

The Good MAXWELL Club Sedan

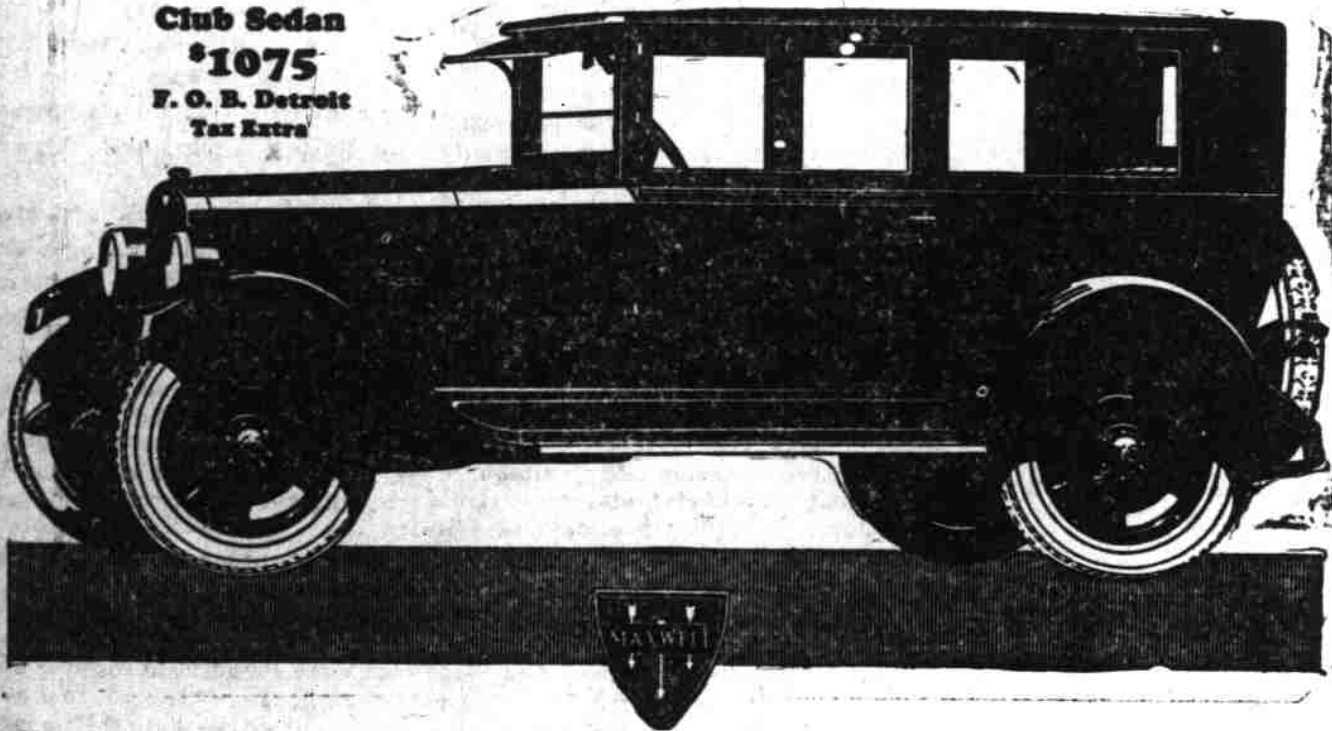
Useful—Reliable—Economical

The sole aim of the makers of the good Maxwell is to provide you with comfortable, dependable transportation at the lowest possible cost per mile.

There are many thousands of enthusiastic Maxwell owners to tell you how well that purpose has been accomplished. There is no car that enjoys a finer reputation for usefulness, reliability and economy.

