

CELEBRATES 13TH ANNIVERSARY

Chevrolet Has Produced Nearly Million and Three Quarters Vehicles

Detroit, Mich., Nov. 8.—The Chevrolet Motor company this last week celebrated its 13th anniversary. The company was founded on November 3, 1911.

From that date to November 3, this year, the company has produced nearly a million and three-quarters vehicles, with one exception, the greatest production record in the motor car industry in the world. To be exact, there have been produced 1,744,870 Chevrolet motor cars and light delivery trucks.

It is in the last three years, however, that Chevrolet has had such phenomenal growth. More than 1,000,000 Chevrolets have been produced since January 1, 1922 to November 3, 1924—a 34 month's period.

It was on November 3, 1911, that the Chevrolet Motor company of Michigan was organized, with Louis Chevrolet, William H. Little and Edwin R. Campbell as incorporators. The plant at that time was located in Detroit but

was moved to Flint in August 1913.

In 1914, Chevrolet plants at Flint and New York city were in production on the "Baby Grand" touring car and the "Royal Mail" roadster, both of which enjoyed a large sale for these days. In 1915, volume production of the "490" car, so called because of its price of \$490 was begun.

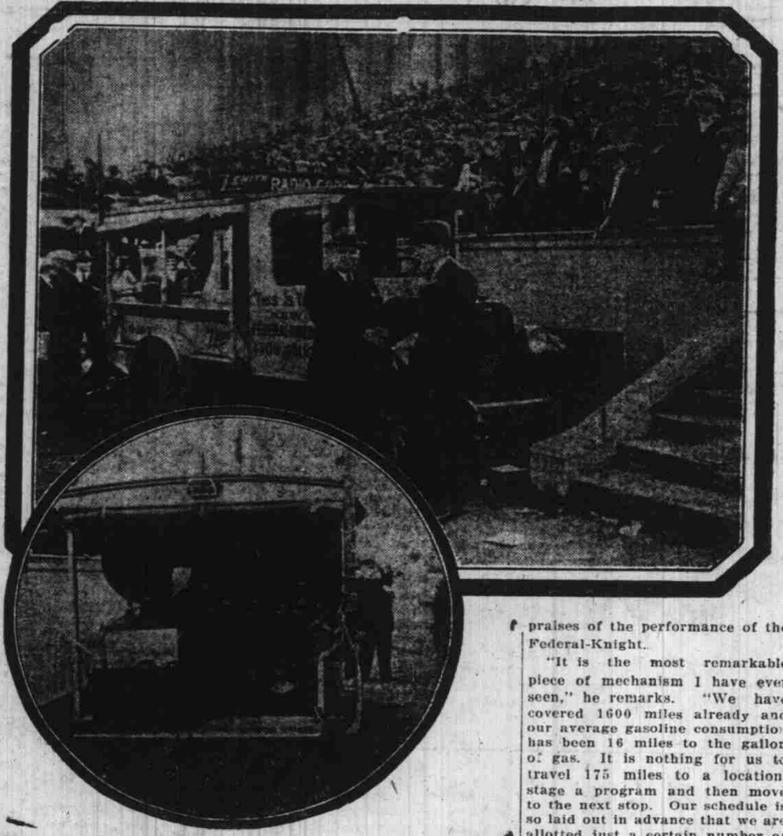
On May 2, 1918, General Motors Corporation purchased all assets and assumed all liabilities of the Chevrolet Motor company (Delaware).

The production in 1912 was 2,999 vehicles. The tremendous expansion of facilities for manufacturing the enormous output of the Chevrolet Motor company today may be gleaned from a few pertinent statistics.

Chevrolet today occupies 167 buildings, with a total floor space of 6,555,227 square feet and 345 acres are covered by the Chevrolet plants. The dollar and cents volume of this company's business in 1923 was \$229,819,867. There are 12 Chevrolet plants located in the following cities: Detroit, Mich.; Flint, Mich.; Toledo, O.; Bay City, Mich.; Buffalo, N. Y.; Tarrytown, N. D.; Cincinnati, O.; St. Louis, Mo.; Janesville, Wis., and Oakland, Cal.

