

CHEVROLET MAKES NEW SALE RECORD

Previous January Marks Eclipsed By Large Number; Orders Placed

The Chevrolet Motor Company broke all its previous January records for retail sales and orders during the last month. In fact the record was made in the last 28 days of the month or since January 2 when the new Chevrolet was announced.

The Chevrolet dealers throughout the country delivered and took orders for approximately 40 per cent more cars during January than during either January, 1924 or January, 1923—the first months in the two years having the highest production and sales records in the history of the industry.

During the recent Chicago automobile show 1,107 Chevrolets were sold—a record which has never before been equaled by any car exhibited at this show during the same period of time.

In New York during the automobile show, where the new Chevrolet was shown for the first time, five times as many orders were taken as during any previous New York show.

At the Detroit, Cleveland, Philadelphia and other shows in the larger centers of population, held

previous to the Chicago, show similar high records of sales were made.

"Such sales records made, not only at the automobile shows, but by dealers throughout the country are indicative of the public acceptance of the new Chevrolet," points out R. H. Grant, general sales manager.

"In many cases, before the dealers received some of the models, these cars were purchased, from specifications and photographs only," he comments. "The reason for this national acceptance lies in the fact that the new Chevrolet combines greater quality at low cost than ever before."

Moving Mountain Menaces South Wales Community

BARGOED, South Wales, Feb. 14—The natives of Bargoed began a series of prayer services recently with the hope of bringing about the advent of dryer weather which it was believed would arrest the movements of Troedrhwtuwch mountain near here which has done great property damage and become a menace to the community.

Fresh fissures have appeared at the foot of the moving mountain and all the nearby highways have been closed to traffic. Water mains supplying more than 100,000 persons in the Phymney valley have been broken by the pressure of the moving earth and several hundred workmen have been employed to make repairs as rapidly as possible.

Several sections of a newly constructed main trunk sewer which

cost more than \$3,000,000 have already been destroyed and in some places the pipes were pushed 20 to 30 feet out of position.

Uruguay Government to Embark in Meat Business

MONTEVIDEO, Feb. 14—Uruguay, although geographically the smallest South American republic has always been something of a pioneer in the matter of up-to-date legislation. Having already established several state-owned enterprises, she is now about to build a meat packing plant which will supply meat at cost price to co-operative associations of butchers, and also export it.

The scheme, as recently approved, involves an outlay of \$5,000,000, to be raised by an issue of 6 1/2 per cent bonds. The enterprise will be "an autonomous dependency of the state" to be administered by a board of 12 directors, seven to be named by the government and the rest by the cattle interests.

RADIO TO AMUSE LAWMAKERS

VIENNA, Feb. 14—The onerous duties of caring for the country's weal as member of parliament will be greatly lightened for Austrian lawmakers through the installation of radio in the house of Parliament. The service is to be powerful enough to permit of listening in on London, Berlin, Rome and even New York.

