors, each part was designed fully capable to do its allotted task, and the best material for the purpose was selected.

In this way unnecessary weight has been eliminated from parts that were heavier than need be; metals better suited to designated tasks have been substituted, and additional strength given where needed. Not only does this better relation of all parts improve the balance and performance of an automobile, but it also reduces wear and waste.

The research work on the Oldsmobile Six would have totalled a prohibitive cost had it been borne entirely by one factory. But a large portion of it was the result of the work of the great research and experimental departments of the General Motors Corporation.

great aids to the Olds Motor Works in designing and producing a car, which, if not the equivalent of the "One Hoss Shay," will operate for many years with a minimum of repairs."

Woman Fighter Seeking Match in This Country

(By The Associated Press) SAN FRANCISCO, Jan. 26.—Perhaps in Germany, where there are women pugilists, Senorita Carmen Lucia de la Rosa may find a match, but probably never in this country, though she appeared recently in this city, presented credentials to show she was a regular fighter in Mexico, and told promoters that instead of a suitable female opponent she was perfectly willing to tackle a man of her weight.

Senorita Carmen said she also was a promoter, and staged the recent Sam Langford-Kid Savage fight in Mexico City. The fair boxer is 21 years old, weighs 147 and stands 5 feet 7 inches. Her nose has been brushed a bit to one side; otherwise she shows no marks of her profession. "I'm considered pretty speedy in the ring," she said. But local promoters could give her no encouragement, inasmuch as women are not even admitted as spectators at San Francisco bouts.

AUTO SHOW TO BE BEST EVER

Complete Display of Latest Models to Be Seen at Annual Event

Plans for the fifteenth annual automobile show to be held by the Portland dealers for eight days starting February 9 in the Municipal auditorium, are rapidly rounding into shape. Portland and the Northwest will see this year an exhibition of cars and accessories the like of which has never been before shown in the Northwest.

The auto show will open on Saturday and continue through to the following Saturday. The opening day will see the show opened to the school children of the city who show as much interest in cars and know more about them in many cases than their elders. Sunday will be given over to music by several organizations. Wednesday will be known as state dealers' day, when the local dealers will be host to the out-of-town dealers and representatives of the automobile industry.

The following program will be followed out by the convention: Welcome by M. P. Cady, president of the association. "Oregon Motor Vehicle Legislation," W. B. Dennis, chairman Oregon motor vehicle license revision committee. "Co-operative Insurance," H. F. Bonesteel, Salem. "Cost Accounting," Seth L. Roberts of E. G. Shorrock & Co.

"Tire Problems," T. E. Conway, Portland Tire Dealers' association.

Election of officers. "The Problem of the Used Car and the Need of a Satisfactory Merchandising Policy," A. B. Graham, Braley & Graham.

"The Appleby Plan," Otto A. Paulus, Covey Motor Car Co.

"The Boston and New York Plan," J. A. Crittenden, Portland Motor Car Co.

"The Central Appraisal System," A. B. Manely, Manley Auto Co.

"The Portland Plan," J. W. Alfred, Willys-Overland Pacific Co. —Portland Telegram.

When a mother says horrid men are ouling her 14-year-old daughter, she may be either worrying or bragging.

SCIENCE GIVES CAR CREDIT FOR GREAT DISCOVERY

The startling discoveries of the Third Asiatic Expedition, with their priceless contributions to science and commerce, would have been impossible without motor cars.

That is the blunt, unequivocal statement of Roy Chapman Andrews, leader of the expedition which returned recently from a two-year search of innermost Mongolia, with the largest and most valuable collection ever brought into the United States.

When the party started from China, Mr. Andrews was told that camels and horses were the only means of transportation known in the interior of the country he was about to penetrate. To cross the Gobi desert alone was a feat to test the endurance of the most rugged car, and had been accomplished but seldom. To ford the streams and cross the hilly, roadless wastes of the unknown land beyond the desert, however, was considered an utter impossibility. Nevertheless, Mr. Andrews had made up his mind. "Dodge Brothers rules prevented them from contributing their cars to our expedition," he said,

"but I felt that I had to have them, three new Dodge Brothers cars in any how, even though numerous other manufacturers had offered to supply me. I had penetrated Mongolia before and I knew just about what would be required of a car."

