

RADIO NEEDS ARE SHOWN BY HOOVER

Sec. of Commerce Comments on Growth of Industry

NEW YORK, Jan. 10.—(Special.)—Phenomenal development of radio as an American industry is stressed and need for more careful instruction to purchasers of radio in the use of their sets is pointed out by Herbert Hoover, Secretary of Commerce, in a message to the radio industry and public broadcast through RADIO RETAILING. The cabinet officer shows much remains to be done by the seller and user of radio before the maximum of benefits of this new agency of communication will be realized, and says reforms are needed in distribution methods.

In full, Mr. Hoover's message reads:

"An industry has had the phenomenal development that has radio, and few are the industries whose products have as broad an appeal to men, women and children alike in city and country. It is inherent, therefore, as our experience is proving it, that the distribution of radio should have broader channels, and a greater number of classes of retail outlets than almost any other fabricated product, in order to serve properly this widespread demand.

"When it is realized that such a system of distribution has been the development of only the past three years, it is a credit to the flexibility of the American business man and engineers that the

results obtained have been as gratifying as they are. However, great as this distribution network has already become, it is apparent that there is yet much undeveloped area in which efficient merchandising will make radio more useful to the citizens of this country, and that there is room for improvement in the methods through which radio equipment passes from the manufacturer into the home of the user.

"It is my ideal, and I hope it will be that of the merchandisers of radio apparatus, that this new great instrument of education and entertainment, placed in our hands by science, shall be expanded along the lines that will give us maximum benefit. The technique of radio broadcasting is daily being improved upon and the efficiency and reliability of instruments for reproducing this broadcasting are likewise being perfected. But the efficient and successful use of this reproducing equipment is often left to the initiative and resourcefulness of the individual purchasing it, and to my mind there is need in this country for the merchandising of radio equipment in a manner whereby each buyer of receiving equipment will be taught not only how to use it so as to obtain satisfactory results, but in addition how to avoid abuse of the privilege of having in his home an instrument which permits him to receive the news of the day or the entertainment of the hour from almost whatever section of the country he wills.

"Science has contributed its full quota to making radio the blessing to humanity which it already is, but it is my feeling that more must be done by the merchandiser and the individual user before we attain the maximum benefits which this country has every reason to expect from the new instrumentality of communication."

SELLS EIGHT USED CARS IN FOUR DAYS

Used Car Sales are a Big Factor in Automobile Business

"What is going to become of all the used cars?" is a question frequently asked, says Byron Wright, manager of the Certified Public Motor Car Market. "The answer is all ready for us in the estimate of authorities that close to 2,000,000 used cars were sold last year. And that in spite of the fact that most dealers have relied solely on the price appeal to move their used cars, and little effort has been put forth to sell used cars—for prices alone never sold anything. They have been bought by people who had already made up their minds to buy.

"The Certified Public Motor Car Market of Salem has endeavored during the past year to sell a greater number of used cars by better marketing methods. We have not relied merely upon the casual buyer but have reconditioned the cars and have stood back of them with such a guarantee that any one in the market for an automobile would be interested in considering a Certified Car on an equal basis with a new car.

"The idea must be selling itself to the community or otherwise the almost constant stream of people looking over our stock would not be. Even in the last few days the number of sales is only an evidence of the market's popularity. Eight automobiles were sold in the four days following Christmas."

WALTER P. CHRYSLER'S TRAFFIC TALKS

INTEREST AROUSED IN SCIENTIFIC ILLUMINATION

THE discovery made by many traffic commissions and police officers that road illumination when properly and scientifically provided, is an effective means of saving human lives and avoiding injury to body, has stimulated interest in that important subject.

Obviously, this whole subject is of interest to the motor-owning public and the automotive industry as well.

Students of light and road illumination tell us that no automobile headlight is satisfactory which does not meet two conditions:

First, the driver must be able to see obstacles and obstructions a sufficient distance ahead to enable him to bring his car to a stop to avoid them, even when travelling at high speed and he must distinctly see objects adjacent to the curb or road-way.

Second, other road users, including motorists as well as pedestrians must not be dazzled by the light.

