President of General Motors, will come about when the curve of Corporation Gives Opinion

nouncements as the automotive in- what was believed to be a still exdustry has been accustomed to panding volume. This is evimake during the summer will this denced by the fact that several year indicate a higher trend of manufacturers have already adprices," says Alfred P. Sloan, Jr., vanced prices during the past few president, General Motors Corpor- months. I believe the pendulum

derstood by an analysis of what tion is equalized." has taken place so far in the industry. Compare the price that is paid for a motor car today with that paid for the nearest comparable car six or seven years ago. In the case of a motor car a smaller number of actual dollars will purchase an immeasurably better article judged by any standard that may be set.

"The reason for this is that motor car manufacturers have reduced the price of cars in line with duced costs made possible by betmanufacturing methods. This has accelerated the natural increase in volume which in turn has made still lower costs and subsequently still lower selling prices. The manufacturer has been satisfied to take a lower profit per car which has been compensated for turnover which in turn tends to and other prominent women willtion. Among the prominent wom-

they are on the STAR.

ment in their favor.

fect on the steering.

wheel brakes.

minutes of their merits.

they spell SAFETY.

regardless of how you apply them.

equalize the return on capital em-

"While additional economics will always be possible, there are compensating factors which must be given consideration, especially the increased cost of distribution. An adjustment, therefore, must be reached sooner or later. This expansion flattens out.

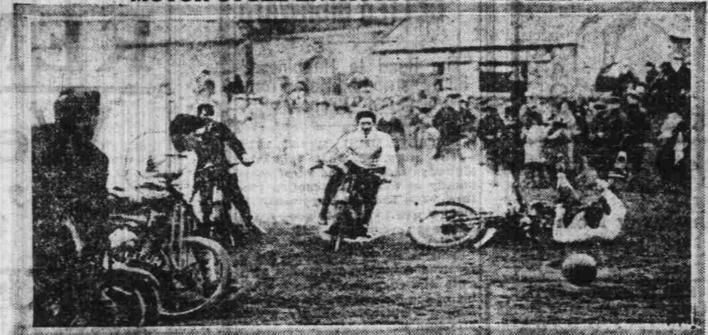
"It is impossible that the consumption of motor cars this year will be any greater than last year. I believe that prices made last "It is my opinion that such an year discounted to some extent has swung too far and a reaction "The question can best be un- is certain to come until the situa-

#### Many Women at National Convention at Cleveland

WASHINGTON, D. C., May 25. the Cleveland convention, 350 to 400 of whom will be delegates and alternates, according to an estiday by Mrs. Harriet Taylor Upton, publican Committee, Ninety-three National Republican headquarters have not sent in their reports. In addition, there will be roughly, about 250 women alternate dele-

National Republican Committee,

EXCITING MOMENT DURING FOOTBALL MATCH PLAYED BY MOTOR CYCLE ENTHUSIASTS IN ENGLAND



This photograph, laken during result of a spill. Irreverent chroni- might provide new thrills for the between teams from Mid- clers of the day's happenings sug-

Cleveland is chairman of the the Coolidge forces and Miss Mar- to take the delegates sailing on 450,000 motor vehicles registered women's advisory committee for ion Parkhurst of New York. Cleveland, which is arranging for the entertainment of the women ing made for the entertainment delegates and visitors.

members of the Women's National publican Committee is scheduled is a new structure housing 14,000 in some degree through increased Republican Executive Committee for June 4, preceding the conven- people. The seats are all comfort-

The Day of Four Wheel

Brakes Is Here

And To Stay

There is not a legitimate argument against FOUR WHEEL BRAKES designed and constructed as

They eliminate skidding which is the foremost argu-

They will not lock or skid the wheels, and have no ef-

STAR four-wheel brakes can not and do not squeak,

STAR FOUR WHEEL BRAKES can not, and do

not, drag or heat, and the brake rods can not rattle.

