

**KING ALBERT OF BELGIUM, AN ENTHUSIASTIC MOTORIST, VISITS BRUSSELS AUTO SHOW**



King Albert of Belgium (1) is his usual custom of limiting his motorist. During inspection to European-made cars, examining a Studebaker Special in Brussels, he departed from Tordeur (2) manager for Stude-

**CHEVROLET CAR  
HALF THE PRICE**

Heavier Chevrolet Car Ten Years Ago Cost \$1,000

In these days of low purchasing power of the dollar as compared with pre-war values, it is interesting to note that the automobile

industry in 1924 offers not merely a 1914 dollar's worth of automobile for each 1924 dollar, but in numerous cases does better. This is well illustrated in the case of the Chevrolet.  
In 1914 the "Baby Grand" four-cylinder Chevrolet touring, plus an electric starter, listed at \$1,000 f.o.b. Flint, Mich.  
In 1924 the Superior Chevrolet four-cylinder touring with starter included as standard equipment, lists at \$495 f.o.b. Flint, Mich.  
Thus, assuming that the present Chevrolet were no better than the 1914 car, the reduction in prices has more than doubled the purchasing power of the consumer's

dollar. But a glance at the illustrations show a material improvement in design, and a study of the specifications develops important progress in engineering and in operating economy.  
In rated horsepower both models are the same.  
The weight of the 1914 car was 2,500 pounds. That of the present model is 1,880 pounds. Because of the greater weight of the former, it was fitted with 32-inch tires as compared with 30-inch present equipment.

**PUBLIC SENTIMENT**

By F. G. DELANO  
Public sentiment is a powerful factor in every line, whether in a political or business way.

Public sentiment molds the destinies of nations, and the lives of men and women everywhere.

When W. C. Durant brought out the Star car public sentiment gave it the most prominent place ever accorded to any car ever placed before the American public, for the reason that the public had faith in Durant.

When the new 1924 models were brought out in November 1923 public sentiment again gave to this car another boost, and as a result thousands and thousands backed their faith in Durant by buying the Star car, and not a purchaser has any regrets.

Nothing has ever been produced, at any where near the price that begins to compare with this wonderful little car, containing, as it does, the high grade, high class units of the heavier and more expensive car.

Skeptics and knockers were in evidence on every hand when the Star first made its appearance, but today the man that knocked the product is one of its strongest advocates.

Public sentiment has turned to the Star because it is mechanically right, and public sentiment will continue to keep this car in the foreground where it rightly belongs.

Even in a village people can think of naughty things to do, but no man can do competent work without efficient tools.

**MOTOR EXPEDITION  
TO CROSS DESERT**

Willard P. Hawley, Jr., and Party Motoring to Mexico City

Leaving Portland Saturday morning, Willard P. Hawley, Jr., head of the Hawley Pulp & Paper Company, of Oregon City, with a party of three men, in two automobiles, left on a 10,000 mile trip to Mexico City and return. After the party arrived in Salem, Saturday morning, Mr. Hawley and his associates took dinner at the Marion hotel between 1 and 2 o'clock.

Mr. Hawley's expedition will break the sands of a trackless desert from the Texas line to Mexico City, crossing a desert waste that has baffled the attempts of every motor expedition.

Mr. Hawley has in his party a national news syndicate writer, Mr. Earl C. Brownlee, formerly of Mexico City; a Mr. Van Scoy, a motion picture operator; and Mr. J. I. Straight, chief electrician of the big Hawley plant.

A 7-passenger Buick and a special made-over Ford will convey the party on what is looked forward to as a venturesome and perilous trip. The Buick is a 7-passenger open car and the Ford has a greatly lengthened wheel base, special Chevrolet transmission and Chalmers hood. Both cars are equipped with Portland made C-T-C oversize hand-built cords which were chosen because of their stamina and endurance, also because of their special low inflation feature and traction qualities, which are looked forward to being of great advantage crossing the deserts.

In the equipment carried is 30,000 feet of motion picture film which, when exposed, has already been booked by an international film distributor.

Mr. Brownlee is syndicating stories of the expedition to a long list of American newspapers and has been commissioned for special feature stories by a number of the national magazines.

