

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, SEPTEMBER 21, 1924

Automobile News OF THE DAY

AUTOMOBILE DEALERS TO HAVE LARGEST DISPLAY EVER AT THE STATE FAIR THIS YEAR

BREITHAUP TO DO DECORATING

Most Every Make of Car as Well as Motorcycle Will Be Shown

Salem automobile dealers have been busy all week preparing their exhibits for the Oregon State Fair and from all indications there will be a larger automobile exhibit than ever before. The Salem Automobile Dealers association have been given charge of the decorations for the automobile department and they have turned this work over to C. F. Breithaupt, local florist. The florist's crew are on the job and when the gates swing open for this year's fair the automobile department will look its best. Harry Scott, Salem's cycle man is also preparing a display of the new 1925 model equipped with balloon tires will be shown. Among the cars shown this year by Salem dealers will be found the Chevrolet, Star, Durant, Fiat, Overland, Oakland, Willys-Knight, Packard, Hupmobile, Oldsmobile, Rickenbacker, Dodge, Chrysler, Maxwell, Buick, Studebaker, Franklin, Ford, Rollin, and the Gardner.

Industrial Mission to Mexico American industrial mission to Mexico, specially invited by the mayor of Mexico City to visit the

neighboring republic and encourage exchange of friendship and business relations, will include George F. Bauer, as representative of the National Automobile Chamber of Commerce. The mission will be accompanied by a committee of welcome to Mexico City immediately upon arrival at the border. Special arrangements for entertainment are being made by the Mexican government and will include a reception given by President Obregon at his place. Bauer will confer with automobile representatives in Mexico with a view towards providing closer relations between the distributors and manufacturers in the general development of motor trade and transport.

CHEAP ENOUGH
"I followed him for six blocks at 50 miles an hour, your honor. He cut two corners, turned four times without signaling, knocked down a traffic stand, crossed four intersections without slowing up, and parked headed the wrong way when he got to the Union Station." "My mother-in-law was leaving us, your honor, and I only had 15 minutes to make the train. If she missed it, she was going to stay another week." "Did she catch the train?" "Yes, sir." "Every rose has its thorn, \$100 or 30 days." —American Motorist.

There are about 432,000 cars now registered in England; a little more than 200,000 motor trucks and almost half a million motorcycles.

SEVERE TEST IS GIVEN CHEVROLET

Tract of 1,146 Acres Used to Test General Motors Product

Paul Revere's ride was a veritable center of joy compared to the ride given the 23 zone sales promotion representatives of the Chevrolet Motor company on the General Motors testing grounds near Milford, Michigan, last week. The ride was the final feature of their meeting at the headquarters of the company in Detroit. Bad as the roads seemed to be in the various sections of the country represented by these men, they all admitted that human ingenuity even went nature one better in devising the hills with grades from 12 to 24 per cent, tortuous gravel roads, rock-ribbed meadow driveways and sharp turns on concrete roads, with all the obstacles of bridges and culverts that might be encountered on the most dangerous of roadbeds—all of which are included in these great testing grounds. These General Motors proving grounds, where all the cars of the various General Motors units will be tested, included an immense tract of 1,146 acres. On these grounds, Chevrolet cars are often driven continuously for days and nights at a time and are subjected in two or three

