

# Auto Trade Increase Seen by Buick Chief As Business Improves

H. H. Bassett, president and general manager of the Buick Motor Co., who has just returned from New York where he attended a meeting of the General Motors Co., of which he is vice president, reports that general conditions indicate very clearly that there are prosperous times in store for the country and that next year will see a wonderful improvement in business.

"The coming year will undoubtedly be a prosperous one for the Buick," says Mr. Bassett, "and early after the first of the year the factories will have to increase production still further in order to supply the demand for Buick cars which is now to come with the improvement in business."

"My deductions are made on the activities of the stock market and reduction of interest rates, a general increase in prices of stock market securities, and a decrease in interest rates are always followed by an improved condition in business, and on the other hand, a general decrease in prices of securities and an increase in interest rates always foretells a depression in business. For instance, back in the fall of 1919 the prices of the stock market securities began to fall and interest rates increased, with the result that several months later in 1920, we suffered a depression of business, with a consequent reduction of check transactions through the banks which indicated that the people were spending less money. Today conditions are entirely different. Since the first of this year interest rates have been on the decline and following this there is a general increase in prices of stock market securities, and recently a decided increase in check transactions through the banks."

"With low interest rates business men are borrowing money with which to buy goods to replenish their stocks which have become low during the depression. Manufacturers are borrowing money to buy raw materials which they need to manufacture the goods the business men are ordering. The increase in check transactions is an indication that all this buying is going on, and also the people are buying the things they need. With a good crop for

the country at good prices for most farm products there is nothing left wanting to bring about a very prosperous condition of business.

"As a result of these conditions, the automobile business looks good for the future. The sale of Buicks during the past year has held up wonderfully well considering general conditions, and as usual, Buick has been among the very best to feel the effects of a let-up in buying."

"With the demand the 1925 Buick line is meeting and the prosperous conditions that are about here, we look forward to a most satisfactory business year."

## FORD HAS FAITH IN AUTO INDUSTRY

### Building Program Carried Out Is Remarkable; Better Equipped Than Ever

DETROIT, Jan. 10.—The expansion program carried out by the Ford Motor company during the year just ended, a year in which business conditions have been more or less unsettled, reflects not only the company's own faith in the future of the automobile industry, but also an optimistic outlook generally. It has built new manufacturing units, new assembly plants and a mammoth engineering laboratory, with here and there a few finishing touches remaining. It has carried out extensive development of hydro-electric power and has put in service its own fleet of boats. In every respect, the company enters the New Year better equipped than ever for the production and distribution of motor cars.

In industrial buildings the company has added 6,000,000 square feet in floor space. This is an increase of more than 25 percent during the year and gives a total of more than 20,500,000 square feet of floor space or slightly more than 470 acres under roof in which to carry on its program of mass production.

Most of the additional space was added by new assembly and manufacturing buildings and additions completed during the year at ten of the company's branch properties. Chief among these was the Twin Cities manufacturing and assembly plant at St. Paul, which, like the new Chicago plant, will have an assembly capacity of 500 cars and trucks a day.

New plants were erected at Memphis, Charlotte, Jacksonville, Dallas and Louisville, the production capacity of the Kansas City plant was doubled an addition made to the Oklahoma City branch to permit the building of bodies, a new sales and service building was completed in Salt Lake City, and a new branch was established and assembly plant constructed at Norfolk, Va.

Development in northern Michigan, where the company's iron ore mines and lumbering activities are carried on, included erection at Iron Mountain of the largest wood distillation plant for the production of valuable by-products.

The expansion program at the River Rouge plant near Detroit has steadily gone forward and adds 1,700,000 square feet of floor space in new buildings and additions, the plant at Hamilton, Ohio, has been enlarged and improvements have been made in the company's coal mines in Kentucky and West Virginia by the installation of new equipment.

Power development during the year also was a big feature. This included completion of the great hydro-electric plant at St. Paul

and a similar but smaller unit at Iron Mountain, Mich., which together added 34,000 horse power to the company's hydro-electric generator equipment. Plans also were completed for a smaller unit of the same kind at Ypsilanti, Mich.

With the launching early in the year of the Henry Ford II and the Benson Ford, giant motorship freighters, and the acquisition of the steamers Onondaga and Onondaga, the company inaugurated its own water transportation on the Great Lakes. After utilizing the boats during the summer and fall months in transporting iron ore and lumber from the north to the River Rouge plant, the Onondaga and the Onondaga were transferred to ocean service, carrying manufactured automobile parts to South America and domestic branches along the Atlantic Coast.

The expansion program was not confined to the United States alone, but extended during the year to foreign countries as well, where increasing business demanded better facilities. A new branch was established at Santiago, Chile, an addition made to the plant at Sao Paulo, Brazil, a new branch opened at Rotterdam, Holland, another at Stockholm, Sweden, and a plant recently completed at Copenhagen, Denmark, has an assembly capacity of 200 cars and trucks a day. In all, about 324,000 square feet of floor space was added to foreign plants during the last year.