"So I bought three Dodge Brothers cars at full list price \$3,000 each. I tried every automobile company in China, I believe, in an effort to insure the cars before starting the trip. They only laughed at me, even when I explained that I cared for nothing except insurance against total destruction. We had our mechanics and service parts and knew that we could survive any accident except annihilation. But the insurance companies said no car could get in, much less get out—and so we traveled at our own risk.

"What those cars did was a revelation to the whole eastern world. We crossed rivers, plunged in and out of deep ruts and thumped over boulders until we thought everything must shake to pieces. But those cars kept going. Terribly overloaded, they did the impossible day after day. Sometimes we chased wild animals across the roadless plains at high speed. I remember once the speedometer was registering 40 miles an hour when we were in hot pursuit of a drove of wild asses. One would think no car could survive such abuse, as the plains were naturally full of ruts and mounds. But we drove them back to China, after 10,000 miles of this sort of usage, and sold them without difficulty for more than the price of

the United States.

"The Chinese were eager to get these cars. They had done something that no other car had ever done. The company that bought ours now has 25 in operation, carrying from seven to 15 passengers 800 miles across the desert from Kalgan to Urga. This trip formerly required 30 tedious days. With their Dodge Brothers cars they do it in 48 hours—and there are no roads."

Mr. Andrews added, as a matter of course, that he would again take Dodge Brothers cars on his next expedition, which he plans to start in June, 1924.

The expedition which he led into Mongolia occupied two years. Without motor cars, it would have

taken 20 or 30 years, it is estimated. Among the discoveries which science halls as one of the most important in centuries were several nests of dinosaur eggs—the first ever found. In all, 250 crates of fossils were brought back, including skeletons of reptiles fully ten million years old. Some of these reptiles, according to Andrews, give obvious traces of having been ancestors of a strange species being uncovered from time to time in North and South America, showing that the two hemispheres were at one time connected.

Important mineral deposits were also discovered and this information was turned over to the Mongolian government.

A Certified Used Car

will give you most value for the dollar

Prices are marked plainly on every windshield so the customer knows there is no "Jockeying"

Some of our Reconditioned Cars

Late 1922 Oakland Touring, new paint.....	\$700
Late 1921 Ford Sedan.....	400
1923 Ford Sedan, new cord tires and extras.....	575
1921 Nash roadster, new paint.....	550
1920 Buick Touring, excellent condition.....	590
1919 Buick Touring, overhauled, new paint.....	450
1916 Buick Touring, new top and overhauled one year ago.....	250
1923 Dodge Touring, seats cut for bed.....	770
1919 Dodge Touring, well preserved.....	330
1919 Hupmobile Coupe, new paint.....	475
1919 Elgin, new paint, car formerly owned by careful people.....	275