GINGRICH MOTOR AND TIRE CO.
Salem, Oregon

Club Sedan
\$1075
F. O. B. Detroit
Tax Extra



LONGEST PAVED HIGHWAY IN WORLD

Pacific Highway Is Paved
1,476 Miles—Colorado
Has Highest Road

If proof were necessary that the United States, which, thanks to the development of the motor vehicle, is now passing through the most intensive period of highway development in the history of the world, is building roads that surpass in quality anything of the kind constructed since the days of the Roman Empire, that proof is to be found in abundance. It exists not only in the quality and quantity of American highways but in the development of road-building methods and materials. The road builders of this country have not only outstripped their ancient predecessors in the use of the most ancient materials but are getting better results with greater speed, less labor and lower cost.

Motorists may be interested in knowing that in the United States are now to be found some of the most distinctive as well as the most unique and interesting highways in existence. The United States possesses the longest paved motor road in the world, the Pacific highway, running from Vancouver, B. C., along the Pacific coast to the Mexican border, a distance of 1476 miles. In this country also is to be found the highest motor road in the world—that on Pike's Peak in Colorado, 14,109 feet above the level of the sea. Nevada Avenue, Colorado Springs, Colorado, 6241 feet above sea level is the highest paved street in the world and Market street, Philadelphia, is the widest. The shortest and narrowest paved motor road in existence is likewise American. It traverses Smith's Island, one of the little islands in the lower Chesapeake Bay, near Christfield, Md. This road is less than a mile long and is just wide enough to permit the passage of one motor car at a time. At intervals there are sidings, or "passing tracks," where the cars pass each other.

In this country is to be found not only the most unique paved street in the world, but three of the world's most beautiful and famous asphalt paved mountain roads—the Columbia River highway in Oregon, the Storm King highway which overlooks the Hudson river and "America's Valley of the Rhine," from the Peekskill mountains in New York, and the Lackawanna Trail which runs from Delaware Water Gap through the Pocono Mountains in Pennsylvania. The unique street referred to is Lombard street, San Francisco, a twisting thoroughfare which climbs a steep hillside at 30 per cent grade in much the same manner as a grape vine climbs a pole.

Various ancient paving materials have entered into the construction of these thoroughfares, chief of which is asphalt, the oldest waterproof adhesive known to man and the most ancient of all road materials since it was first used in paving a street in Babylon by King Nabopolassar in 2500 B. C., or nearly 4500 years ago. At different times in the centuries that followed asphalt was discovered first in the form of rock asphalt occurring as limestone and sandstone impregnated with asphalt and later mixed with vegetable and mineral matter in pools and lakes, notably those in Trinidad and Venezuela. With the last ten years it has been found in apparently inexhaustible quantities embodied in the heavy petroleum of Mexico and California. These petroleum are now subjected to a refining process by American asphalt producers by which the lighter oils are removed. The asphalt thus made available constitutes the finest of all asphalts and is 99.5 per cent pure bitumen. Sixty-eight per cent of all the asphalt used in the United States at the present time is obtained from Mexican asphaltic petroleum. It is in this respect that American ingenuity and skill have greatly improved for highway work the most ancient of all paving materials and have placed at the service of the American motorist the finest paved roads ever constructed.

While the United States is rapidly coming to the front in the matter of distinctive highways this country still has far to go before it can take from European nations other records for unique thoroughfares that feature their highway systems. The shortest street in the world, for instance, is to be found not in the United States but in France. It is the Rue Ble of Paris. The narrowest street in the world is the Bia Sol in Havana, Cuba, a thoroughfare only 47 inches in width. The most unique paved motor road in the world is that of the Bia Nizza, an asphalt roadway constructed upon the roof of the Fiat Motor Works at Lingotto, Italy.

To Nankin, China, goes the rather doubtful credit of having the dirtiest street in the world—the Tehansti. The Via Castile in Seville, Spain, has long had the distinction of being the cleanest street in the world. Fifth Avenue, New York City, harbors more wealth than any other thoroughfare although Grosvenor Place, London, is the most aristocratic. Both of these famous thorough-

fares are superbly paved with asphalt.

