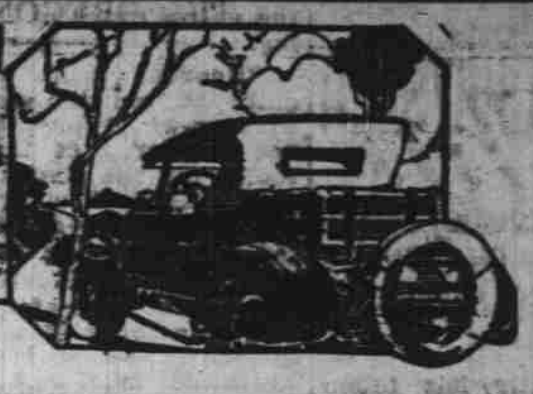


# Autocomplete Trends OF THE DAY



## SMITH & WATKINS AID THE SHOPPER

Accessory Firm Installs Special Window Display to Simplify Selection

During past few days there has been many original and beautiful window displays appearing to gladden the heart of the Christmas shopper. Among the nearest

It takes a good tire to make the record the McClaren Cord has made



"Jim" "Bill" Smith & Watkins Snappy Service. PHONE 44

of those in the display window of Smith and Watkins. Featuring an open hearth, with andirons and charred wood illuminated by a realistic electric light "fire" the display is cleverly arranged upon the window seats at the side of the fireplace and upon the mantle.

Commenting upon the growing popularity of auto gifts, Jim Smith told a representative of the Statesman that last Christmas there had been more than three times the sale of that class of article than any year since he had been in business, also that from sales so far this year indications were that last year's record would be beaten badly.

A genuine desire to aid the Christmas shopper was the stimulus for this window as it is only through an actual inspection of the goods that the shopper is enabled to choose to the best advantage. A large table inside the store is also devoted to the display of gifts.

Many favorable comments have been received upon this display perhaps the most complimentary coming from a prominent member of the automotive profession whose duties require wide travel. This man in commenting upon the window assured Mr. Smith that it was the best window that he has seen on the entire coast.

### WHAT CAUSES THE FREQUENT ACCIDENTS?

The totals of motor fatalities and their causes as reported by 285 newspapers; States of Washington, Massachusetts, Connecticut, Vermont, Virginia and Delaware; the Detroit Automobile Club, The Detroit Police department; Automobile Club of Southern California; the Milwaukee Safety commission; Atlanta, Baltimore, Memphis, Minneapolis, St. Louis, Syracuse, Wilmington, Del., Springfield, Mass., Toledo, Providence, and other safety councils; California State Automobile association; the New York Police department; city health commissioners; and all states which collect data of this nature, are given herewith.

**Better Street Lighting**  
Cleveland as a result of traffic studies has recently installed an improved lighting system on Superior avenue. Many night time accidents are due to inadequate street lighting.

**Education in Schools**  
The training of children in why traffic rules exist, in respect for the policeman, will create habitual obedience on the part of the children in traffic regulations.

## STUDEBAKER BUILDS THEIR OWN BODIES

Maker of Cars to Make All of its Own Bodies

Local exhibition of the new Studebaker models is bringing home motorists with new force the fact that Studebaker manufactures its bodies and cars complete, in its own plants.

Well-informed car-owners have long recognized the fact, in which Studebaker is unique among the large builders of fine cars, but it is more strikingly apparent this year than ever before to the car-buying public at large.

**Developed New Duplex**  
Development of the new Studebaker Duplex bodies—which for the first time in automobile history combine the advantages of the open car with the comfort and protection of the enclosed car—was made possible, authorities declare, by the fact that all Studebaker bodies are designed by Studebaker experts, working and thinking for Studebaker alone, and that the actual building is done in Studebaker's own modern, completely equipped \$10,000,000 body plants.

A parallel situation is noted in the detailed perfection of Studebaker's new, all-enclosed body models.

**Distinct New-type Beauty**  
The new Studebaker models present striking beauty of appearance and finish, in which there is an instantly apparent note of originality. This is notable not alone in the longer lines, new lamps and fenders, higher radiators and sides on lower-hung bodies, but even in the finish and color schemes.

Enthusiastic comment upon their beauty is heard everywhere—almost invariably concluded with the remark: "But what is it that makes them so different from the other cars I see!"

This question is answered by the fact that Studebaker body designers design for Studebaker alone; that Studebaker bodies are built to be a fitting and harmonious part of Studebaker cars as a whole. Naturally, experts declare, in Studebaker cars the very lines and proportions must have distinction and originality, that other cars cannot possess.

The same principle applies, they point out, to every detail of the enclosed-body models; the specially designed seats and their arrangement, the genuine mohair used for upholstery, the instruments, hardware and fittings. Every item is specifically designed or carefully selected for Studebaker cars alone.

**New \$10,000,000 Plant**  
For production of the new closed models, Studebaker's new \$10,000,000 body plant—given over solely to the building of Studebaker bodies—is in operation at South Bend, Indiana. The entire automobile industry knows no body plant more modern in methods and equipment, in the opinion of prominent engineers.

