

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, FEBRUARY 15, 1925



Auto News of the Day

—RADIO—BICYCLE—MOTORCYCLE—



GENERAL GASOLINE MEETS WITH FAVOR

Entire Length of Pacific Highway Served by Distribution System

The last gap has been filled in the chain of General Gasoline distribution along the entire length of the Pacific highway in Oregon and Washington by the opening of General Petroleum service in Roseburg, according to W. R. Speck, distributor, General Petroleum Corporation, Salem, Oregon.

He cites the rapid spread of General Gasoline as one of the marvels of either the automotive or oil industries, it having been first introduced in Seattle only 13 months ago and placed on sale in Portland in the latter part of last August.

"General Gasoline fans can now drive the entire breadth of Washington and Oregon without being out of reach of stations that display the green and white signs showing that our products are for sale. Much of the rapidity with which our distribution has spread was due to the demand from motorists who were induced by our advertising or the recommendation of friends to try General and were so strongly convinced by the decision of their engine that they insisted on being able to get it wherever they wanted to drive.

"We have increased our service just as rapidly as possible so as to

take care of these demands and now have an adequate framework for covering all of western Oregon and Washington as well as parts of eastern Washington. It is expected that the San Francisco Bay territory will also be opened in a very short time.

"We are using special care in adding new dealers to our list, selecting them in the interest of better service to the motorists. It has been necessary for us to establish storage stations, such as the one now being erected at Kelso, so that there may be no delay in service and that the increased volume may be provided. Just now the stations there that sell General Gasoline are being served by a temporary delivery arrangement."

Much of the activity of his organization this winter, Mr. Speck explains, has been devoted to getting preparations over the territory completed so that when the outing and touring season begins everything will be in readiness to meet the heavier demands.

"While General Gasoline made its first reputation in the winter as a quick-starting, peppy gas and added much to its laurels by satisfactory performance during the cold snap this winter, it also showed last summer that it gives the power and mileage which the motor tourist wants when he hits the open highway or the mountain roads," he declares. "With the distribution we have built up during the past year we are going to be in a position to give real service this year when the busy season arrives."

Makes Autos Go 49 Miles on One Gallon of Gas

SIoux FALLS, S. Dak.—James A. May of 5078 Locust Bldg., has perfected an amazing new device that cuts down gas consumption, removes all carbon, prevents spark plug trouble and overheating. Many cars have made over 49 miles on a gallon. Any one can install it in five minutes. Mr. May wants agents, and is offering to send one free to one auto owner in each locality. Write him today.

Quick Starting
SHELL
GASOLINE

Tito Schipa Buys Nash Four-Door Coupé



Tito Schipa, world-wide idol of music lovers, and Mrs. Schipa were "snapped" by a photographer at the Nash Motors factory in Kenosha just after they had placed an order for a Nash Four-Door Coupé. The tenor, accompanied by Mrs. Schipa, went to Kenosha for the express purpose of inspecting the big Nash plant and while there they bought the car which has been shipped to them at the new home they are building at Daytona, Fla.

Only the Rich May Read in Unlettered Portugal

LISBON, Feb. 14.—So many people in Portugal cannot read, the percentage of illiterates is given as 78, that were it not for Brazil and the colonies, the book industry here could scarcely survive. Also Portuguese authors rarely live on the income derived from literary production; they all do something else.

The government is seeking to overcome the lack of primary education by more schools, but progress is very slow. In the larger towns there is a certain literary culture, but in the provinces the people live much as they did in past ages, isolated from the progressive world.

Books are so expensive that only the relatively wealthy can afford to buy them.

HUDSON IS FIRST TO BUILD SEDAN

Fred M. Powell, Local Packard Dealer Claims Hudson First to Build Sedan

In developing the coach type of body and seeing it through to general adoption by the industry, the Hudson Motor Car Co., has scored the third similar success of its history, according to Fred M. Powell, Hudson-Essex dealer.

Mr. Powell declared that Hudson had built and named the first sedan the motor world ever knew, the first speedster type of touring car, and now the greatest success of all, the coach. Hudson built the first coach in November, 1921.

"When we see thousands of sedans on the streets today," said Powell, "it is difficult to believe that the first one ever built was constructed 12 years ago by the Hudson Motor Car Co. Then as now, the Hudson management was greatly interested in enclosed cars at a moderate price.

"Up to that time, it was known that only the very wealthy would buy enclosed cars. They were built to be chauffeur driven. The Hudson management believed that closed cars could be built with a single compartment, and that the owner would be glad to drive it himself. That belief was the basis of the Hudson sedan. It had a lot of opposition at first and it was a considerable period before sedans became general.

"Hudson's second great success in bodies was the four-passenger sports type of touring car. The first of these—the Hudson speedster—was introduced along with the first Super-Six type of motor. Low and graceful, with sweeping streamlines, this car caught the public's eye instantly. It was the first of literally scores of similar models.