To Pearl Street, New York City, is granted the palm as the noisiest street in existence, while it is a matter of dispute as to whether Michigan Avenue, Chicago; Columbus Circle, New York City, or New York Avenue at Fourteenth Street in Washington, D. C., is the most dangerous street to cross. The most dangerous road in existence is the Corniche Road which winds its way above the Mediterranean from Laturbia to Nice in France along one edge of which for many miles there is a sheer drop of 1000 feet. Broad Street, Philadelphia, fourteen miles long, is the longest straight street in the world and Broadway, New York, 15½ miles in length, is the longest.

The most beautiful thoroughfare in the world is the wonderful Champs Elysees in Paris. Wall Street, New York, occupies the pinnacle of fame. To the Apian Way of Rome, built by Julius Caesar at the height of Roman ascendancy and still in good repair, goes the distinction of being the oldest highway still in service.

Thus it is that to American highway engineers goes the credit of constructing the longest paved motor road, the highest motor road in point of latitude, the shortest and narrowest paved motor road, three of world's finest scenic motor roads, the highest street, the widest street, the richest street, the longest street, the longest straight street and the most famous street in all the world. To American engineers must go also the credit of developing the oldest road material known to man to a point where in its application to our modern motor roads it affords luxurious riding and service that is nearly 100 per cent perfect.

WILLYS ANNOUNCE PRICE REDUCTIONS

(Continued from page 1)

costs per car have been lessened. In the case of the Overland Champion, for example, we find that we are able to maintain its position as the lowest-priced enclosed car on the market with doors front and rear because of the tremendous demand that has ensued since the original announcement of this model last fall. We have stepped up our schedule on this model and even now are unable to cope satisfactorily with our dealer's demands.

Parallel conditions are accountable for the cut in price of the Willys-Knight sedan.

"During the current winter, demand for closed cars outstripped all anticipation," continues the statement. "In no single year of the industry has the sale of all-weather models advanced so rapidly as it has during the past six months. Our plants have been fairly swamped with orders for this type. The result has been increase in closed car production, with a proportionate decrease in production costs, in which we are desirous of allowing the public to participate."

VICK BROTHERS HEAR JOHN N. WILLYS

Thursday was Overland and Willys Knight day in Portland for the President of the Willys Overland factory. Mr. John N. Willys was there at that time and met with the Northwest dealers at a banquet and conference.

Mr. Willys told the dealers of the factory's accomplishments during the past year and also of the plans for the new year. This year's aim is 300,000 cars and the factory is already running at this pace. The largest day in February was when they made 1300 cars. Willys Overland now holds second place in the automobile industry from a standpoint of volume.

Mr. Willys said that he had several surprises to spring during the year and among them would be an Overland business coupe for three people which will be ready for delivery in April.

IS A CAR IN A GARAGE A PAYING INVESTMENT?

"Every time an untrained man does work on your automobile he makes the job cost more than it would if done by skilled workmen," says a well known auto expert.

"Years ago when the automobile was uncertain in its actions and purely a luxury, anything that tended to keep it in the garage and off the road most certainly saved the owner of it money.

"Today the automobile is a tremendously important transportation medium. A registration of over 15 million vehicles in this country proves it to be a necessity of the first rank.

"Therefore its service is a necessity as well. An automobile in the repair shop is an investment that is not bringing in any return. Service on it must be prompt and efficient as the public will not tolerate transportation delays. Old service methods are very rapidly going into the discard and the service station of 1924 is essentially a business place.

"The 'groase diving' idea must be eliminated and proper automotive training substituted for it if we are to keep the motor car to its highest efficiency."

Overland CHAMPION

Now Reduced to

\$655
f.o.b. Toledo

World's Lowest Priced Closed Car with Doors Front and Rear. Order Now for Earliest Possible Delivery!

VICK BROS.