In the organization, building and equipping of its body plants, Studebaker has accomplished something matched by no other large maker of fine cars, it is authoritatively stated. For in a fine car body only materials of the highest quality of craftsmanship can be accepted—or else it ceases to be a fine car. Too, only the highest quality of materials—from frame to upholstery and the varnishes, paints, enamels and lacquer with which the body is finished—may be used.

Men high in the lumber industry declare that no automobile builder uses better grades of wood than Studebaker, because there are no better grades. Similarly with its genuine mohair for upholstery in closed models, genuine Spanish grain leather in Duplex models, and all details of finish and fittings, Studebaker insists upon highest quality.

**Value, Second Advantage**  
By this complete manufacture—from raw materials to finished cars and bodies, Studebaker is able to effect manufacturing savings in a number of ways. For instance, it is pointed out, there is no wasteful under-buying or over-buying of raw materials, because Studebaker knows in advance exactly the number of bodies that must be produced in a year, or other given period of time.

And, judging from the record sale of new Studebakers the motorist public has emphatically discovered that the second great advantage of Studebaker's complete manufacturing is—value.

## NEW LOCATION FOR HUPMOBILE

Downtown Location Will Greatly Aid in Servicing Cars for Local Owners

Temporary sales and service quarters for the Hupmobile car has been secured at 256 State street by MacDonald and Forrsell who now have the Hupmobile agency for Salem and vicinity.

In furtherance of the aggressive policy of service which has been followed in the past by these men while handling the Packard and Hupmobile car, Mr. MacDonald will devote his personal attention to the servicing of the cars while Mr. Forrsell will handle sales.

In order that the Hupmobile owners of the valley may come to know the men who in the future will be in a position to offer them service they are requested to call and become acquainted.

In addition to the Hupmobile the Marmon car will be handled.

### ANTI FREEZE SOLUTIONS

"We hope more people will take care of their cooling systems on their automobiles this winter than last," says Byron Wright, manager of the Certified Public Motor Car Market.

"Car after car came in for appraisal with leaky radiators, broken cylinder heads and occasionally broken blocks, which could have been easily prevented by use of anti-freeze solutions.

"I maintain it is almost criminal negligence to treat machinery as too many people treat their automobiles. A stitch in time saves nine, is certainly true when it comes to preparing an automobile for the freeze which is coming so soon."

### BUCHANAN & BITTERMAN

The number of new firms catering to the auto driver which are being opened in Salem goes to prove that there are being more and more cars purchased in Salem irrespective of the supposed "closeness of money."

Among the latest firms to be established is the Texas Garage which opened for business at 1999 North Commercial street about one week ago. Mr. C. W. Buchanan and Mr. E. H. Bitterman are the owners. Mr. Bitterman came here recently from Montana where he has had wide experience in the repairing of cars. Mr. Buchanan has been a Salem resident for several years, a majority of which time he spent in charge of the used car department of the Valley Motor company, previous to this he was employed by the Fields Motor company, Chevrolet dealers of Portland.

The new firm will engage in general auto repairing, towing, and storage.

## AUTO BUSINESS TO FARE BETTER IN 1925

Oldsmobile Zone Manager Looks for Good Business in Coming Year

Continued business improvement is noted during November and December in reports from Oldsmobile zone managers and territory travelers, according to Guy H. Peasley, general sales manager of Olds Motor Works, Lansing, Mich. Indications also point to the fact that generally throughout the country the automobile business will be far better in the spring of 1925 than it was the year previous.

"Employment in the cotton mills of the Carolinas and Georgia is now about 70 per cent of maximum," said Mr. Peasley. "Cotton and tobacco crops are bringing fair prices.

"The Florida citrus crop is bringing a good price with a fair yield. In southern Florida considerable building is under way. Industrial conditions in the coal and steel districts of Alabama, centering in Birmingham, are good, with other sections fair. The lumber industry of Mississippi shows signs of improvement and the planters have had a good cotton crop.

"In Texas the appearance of the hoof and mouth disease has affected business and stringent measures are being taken to stamp it out. About 90 per cent of Texas cotton has been picked and a good quantity of this is being held for a higher price. In West Texas and New Mexico cattle prices are low but sheep and wool are both finding a ready market at good prices. In the New England states the cotton mills are running on full time but the main difficulty of the textile manufacturers is that cotton goods prices are much lower relatively than raw cotton prices and labor costs have been high. The shoe industry is gradually improving and cutlery and hardware lines in Connecticut show a gain.

"In New York state the fruit crop was good with fair prices, but the dairy farmer is not receiving what he considers a profitable price for his product. The clothing manufacturing industry is running at about 70 per cent and while there is considerable unemployment in all industries, an improvement is looked for now that election is over. In Pennsylvania and Ohio, the iron and steel industry is showing a continued improvement and there is an increase in the employment of labor. Glass, coke and textile plants show increased activity. Farm conditions are good and the financial situation is easier with loans freely made.