1924 License Free with each Certified Automobile

Certified Public Motor Car Market

255 N. Church St.—Half Block North of Court House

The Good MAXWELL Club Coupe

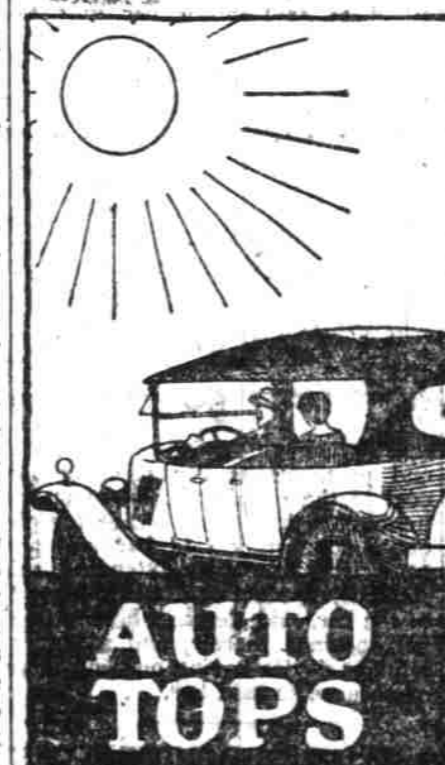
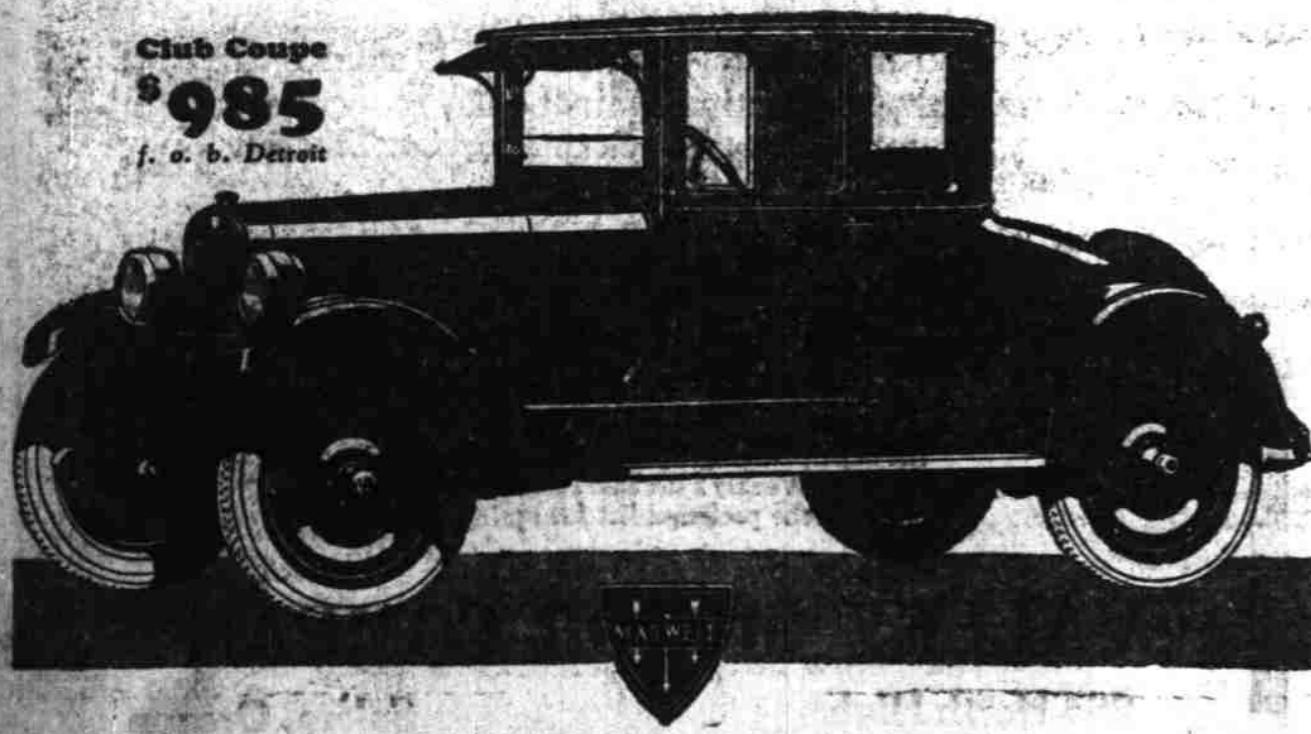
An Overflowing Measure of Service and Value

Measure the dependable, comfortable service the good Maxwell Club Coupe delivers for every dollar invested, and you will find nothing to match it.

The Club Coupe superbly serves the business man or the busy woman. Being a good Maxwell in every particular, it serves with the greatest economy and reliability.

GINGRICH MOTOR AND TIRE COMPANY

Club Coupe \$985 f. o. b. Detroit



W. R. and J. H. McALVIN General Auto-Top and Upholstering Work Formerly with Woods Auto Top Shop 545 N. Church St. Salem, Ore.