But the greatest of all was the development of the coach. This was a truly fundamental idea—the idea of an enclosed car at an open car price. To develop that idea, Hudson had to overturn the industry's whole habits of closed car construction—applying to them for the first time all the economies known to simplified manufacture.

"For three years, Hudson-Essex had this market to itself, while makers of open cars vainly resorted to one device or another to stimulate sales. But the public wanted closed cars at open car prices—and now the industry has stampeded to coaches. But for a long time to come the man who thinks coaches will think Hudson-Essex."

getting under way, which is enthusiastically supported by doctors, patients and art experts.

The initiative has been taken by a number of patients in Moerby county hospital who, having heard that there was a movement to place specimens of fine art in restaurants, wrote to a leading Stockholm paper and asked why the same could not be done for the hospital where they "were shut off from nature and forced to gaze continually at white walls." The suggestion led to inquiry among hospital experts who endorsed the idea of bringing art to hospital patients, but made certain interesting reservations.

The pictures must be selected with great care both with reference to the colors used and the subjects depicted. This is particularly important, it was pointed out, in the case of wards for fever patients, whose imaginations might be unduly stimulated by certain types of painting. In general the total effect of subject, color and design should be cheerful, and at the same time soothing to the nerves. Certain hospitals in Sweden have already been decorated under this new plan, both with original works by Swedish artists and with printed reproductions of masterpieces.

Cabaret Cavalier Gathers Riches From French Women

PARIS, Feb. 14.—The French fiscal authorities are after a professional dancing partner attached to one of the night resorts of Paris. An automobile valued at \$5,000 is regarded as an evidence of great prosperity, and it is desired to make him pay his income tax to the last centime.

This young man is said to be making 50,000 francs a month, derived entirely from the subsidies of fair partners who engage his services regularly at the rate of 2000 francs minimum a month. He has no maximum, generously inclined ladies who are particularly satisfied with him as a dancing partner being given full freedom to show their pleasure in the size of their monthly checks.

Finnish Women Train For Exigencies of War

HELSINGFORS, Finland, Feb. 14.—Two hundred thousand Finnish women are organized into Lotta Svärd clubs, auxiliaries to the voluntary military organizations of men, and are in constant training to support the standing army in cases of emergency. The women are organized on a military basis and participate in the maneuvers of the volunteer forces so that they may be prepared to carry on all work for which women are qualified in time of war. During the drills the women wear coarse, gray garments and sleep on straw, just as the men volunteers do, so as to accustom themselves to the hardships of military service.

The fighting between the red and white forces which followed the establishment of the Russian soviet government saw much of Finland involved in the bitterest sort of civil strife. Railway communications were severed for months and the entire population was involved in a conflict which taught all Finns many lessons in modern warfare.

OWNERS DESERVE ACCURATE SERVICE

Dodge Brothers' Place Great Importance on Maintenance Question

Investigate any phase of Dodge Brothers business and you will find certain definite, clearly understandable principles under which both factory and dealer operate, says Mr. Bonesteel, Dodge Brothers dealer.

He cited in particular the policies governing service and used cars.

"Dodge Brothers position on the used car question has been clear and progressive from the outset," he said. "They have always insisted that dealers handle only good used cars and have emphasized over and over again the importance of the used car buyer's good will. We regard every used car purchaser as a potential new car buyer and treat him accordingly. We recondition Dodge Brothers used cars in such a thorough way that we feel absolutely sure that buyers will receive a dollar in satisfactory value for every dollar invested."

"Take the question of service. Dodge Brothers dealers do not give so-called 'free service,' but they do provide good service. The reputation of dealers the world over will bear out this statement, I am sure."

"Dodge Brothers are against so-called 'free service' because this simply means that enough is added to the price of the car to cover the cost of a 'free service' policy. In that way the buyer not only pays for his service in advance, but he pays for something the dealer is giving to another owner, as he himself may happen to require less service than other purchasers. At any rate he pays, whether he gets it or not."

"Dodge Brothers believe in giving the buyer full value for his money. Consequently, in selling him a car, they charge only the amount of their actual investment in the car, plus a reasonable profit for factory and dealer. Obviously, this policy makes it impossible to tack on an extra charge to cover such items as 'free service.' Moreover, they believe that the owner prefers to pay for his service when he gets it—and to pay only for his own."

"The wisdom of this policy is reflected in the high degree of confidence that exists among owners all over the world in Dodge Brothers dealer service stations. These owners know they will be expected to pay a reasonable charge, but they know they are going to get genuine parts and honest, accurate work."

"The universal adoption of the flat rate service system by dealers has also solidified the confidence of owners. This system was put into operation after tests had de-

termined a reasonable time allowance for every conceivable service job. On the basis of these tests, maximum working periods were established, and mechanics are now required to complete every job within the allotted time.

"Thus the service superintendent is able to estimate within a few minutes how long it will take to finish a job. Basic charges are supplied by the factory with the basic time periods. While these charges are variable, according to the overhead cost in each community, the difference is never great and the factory's maximum reasonable charge is never surpassed."

