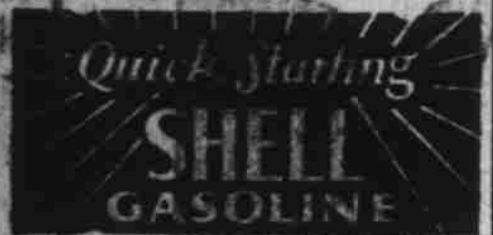


FAMOUS BICYCLE MAN HERE SOON

Fred St. Onge, Veteran Bicycle Man Now in California, Here in April

Fred St. Onge, veteran bicycle man and one who is competent of bringing more enthusiasm into deal-



ONLY PACKARD CAN BUILD A PACKARD

YOUR PACKARD IS WAITING

No car that Packard ever built has made friends so quickly and so numerously as the Packard Six.

Now, because of recently announced price reductions of the enclosed models, the Packard Six, in unchanged quality, is available to more men and women.

Thousands who have always wanted the quality and distinction belonging to Packard now can gratify that desire.

For example, the price of the Packard Six Five Passenger Coupe \$765—now \$2685 at Detroit.

Packard Six and Packard Eight both furnished in ten body types, open and enclosed. Packard's extremely liberal financing plan makes possible the immediate enjoyment of a Packard—purchasing out of income instead of capital.

Fred M. Powell
MOTOR CARS
Corner Ferry and Cottage
PHONE 2126

PACKARD SIX

ASK THE MAN WHO OWNS ONE

No More Stay-at-Home Days



ONE look at the really fine used cars on display here—conditioned so as to serve you through thousands of joyous miles—will convince you that the shut-in days for you and your family are at an end. And they're easy to buy, too.

Certified Public Motor Car Market
255 N. Church. Phone 885

A Columbia Bicycle Is the Transportation of the Thrifty

Ride a bicycle to work and save your auto. No disgusting waits for an overcrowded street car. The cost of a bicycle will be repaid many times during the first year of ownership.

Lloyd E. Ramsden
387 Court St.

ers than any one man, is expected to arrive in Salem sometime during the latter part of April and will be here for one week, according to information given out by Harry Scott, local cycle man. An account in the January issue of the bicycle news which follows will give the reader a little idea of the work of this famous man.

"You'd never suspect Fred St. Onge of incendiaryism, which, according to the dictionary, is 'the act of setting fires maliciously.' But he sure does fire the enthusiasm of the dealers he comes in contact with and what he does to the purse of the public is worth special mention.

They did everything else but call out the fire department for him in Houston, Texas. In spite of rain and threatening weather all morning, more than 300 riders turned out for the parade he staged for the dealers. Traffic was blocked and the people of that Texas city will think bicycles

for a long time to come. St. Onge visited 10 schools in Houston and talked to the children and the teachers. Then there was a special luncheon put on by the local Salesmanship club at which he was the principal speaker. They allowed him 12 minutes as compared with 3 for some of the broadcasters lights. The whole meeting was devoted exclusively to bicycles. "But the biggest crowd," he says, "was at Herman Park for the activities."

More than 300 rode in Pine Bluff, Arkansas, too, when Fred was there. C. Z. McClean of the McClean Cycle company says, in a letter: "The big day has come and gone and I hardly know what to say as we were so well pleased with everything."

"We started on Monday morning and followed Mr. St. Onge's instructions and soon had everything going fine. By Saturday morning, the day for the big parade, the bicycles began rolling in until we had 300 waiting to start. "The streets were crowded and it surely made a pretty picture. The newspapers gave us very fine write-ups all week, due to Mr. St. Onge's efforts, and I am sure we received more publicity all through the week than could possibly be received through twenty times the cost of the advertising carried."

Also Fred has joined the ranks of the broadcasters. Fact! He talked before the microphone at station WFAA in Dallas, and J. F. Rivers wrote him from Jacksonville to say that his son Frank heard the whole talk over a home-made receiver as clearly as though he had been phoning from around the corner.

BICYCLE CONTINUES TO GROW IN POPULARITY
Boys and girls of schools age, as well as large numbers of adults are finding that the bicycle provides the most convenient and economical transportation to be had, says Harry W. Scott, "the Cycle man."

The bicycle is not merely a toy as many suppose. It has a wonderful message from every economic standpoint. It serves in every walk in life in every country in the world.

Riding a bicycle helps children to develop into strong robust men and women, and for the adults it is better than a tonic. It has been proven beyond contradiction that regular consistent riding will prolong the life of people who work inside.

COOPERATION IS SOLUTION, CLAIM
National Automobile Association of Dealers Untangles Problems

Placing the development of cooperation between automobile manufacturer, dealer and owner above all other assets of the motor industry as the industry celebrates its Silver Jubilee throughout the country, the American Automobile Association predicts a new type of success for motordom in a bulletin just issued from its national headquarters in Washington.

Cooperation has been the keynote of motoring's amazing growth in America, the bulletin points out, and it is the automotive asset which assures the country of a definite solution to the many problems which are temporarily clouding the horizon.