We will guarantee to reline a complete set of FOUR

WHEEL BRAKES, on the STAR in less than one

hour, and at one half the expense of the ordinary two

Don't be misled by the knocker of FOUR WHEEL

BRAKES, of the Star type, but come in and take a

ride, for we can convince the worst skeptic in ten

FOUR WHEEL BRAKES, used on the STAR is a

greater boon to the driver than the self starter, for

Don't be a skeptic. Come in and let us take you for a

ride in a STAR CAR WITH FOUR WHEEL

BRAKES. Drive it yourself. Put it to the test. Sell

Salem Automobile Co.

yourself on FOUR WHEEL BRAKES.

convention, en who will not be delegates but from every seat. There are no Among them will be Mrs. Charles will have an immense influence posts or pillars. Opening off the Sumner Bird of Massachusetts; with the delegates are Mrs. Nich- auditorium are a number of rooms Mrs. Medill McCormick of Illinois; olas Longworth, Mrs. Mabel Walk- for committees. The assistant to 1.32 cents; and depreciation Mrs. Corinne Roosevelt Robinson er Willebrandt of Washington: sergeants at arms will come from and Mrs. Charles H. Sabin of N. Mrs. Bessie Parker Brueggeman various states and the ushers will cents. York. Women legislators are to of St. Louis; Miss Sarah Schuyler all be from Cleveland. There will have a prominent part in the con- Butler of New York, Miss Betsey be women in both groups. vention. Mrs. Nettie M. Clapp of Edwards, the woman manager of Steamers have been arranged

Elaborate arrangements are be A meeting of the National Re- which the delegates will be seated the visitors sightseeing. The na-

Lake Erie. There will be special tional headquarters for women will be with the men's headquar- precedents, but several feature ters in the new Federal Reserve will be adopted from the ancient bank, which has just been completed and which is as yet unoccupied and was offered for headquarters for national, state and local committees. This bank is will take place.

At the women's headquarters will be Mrs. Leonard G. Woods of the National Republican Committee, and Mrs. Harriet Taylor Upton, vice chairman of the National Republican Executive Committee.

Beginning with Saturday afternoon, June 7th, preceding the convention, a convention tea will be served each afternoon at the Hol-

On the evening of June 7 memspeakers will be Mrs. Woods, Mrs. Corinne Roosevett and Mrs. Harriet Taylor Upton. Women take part in the nominating and seconding speech-Dora M. Sisney of Tucumcari, New

Boston, president of the Coolidge Club of America, is an alternate women who have been at the heads first kingdom of Croatia. of Coolidge clubs and Coolidge campaign committees in various states will be delegates to the convention. Mrs. William T. Hallowell of Fort Madison, Iowa, associate chairman of the Collidge Committee for Iowa, is one of Iowa's delegates at large.

#### Kingdom of the S. C. S. To Crown its Rulers

BELGRADE, April 26 .- Elaborate preparations are being made both here and at Zagreb, the Croatian capital, for the anointing and crowning of King Alexander and Queen Marie as king and queen of the Kingdom of the Serbs Croats and Slovenes, which will

The monastery of Gitche is being restored for the purpose. The eremony will follow the Serbian



This model at \$43.50 Other Columbias \$39 to \$47

Just Pay \$10 down

Lloyd E. Ramsden 387 Court Street

Cost to Good Roads The 43 per cent reduction of

cost of operating county agent automobiles in Minnesota between 1920 and 1923 is largely due to Experts See Prosperous Seathe improvement of highways.

George A. Pond, cost accountant at the University Farm, St. Paul, has made public the records showing this saving which he credits to good roads, good dry By L. G. BALDWIN, Manager of weather, and lower gasoline and tire prices, and he further states that similar saving was undoubt- company is not looking for any edly made by all other Minnesots material decrease in the radio bus-

8,924 miles at a total mile cost of turers and radio dealers to boost 6.49 cents; while in 1920 fifty- summer radio sales. one county agents made an aver-

Among some of the items were gasoline costs which dropped from 2.31 cents to 1.30 cents between repairs went down from 2.57 cents

To good roads may properly be credited the saving of 3 of the 5 performances in two of the thea- average of 5,000 miles each, the of the women. The auditorium in are furnishing automobiles to take 3x450,000x5,000, or \$67,250,000

> ceremonial of the Croatian kings, before Croatia became an appanage of thet house of Hapsburg.