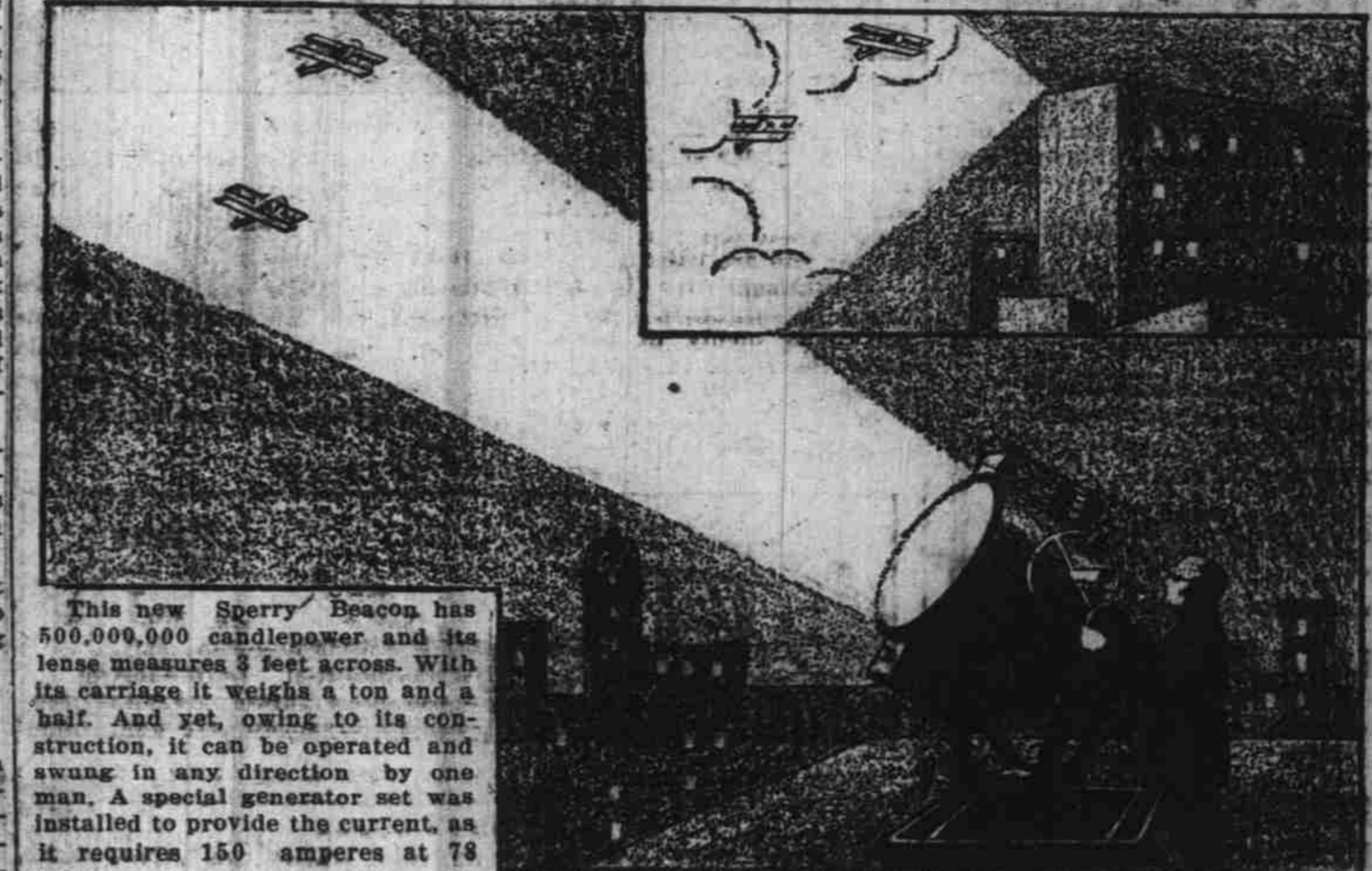
weeks to the actual usage a car might encounter in two or three years under normal driving conditions. Eight miles of concrete and gravel roads constitute part of the proving grounds. There are approximately two miles of concrete roadways, 20 feet wide; one mile a perfectly level straight-away course, with 20 foot gravel turns; and the other mile built with varying grades up to 12 per cent. All of the concrete construction has been installed in accordance with the specifications of the Michigan state highway department. Six miles of 20-foot gravel road has also been built, with culverts and hills. There is a wide variety of grade in this road, reaching a maximum of 24 per cent. The zone sales promotion representatives not only rode in Chevrolet cars over these testing grounds but also in other makes of cars in the Chevrolet price class. They stated after the tests that the next time they are asked to ride in cars over this testing ground, they want Chevrolets.

