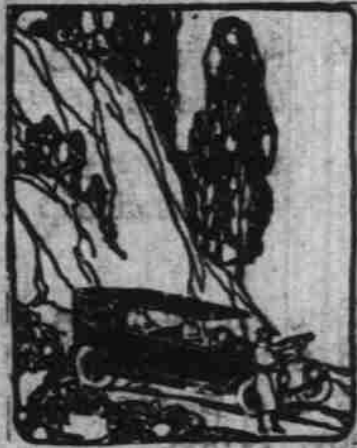


SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 15, 1924

ROADS RESORTS Where and How to Go

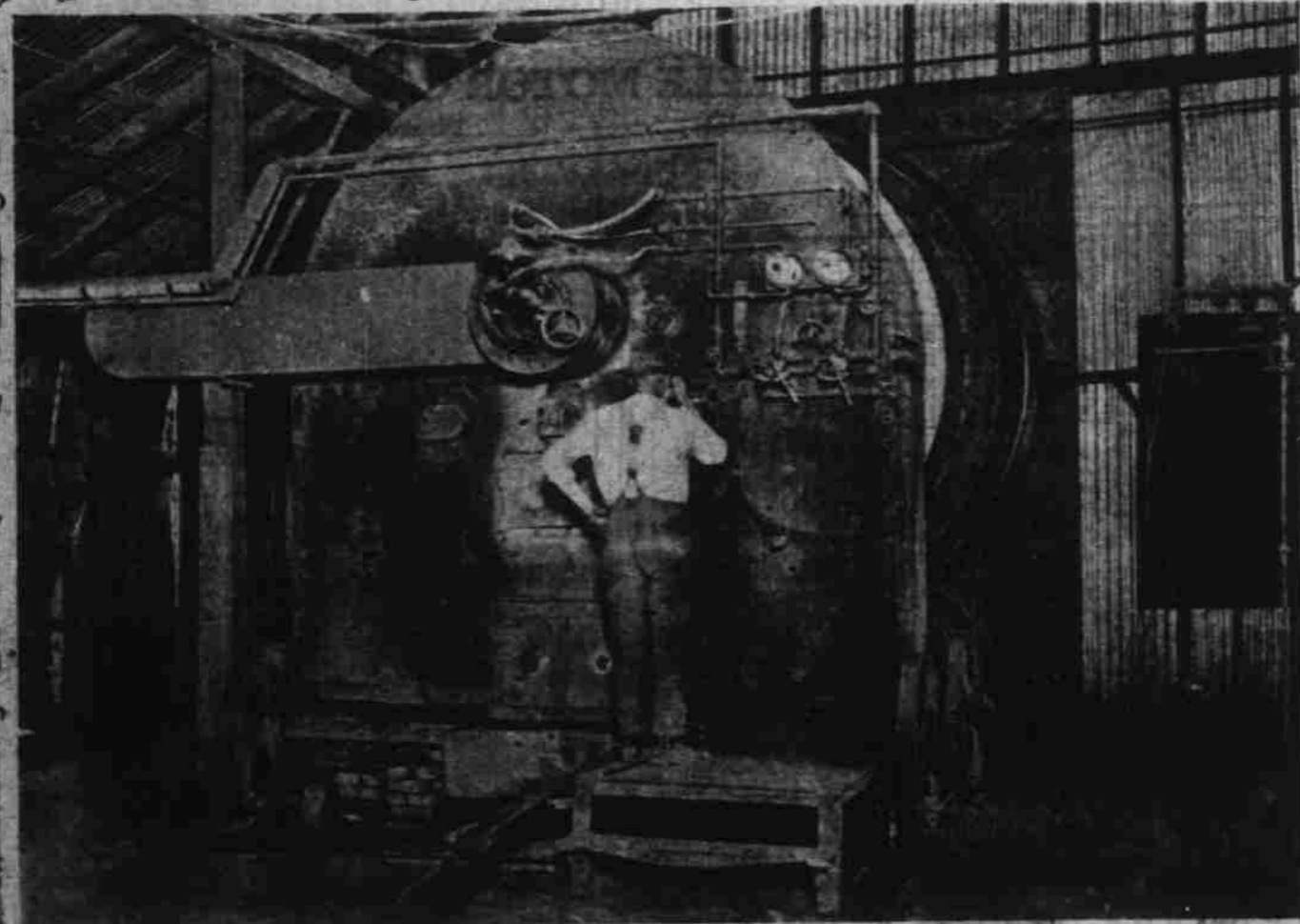


For the Pleasure Seeker and the Automobilists



ROADS RESORTS Where and How to Go

OREGON PLANT FURNISHES MATERIALS FOR BETTER ROADS



Looking into the gigantic rotary kiln in one of the Oregon portland cement plants. In this kiln limestone, which has been ground to a fine powder with a quantity of clayey matter or shale, is burned at a temperature of 3,000 degrees Fahrenheit, until it forms glass-hard balls known as "clinker." This clinker is again ground into the fine portland cement powder.