The foreign guests at the coronation will be a sharp reminder but two blocks from the auditor- of the changes in the royal famiium where the convention sessions lies that have occurred as a result of the world war. But the house of Hohenzollern will be represented through the Sigmaringen Pittsubrg, second vice chairman of branch, which is reigning in Roumania. Queen Marie of Serbla is a daughter of Queen Marie of Roumania.

One of the dethroned kings who will attend the ceremony, on the ground of relationship to Queen Marie of Serbia, is ex-King George of Greece, who is married to lenden Hotel with Mrs. Woods as Queen Marie's sister, ex-Queen Elizabeth. Thus the family of Marie of Roumania, called the bers of the National Committee "Mother-inLaw" of the Balkans, will be entertained by the Cleve- will be represented at the cereland. committee. Among, the mony by two reigning and one deposed king.

A Balkan sovereign who will not in all probability make the Boris, king of the Bulgarians. It is extremely unlikely that Boris, es for the candidates. Among the reigning over a defeated people, youngest delegates will be Miss will be asked to mingle with the conquerors, each of whom now holds territory that belonged to Bulgaria before the war.

The event will be made all the more notable because it will mark at large for Massachusetts. Many the thousandth anniversary of the



### Mileage Costs

You soon forget the few dol-lars saved on "cheap" tires, but not those extra thousands of miles gained on good tires.

Salem Automobile Co. Valley Motor Co. Columbia Tire Corporation Factory Branch, 477 Court St. Marion Automobile Co.



# Credits Reduction on BOUST RADI

son Ahead for Wide Awake Dealers

Radio Sales. "Willard Storage Battery iness during the coming summer

age of only 6,447 miles at the show the decided drop in radio higher cost of 11.51 cents per business as did the summer of mile. All but two or three of the 1922, and radio dealers are conmachines were light, four-cylinder fident that an even greater volume of business can be expected during the summer of 1924.

There are a number of reasons tion in Cleveland during June and tion in New York will both be broadcast. The political interest should mean many additional purchases of receiving sets.

Then there are many more class B, high power broadcasting stations than last summer, and every broadcasting station will continue to operate. The new wave lengths among high power stations will insure better reception this

summer than last summer. will not be the interference to Radio receiving sets have best improved. They are more effiis expected to increase 100; pe

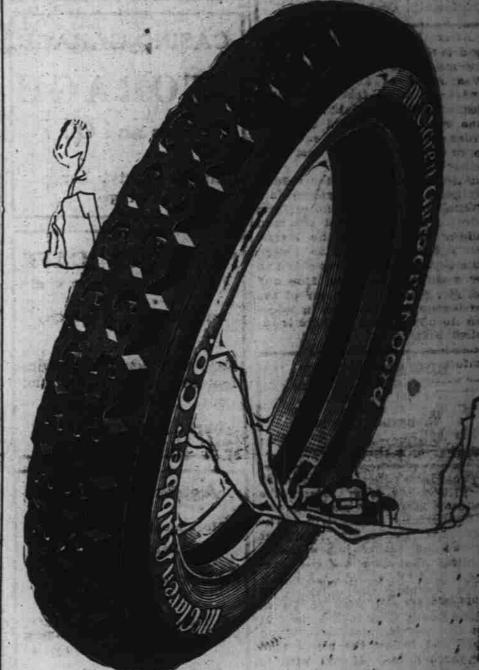
Sleeping Sickness Is

cent over last summer. Durin

the last 60 days sales have re

this country, and 649 cases in March, 217 in February and 16

While investigations not know either a cure or an afected than rural districts



## Worth-while economy

THE purchaser who keeps careful check on his tire miles knows his exact cost.

After a thorough test with the McClaren Autocra Cord against any other cords over the mo into the Imperial Valley on one of the California stage lines, the McClaren Autocrat Cords gave 34% superior service over any other make used. As a result, McClaren Autocrat Cords are now being used on stage work over this hard drive.

It is worth-while economy. A buyer of tires has the right to get genuine dollar-for-dollar servi-Every motorist should analyze the features of the tires he buys, in order to judge just how much they will contribute to long life and satisfa mileage. Notice in the McClaren Autograt Cord th special features designed to promote service.

Come in today and let us discuss these remarkable features with you—features which have proven in tests to guarantee to the user long tire life and extra tire miles.



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