Trade and High

Germany Turns Back To Old Time Castles

(By Mail)
COBURG, Bavaria, March 2.—One of the famous old castles of Germany, that of the Saxe-Coburg ducal family, has been restored inside and out to the design which prevailed in 1836, and the owners believe that they have measurably added to the value and picture-queeness of the building.

The idea has been to restore the original condition and appearance

of this medieval castle, and the work has been going on for some 15 years. At one time it was considered desirable to modernize old chateaux, thus in part taking away their picture-like adornment of the landscape, but the younger generation has evidenced a reaction from this procedure, and today the popular thing in Germany is the restoration of this historic dwelling to its old time beauty.

Oil in Washington is a good palm greaser.

ANCIENT RING FOUND IN NORWAY

(By Mail)
CHRISTIANIA, March 2.—A massive neck ring of solid gold, believed by experts to date back to 1200 B. C., was found recently on a farm in Norway. The ring, of artistic though barbarian design, has been placed in the museum of Christiania University. It is believed to have been buried as an offering of the gods.

CERTIFIED PUBLIC MOTOR CAR MARKET

Announces that the Place is

Open Evenings and Sunday

If you would like to save the first depreciation and still have a car which will give you the same pleasure that a new machine will give, you should come in and buy one of our nearly new CERTIFIED AUTOMOBILES.

Here Are a Few for Instance

- 666 Paige Touring — \$110 paint job — Zapon finish, which is guaranteed 4 years.....\$995.00
- Ford Touring with sloping windshield and one man top; last model.....\$300.00
- Durant 4 Touring—bought new last fall.....\$875.00
- Chevrolet Sedan—used very little.....\$575.00

We have cars from \$75 to \$1150 so there is something to fit every need.

TERMS

Why! they are the best in town on used cars. Heretofore the banker knew a \$300 car was often sold for \$400 or \$500 which made very poor security for a note. Under the Appleby Plan the cars are sold for what they are truly worth; therefore the banker feels he is advancing money on merchandise which is properly valued and does not require so heavy a handling charge.

Look for the Orange and Black Sign

Half Block North of Post Office

Phone 885

BYRON WRIGHT, Manager

Farmers of Bay State Unbend Toward Hunters

BOSTON, March 22.—The forbidding sign, "No Trespassing," which so often means disappointment to the hunter or fisherman, is being replaced in many localities in Massachusetts by a posted notice which indicates that the farmer and the sportsman are meeting each other half way.

"Sportsmen," the new placard reads, "this land is not posted against trespassing. The owner meets you half way. Give him a square deal. Prevent forest fires. Go round cultivated fields. Protect fences and stone walls. Leave some game for 'seed.'"

The Massachusetts Fish and Game association devised the new sign as a result of the indignation aroused among sportsmen at the rapidly increasing area of "posted" land, and the anger of farmers at the depredations of intruders unworthy the name of sportsman. The association has found many farmers willing to cooperate, and it has gained their favor by promising support to a bill which would permit farmers to shoot partridges out of season when the birds are found causing heavy orchard damage by eating fruit buds.

The ex-kaiser is planting a rose garden which is one way to get your flowers while you are living.

Camp Fire Points Way To New Supplies of Oil

(By Mail)
BUCHAREST, Rumania, March 3.—Some Rumanian shepherd boys started a fire recently, out in the open, to warm themselves. The flames melted the snow, worked their way into a fissure of the ground, and are still shooting up merrily. Thus was a new oil well discovered.

The boys reported the fire to the chief of police of Clausenburg, a nearby town, and this official summoned oil prospectors. The indications are that the new supply is of great volume.



Make Delivery Certain!

WITH the entire factory output of Ford Cars being absorbed as rapidly as the cars can be produced, it is certain that plant capacity will be greatly over-sold when spring buying reaches its highest point.

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If you do not wish to pay cash for your car, convenient installment terms can be arranged. Or you can enroll under the Ford Weekly Purchase Plan.

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