OREGON PIONEER IN MAKING CEMENT

One of First States to Have a Mill — At Oregon City

Back in 1884, Oregon took a pioneering step in industry by beginning the manufacture of Portland cement—an industry which later was to become one of the important ones of the country. Although Portland cement had been manufactured in England for 60 years before this—ever since the invention of the material by Joseph Aspdin, an English bricklayer—the United States did not undertake the manufacture of the material until about 50 years later, and Oregon was one of the first states in the country to have a mill, which was established at Oregon City.

The factory was designed and managed by a man named Middleton, who was regarded as something of a genius. His plant was built after plans which were really ten years ahead of his time. The raw material, a cement rock from Southern Oregon, was ground in pebble mills at the Oregon City plant, and the raw mix burned in a gas-fired rotary kiln. This gas was made principally from Australian coal. The falls of the Willamette, just above the mill, furnished the power to operate the machines. This pioneer mill produced 100 barrels a day of true Portland cement superior

quality to the imported cements of that day. For more than a year the Oregon City plant was successful. It was decided to raise the capitalization and increase the capacity. However, at this time the directors ordered a survey of the quarry, which revealed that the rock supply was virtually exhausted. The workmen had been quarrying on a thin layer of stone standing on edge against the hillside. The apparently inexhaustible supply of raw materials was only a veneer, and the leaders of the enterprise saw that they would be unable to operate for want of material. The plant was therefore dismantled and the machinery was sold in 1890.

Subsequently the industry was re-established in the state, and there are now plants at Oswego, Gold Hill and Lime. Inasmuch as 1924 marks the hundredth year since the invention of Portland cement, the United States and England will observe the centennial this year. The history of the last hundred years with regard to Portland cement manufacture reveals a rapid development in the evolution of an industry. In the United States this growth has been especially rapid, for while this country was 50 years behind Great Britain in beginning the manufacture of the product, it now outranks other nations in its output of Portland cement. From a few thousand barrels in 1875 the output has grown until, last year, it was 137,377,000 barrels.

We infer that the Fundamentalists, who insist on a literal acceptance of the Bible, can reconcile the miracle at the marriage feast of Cana with the Volstead law.

250,000 CARS IS RECORD OF DURANT

Over 50,000 Persons are Employed—Demand for Flint

According to Durant officials, activities of the Durant organization since its formation two and a half years ago have resulted in the production and sale of 250,000 motor vehicles, representing \$155,670,000 in merchandise.

Over 50,000 persons are employed by the Durant interests and the dealer organization aggregates a total in excess of 4000. The combined capacity of all the Durant manufacturing plants is 660,850 cars.

The Flint plant alone is producing in excess of 125 cars per day and schedules have been made whereby the output will show a steady increase for the next two months to come. The demand for this sensational six of W. C. Durant's from dealers is so insistent that extra effort are being put forth at the factory to meet it.

SWPE RETURNS TO POLK

B. F. Swope, who for several years practiced law at Independence, has returned to that city and again opened an office there. For the last two years he has been located in Salem—Polk County Itinerary.

WINDOW DISPLAY IS SELLING IDEA

Chevrolet Co. Has Novel Display in New York Which Attracts Crowds

The Chevrolet Motor company is operating a novel window display in its New York sales room

at 57th and Broadway. The Broadway window contains a display entitled: "Man's Conquest of Time" in which there is a life-size figure of a cave man on the edge of a cliff looking out upon a modern city with sky scrapers, elevated railroads, surface cars, automobiles, aeroplanes, and dirigibles, the idea being to visualize the progress that has been made in transportation since the time of pre-historic man.

A Chevrolet coupe is placed in the foreground of the window. Part of the background is taken

up with a moving picture screen in the form of a billboard in a 10-inch shadow box. In a concealed position in the window there is a portable motion picture projector which throws onto the screen the Chevrolet Motor Company's two-reel film—"Man's Conquest of Time."

The film cannot be successfully operated in the day time, but the night crowds on the sidewalk are very large. Thousands of people saw it the first night it was run, the showing being continuously repeated from 7:30 to 11:30 p. m.

