

BICYCLE WILL STAGE COMEBACK

Bicycle Regaining Popularity Despite Auto Craze, Declares Dealer

The bicycle is a long way from taking a niche in the museum, even though its title of a generation ago, "the king of the road," has been largely taken by the automobile, declares Lloyd Ramsden, prominent local bicycle dealer. Furthermore Ramsden believes that the bicycle simply is hiding its time for a day when it will push the automobile from its present throne of universal popularity and the wheel will share some part of that supremacy.

"As to whether the bicycle will ever become popular again, I can simply refer you to Europe where the bicycle is universally used by old and young, and women as well as men. In Europe living conditions are stiffer and the majority of people cannot afford automobiles as they can in America. Such conditions, however, will not last forever here, for with the increase of population and the decrease in opportunities as the country is more thickly settled, many will not be able to support automobiles and, unless some other cheaper locomotion is found, the bicycle will come back to its own."

"All that is proven by the fact that a bicycle dealer can tell hard times are coming to a community, because his sales increase in proportion. There are large numbers of people who really cannot afford an automobile, who waste money on it, until they start to feel the pinch and then sell the second-hand car for about enough to enable them to buy a bike.

"One of the most telling libels against the bicycle is the statement that it is dangerous to ride in this day of the auto. Now I ride my bicycle to work every day and was doing so long before the auto appeared on the streets of Salem. I can say positively that there is not so much danger for the bicyclist from autos as there used to be with horses. Even with a fool driving an auto you may be sure that he can make only a limited number of blunders compared with a horse which becomes frightened and plunges up and down as well as whirrs from side to side. Autoists like to keep to the center of the street, leaving the edges to the cyclist, who has little to fear if he keeps an eye open at the corners.

"But there are many parents you can't convince of this and they prevent their children from indulging a very health-giving and

enjoyable sport that is one of the very best things to wear them away from using the family auto continually when they grow older. Accidents will happen but no more often than when children drive autos.

"The facts in the case are that it is safer to let your child ride a bicycle than it is for you to ride one. A child does the right thing instinctively in a pinch while an older person thinks—and when a person thinks in an emergency, he usually goes wrong or dodges back and forth. That was the reason they wanted young men for aviation in the war because older men get excessively cautious.

"The reason people have come to regard the bicycle as dangerous these days, I believe, is because they've got to have some excuse to get an automobile. They hate to admit even to themselves that others won't think they're successful if they stick to a bike. Now a man's got to have a good excuse to mortgage his house for an automobile, and so he convinces himself in that way.

"There's many a merchant and business man in this city who'd be healthier and wealthier if he left his auto in the garage and came to work on a bike. Look at that string of parked autos," and Ramsden pointed down the street. "They're standing in a hot sun, hidden losses to their owners, for that sun is every minute spoiling their finish. It would be stretching it too far to say that an auto owner loses 25 cents a day in parking depreciation on his car when you think of what second-hand cars sell for, or the fact that an owner who has pride in his car spends \$100 every two years to have it refinished. But the owner seldom sees this and walks two blocks more to get to his car whenever he wants to leave his office while he might go directly out on a bike. Of course, business men need autos, but the great majority use them only twice a day, to come and go from work.

"Of course, some of them say that bicycle pumps too hard, and there's another misconception about bikes. A man wastes 25 cents or more a day on his auto and thinks it's a terrible waste to spend \$10 a year on a bike for tires and repairs. Consequently when he buys a bike for himself or his son, he gets one of these heavy, sturdy-looking affairs that look like motorcycles without engines, and, of course, he wears himself out pumping it. Instead, if he would get a light, narrow-tired bike and be willing to spend \$10 a year on it to keep it up, he would find riding to and from work is a joy and a convenience and the best exercise there is."

10 CARS IN ALABAMA COUNTY 19 YEARS AGO

BIRMINGHAM, Ala., Nov. 22.—In 1925 it cost just 25 cents to register an automobile in Jefferson County and get a license tag

OLDS PRODUCTION HAS INCREASE

Expected That Gain During Will Continue Showing Balance of Year

Factory sales figures submitted by the Olds Motor Works show that this company is one of the few automobile companies in this country that have made ap-



(Photo by Reuters, Paris, France) Miss Doris Doby, Musical Comedy Star, and her Oldsmobile Sedan. She purchased the first automobile sold at the 1924 Paris Automobile Salon, which was held last month. Miss Doby is learning that song, popular before she was born, "In My Merry Oldsmobile."

preciable gains so far during 1924 as compared to sales over the same period of 1923. In fact, the industry as a whole has failed to reach the record set last year. Production of automobiles during the first ten months of 1924 was less, by 200,000 than during the same months of the previous year, according to N.A.C.C. reports. This shows a decrease of about 6 per cent for the entire

The first man to register a car admitted to the ownership of four, of foreign make, which he registered and paid a fee of \$1 for the privilege of using.