According to Thos. P. Henry, president of the A.A.A., the automotive business stands first in cooperation between producer, retailer and consumer. This, he says, is the result of successful organization efforts on the part of the three human factors of the industry.

"What the manufacturers, the dealers and the car owners could not do individually in the way of cooperation they have done, and are doing through organization," Mr. Henry declares. "This is the day of organization, and nothing proves it more than the three leading automotive organizations that are helping the motoring 'get together.'"

"Through the National Automobile Chamber of Commerce automobile manufacturers have been enabled, not only to cooperate with each other in the solution of industrial problems affecting motordom, but to cooperate with their dealers and their consumers. The National Automobile Dealers Association untangles the problems that would otherwise result in increased costs, poor service and 'orphaned' cars." The American Automobile Association completes the picture by helping the motorist use and enjoy his car.

MAY REVOLUTIONIZE MOTORS
A gas turbine engine that it is claimed, may revolutionize automobile and airplane motors is being perfected by a French engineer. It is said to combine the advantages of the explosive gas motor and the steam turbine. Recent tests before officers of the French Air Service are reported to have given complete satisfaction, the engine turning smoothly at a rate of 1500 revolutions a minute.

WALTER P. CHRYSLER'S TRAFFIC TALKS

REASONABLE RULES FOR HIGHWAY SAFETY



The prize jaywalker.

IN A report to Secretary Hoover the Committee on Traffic Control of the National Conference on Street and Highway Safety recommends that parking should not be permitted where it will endanger or seriously impede moving traffic or prevent reasonable access to the sidewalk for loading or unloading of vehicles. This will prohibit the parking or stopping of cars on any part of the traveled part of a rural highway.

That a single cautionary signal made by extending the arm well outside the vehicle is recommended as preferable to a more complex code. That in cities pedestrians should be required to keep within the boundaries of designated safety zones and crossing places.

Berlin recently sent its traffic commissioner to America and after studying traffic control in various cities he returned to Germany to make use of what he learned. The new order in Germany provided among other things that automobiles should not turn around on streets of the first and second class nor park at the curb; that pedestrians should not jay-walk; and that chauffeurs

should not toot their horns too often. Berlin doesn't think much of the regulations and there is an interesting conflict going on at the present time between the traffic commissioners of Berlin and various organizations.

The motor vehicle conference committee of the National Automobile Chamber of Commerce recommends that all drivers should be required to take out a license before operating a motor vehicle on the highways, that every applicant for such license should be required to pass an examination showing his mental, physical and moral qualifications.

It is a good sign when various agencies cooperate in solving the problems of motor vehicular transportation. As a community progresses in solving its transportation problems so it moves forward economically. It is to the interests of a community that steps be taken to make it easy for the motorist to drive a motor car and safe for the pedestrian to live where motor cars are numerous.



Don't park on a curve for any reason.

STEADY GROWTH IS EXPECTED FOR 1925

Walter P. Chrysler Says 1925 Will Show Sound, Prosperous Growth

The year 1925 should be a good year for all business in the opinion of Walter P. Chrysler, president and chairman of the board of directors of the Maxwell and Chrysler Motor corporations.

"The present year will not be a boom year," said Mr. Chrysler, "but it will be a year of steady growth and sound prosperity. Why?"

"It should always be remembered that the United States is essentially an agricultural country and that when the agricultural population of the country is prosperous it is safe to assume that most of the country is equally prosperous. That is true because the farm population of the Nation constitutes a major market for all manufactured products.

"In a certain city in the middle west recently 15 young women stenographers were released from the farm loan department of a Federal Reserve Bank for the simple reason that the farmers were not borrowing any money. They didn't need to—all of which is significant.

"Most cities are behind in their building programs. That means plenty of work. "Road building is behind too due to the increased use of the motor car and truck. This means more employment.

"The automotive industry which is regarded by many as a barometer of economic conditions looks to 1925 as a good year. People have the means to buy and are buying with greater discrimination than in the past.

"Prices are on the upgrade but the people will have the means to meet these higher prices without difficulty. "The foreign situation is improving and that will have its effect. Export business is expanding.

"Summing it up, all the signs indicate a good year. And it should be remembered that nowhere in the world does the average, family have the comforts, conveniences and luxuries that are enjoyed in America.

"Americans have reason to feel proud of the home-life of the country because after all the family is the bulwark of our society. "We should be thankful for living in this day. It would be difficult to imagine a more interesting time and it would be difficult too to conceive of a time when so many things are available for the effort.

"The year 1925 should in every sense be a genuinely happy year for America."

CHARLES B. NIMS TO HEAD COMPANY

The Portland Cement association announces the appointment of Charles B. Nims as district engineer in charge of its Oregon office, Gasco Building, Portland, Mr. Nims will have charge of association work in Oregon.

Mr. Nims was graduated in engineering from the Leland Stanford university in 1902. Following a number of years of diverse engineering experience which included construction work in Alaska, private practice in Seattle, location and construction work with the Pacific and Eastern Railroad in southwestern Washington and county engineer, Pacific county, Wash., he became assistant engineer with the Washington state highway department, serving in this capacity from 1919 to 1921 inclusive.

