

TREND TO ADVANCE PRICES EXPLAINED

President of General Motors Corporation Gives Opinion

"It is my opinion that such announcements as the automotive industry has been accustomed to make during the summer will this year indicate a higher trend of prices," says Alfred P. Sloan, Jr., president, General Motors Corporation.

"The question can best be understood by an analysis of what 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 and frequently in advance of reduced costs made possible by better engineering and improved manufacturing 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 in some degree through increased turnover which in turn tends to

equalize the return on capital employed.

"While additional economies 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 will come about when the curve of 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 year discounted to some extent what was believed to be a still expanding volume. This is evidenced by the fact that several manufacturers have already advanced prices during the past few months. I believe the pendulum has swung too far and a reaction is certain to come until the situation is equalized."

Many Women at National Convention at Cleveland

WASHINGTON, D. C., May 25.—One thousand women will attend the Cleveland convention, 350 to 400 of whom will be delegates and alternates, according to an estimate made yesterday by Mrs. Harriet Taylor Upton, vice chairman of the National Republican Committee. Ninety-three women delegates with full voting powers have already been listed at National Republican headquarters and there are 10 states that as yet have not sent in their reports. In addition, there will be roughly about 250 women alternate delegates.

The associate members of the National Republican Committee, members of the Women's National Republican Executive Committee and other prominent women will

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



This photograph taken during a match between teams from Middlesex and Yorkshire, shows the

result of a spill. Irreverent chroniclers of the day's happenings suggested that motor cycle football

might provide new thrills for the Prince of Wales.

also attend the convention. Among them will be Mrs. Charles Sumner Bird of Massachusetts; Mrs. Medill McCormick of Illinois; Mrs. Corinne Roosevelt Robinson and Mrs. Charles H. Sabin of N. York. Women legislators are to have a prominent part in the convention. Mrs. Nettie M. Clapp of Cleveland is chairman of the women's advisory committee for Cleveland, which is arranging for the entertainment of the women delegates and visitors.

A meeting of the National Republican Committee is scheduled for June 4, preceding the convention. Among the prominent women

who will not be delegates but will have an immense influence with the delegates are Mrs. Nicholas Longworth, Mrs. Mabel Walker Willebrandt of Washington; Mrs. Bessie Parker Brueggeman of St. Louis; Miss Sarah Schuyler Butler of New York; Miss Betsey Edwards, the woman manager of the Coolidge forces and Miss Marion Parkhurst of New York.

Elaborate arrangements are being made for the entertainment of the women. The auditorium in which the delegates will be seated is a new structure housing 14,000 people. The seats are all comfortable and the stage can be seen

from every seat. There are no seats or pillars. Opening off the auditorium are a number of rooms for committees. The assistant sergeants at arms will come from various states and the ushers will all be from Cleveland. There will be women in both groups.

Stenographers have been arranged to take the delegates sailing on Lake Erie. There will be special performances in two of the theatres and residents of Cleveland are furnishing automobiles to take the visitors sightseeing. The national headquarters for women will be with the men's headquarters in the new Federal Reserve 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 but two blocks from the auditorium where the convention sessions will take place.

At the women's headquarters will be Mrs. Leonard G. Woods of Pittsburgh, second vice chairman 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 Hollenden Hotel with Mrs. Woods as hostess.

On the evening of June 7 members of the National Committee will be entertained by the Cleveland committee. Among the speakers will be Mrs. Woods, Mrs. Corinne Roosevelt and Mrs. Harriet Taylor Upton. Women will in all probability make the nominating and seconding speeches for the candidates. Among the youngest delegates will be Miss Dora M. Sisney of Tucumcari, New Mexico.

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

Credits Reduction on Automobile Operation 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 the 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 weather, and lower gasoline and tire prices, and he further states that similar saving was undoubtedly made by all other Minnesota cars.

During 1923, fifty-six county agents ran their cars an average of 8,924 miles at a total mile cost of 6.49 cents; while in 1920 fifty-one county agents made an average of only 6,447 miles at the higher cost of 11.51 cents per mile. All but two or three of the machines were light, four-cylinder cars.

Among some of the items were gasoline costs which dropped from 2.31 cents to 1.90 cents between 1920 and 1923, tires and tubes dropped from 1.55 to .61 cents; repairs went down from 2.57 cents to 1.32 cents; and depreciation dropped from 3.15 cents to 1.98 cents.

