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at \$795

Lowest Priced Six in the World

This car is so great a success because it incorporates more desired features than any other car in its price class. Here is what we mean—a 40-horsepower six-cylinder engine, Delco ignition, Borg & Beck clutch, Alemite lubrication, oversize cord tires, 110" wheel base with 86 1/4" spring length on each side, 2260 lbs. weight, full five-passenger capacity, head lights legal in every state, lasting baked enamel body finish.

This amazing situation, in spite of the low price, can best be explained by the fact that this Six is the joint product of Oldsmobile and General Motors. Don't buy any automobile until you have tried this one. It will give you a new conception of the car-buying possibilities of \$795.

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Roadster • • • \$785 Sport Touring • • • \$915 Coupe • • • \$1075
Touring • • • 795 Cab • • • • • 985 Sedan • • • • • 1135

The G. M. A. C. extended payment plan makes buying easy. All prices f. o. b. Lansing. Spare tire and tax extra.

**OLDSMOBILE
SIX**
PRODUCT OF GENERAL MOTORS

Novel Stunt at Parade Of Star Cars at Portland

Most interesting of the features of the recent parade of Star cars at Portland was the elevation of the front end of a standard car some six and one half feet above the ground leaving the rear of the car almost dragging on the springs. It merely showed that the oiling system would work perfectly at an angle never used in ordinary driving, and that the free flow of gas was uninterrupted when driving up a steep hill even when almost perpendicular.

The stunt was the result of a somewhat heated discussion as to whether a car using a force feed

oil system as used in a Star could be depended upon driven at unheated angles. The result proved beyond a doubt that the force feed oiling system used in the Star would function under all conditions.

50 P. C. of 1924 Autos Likely to Be Closed Cars

So great has been the growth in the use and popularity of closed automobiles that some Detroiters prophesy that 50 per cent of the cars built this year will be of this type.

Ten years ago but 156 of every thousand were closed, the majority of them costing more than \$3,500. Today 350 out of every

thousand are closed and in many cases the price runs below \$1,000. While it is admitted that increased production has permitted a decrease in price it is also by the same process of reasoning asserted that lower prices will yet prevail as a result of still greater production.

The per cent of closed cars to total production during the past six years was seven in 1918, ten in 1919, seventeen in 1920, twenty-two in 1921, thirty in 1922, and thirty-five in 1923.

The majority of the automobiles owned in Berlin are the property of youths between 20 and 25 years old.

CTC DEVELOPMENT REAL PROGRESS

Annual Meeting of Columbia
Tire Corporation Is Held
in Portland

The annual meeting of the Columbia Tire Corporation, held at its big plant in Portland on the 12th, brought out many important phases of development of this new industry in the northwest. It was disclosed that, though the first year of the corporation's existence had brought C-T-C tires into the market against the severe competition of the tire price cutting war of 1923, when between 70 and 80 of the eastern tire concerns liquidated, the corporation pulled through without the loss of a single penny, and assets compare with the current liabilities at a ratio of 60 to 1, and that the distribution and sales of C-T-C tires is far ahead of the most optimistic anticipations of its builders.

It will be remembered that C-T-C tires first made their appearance on the market just a year ago, after having been announced as the development of a group of nationally known tire engineers who for five years previous had been putting the C-T-C tire through stages of development and design, experimental work and through testing with a view of putting on the market a tire which would carry lower inflation than that so long recommended in other standard cords, and it was proclaimed that no small part of motoring economy and satisfaction would be enhanced by greater riding comfort and a resiliency that would conserve the car. This end was achieved, it was announced, by the building of a stronger tire with heavier sidewalls and an improved compounding, bringing into use only the best rubbers, combed long staple cotton and other materials obtainable. Hand-building also is said to play a large part in the special qualities claimed for the endurance of C-T-C tires and their ability to withstand rough usage. The low inflation principle in C-T-C cords does not necessitate a change in either rim or wheel equipment of standard cars, nor is this tire designed for only special purposes, but to meet the more severe motoring conditions and longer distances of the west.

In the few short months since C-T-C tires were introduced their field of distribution is reported as having spread over nine states. New exclusive distributing connections recently include the Zion Co-operative Mercantile Institution of Salt Lake, the largest concern of its kind in the Rocky mountain district, which covers Utah and parts of Wyoming, Nevada, Idaho and Arizona; the Holley-Mason Hardware Company of Spokane, which intensively covers eastern Washington, northern Idaho and western Montana, also the Butte Tire & Battery company of Butte, Montana, with California as the next big objective at which C-T-C's are being aimed.