The company has 7,000 dealers, conducts wholesale branches in the large cities of the country, out of which operate 400 traveling representatives. The total number of employees of the Chevrolet Motor company is approximately 26,000.

Portable Broadcasting Apparatus Is Carried on Truck; Performs Before Large Crowds at Chicago



praises of the performance of the Federal-Knight.

"It is the most remarkable piece of mechanism I have ever seen," he remarks. "We have covered 1600 miles already and our average gasoline consumption has been 16 miles to the gallon of gas. It is nothing for us to travel 175 miles to a location, stage a program and then move to the next stop. Our schedule is so laid out in advance that we are allotted just a certain number of hours to reach a certain location, in order not to disappoint audiences and participants in our program."

"The most unusual feature of our tours is the smoothness of operation over all sorts of roads and this is a tremendous factor as we must be doubly careful with the delicate mechanisms that we carry. We haven't even had to adjust nuts and bolts on any part of the truck."

This traveling radio station has power enough to carry to points on the Atlantic seaboard and has been heard as far distant as Portland, Oregon. The great interest that business men have taken in this radio station is another indication of the recognition that has been accorded to this economical and efficient means of transportation.

DAYTON and COLUMBIA
BICYCLES
Ride a Bicycle to work and save street car fare.
LLOYD E. RAMSDEN
BICYCLE REPAIRING
387 COURT

Opposite Court House Phone 198
Official Willard
The Battery that has lasted you for years
Yes, We Have the Same Battery in the New
"CHARGED BONE DRY"—Something Different in Batteries.
We have Genuine WILLARD "A" Batteries at low priced as \$15.00. Especially built for Radio Service.
We also have Low Priced Automobile Batteries which are GENUINE WILLARD QUALITY
Come in and see them.
JOE WILLIAMS
Service That Satisfies

Above all else Oakland cherishes the constant and growing good will of Oakland owners. Its purpose, therefore, is to build so well that the Oakland Six will surpass in daily performance the anticipation of all who buy it.

Standard equipment includes four-wheel brakes, disc steel wheels, balloon tires, automatic top, Fisher Bodies, one-piece ventilating windshield on closed types, Duco finish, centralized controls, indirectly-lighted unit instrument panel, automatic spark control. Q Glass enclosures for open cars at small added cost.

Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. Prices at Factory

VICK BROS.
High Street at Trade

OAKLAND
PRODUCT OF GENERAL MOTORS

A veritable novelty in the radio world, a feature which has started tens of millions within the broadcasting radius of Chicago, has been the portable radio broadcasting apparatus of the Zenith Radio Corporation, mounted on a Federal Knight truck.

This organization which recently took over the Edgewater Beach Corporation broadcasting outfit, and is transmitting its programs under the well known code, WJAZ, famous the world over as the station which talked to Donald McMillan, when this Arctic explorer was within 11 degrees of the North Pole, and has also been heard as far distant as Australia.

The portable, or automobile radio, which is carried about on the Federal Knight truck, was built by Eugene F. McDonald, Jr., of

the Zenith Radio Corporation for the purpose of locating and testing out the best site for the powerful broadcasting station in the vicinity of Chicago. When this place is found the Zenith Corporation plans to erect one of the finest stations in the world.

Loaded on the Federal Knight truck are 12 storage batteries, each of 160-ampere hours, discharging at the 30-hour rate; a type No. 600 charger; one 350-volt "B" plate battery; two No. 80 chokes; two 1500-volt generators; one 250-volt generator; and tubes and microphones. The radio is of the Hartley type and has a 53-foot antennae mast.

Commenting on the work of the remarkable apparatus, G. Matthews, engineer of the Zenith Corporation, is loud in his

diseases, which are very prevalent in the Caucasus. This is in charge of Professor Popoff, an eminent Russian pathologist.