Intensive study is going to be made of the Mexican Indian blanket industry and of the conditions surrounding the making of Mexican hand-drawn work, of which little is known in this country.

The party carries special messages from Secretary Hughes, Governor Pierce and Mayor Baker to President Obregon. Mr. Hawley has said that lack of roads and bridges will in no wise deter the party from reaching Mexico City, and that unless captured by Mexican bandits he will send greetings from Mexico City to Oregon at 6 p.m., March 29.

**Swedish School Children Take Readily to Swimming**

STOCKHOLM, Feb. 18 (By Mail).—The nation-wide drive in Sweden, which aims to make every school child a good swimmer, has scored notable results in the city of Stockholm, according to official reports.

Systematic competitions have been held jointly by state, municipal, and private schools, and the records show that in some institutions 86 per cent of the pupils can swim more than 300 feet under test conditions. In the high schools the average is 38 per cent for the 100 meter distance, while in the grade schools 32 per cent of the children can swim at least 80 feet. Nearly 8,000 pupils passed the rigid tests.

**Scores School Teachers As Diffident and Ashamed**

LONDON, Feb. 16 (By Mail).—Schoolmasters, "shy and retiring souls that they are," ought to back up and be arrogant and aggressive and take hold of the world, for they are the most important people in the whole civilized community, says H. G. Wells.

When Mr. Wells delivered himself of these opinions, in an address to the annual meeting of the Incorporated Association of Assistant Masters in Secondary Schools, some of the assembled teachers applauded and others laughed.

But Mr. Wells did not laugh. "I want to teach shamelessness to school teachers," he said. "I want to teach them arrogance and aggression. Arrogance and the disposition to take hold of the world is not a characteristic of all school masters. A lot of them seem to be unconscious of the amount and range of their functions. They don't seem to realize that the world is not a going concern, but a finished affair in which they have a very subordinate and supplementary part. They are a shy and specialized people who keep together even on their holidays."

Then Mr. Wells turned his thoughts to this "new and better world," this "reconstructed human life" that "high-minded people" talk so much about these days. He said that when the reconstructed human life exists, school teachers will be the very soul and center of it. Only by and through teachers, heroic teachers, he said, would it be possible to conceive of any escape from "the distressful and unsatisfactory life that mankind lives today."

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30x3½ S. S. Regular Size . . . . .	11.25
31x4 S. S. Oversize . . . . .	15.55
32x4 S. S. Oversize . . . . .	15.90
33x4 S. S. Oversize . . . . .	16.85
34x4 S. S. Oversize . . . . .	17.40
32x4½ S. S. Oversize . . . . .	20.40
33x4½ S. S. Oversize . . . . .	21.20
34x4½ S. S. Oversize . . . . .	21.85
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**Quality Sponges**  
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**Whole Skin Chamois**  
10 in. to 26 in.—36c  
20 in. to 32 in.—\$1.50

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"Autospar" Washing Brushes  
\$1.05 each

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Shine-Brute Body Polish  
pt. 65c; qt. \$1.10

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**VICK BROS.**  
Trade and High

**MIGRATORY WORKERS ON FARMS WILL BE GUIDED IN TRAVELS**

SACRAMENTO, Cal., March 8 (By Mail).—Migratory farm workers of California, an army numbering more than 125,000, moving in a desultory way from one harvest to another, are to be guided in their ramblings by a co-operative farm labor exchange, launched here by farmers of northern and central California.

Organization of the Farm Labor Exchange is being perfected. Its chief purpose will be to stabilize labor and equalize the supply in all counties.

J. A. Teagarden, of Auburn, Cal., elected head of the exchange, said the question of labor was perhaps the most important one facing the American farmer. The farmers themselves must solve this difficulty, he contended. The new organization plans to study the labor situation and fix a wage scale for farm hands. Through the activities of the exchange it is hoped that farmers will be kept from bidding against one another for labor. Thus, it is pointed out, farm workers will have a more stable and permanent form of employment.

"We must have standard wages," said Dallas H. Gray, representative of one of the counties. "The farmers cannot afford to be bidding against themselves. Justice must be done the working man and he must be kept from shifting constantly about every

time he hears a rumor of higher wages in another section.