This constitutes a unique combination of the most modern elements in window displays that carry a story and a selling idea.

TO WRITE SHOEMAKERS' LEXICON

(By Mail) LONDON, May 23.—Ernfriid Jaffver, a Stockholm shoemaker, is now in London to complete a dictionary of technical terms in the leather and footwear industry. He has been awarded a cash prize for the purpose by a Swedish foundation

as a contribution to the cost of a trip abroad for the purpose, and will shortly go to the United States. Jaffver is especially interested in orthopedic shoemaking and already has enriched the Swedish section of his dictionary with 2400 words.

QUALITY CARS

Used cars of unusual value are offered for sale in the classified columns of the Statesman.

Announcing The Easiest Car in the World to Take Care of

Preliminary notice of this announcement was given last week by the advertisement reproduced at the right.

A New Type of Low Price Car is Ready to be Announced

It will be seen that the One Shot Lubricating System is a new type of low price car which is ready to be announced.

1925 CLEVELAND SIX

One-Shot Lubricating System

HERE is a car that is entirely new! A larger, more powerful Cleveland Six with so many marvelous features that it is destined to sweep the nation.

Because it is the only car in the world containing the One-Shot Lubrication System, it ranks as the easiest car in the

world to take care of.

By stepping on a plunger near his heel, the driver lubricates in two seconds all those parts which in other cars require an hour's grimy work with grease gun and oil can.

No greater convenience feature was ever offered to the motorist.

Mileage Motor

PERFORMANCE to be proud of—that's what the owner of a 1925 Cleveland Six has in store.

Under the hood of his car is one of the truly great power plants—the new Mileage Motor.

He can pace any stock car in the

world on hills—exceed 60 miles an hour when the road is clear—leap from 5 to 25 miles an hour in less than seven seconds!

Yet he revels in flawlessly smooth and silent operation at all speeds—gets well over 20 miles to the gallon of gasoline—and carbon troubles are unknown.

Balloon Tires

All models come equipped with genuine supersize balloon tires at no extra cost.

With the longer wheel base, the scientific spring suspension, and the accurate distribution of weight, the last word in even, jarless riding comfort is achieved.

The closed bodies are by Fisher—with all the beauty, refinement, and lasting qualities that Fisher construction guarantees.

The chassis is longer and stronger—the transmission is new—the rear axle indestructible.

CLEVELAND AUTOMOBILE COMPANY

4-Wheel Brakes

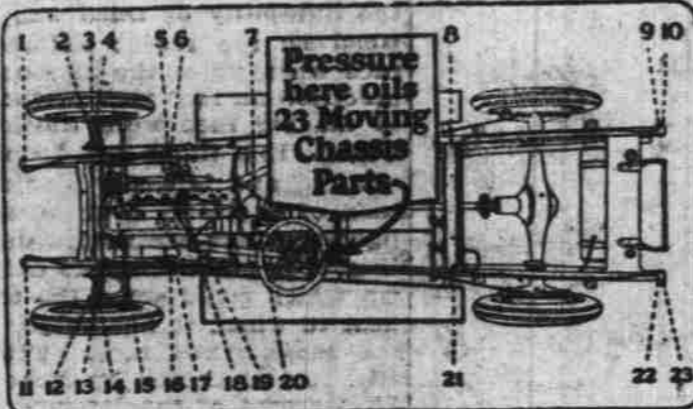
Four-wheel brakes of proven design and construction are offered as optional equipment.

Due to their extreme simplicity, their operation is sure—their maintenance easy—and the charge for them is unusually low.

See this truly marvelous new car! Test it for power, for speed, for smoothness, for flashing get-away.

We guarantee you an experience the like of which you have never had before in any car!

CLEVELAND



Step On the Plunger

GOODBYE grease gun! Goodbye oil can! No more greasy, grimy hands! No more squeaks and rattles!

Step on the plunger near your heel and all parts of the car except the crank case are supplied with the proper amount of lubricant. Two seconds is all it takes!

This exclusive, patented Cleveland Six feature makes neglected lubrication almost humanly impossible.

It eliminates worn parts, prevents costly repairs, increases the life of the car and enhances its resale value.

See it! See how it works!

Prices:

Touring Car \$1095 4-Door Sedan \$1495

Touring De Luxe \$1195 5 Pass. Sedan \$1395

All Prices f. o. b. Cleveland

CHAPERON MOTOR COMPANY

PORTLAND, OREGON

U. S. L. Batteries

QUALITY PRICE SERVICE

Generator, Starter and Magneto Service

E. H. BURRELL

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