The government has inaugurated

WINTER TOPS for AUTOS.

TRAVEL IN COMFORT — DURING THE COLD MONTHS

W. R. J. H. McALVIN
545 CHURCH STREET

Financially Armenia, like most other Soviet states, is not in a flourishing condition. Its deficits are met by subsidies from the Moscow exchequer. With its limited funds, however, the government is doing notable work in the way of reconstruction, irrigation, hydraulic and electrification projects, the removal of marshy malarial lands, the establishment of agricultural and industrial schools and the cultivation of cotton, silk, tobacco and vineyards. There is considerable unemployment in the larger towns, but most of this was absorbed during the summer and fall by the need of labor for the harvests.

The Armenian government has established a splendid university at Erivan, employing 75 professors and accommodating 900 students. An equally fine library has been opened in the capital with 300,000 books, the gifts of the Armenian people themselves. Another unique institution is the Erivan Tropical Institute, which is a model pathological laboratory

ed sanitary and hygienic stations throughout the country, where the poor are instructed in conserving their health and given free soap and disinfectants. The government is carrying on an intensive cultivation of cotton which has given remarkable results. In 1922 Armenia had only 1,250 acres of cotton under cultivation. In 1923 it had 12,500 and in 1924 this number increased to 40,000 acres.

The desire for independence and freedom from foreign domination still persists in the Armenian people, and their hope is that in the course of time a way will be found of detaching them from the tutelage of Moscow. So far as can be judged by outward appearances, Communism has taken no deep hold on the people. While all those in power in the government are Armenians of Bolshevik persuasion who have the approval of Moscow, the total number of registered Communists in the country is extremely small. Out of a population of 1,100,000, only 1,314 are active members of the Communist party.

But it must be said again that the Bolsheviks have given Armenia a new lease of life by protecting the country and people from the inroads of their ancient enemy, the Turks. They have helped the country financially and economically, if not politically. With continued peace and security Armenia should, before many years, retrieve its old place in the family of nations and replace the grievous losses it has suffered through continued massacres and evictions.

CARELESS DRIVER INVITES TROUBLE



With the approach of winter weather and resulting wet pavements comes the appeal to the motorist to equip his car with a sure non-skid device. A fair motorist is here being shown the art of applying the non-skid medicine in the form of McKay chains, sold by the Western Auto Supply company.

Wet pavement and careless driving combined have probably

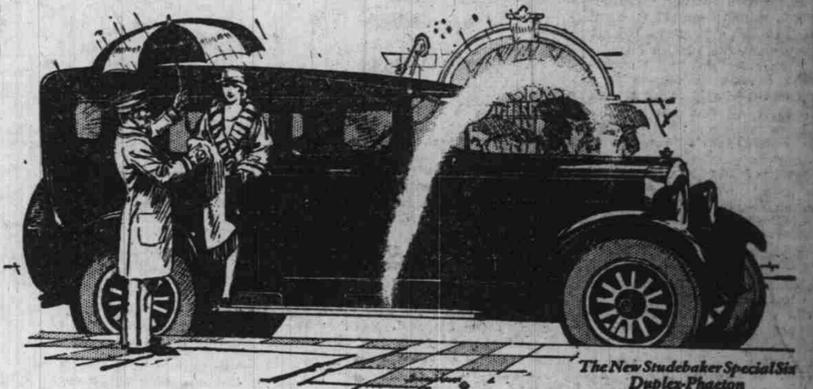
caused more accidents than any other source of mishaps declares W. F. Watkins, local manager of the Western Auto Supply company, in discussing means of lessening the risks of winter motoring.

The careless driver who rushes through downtown traffic, rounding wet slippery corners at high speed, or driving fast on the wet highway is a menace to every motorist. Eastern authorities have contended that a car unless equipped with a sure non-skid device is not under proper control. In some sections of the country the law has been put in effect—and drivers who have not so equipped their cars are subject to arrest.