In that year there were 10 cars registered in the county, for which the tax assessor's office received \$2.50 in taxes.

Today there are 30,000 people in the county owning one or more automobiles, which are assessed at \$8,000,000 taxable values, which is about one-sixth of their real worth.

WHY HE SHOULDN'T HAVE DONE IT—A garage man or other person who stores things for pay is under an obligation to protect the property in his care and this includes making a reasonable effort to save it in case of fire.

industry. It is believed that if there is any change in this percentage figure for the entire year it will be an increase, as automobile factories exceeded all previous records for November and December production in 1923.

During these same ten months the production and sales of Oldsmobiles increased approximately 15,000 cars, or about 62 per cent over production figures of the year previous. This large increase in the face of a loss for the industry as a whole, indicates that Oldsmobile correctly analyzed the trend of public desire and supplied this want with the introduction of the present popular-priced six cylinder model.

It is expected that the gain shown by Oldsmobile will be con-

tinued, and probably increased, during the remaining two months of the year. Such a result will be due, in part, to the introduction of the Oldsmobile coach this fall, which set a new low price mark for a six cylinder 5-passenger closed car with steel body by Fisher. Factory production schedules call for 5,000 of this one body type alone for the two months of November and December.

Admits Foreign Cars 30 Days

(Continued from page 3)

residents and citizens of the United States, and not less than two will be accepted or such bond may be signed by a bonding company authorized to do business in the United States. Within six months the car must be returned to the country from which it was imported or the duty paid.

Foreign owners of American built automobiles must, in all cases, report to the collector of customs at the port of entry but the consular certificates of identification or bond will not be required if they can make an affidavit that they were the person or persons who exported the car.

CLEAR VISION HELPS DRIVER

Local Accessory Dealer Gives Few Vital Facts Relating to Vision

"Motor car congestion of the present day," says Mr. Smith of the Smith & Watkins, "demands every possible safe-guard and precaution if the motorist would avoid accidents.

While the great majority of motorists are undoubtedly endeavoring to drive carefully at all times, and avoid any disregard of traffic rules and regulations, nevertheless the number of accidents is appalling.

During the year 1923 there were 15,000 automobile accidents in the United States. This is an average of 4 daily. Various reasons are given by the drivers concerned in each accident, and nine times out of ten, there is an endeavor to shift responsibility.

"No person with defective eyesight should be permitted to drive an automobile," continues Mr. Smith. "If a law is ever passed requiring every car driver to submit to a prescribed eye-test, it is, without doubt, an assured fact that many present car drivers will no longer be allowed to continue driving."

Of equal importance, and closely related to the matter of good eyesight on the part of the car owner, is clear windshield vision during inclement weather. Driving through rain, sleet, or snow back of a clouded windshield, endangers not only the driver's own life, but also the lives of pedestrians and other motorists. The surest safe-guard for wet weather driving is a dependable, efficient windshield wiper.

There are a number of windshield cleaning devices on the market, but from my close observation and study of this important mechanical device, I unhesitatingly pronounce the Stromberg Windshield Wiper to be a decided improvement over all other types. The Stromberg is operated by means of a high-speed, series-type motor connected directly to the battery. It is built by the Stromberg Motor Devices company of Chicago, Illinois, manufacturers of the world famous Stromberg Carburetor, and is fully guaranteed. Under the most severe test it has proved to be positively continuous in operation, and constant in its speed, regardless of the engine speed or road and weather conditions. The wiper rubber maintains a close adherence to the windshield glass, due to an exclusive "spring tension" feature of the wiper arm. Thus, side-lashing and a tendency of the wiper rubber to spring away from the glass are eliminated. The current consumption is very small, being less than for a single headlight.

It is controlled by a positive switch within easy reach of the

driver's seat, and can be turned on or off at will. If desired, the wiper can be left in operation while the car is "parked," which assures a clear windshield when driving is resumed.