Production is being pushed as rapidly as distribution and sales are increasing and, over a good part of the time, night shifts at the factory are necessary.

C-T-C tires are handled in Salem by Marion Automobile Co., Vick Bros., Salem Automobile Co., Ira Jorgenson, and the Columbia Tire Corporation factory branch at 477 Court street, who reports that the recognition of extra qualities in the handbuilt C-T-C over-sized low inflation cords is developing in the local territory at an amazing pace, and that customers who have bought one tire on trial and fully demonstrated its ability to prevent skids, to reduce upkeep expense on the car and to roll extraordinary mileage, are coming back for full equipment.

Oakland Company Shows Increase in Production

PONTIAC, Mich., Feb. 24.—The Oakland Motor Car company is keeping up its remarkable increase in sales which made a record for the last quarter of 1923.

Production figures for January show that the opening month of 1924 was the biggest month in Oakland's history in sales, with the exception of January, 1919.

In the last week in January the daily output hovered between 210 and 200 Oaklands. Compared with the crush days of 1919, when 250 cars was regarded as exceptionally high, this record promises to make the 1924 sales of Oakland the greatest in its history in entire year.

The company also announced that dealers are laying their plans for a heavy spring sale and are not going to be caught short of cars.

Why Willys-Knights Have The Highest Resale Value

It has often been noted by visitors to the used car sales rooms that the highest prices are asked for Willys-Knights as compared with their original cost. Asked to account for this E. N. Culver, general manager of the Willys-Overland Pacific company replied: "That is an easy question to answer. The crux of the permanent value of an automobile lies

after all in the engine. The public each month is waking up more and more to the fact that the Willys-Knight motor grows better with use. Well as the engine runs after 8,000 or 10,000 miles it is not at its very best until after 20,000 or 25,000 miles and after that it shows no let up in its smoothness and power when it has reached 150,000 or 200,000 miles, which is by no means unusual longevity for a Willys-Knight. In fact it is remarkable how many owners can boast of such long distance performances by their car as these.

"The whole difference in the length of life of the Willys-Knight as compared with cars of otherwise motored lies in its sleeve valve construction, which does away with the pounding and strain that are so wearing on engines of the poppet valve variety and rob them of the lasting qualities that are so conspicuous in Willys-Knight cars."

HEADLIGHT GLARE BEING ELIMINATED

A. A. A. Works With Auto-
motive Engineers in Effort
to Overcome Evil

WASHINGTON, Feb. 24.—Recognition of the work the American automobile association has been doing in behalf of the use of standard headlight devices and their proper adjustment has been accorded the AAA in the form of a request from the American engineering standards committee to name a representative to serve on a sectional committee which is charged with the work of keeping the present tentative standard specifications for laboratory tests for headlighting devices for motor vehicles up to date. Major R. E. Carlson, an engineer of the U. S. bureau of standards is the representative designated by President Thos. P. Henry of the AAA. The Illuminating Engineering society and the society of Automotive Engineers are the joint sponsors for the work of the sectional committee.

The American Engineering Standards committee in November 1922, approved specifications for laboratory tests of automobile headlight devices which were prepared by the Illuminating Engineering society. The list of headlight devices manufactured in the United States which conformed to the specifications were approved by eleven states. In addition to working for the approval of standardized specifications by the various states, the American Automobile association through its affiliated clubs has been carrying on an energetic campaign to have motorists check up on their headlights and have them properly adjusted, so that it will not be necessary to dim lights in approaching another vehicle at night. The sectional committee on approved headlight devices is as deeply interested in the proper adjustment as in the use of the proper device, as the elimination of the glare cannot be accomplished unless the proper lens is properly adjusted.

RAMSEYER BROS. REMODEL GARAGE

Local Firm After Two Years
in Salem are Remodeling
Their Building

The transfer of the building located at 544 Ferry street, which was formerly owned by Eva M. Darr and which was bought by Walter Stoltz, was the beginning of a series of improvements for the firm of Ramseyer Brothers who for the past two years have been the tenants.

Extensive improvements are now under way which include the remodeling and repainting of the entire front portion of the building. An up to date wash rack is being installed. This is the largest wash rack in any town in the valley and will accommodate four cars at one time. Excellent lighting will render a thorough wash job more easily than in the old location. Cars may be driven in directly from Ferry street without going through the storage department. There will be room for nearly one hundred cars under the present system and some member of the firm will be on hand at all times to see that the patrons secure the best of service.