All buildings have been constructed in accordance with the Ford policy providing the utmost in light and working conditions. Equipment is the latest and most modern, for the greater part of Ford design so as to effect the greatest manufacturing economies and at the same time insure constant improvement in products.

## NEW MARMON CAR DELIVERED HERE

### John H. McNary Now Driving Marmon Purchased From R. N. McDonald

Mr. and Mrs. John H. McNary have accepted delivery of the five passenger (1925 model) Marmon Sedan from R. N. McDonald. This car has created quite a sensation by its appearance and finish throughout and the easy way it handles, which has always been a feature of all Marmon cars. Mr. McDonald has just returned from trip to Portland where the Marmon representative informed him that the Marmon company intend displaying all their most recent models with all up-to-date improvements at their show rooms on Washington at 19th street, from January 31st to February 7th, 1925.

This show will be a spectacle worth seeing and is open to the public, who are cordially invited to obtain the latest advice as to this high class grade of automobile.

## NEW CHEVROLET IS DISPLAYED AT SHOW

### This New Car Is Meeting With Public Approval Generally

More interest was aroused by the display of the new Chevrolet line at the New York automobile show than has been accorded any new car introduction for more than a decade, according to veteran automobile men who have been present at the greater majority, if not all, of the 25 national automotive exhibits held in the eastern metropolises.

Opinions of both experts and the general public followed the same trend—first of admiration and then the puzzled question, "How can the Chevrolet company do it at the price?" The exhibit was visited by practically every automotive representative present Friday and Saturday, the two days reserved for the trade, and it proved the mecca for the general public through the eight days following.

The general beauty of the line was most commented upon. The new semi-elliptic springs and longer frame tied with the new lines and roomier bodies in exciting praise. The Duo Finish in colors for all models was another feature favorably commented upon. In fact the general remarks of show visitors clearly showed that the plain black enameled automobile will not find much favor with the car purchaser of 1925.

Chevrolet factories are working day and night to full capacity to supply the demand for the new cars. At the reception tendered the first showing of the line is a sensation, these Superior models will smash the high records previously made. The first of the new Chevrolet cars was on display in Salem by the Newton-Chevrolet company Thursday. The public here has taken a great deal of interest in this new car.

The Federal highway system will reach to every town of 5000 population or over.

## WALTER P. CHRYSLER'S TRAFFIC TALKS

### DIRECT LAWS AT RECKLESS DRIVING



Reckless driving, but not ordinarily considered as such.

ONLY a very small percentage of the street and highway accidents today can be attributed directly to construction and engineering defects," declares the Committee on Engineering and Construction of the National Conference on Street and Highway Safety in a report submitted to Secretary Hoover.

The committee emphasizes the need of providing right-of-way for parking spaces, for clear view at intersections, and for the future widening of streets, the cost of land becomes prohibitive. "Grade crossing elimination through cooperation of municipalities, states and railroads must be the ultimate remedy for the railroad-highway grade-crossing peril," the committee declares, with the continuing recommendation that "the creation of new grade crossings should be avoided wherever possible even to the extent of relocating highways to avoid such difficulties."

Standard rules governing the con-

duct of travelers on the highway; uniform speed regulation aimed primarily at reckless driving; and examination and licensing of all motor vehicle operators, with a ban on the mentally or physically unfit as well as persons under 16 years of age or who cannot read English, are among the outstanding recommendations made by the Committee on Traffic Control of the National Conference on Street and Highway Safety to Secretary Hoover.

Other important recommendations include: That speed regulations should be directed primarily at reckless driving and should be uniform throughout the country. That communities should be empowered to fix speed limit zones, but should be required to mark the boundaries of such zones plainly; and should be prohibited from establishing a speed limit lower than 15 miles per hour. That overtaking moving vehicles on sharp curves, approaching hill-crests, at intersections or at railroad crossings should be prohibited.



Another form of reckless driving not generally so considered.

## Exit Vegetable Peddler and Enter Vegetable Vending Van and Store

### Moreland Motor Truck Company Now Manufacturers Fleet of Rolling Stores; Used in Los Angeles

In this age of keen competition when "time is money" and the words "hygienic" and "sanitary" are the passwords, the vegetable peddler who uses an open horse cart or an old fashioned open motor truck for selling his wares is fast becoming obsolete; the closed highestped vending van or "store at your door" is the vogue.

The Moreland Motor Truck company has recently manufactured a fleet of these "Rolling Stores" for the Motor Stores, Inc., of Los Angeles. The interior has shelves to accommodate a number of regular size vegetable boxes in addition to compartments, sufficient to house a variety of sixty vegetables and other staples. An ice box in the rear keeps the perishable foods at the desired temperature.