"We will have offices throughout the state and they will direct laborers as they are needed in the various districts. The exchange also will assist in keeping workers constantly employed by knowing in advance the dates when harvesting begins in the different sections."

It was said that fixing a wage scale was not intended to force down the pay of farm labor below

the cost of living, but rather was to prevent labor "thefts." The exchange also will investigate and report on better housing and better working conditions for the farm employes.

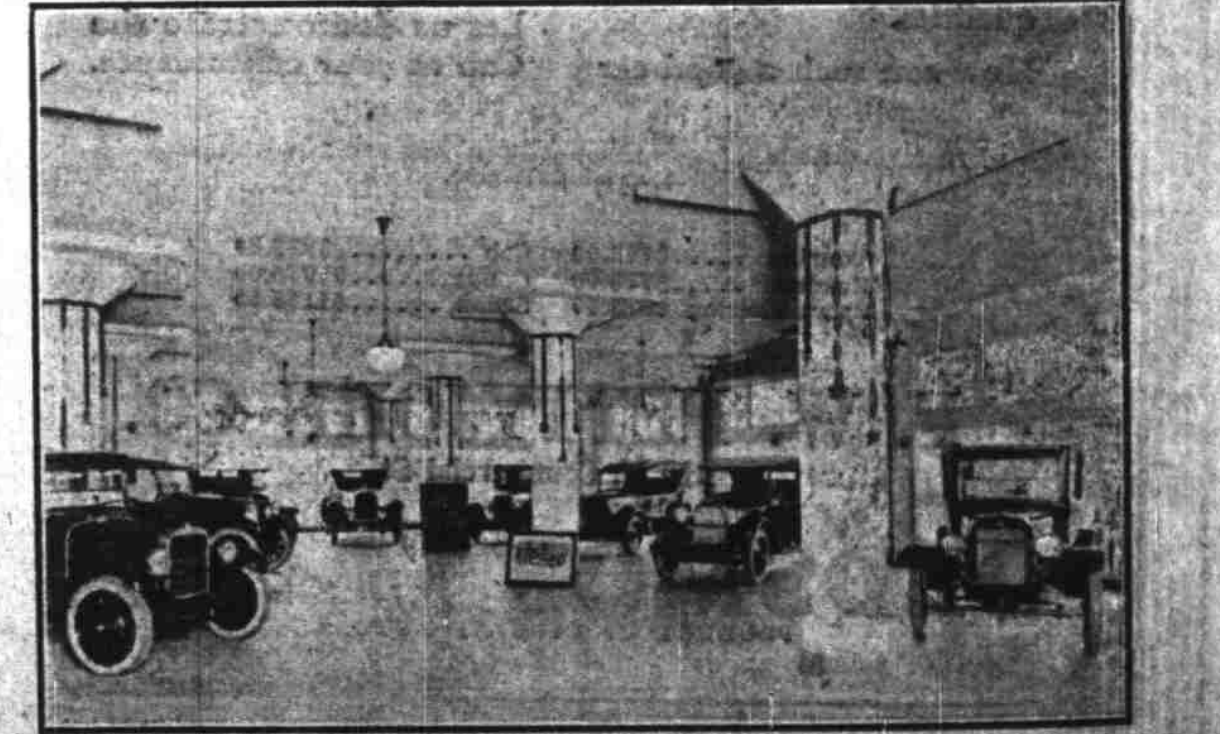
"It is the greatest cooperative effort ever launched by American farmers," in the belief of Mr. Teagarden.

With all this off about, no platform will be much good unless it can serve as a raft.

**BYRON'S MEMORY TO BE HONORED**

BERNE, Feb. 18 (By Mail).—A committee has been formed at Montreux on the border of Lake Lemane to commemorate the centenary of the death of Lord Byron May 27. A ceremony will be held in the castle of Chillon, made famous by the poet's lines.

The king of England and the president of Switzerland have accepted invitations to be patrons of the celebration.



Display Room of Vick Brothers  
View showing interior of display room, corner Trade and High, in which are displayed Overlands, Willys-Knights, Oaklands and Packards.