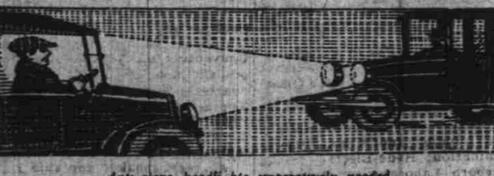
The seriousness of this whole question has resulted in the enactment of legislation with the intent of making highways safe for both the driver of vehicles and pedestrians, but the police officers have found it difficult to enforce the law because of the difference of opinion as to what constitutes glare.

There are conflicting views concerning the advisability of dimming lights when a car is approaching. Study has shown that dimming of lights has frequently been a cause of accidents and a number of states have laws which prohibit dimming, in fact, the whole tendency seems to be to do away with the practice.

Abroad some of the more expensive cars have lights which dip, that is, there is a lever at the driver's seat which makes it possible for him to dip the entire light and thus avoid glaring lights. But this too is not so satisfactory. The solution seems to be an anti-glare lamp.

A recent report of the chief lighting inspector of the State of Massachusetts indicated that out of 258 automobile accidents occurring at night, more than twenty per cent were due to faulty lighting conditions.

Two-thirds of this number were the result of insufficient illumination and six per cent to headlight glare.



Anti-glare headlights imperatively needed.

POWELL SELL CARS DURING PAST WEEK

Dr. From Silverton Starts on Trip With New Hudson Coach

"I have never seen so much interest manifested in an automobile as has been demonstrated in the Hudson and Essex the past few weeks," said Fred M. Powell, local dealer in these popular motor cars. "Our demonstrators have been busy morning, noon and night."

A recent delivery was made to Dr. Carl Wilson of Silverton, of a Hudson Coach and immediately the Doctor started on a trip to southern Oregon to visit his parents. "There is no use talking, the closed car is the dandy car and I had known what comfort and difference there was in a Coach and the open car. I would have had one long ago," said the doctor.

R. M. Cain, Scio's popular hardware merchant, looked with a wistful eye on the Essex Coach the other day and then stated, "I've looked them all over but in my opinion this Essex is the greatest value I have seen and I have been wanting an enclosed six cylinder car for a long time and this is just what I want, I'll take this one with the disc wheels, how long will it take to get a license?" Mr. and Mrs. Cain have the distinction of owning the first six cylinder Essex in Scio.

Another of Salem's prominent citizens has purchased an Essex Coach, J. H. Hunt have taken delivery this past week. "She runs fine," he says.

Anglican bishop of St. Albans. Addressing the St. Albans Diocesan conference the bishop asked: "If physical disease is God's will and desire, why did Christ, who came to do His will, fight against it and heal the sick? I cannot believe," he said, "that it is right to say, when a human being dies of a physical disorder, that 'it was God's will to take him.' If I said that, I should feel that I had blasphemed."

Bishop Furse added that no medical practitioner would claim to have healed or cured anyone of disease. All that could be claimed was that medicine had helped nature to do her own work of healing.

As a Christian the bishop said he believed that "what the physiologist calls nature's laws are God's laws; that disease and disorder in the physical sphere are as much against God's will as disease or disorder in the moral and spiritual sphere."

WOULD YOU LIKE TO LISTEN TO BETTER RADIO THAN YOU HAVE HERETOFORE HEARD? CALL

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We Make the Neatest GLASS CLOSURES You Have Ever Seen

Aluminum Frame—No Fabric to Wear Out—Lower Price Than Most

General Top and Upholstery Work

W. R. McALVIN J. H. 515 NORTH CHURCH STREET

Buick Authorized Service comes with your Buick... and goes with it no matter how many State Boundaries you cross.