"In the central states district excellent agricultural conditions, fair crops with good prices and the optimistic sentiment, allows farmers to make substantial payments to creditors and to get in a more independent position. In the northwest there is an excellent grain crop that has brought good prices and bank deposits are greater than for many years. Lumber is about normal in the western states. Mining in Colorado and Utah is reported better than for a number of years and prices encouraging enough to guarantee increased activity.

"California motor car dealers report a fair winter trade especially in closed body types. General business conditions fair. They have had good rains, fruit prices favorable, lumber business quiet. In Washington and Oregon reports show an improvement in lumber trade but only fair general business. All over the country the sale of closed car body types show a big increase.

"Olds Motor Works is keeping in close touch with the situation as regards unsold cars in dealers' stocks, and these stocks are much below the number usually carried at this season of the year. Factory production is being kept more than ever in line with retail sales and this manufacturing plan will mean bigger production in the early spring, as the number of unsold cars in dealers stocks will be low."

"We believe that the reason for this is because our cars are better buys than we have ever before been able to offer."

"In making our last buying trip we purchased enough cars that we thought would last us until spring. But do to the increase in business our buyer will have to make another trip right after the holidays," said Mr. Anderson.

### NOVEL PUBLICITY FEATURE

The Whitney Chevrolet company, Willard dealers in Montesano, Washington, are getting good advertising from the special built miniature "Chev." The car

is not only run by Willard batteries, but carries a complete radio receiving set and advertises

the Whitney amateur transmitting station, 7HC, as well. Publicity of this sort has helped

to make this dealer one of the most progressive in southern Washington.

## GIVE A BICYCLE

The Gift that will bring more Joy, Health and Happiness for your Boy or Girl than anything you can buy Terms if Desired

### Christmas Specials

Juvenile Models Girls and Boys All Sizes

Priced as Low as \$24.50



**Scoter Special**  
This fine ball bearing extra heavy scoter, only \$4.50

A Small Deposit Will Hold Any Article Till Xmas

## Harry W. Scott

"The Cycle Man"

147 So. Com'l St.

Phone 68

### Christmas Specials

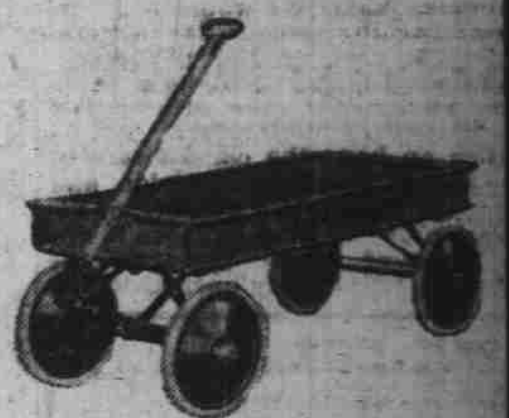
Motorbike Models Equipped With Morrow Brake; Motorbike Saddle; Drop Side Guards. Special at \$35.50



Everything in wheel goods

Velocipedes  
Kiddie Kars  
Pedal Kars  
Automobiles

Lamps  
Pedals  
Locks



### Extra Special

Disc steel wheels, rubber tires, roller bearings, 36-in. bed.

\$5.95

## We Wish to Announce the Opening of a HUPMOBILE SERVICE STATION

at 256 STATE STREET

We invite all Hupmobile owners to call and see us. We are here to give you good service on the Hupmobile car and would appreciate your visit.

We have just taken out the HUPMOBILE and MARMON agency and expect to build our business by giving good service to our patrons.

Call and see us at our new location

## MacDonald & Forrsell

256 STATE STREET : PHONE 793

## Speed up Success!



What is the man in the picture doing?

Watching others go by him, just like thousands of other men, who let the procession of live ones pass them by.

Perhaps he is wondering why these other men of no greater physical strength or mental ability can own automobiles and ride toward success while he plods along, year after year, not only not making progress, but actually falling behind.

All of the men whom this by-stander typifies are very like a dormant gasoline engine.

A little cranking of INITIATIVE and a spark of AMBITION would wake them into ACTION, and convert potential power into a reality.

How much you accomplish in the few years when your physical and mental powers can function at highest efficiency depends very largely on the means you employ to SAVE TIME.

If you can move your person twice as fast and apply your personality in twice as many places as some other chap, your chances for success are twice as good as his.

That is where the Chevrolet comes in.

It is more than a time saver; it is a personality multiplier, a time doubler.

If you are one man on your feet you become as two men in a Chevrolet.

Speed up Success! Get there! Keep up with the procession! Enter the great race against Time!

You can do it. There is no intelligent worker so poor he cannot arrange to buy a Chevrolet. There is none so well-off to feel above the grade of this quality car.

Let us prove its low operating cost and explain how easy it is to get one and pay for it as you ride.

NEWTON CHEVROLET CO.  
Opposite City Hall  
Corner High and Chemeketa Street