The safest way to prevent skidding is to put on the chains when the rain first starts to fall and leave them on until it is over. If the driver equips his car with chains on the rear and suction tires on the front, winter weather and wet pavements will hold no terrors for him.

Antonio Ascari, famous Italian racing pilot, set a world's record for a long distance automobile race by averaging 159.38 kilometers (99.61 miles) per hour for 800 kilometers (497.11 miles), in winning the Grand Prix. The former record, made at Indianapolis last Memorial Day, by Joe Boyer and L. L. Corum, was 98.24 miles an hour.

The prize absent minded man is the one who was squatting near a camp fire and stuck his chewing gum under his seat.



Open car when you want it —an enclosed car in 30 seconds

WITH the new-type Studebaker Duplex you may take your choice—ride in an open car if you like—enjoy the cool, fresh air and beautiful sunshine.

Then in 30 seconds—without even leaving your seat—it can be changed to a deeply cushioned, richly appointed, fully protected enclosed car. It's no fuss or bother at all—simply lower the roller enclosures—it's so easy a child can do it.

No more hurried efforts to put up curtains in the wind and rain.
No more hunting for the right one while the storm beats in.
No more exposure through holes torn in

them while trying to obtain for the emergency the protection given by a closed car.

For in the Duplex the side enclosures are instantly accessible—yet rolled up safely out of the way when not in use.

If this two-fold utility were the only feature of the new Studebaker cars they would still be a sensational value—but there are many others.

New body lines—new beauty—more powerful engines—new ease of gear shifting—genuine balloon tires—and the easiest steering car you ever drove.

In justice to yourself—see this car today.

STANDARD SIX 113 in. W.B. 50 H.P.	SPECIAL SIX 120 in. W.B. 65 H.P.	BIG SIX 127 in. W.B. 75 H.P.
5-Pass. Duplex-Phaeton\$1385	5-Pass. Duplex-Phaeton\$1785	7-Pass. Duplex-Phaeton\$2185
5-Pass. Duplex-Roadster 1360	5-Pass. Duplex-Roadster 1745	5-Pass. Coupe 3025
5-Pass. Coupe-Roadster 1845	4-Pass. Victoria 2375	7-Pass. Sedan 3175
5-Pass. Coupe 1760	5-Pass. Sedan 2495	7-Pass. Sedan 3175
5-Pass. Sedan 1865	5-Pass. Berlinne 2565	7-Pass. Berlinne 3250
5-Pass. Berlinne 1925		
4-wheel brakes, 4 disc wheels. \$60 extra	4-wheel brakes, 5 disc wheels. \$75 extra	4-wheel brakes, 5 disc wheels. \$75 extra

(All prices f.o.b. Salem, and subject to change without notice.)

MARION AUTOMOBILE COMPANY
Open Day and Night
235 South Commercial Street. Opposite Hotel Marion. Phone 362
STUDEBAKER DUPLEX
THIS IS A STUDEBAKER YEAR

Complete Valve Grind and Tune-Up \$3.75

This job consists of the following operations:
Remove cylinder head and valve covers and grind valves—REFACING and RESEATING where needed.
Adjust and time valves BY PISTON TRAVEL.
Test all valve springs, replacing any that are worn or show weak on compression test.
Clean out carbon and reassemble valves and cylinder head, replacing upper radiator hose if in bad condition.
Remove and clean timer, replacing case or roller if too badly worn for further service.
Disassemble all spark plugs, clean and test for defective porcelains or gaskets.

Test and adjust coils in electric coil testing machine and dress or replace any burned or pitted vibrator points.
Inspect gasoline system and carburetor, making necessary adjustments.
For the above group of operations our LABOR CHARGE is \$3.75.
Any parts used are charged extra according to regular price list.
This job, in many cases, requires no parts whatever; others will need more or less parts, depending on the condition of the valves, springs, gaskets, etc., the parts required for the average job amounting usually to about \$1.50.

PARKER & COMPANY
AUTHORIZED Ford SERVICE
444 South Commercial Street, Salem, Oregon