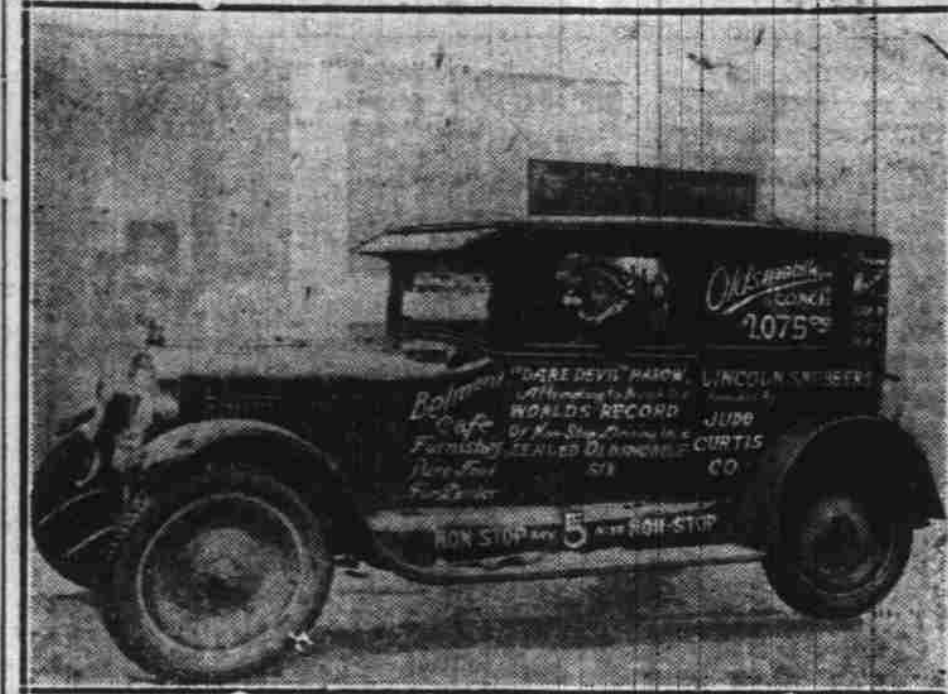
It is predicted that attendance at sessions of parliament will improve greatly, but that the radio room will be much more crowded than the chamber.

ENDURANCE TEST RECORDS BROKEN

"Smiles" Marow, Dirt Track Racer, Pilots Oldsmobile Coach on Trip

Two new world's endurance records have just been made by "Smiles" Marow, dirt track driver, in an Oldsmobile coach. Marow drove 121 hours, 59 1/2 minutes—more than five days and nights—continuously, while shackled to the steering wheel of the Oldsmobile six. During that time he covered 3,558 miles.

The previous endurance record was 121 hours and 26 minutes, and the mileage was 3,306. Marow



exceeded the previous mileage records after 110 hours of driving.

Marow made his record breaking run in and about Battle Creek, Mich. He was handicapped by having to travel over slippery, snow covered roads during the entire drive, with temperature below zero at times.

Several weeks ago Marow declared his belief that he could break the endurance record, and at the same time asserted that he could wear out any light six-cylinder car during the run. This latter declaration was challenged by Lee Barnhart, Oldsmobile dealer in Battle Creek, who offered Marow an Oldsmobile to make the test with and agreed to forfeit the car and \$1,000 in stand up as long as Marow could drive it.

Marow was handcuffed to the wheel and chained to the seat. The hood of the car was sealed at the start of the run by Mayor Charles C. Green of Battle Creek and was opened at no time during the 122 hours. The locks and seals were put on by Chief of

Police LaVern Fonda and city officials of Battle Creek. Marow and the car were under constant observation of newspapermen during the entire time. Periodic checks were made by police officials and at fire stations along the routes traveled.

At no time did the automobile come to a complete halt. Gas, oil and water were taken on as the car was slowly driven backward and forward. Food and drink were served Marow in the car, he partaking them while driving. During the nights Marow drove at speeds ranging from 50 to 63 miles an hour in his effort to beat the mileage record. On one occasion, when Marow's route paralleled railroad tracks, he passed the famous "Wolverine," one of the fastest New York-bound limiteds, on a four mile straight-way course.

Marow was able to walk unassisted when, at the conclusion of the run, the handcuffs and

chains were unfastened. He was declared in excellent condition as to his heart and lung action by Dr. J. J. Holes, a famous Battle Creek specialist, who accompanied him on the last six hours of his run.

The Oldsmobile was in practically perfect condition, although it had no attention or adjustments during the 3,558 mile non-stop drive. The car was a new one not yet broken in, having run but 282 miles when Marow started his record breaking tour.

Migration Made Easy For Retired Officers

LONDON, Feb. 14—To facilitate cooperation in emigration among retired professional classes with small fixed incomes, the Empire Community Settlement has been organized here to care for retired military officers, civil servants, engineers, and other professional men unfitted to go to the dominions as agricultural settlers in the ordinary way.