To good roads may properly be credited the saving of 3 of the 5 cents per mile. Applied to the 450,000 motor vehicles registered in Minnesota during 1923, at an average of 5,000 miles each, the savings by good roads would be \$245,000x5,000, or \$767,250,000 annually.

precedents, but several features will be adopted from the ancient ceremonial of the Croatian kings, before Croatia became an appanage of the house of Hapsburg.

The foreign guests at the coronation will be a sharp reminder of the changes in the royal families that have occurred as a result of the world war. But the house of Hohenzollern will be represented through the Sigmaringen branch, which is reigning in Roumania. Queen Marie of Serbia 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 Queen Marie's sister, ex-Queen Elizabeth. Thus the family of Marie of Roumania, called the "Mother-in-Law" of the Balkans, will be represented at the ceremony by two reigning and one deposed king.

A Balkan sovereign who will not take part in the festivities will be Boris, king of the Bulgarians. It is extremely unlikely that Boris, reigning over a defeated people, 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 the thousandth anniversary of the first kingdom of Croatia.

BOOST RADIO THIS SUMMER

Experts See Prosperous Season Ahead for Wide Awake Dealers

By L. G. BALDWIN, Manager of Radio Sales.

The Willard Storage Battery company is not looking for any material decrease in the radio business during the coming summer months. There is an organized movement among radio manufacturers and radio dealers to boost summer radio sales.

The summer of 1923 did not show the decided drop in radio business as did the summer of 1922, and radio dealers are confident that an even greater volume of business can be expected during the summer of 1924.

There are a number of reasons for this: The Republican Convention in Cleveland during June and the Democratic National Convention 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. There will not be the interference to be expected with that we had during the summer of 1923.

Radio receiving sets have been improved. They are more efficient and should give better reception. The sale of receiving sets is expected to increase 100 per cent over last summer. During the last 60 days sales have reached great volume.

Sleeping Sickness Is Increasing in England

(By Mail) LONDON, May 9.—Sleeping sickness is rapidly increasing in this country, and 649 cases were notified by doctors in the first three weeks of April against 468 in March, 317 in February and 76 in January.

While investigations into the cause of the disease are being carried out by the Medical Research Council, doctors admit they do not know either a cure or any means of preventing the spread. Large towns appear to be more affected than rural districts and the disease seems to spread westward.

A medical officer of health says from one-fourth to one-half of the patients die and not many of the remainder have, so far, completely recovered.

STATESMAN WANT ADS
The shortest distance between buyer and seller.

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 are on the **STAR**.

WHY?

They eliminate skidding which is the foremost argument in their favor.

They will not lock or skid the wheels, and have no effect on the steering.

STAR four-wheel brakes can not and do not squeak, regardless of how you apply them.

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 wheel brakes.

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 minutes of their merits.

FOUR WHEEL BRAKES, used on the **STAR** is a greater boon to the driver than the self starter, for they spell **SAFETY**.

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 yourself on **FOUR WHEEL BRAKES**.

Salem Automobile Co.

F. G. Delano

A. I. Eoff

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

(By Mail) 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 take place this summer.

The monastery of Gitehe is being restored for the purpose. The ceremony will follow the Serbian



His proudest possession

and why shouldn't he swell with pride as he "shows off" his Columbia Roadster. It has carried him many a pleasant mile. The Roadster is a favorite boys' bicycle.

High grade equipment includes Morse cone brake, Federal tires, steel wheels, one-piece aluminum pedals. Baritone horn or black enamel finish.

This model at \$43.50
Other Columbia \$39 to \$47
Just Pay \$10 down
Terms to suit.

Lloyd E. Ramsden
387 Court Street



Mileage Costs

You soon forget the few dollars saved on "cheap" tires, but not those extra thousands of miles gained on good tires. These big over-size C-T-C hand-built low inflation cords we carry are the best of the good tires—with extraordinary mileage, the toughest of treads, a perfect non-skid grip and an unparalleled strength and resiliency which permits reasonably low inflation to make riding easier and "conserve the car."

There is also a C-T-C hand-built Balloon tire for minimum inflation, which fits any standard wheel and rim. C-T-C tubes add mileage to almost any casing.

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



Worth-while economy

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

After a thorough test with the McClaren Autocrat Cord against any other cords over the mountains into the Imperial Valley on one of the California stage lines, the McClaren Autocrat Cords gave 38% 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 service. 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 satisfactory mileage. Notice in the McClaren Autocrat Cord the 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.

McClaren
Autocrat Cord **Tires**

Sold by

"Jim" **Smith & Watkins**

Corner Court and High

PHONE 44 — USE OUR FLIVVER