Buick Authorized Service is as handy as an extra tire, as near as a telephone



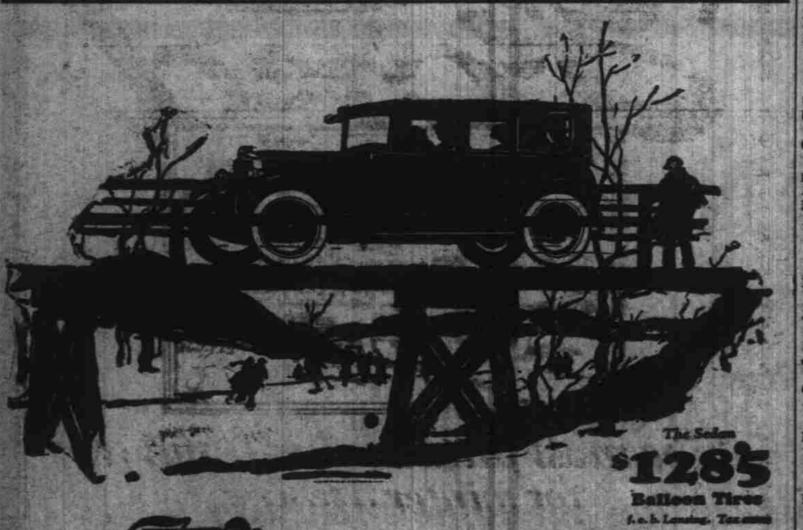
OTTO J. WILSON 388 N. Commercial

When better automobiles are built, Buick will build them

Selectivity Beauty Tone Volume

FOR AMATEURS AND EXPERTS

Radio of Quality Radio Headquarters 189 SOUTH HIGH



WOMEN instinctively like this Sedan—because a woman instinctively knows good value. And to get a Fisher body with Duco finish—luxurious fittings—a six-cylinder L-Head engine—and Balloon tires—for \$1285—on General Motors' easy-payment plan—is her idea of unequalled value. And she's right!

OLDSMOBILE Six

F. W. Pettyjohn Co. 219 North Commercial

WEEKLY REPORT OF STATE HIGHWAYS

By Oregon State Highway Commission, January 7, 1925

MEXICAN AUTOMOTIVE MISSION ARRIVING

Members of the Mexican Automotive Mission are now arriving in New York to attend the Silver Jubilee Automobile show, which opens to the public on January 5. The visitors are representatives of motor transportation companies and motor vehicle dealers in Mexico, who are making a special trip to this country to study our methods of merchandising, highway development, and other matters relating to motor travel. Included in the mission are the following delegates: Mexico City—Joaquin, E. Estades, Jose Ortiz Monasterio, Morton S. Leishman, J. Sewell, Stanley Copeland, Thomas McManus, Gustave Alana, S. G. Canton; Tampico—W. A. Ward, J. B. S. Mennet; Merida, Yucatan—Enrico Cantarell.

Economic studies can determine for any neighborhood what type of road will be self-supporting in lower operating costs.

Pacific Highway
Portland - Oregon City - Salem Albany-Harrisburg-Junction City Eugene - Cottage Grove-Roseburg Grants Pass - Medford - California State Line: Paved entire distance except between Harrisburg and Junction City which is good macadam. Ferry across Willamette river at Harrisburg not operating on account of high water. Make inquiry at Albany or Junction City as to prevailing conditions. Take West Side Highway via Conwillis; all paved.

Albany-Corvallis Highway
Albany-Corvallis: Paved.
West Side Pacific Highway
Portland-Newberg-McMinnville-Monmouth-Junction City-Eugene: Paved.

Roosevelt Coast Highway—Clatsop and Tillamook Counties
Astoria-Seaside: Paved.
Seaside-Cannon Beach Junction: Under construction; rough but passable.
Cannon Beach Junction-Miami Graveled road.
Miami-Tillamook-Hobo: Part paved; balance macadam.
Hobo - Neskowin - Devil's Lake: Macadam.

Roosevelt Coast Highway—Coos and Curry Counties
Hauser-North Bend: Macadam.
North Bend-Marshfield-Coquille: Paved.
Coquille-Bandon-Port Orford-Arizona Inn: Macadam.
Arizona Inn-Gold Beach-Brookings: Mountain road in fair condition.
Brookings-California State Line-Criswell City: Graveled road.

Coos Bay-Roseburg Highway
Pacific Highway-Camas Valley-Myrtle Point-Coquille: Macadam.
Willamette Valley-Florence Highway: Macadam.

Junction City-Cheshire-Goldson-Blaichly: Macadam.
Corvallis-Newport Highway
Corvallis-Philomath-Wren-Eddyville-Toledo-Newport: Macadam.
McMinnville-Tillamook Highway
McMinnville-Sheridan: Paved.
Sheridan-Willamina-Grand Ronde-Hebo-Tillamook: Part paved; balance good macadam.