The vending van body was built in the body department of the Moreland Truck company and is mounted on one of the Moreland low frame chassis. It has a special spring suspension and is equipped with pneumatic tires. It is comfortable, powerful and speedy. By means of one of these stores on wheels the vegetable merchant (he has evolved from the name of peddler) can see a far greater number of customers daily, he can increase the radius of his deliveries and consequently he can forge ahead of his competitors who are not so equipped. The ease of operation and upkeep of these trucks is very low and it satisfies the demand of the discriminating housewife who wants cleanliness and have vegetables and other foods protected from flies, dust, etc.

Electric lights are provided to enable the rolling store to "do business" evenings as well as in

the day time. Unquestionably this type of store for vegetables, groceries, meats, and other lines, will play an important part in the future, not only in outlying districts where farms and small communities are some distance apart but even in the thousands of city streets which are not in close proximity to the markets and where the peddler now does a thriving business.

From Farm to the Consumer By the aid of these high speed rolling stores, vegetables can be picked and brought to the cities from the country and sold the same day. It means that "really fresh" vegetables can be had every



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Now, for the first time, one may buy standard enclosed

models of highest quality at actual open car prices.

Revised prices just announced offer an average reduction of \$750 on the enclosed models of the Packard Six—for example, the price of the Seven Passenger Sedan is reduced \$840.

Each car is identical in every way with those Packard has been building during the past year. The prices of all models of the Packard Eight are not affected.

Packard Six and Packard Eight both furnished in one body type, standard top cover and body paint, including a large side lock, extra side window, and the necessary new and extra car attachments. Price on Six for Ford, Chevrolet, Maxwell and Dodge cars \$925 to \$1525. Price of other cars upon request.

## Fred M. Powell Motor Cars

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# PACKARD SIX

ASK—THE MEN WHO OWN ONE

day and it saves the cost of extra handling, packing and shipping. Hence, its aid to the housewife who should be enabled to purchase food stuffs fresher and cheaper than heretofore.

## Packard Distributor Interested in Radio

One of the most powerful broadcasting stations in the country is maintained by Earl C. Anthony, Pacific Coast distributor for the Packard Motor Car company. Anthony was one of the pioneers in radio broadcasting and his name has become internationally famous. The station is known as KFI and located in the Packard building in Los Angeles. Anthony has just installed a 5,000 watt station, the first of its kind to be installed. KFI, with the new equipment is one of the world's four super-broadcasting stations.

## You Get All The Life From This Battery

It's Charged Bone-Dry

It's ready to put right in your car so soon as you fill it with acid solution. But filling would over its life.

So we wait until you buy it and fill it then.

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- "Moore" Car Warmer**  
Gives solid comfort in winter. Simple, practical, safe. Heats the pure fresh air as it passes through the exhaust manifold. Has regulating valve. For Fords only..... **95c**
- "Waller" Heater**  
For comfort and satisfaction. It not only radiates heat, but circulates and heats all the air in the car. There is no odor. Very easily installed. Including dash control. Three types..... **\$9.45 to \$18.75**—according to car.
- "Nifty" Wings**  
Crystal plate glass, nickel-plated brackets..... **\$8.15**
- "Utility" Wings**  
The wing illustrated, the "Eas-a-just" is of the finest quality and of beveled French plate glass. The nickel-plated brackets are adjustable to any position. **\$19.50** Priced at..... **\$19.50**
- Robes**  
A good auto robe will prevent "goose flesh" and "chattering teeth" these winter days. Our stock includes pure wool and three-quarters wool robes, priced from **\$6.65 to \$18.80**
- Gloves**  
—and gauntlets are very necessary. We carry a complete line of various styles in black, tan and gray leathers, ranging from **\$1.85 to \$5.40**
- Kingston Heaters**  
This heater is equally adapted for touring cars, roadsters, sedans or coupes. It immediately warms the entire car with pure fresh air the volume of which can easily be regulated. Fords..... **\$3.75** Dodge and Overland models..... **\$5.00** Chevrolet model..... **\$7.50**
- U. S. Chains**  
A set of the well-known McKee U. S. Chains should be carried in every car as a precautionary measure against skidding in slippery weather. These chains have a twofold purpose—they can also be used for towing; also adaptable for use in pulling a car out of the mud. **\$3.95 to \$10.60**—a set, according to size of tire.
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- De Luxe Top Recovers FOR ALL CARS**  
Weather-proof materials. The outside covering of top cover and body paint, including a large side lock, extra side window, and the necessary new and extra car attachments. Price on Six for Ford, Chevrolet, Maxwell and Dodge cars **\$925 to \$1525**. Price of other cars upon request.
- Other Top Recovers**  
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- 1923 Oakland 6-44 tour..... **\$525**
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