In 1922, Mr. Nims joined the forces of the Portland Cement association as field engineer in Oregon.

FOR NIGHT AUTO SIGNALS.
For giving hand signals when driving an automobile at night, three simple devices have been found useful. One is a white disk painted on the left glove; another is a polished disk of white metal, and the third is a small ruby lens, all of which reflect the light from any following car.

WILLARD BATTERY FURNISHES POWER

Loud Speaker System Installed Overcomes Dead Spots in Hall

Lincoln G. Dickey, manager of Cleveland's mammoth public auditorium, recently contracted for a full complement of Willard radio batteries to furnish power to the great public address system of the building.

This step followed the success of these batteries on a similar system used in the big hall during the Republican national convention. At that time another set of these storage batteries were used on the "input panel" that served 17 broadcasting stations throughout the country.

When the auditorium was built, there was a great deal of discussion about acoustics. The guesses of the architects proved wrong, as sounds from the stage could not be heard in parts of the house. There was a "freak" in the acoustics that permitted good audibility at the rear end of the building, in balcony seats farthest from the stage, but nothing could be heard at various points between. The loud speaker system was installed to overcome the dead spots in the hall.

ROLLIN TO HAVE NEW SALES MGR.

E. A. Callahan Promoted; Been With Company Five Years

James G. Heaslet, president of the Rollin Motors company, of Cleveland, Ohio, has just announced the appointment of E. A. Callahan as sales manager of that organization to succeed R. T. Hodgkins, who has just resigned.

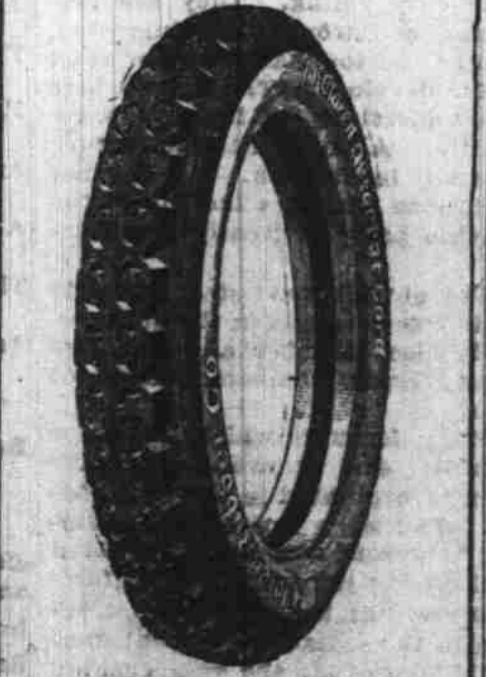
Mr. Callahan, having been with the Rollin Motors company for five years, is thoroughly familiar with the Rollin product and the Rollin policies, and is amply qualified from every standpoint to carry out the progressive Rollin program as originally outlined by this company.

Previous to his connection with the Rollin Motors company, Mr. Callahan was associated for a number of years with the Willys-Overland company of Toledo, Ohio, where he had an unusual opportunity to study territories and sales conditions throughout the country. During this connection he formed a wide acquaintance with the leading automobile merchants from coast to coast.

This announcement of the executive change in the Rollin Motors company takes effect immediately.



GUARANTEED
to cost less per mile than any tire, regardless of the make or price paid.



McClaren Cord
"Perfect Safety"
Smith & Watkins
"Jim" "Bill"
Battery and Electrical Service
PHONE 44

AMATEUR'S FOLDING PLANE SUCCESSFUL IN TEST FLIGHT

A homemade all-metal monoplane of duralumin, built in a back yard with comparatively crude tools and capable of being folded to fit in a garage, recently was constructed by W. H. A. Boyd, of Baltimore, Md., with the assistance of his father, W. B. Boyd, and his brother, C. M. Boyd.

None of them, according to Popular Science Monthly for February, knew how to fly; yet when Lieut. Leo M. Willinger tried out the plane on Logan Field, he succeeded in attaining a height of 2500 feet and reaching a speed of 90 miles an hour. The plane weighs only 800 pounds, and has a wing spread of 30 feet. It can be knocked down in 15 minutes, and, when folded, is only seven feet wide.

Flubb—Do you think you'll ever forget the big scrap? Dubb—Not while they put up beans in cans, buddy.—Legion Weekly.

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We Give You Your Money's Worth
Tires and Accessories
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Fords and Chevrolets a Specialty
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A way to make a neat and durable **GLASS CLOSURE** at a lower price than most. Aluminum Frame—No fabric to wear out.
—ALSO—
General Top and Upholstery Work
W. R. McALVIN J. H.
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The Healthful, Cheaper, Quicker Way to and from work. Easy to pay for on our low installment plan—
\$10.00
Down starts you. Come in and talk it over NOW.
Harry W. Scott
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147 So. Com'l St.

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WE WANT ACTION ALWAYS
So come in and try any of our bargains in used cars. We give the most reasonable terms.
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Hupmobile, 5-pass. touring.
Oldsmobile 8, 5-pass. touring.
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