It is proposed to establish them overseas on model farms, something like garden cities, with two to five acres, dwelling, stable and outhouse sites, and club houses where meals may be obtained at a low rate. After five years of this life the settlers would be expected to find a permanent place in the dominion.

LANG ADDRESSES TO AUTO DEALERS

"Working Together" was the topic of John C. Long, manager of the educational department of the National Automobile Chamber of Commerce, in a recent address before the Waterbury, Conn. Automobile Dealers' association. The discussion centered about successful practical ways in which manufacturers and dealers through association effort are solving problems which they have in common.

MINNESOTA WILL HONOR PIONEERS TO AMERICA

HAMLIN, Minn., Feb. 14—When Norwegians from all parts of the world come here for the Norse-American Centennial, they will see the story of the little sloop "Restauranten" depicted in pageant. She was a vessel of 45 tons, manned by 53 Norsemen who left their fatherland 100 years ago this year to seek fortune in America.

The centennial is planned to commemorate the events of this first migration and to eulogize the Norwegian pioneers in America. Officials in charge are negotiating to make Norway's participation in the fair of an official nature, which would mean that Crown Prince Olaf would represent his country at the exposition.

Progress is something that goes on rather than up.

One of the Most Important Letters In Automobile History



PACKARD MOTOR CAR COMPANY, DETROIT, MICHIGAN

January 5, 1925.

AM-L
TO STOCKHOLDERS OF THE PACKARD MOTOR CAR COMPANY:

Newspapers are carrying the story of a radical reduction which the Company has announced in the prices of all enclosed models of the Packard Six car. The prices of the Eight models are not reduced. The announced reductions vary from \$640 for the Six coupe to \$340 for the seven-passenger Six sedan.

Following are the new prices at Detroit:			
5-pass. Sedan	\$2585	7-pass. Sedan Limousine	\$2885
7-pass. Sedan	2785	4-pass. Coupe	2585
5-pass. Sedan Limousine	2785	5-pass. Coupe	2685

This price revision makes the Packard Six in its various models easily the outstanding automobile value of the year. This is particularly true because at the new prices the cars are exactly as they were; there is no change in design, material or workmanship. While price reductions are nothing new to the automobile industry, no company building a high-grade car and appealing to an exacting clientele has ever before made so far-reaching a price revision in its product.

As a stockholder in the Company you will naturally ask why this drastic move, and can the Company market its high-grade cars profitably at so low a price?

The answer is—we are prepared to do it. The Six has been on the market four years, during which it has been so far refined and perfected that we believe the appearance and fundamentals of the car will be unchanged for a considerable time; that is to say, the car has been standardized. And while doubtless we shall from time to time make minor and detail improvements, we do not anticipate any necessity for substantial structural changes for a long time to come. We are, therefore, in ideal position to devote our attention and our facilities to turning this perfected car out in quantities at the lowest price consistent with Packard quality. And the price revisions are a step in our program to this end.

Production will be conservatively expanded to take care of the increased sales. The Company has never been stronger financially, or better prepared, in organization and facilities, for a constructive move such as this.