Kialstin Valley Highway
Portland-Hillsboro-Forest Grove-Carlton-McMinnville: Paved.
Mt. Hood Loop Highway in Hood River County
Macadam road in good condition from city of Hood River to a point 22 miles south. Closed beyond Forest Boundary on account of snow.

Mt. Hood Loop Highway in Clackamas County
Portland-Government Camp (via Powell Valley Road): Paved to Gresham. Balance good macadam. Closed beyond Government Camp on account of snow.

Crater Lake Highway
Medford-Trail-Prospect-Ft. Klamath: Macadam, open to Prospect, closed through Crater Lake National Park on account of snow.

Redwood Highway
Grants Pass - Ketchikan - Waldo: Rough graveled road.
Waldo-Crescent City: Fair mountain road. Rough but passable over Oregon Mountains.
McKenzie Highway
Eugene-Belknap Springs: Macadamized and in good condition.
Belknap Springs-McKenzie Pass

PRELIMINARY FACTS AND FIGURES

Of the Automobile Industry for 1924

Alfred Reeves, General Manager NATIONAL AUTOMOBILE CHAMBER OF COMMERCE PRODUCTION

Cars and trucks	3,650,000
Cars	2,380,000
Trucks	370,000
Percentage decrease from 1923	10%
Percentage increase over 1922	38%
Production of closed cars	1,300,000
Production of open cars	395,000
Total wholesale value of cars	\$1,994,540,000
Total wholesale value of trucks	\$ 284,556,000
Total wholesale value of cars and trucks	\$2,279,096,000
Tire production	45,000,000
Wholesale value of motor vehicle tire business	\$27,697,000
Total wholesale value of parts and accessories, exclusive of tires	\$ 872,828,000
Average retail price of cars, 1924	\$ 814
Average retail price of trucks, 1924	1,026
Number of persons employed in motor vehicle and allied lines	3,165,000
Special Federal excise taxes paid to U. S. Government on motor vehicle industry in 1924	\$ 144,000,000

REGISTRATION

Motor vehicles registered in U. S. (approx.)	17,000,000
Motor cars	15,200,000
Motor trucks	1,800,000
World registration of motor vehicles	10,500,000
Per cent of world registration owned by USA	87%
Motor vehicle registration in U. S.	4,600,000
Motor cars	4,175,000
Motor trucks	425,000
Miles of improved highway in U. S.	2,943,294

AUTOMOBILE'S RELATION TO OTHER BUSINESS

Number of carloads of automobiles and parts shipped over railroads	728,000
Rebber, per cent of used by automobile industry	70%
Plate glass, per cent of used by automobile industry	59%
Copper, per cent of used by automobile industry	10%
Iron and steel, per cent of used by automobile industry	20%
Upholstery leather, per cent of used by automobile industry	10%
Gasoline consumed by motor vehicles, 1924 (gals.)	6,022,000,000
Crude rubber used in manufacturing tires (lbs.)	805,000,000
Cotton fabric used in manufacturing tires (lbs.)	191,000,000

MOTOR BUS AND MOTOR TRUCK

Number of motor buses produced	10,000
Number of consolidated school motor transportation	13,037
Number of street railways using motor buses	168
Number of buses used by street railways	2,500
Number of railroads using motor vehicles on short lines	174
Number of railroads using motor trucks as part of shipping service	93

EXPORTS

Number of motor vehicles exported	380,000
Value of motor vehicles and parts exported	\$ 265,000,000
Including engines and tires	
Per cent increase in motor vehicle exports over 1923	15%
Per cent of motor vehicles exported	10%
Number of motor vehicles imported	745

MOTOR VEHICLE RETAIL BUSINESS IN U. S.

Total car and truck dealers	58,332
Public garages	24,908
Service stations and repair shops	67,821
Supply stores	64,322

WE ARE GOING TO SELL Are You Going to Buy? WE HAVE EIGHT GOOD BARGAINS IN Used Cars AND WILL SELL AT MOST REASONABLE TERMS

FREE 1925 License
FREE 10 Gallons of Gasoline and
FREE One Gallon of Oil

with each car sold during the next 10 days. They are priced right and backed by our regular service guarantee

Prices Range \$250 to \$1500 INCLUDING HUPMOBILE, JORDAN, FRANKLIN, OLDSMOBILE AND OTHERS

We will make any demonstration you wish with these cars from 1 to 50 miles.

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