Growing Business
Figures indicate that radio is a growing business. If you don't believe it kindly glance at the following table compiled by the Copper and Brass Research association.

1920	2,000,000
1921	5,000,000
1922	60,000,000
1923	120,000,000
1924	350,000,000

The last amount is computed on the showing of the industry in the first eight months of the year.

Newest Aeroplane Beacon Throws Ray 150 Miles To Guide Night Voyagers



This new Sperry Beacon has 500,000,000 candlepower and its lens measures 3 feet across. With its carriage it weighs a ton and a half. And yet, owing to its construction, it can be operated and swung in any direction by one man. A special generator set was installed to provide the current, as it requires 150 amperes at 78 volts.

GERMANY
Germany wants our cars and wants them badly. They have 1900 dealers, of which 150 handle American cars. Their dealer or-

ganization is strong and doing an effective work. American cars have been going into Germany under a permit and are in great demand. They have some severe handicaps on the use car.

of cars such as lack of parking space, high registration fees and the law which prevents more than three cars being stored in one garage. Public garages have to have a separate compartment for each car.

TELLER PRAISES NEW STAR COUPE

Performance of New Star Coupe Equal to That of Any Light Six

T. H. Gallaway, teller at the Ladd and Bush bank, accompanied by Mrs. Gallaway, has just returned from a trip to Vancouver and Victoria, B. C. Mr. Gallaway drove one of the new 1925 model Star coupes which is equipped with balloon tires. He states that the car performed wonderfully. "It is equal to any light six," said Mr. Gallaway. "We covered nearly 1200 miles and did not see even one accident. The weather was warm and the country seemed very dry. Prices seemed high but we were treated royally, especially in Victoria," continued Mr. Gallaway.

HEAVY TAXES OBSTRUCT MOTOR USE
Think of almost \$30 a quarter tax on a small car; \$55 every three months on a medium priced car, and you will better understand why the English industry is held back. The English makers produce about 70,000 cars and trucks a year. There are about 15,000 dealers in Great Britain.

Let's Call It a Proved Car — IMPROVED!

THOUSANDS of owners have proved it! They've driven it nearly a year now, over all kinds of roads and in every climate. There's simply no question about its power, economy or rugged endurance!

So why should we change it? Instead, we have done the more logical thing—we've refined it, added a newer grace—beautified it with enduring Duco Satin finish instead of paint.

It's the *Refined* Oldsmobile Six! Not a new car—but an improved one. A *proved* car IMPROVED. You should see it! Stop at an Oldsmobile showroom—soon!

Roadster	\$ 875	2-Pass. Business Coupe	\$1045
Touring	825	Coupe	1175
Sport Roadster	965	Sedan	1250
Sports Touring	1015	Sedan DeLuxe	1350

The G.M.A.C. extended payment plan makes buying easy. All prices f.o.b. Lansing. Tax and spare tire additional.

F. W. Pettyjohn Co.
219 N. Commercial St.

OLDSMOBILE SIX
PRODUCT OF GENERAL MOTORS

Fleet users everywhere find Chevrolet costs less to maintain and operate than any car, and that its good appearance and generally better atmosphere is reflected by their salesmen in better sales records.

Chevrolet Facilities Make Possible Quality Cars At a Low Cost

Because of these tremendous resources and manufacturing facilities, it is possible for Chevrolet to put fine quality and workmanship into the construction and equipment of its cars and still sell them at prices well within the reach of the average family.

The Chevrolet organization itself includes seven great manufacturing and assembly plants employing 26,000 people and 28 allied organizations strategically located throughout America. These plants are housed in 167 buildings, occupying approximately 5,628,073 square feet of floor space.

It's Easy to Pay For a Chevrolet By Our Plan

Chevrolet is the largest producer of low priced quality automobiles in the world.

In all features that count toward economical transportation, comfort and continuously satisfactory service, Chevrolet delivers the utmost value per dollar of price.

NEWTON-CHEVROLET CO
City Corner from City Hall
Telephone 1000 Corner Chemeketa and High