"As a rule, mechanics are also paid by the job. They are allowed so much time for the operation, and must do the work in a satisfactory manner or do it over without pay. This reduces waste of time and increases efficiency. The natural result to the owner is better work in shorter time and at lower cost."

"We operate on the theory that it takes good service, in addition to the good performance of the car itself, to win the owner's complete and enthusiastic indorsement."

City Auto Camp Was Money Maker for City Last Year

A prediction that the Salem auto camp ground will be a money maker for the city during the coming year was made by Homer Smith, chairman of the Park committee in an interview yesterday with press representatives. Investments for tents and 16 frames for them served to bring a sum of money to the city coffers when the tents were rented as 50 cents per night.

The auto park is to be opened March 1, according to Mr. Smith, and little expense will have to be undergone. Most of the money secured by the city is clear.

The plans for the ensuing year are promising. It includes a program of replacing worn tents with wooden buildings, and the placing of a policeman at the park. This is a feature appreciated by the campers.

The shark is not as big a fish as the man who thinks he is a shark.

One nice thing you can say for winter is getting cold doesn't wilt your collar.

A PERMANENT COMFORT IN OWNERSHIP OF GOOD USED CAR

"Those who buy a Certified automobile enjoy their cars from day to day with the comfortable assurance that the future holds only a continuance of satisfactory car performance."

"This assurance comes from the knowledge that this market stands back of their Certified cars with an absolute guarantee, the same as on a new car. This assurance comes to them even before they buy, because of the hundreds of satisfied owner on every hand."

It is hard to become sympathetically indignant with a radical leader who can winter in Florida.

Probably the most enthusiastic antique hunters are the booze buyers.

A Good Insurance Policy They Won't Skid McCLAREN CORD



"Jim" Smith & Watkins
PHONE 44
Snappy Service.

Auto Tops Upholstery Side Curtains

—Put on by an expert—
At a lower price than most

W. R. J. H.
McALVIN
545 North Church Street

EVERYWHERE RECOGNIZED AS PRESENTING DEFINITE SUPERIORITIES, EVEN AMONG THE FINER CARS OF ITS TYPE

It combines with the traditional Hupmobile virtues of economy and quality, greatly superior performance and unequalled value

NOTED ALL OVER THE WORLD FOR AMAZING RELIABILITY UNDER THE HARDEST DRIVING CONDITIONS

Designed and built to give daily service and satisfaction without constant tuning and tinkering

4

See the beautiful Hupmobile Eight and Four models at our showrooms

Kirkwood Motor Co.

246 STATE

PHONE 311

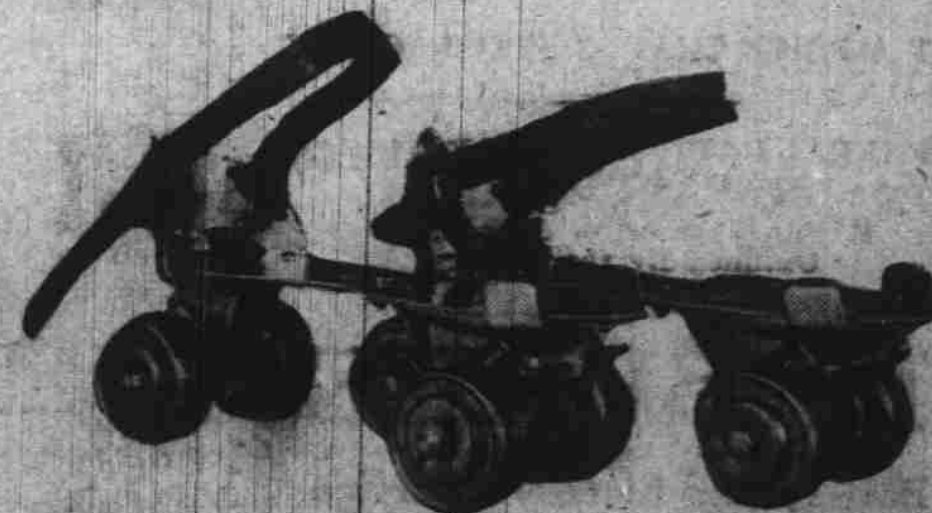
Sweden to Cheer Sick With Soothing Pictures

HUPMOBILE

STOCKHOLM, Feb. 14.—The hospital wards of Sweden will no longer be mere "sanitary deserts," and the eyes of patients will not be wearied by staring at the desolate expanse of bare walls, after selected works of art have been placed in the hospitals as the result of a movement, just

We have just received another factory shipment of 100 pairs of "Rollfast" Ball Bearing ROLLER SKATES

Do not confuse these with cheaply made unguaranteed skates, as these are first quality and retail regularly at \$2.50 pr. We will place them on sale this week.



Special at
\$1.85

Pair
Girls' Type \$1.95

See Our South Window

HARRY W. SCOTT

"The Cycle Man"
147 So. Com'l St.