Both Albert and Ben Ramseyer are lads who have spent their entire lifetime in Salem and are well acquainted with the wants of the Salem people. Born of pioneer parents they have grown to manhood in Salem and insist that it is the only town worth living in. At the present time all of the bus lines running into Salem are patrons of this firm and are very strong in their recommendation of the service that has been accorded them while patrons of the Ramseyer Brothers.

When the motor is scientifically balanced, high compression increases the output of power and decreases the consumption of gasoline.

DODGE BROTHERS TYPE-B SEDAN

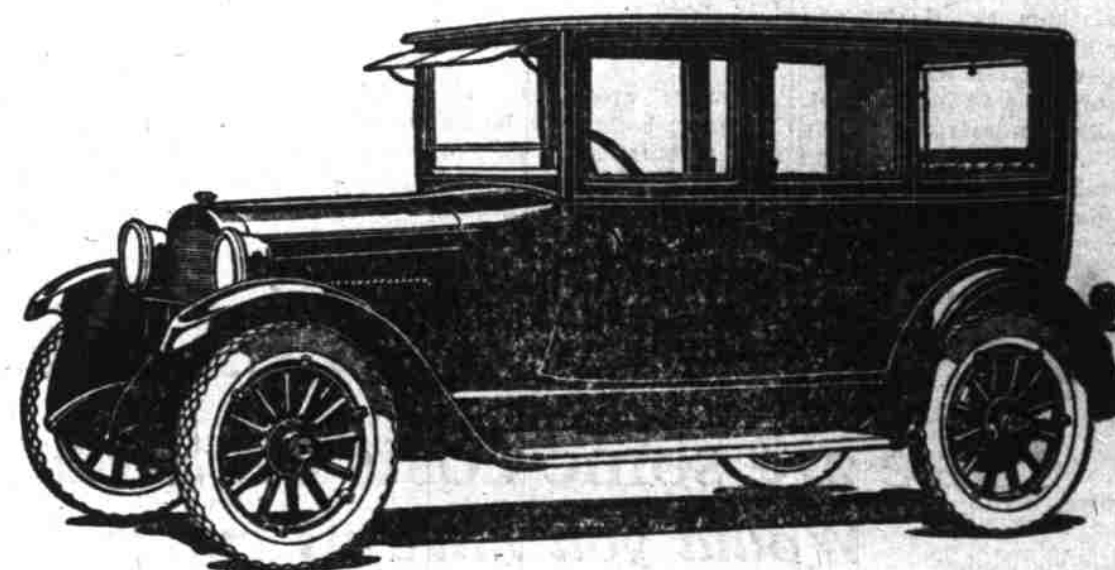
A woman will usually admire one thing about a car and a man another, but there is one feature of the new Type-B Sedan which both admire equally and emphatically—its exceptional driving ease.

This is due to a combination of several important improvements—a roomier front compartment; a readier clutch response; a new steering wheel that offers a trim, firm grip; and control levers that are ideally accessible, yet conveniently out of the way of robes and luggage.

The price is \$1250 f. o. b. Detroit—\$1475 delivered

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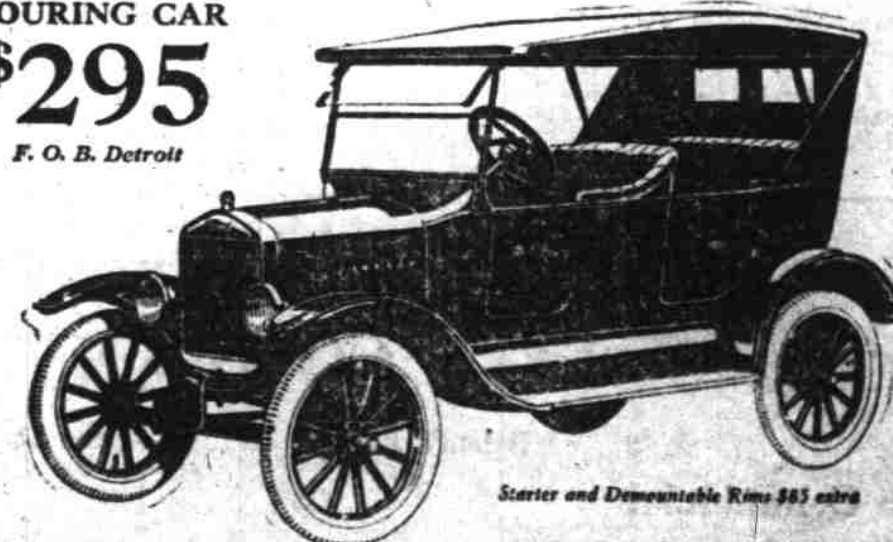
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Starter and Demountable Rims \$85 extra

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Oakland's special, permanent
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