The Stromberg Wiper is very compact in design, and fits close to windshield. It is attractively finished in black enamel. Installation is very simple, requiring the drilling of only two holes. It is designed for operation on both 6 and 12 volts.

"I cannot help but feel," says Mr. Smith, "that if every car in Salem were equipped with a Stromberg Windshield Wiper that motor car accidents would be decreased to a large extent."

AUTO DEATH TOLL EIGHT IN OCTOBER

313 Persons Injured in 2695 Accidents According to Raffety's Report

Eight persons were killed, 313 injured and 2695 accidents occurred in Oregon during the month of October, according to a report made by T. A. Raffety, chief state traffic officer from data compiled by state traffic officers and the city of Portland.

Carelessness is held responsible for nearly 50 per cent of the accidents, 1414 being listed under this heading. Failure to give right of way caused 316 of the accidents and failure to give signal 299 more. Speeding caused 57 and skidding 23 accidents. A total of \$14,355.23 revenue was derived, which included \$4457.25 in licenses issued to foreign cars; \$2256.10 fines imposed by courts; \$1476.87 in fees and the recovery of 12 automobiles valued at \$5175.

Inspectors spent a total of 292 days in the field, visiting 1290 cities and towns. During this period they covered 30,775 miles. There were 194 arrests made, with 28 cases still pending. Speeders headed the list 127 with reckless driving second, 15 coming under this head. Ten were arrested for switched license plates. Four were arrested for driving while intoxicated; one each for transporting liquor and for possession of liquor. Other arrests and the number of each were:

Failure to dim lights, parking, 4; improper use of dealer's license, one headlight, no tail light, overload and larceny, 3; no operator's license, public service commission violations and failure to stop and give aid, 2; one arrest was made for each of the following: void foreign license; failure to transfer ownership; insufficient fee; no light; no permit to haul logs; failure to give right of way, and improper clearance.

It is estimated that 87 per cent of the population has time to stop and watch a sign painter work.

WARN MOTORIST ABOUT BIG GRAFT

AAA Warns All Motorists to Beware of Fake Fly-By-Night Insurance.

WASHINGTON, D. C. Nov. 22.—With the attorney-general of New York state succeeding in a relentless war on fly-by-night concerns engaged in selling meaningless "service" contracts to automobile owners, and with these fake insurance and motor organizations fleeing for safety to other

parts of the country, motorists throughout the nation should be on their guard and have dealings only with reputable clubs and insurers, according to a warning just issued here by President Thos. P. Henry of the American Automobile Association.

The warning is being broadcast to all affiliated A.A.A. clubs with recommendations for advising all motor club members to warn their friends against being defrauded by this spreading wave of graft. Mr. Henry's message discloses the fact that the A.A.A. in its work of prosecuting fake organizations of this character found more than 50 operating in various parts of the country, gullible car owners being "sold" every conceivable kind of service, from accident insurance to discount privileges at hotels.

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- 3 STARTER - GENERATOR—Delco single-unit starter-generator completely housed in single housing. Starting gears housed with fly-wheel.
- 4 FLYWHEEL—Completely housed. Starting teeth protected from road damage and accumulation of mud and dirt.
- 5 CLUTCH—Multiple disc—completely housed.
- 6 TRANSMISSION—Completely protected. Shifting mechanism bolted sealed.
- 7 UNIVERSAL JOINT—Completely encased in ball joint at front end of torque tube—lubricated automatically from transmission.
- 8 PROPELLER SHAFT—Buick's third member drive, which is a torque tube, completely encloses the propeller shaft. It is impossible for road dirt to work from the shaft into the universal joint or rear axle.
- 9 REAR AXLE—Floating type, totally enclosed in rear axle housing.

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1924 Coupe, cannot be told from new, has \$150 extra equipment on it	\$550.00		
1924 Coupe, cannot be told from new	\$525.00		
1923 Star Sedan, has lots of extra equipment	\$625.00		
1924 Baby Overland has oversize cord tires all around. Cannot be told from new	\$560.00		
1923 Ford Coupe has lots of extras	\$400.00		
1923 Ford Coupe has \$150 extra equipment	\$425.00		
1922 Ford Coupe, in best of condition	\$375.00		
1921 Ford Coupe, a real buy	\$325.00		
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1924 Ford Touring, cannot be told from new	\$425.00		
1923 Ford Touring, has cord tires and other extras too numerous to mention	\$425.00		
1923 Ford Roadster has wire wheels, cord tires, cost new \$590, our price	\$400.00		
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