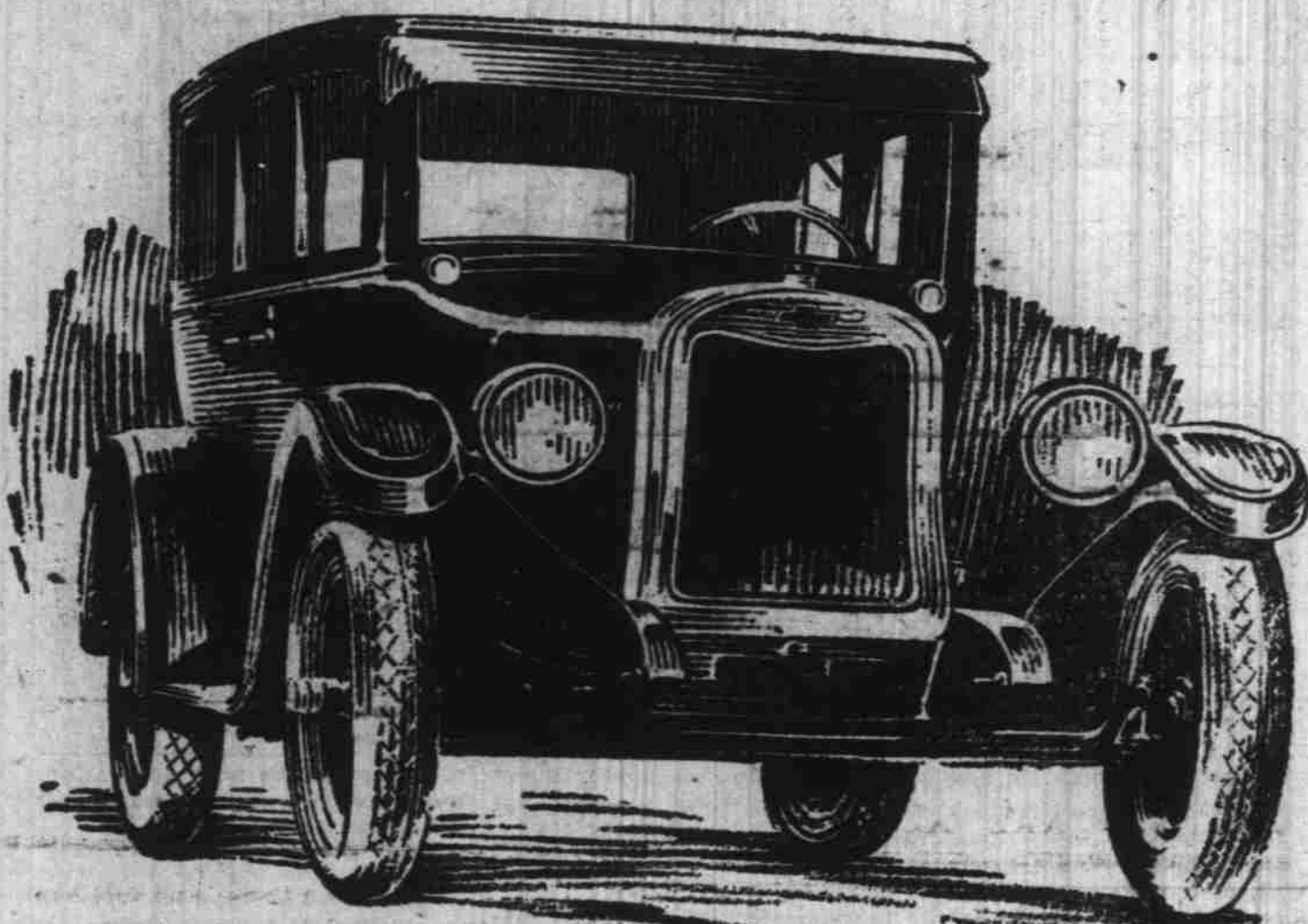
We enclose copy of our report for the last quarter ending November 30th last. We show net earnings of \$1,872,753—one of the best quarters in the history of the Company. We have no unsold stock of goods on hand and our inventories were never in better condition.

Very cordially,

Avon Massey
President

In order that those interested might have the information which the president of the Packard Motor Car Company addressed to the stockholders of the Company we take pleasure in publishing this letter.

Fred M. Powell
MOTOR CARS
Corner Ferry and Cottage Streets



All Models have Duco Finish!

The new Chevrolet models are all finished in Duco, the new finish that retains its color and lustre almost indefinitely and withstands extremely hard usage—the finish that actually improves with age. Roadster and touring and coach are finished in a rich dark blue. The sedan has lower panels and hood in aqua marine blue, fenders and upper panels in black. The coupe has lower panels and hood in sage green with fenders and upper panels in black.

You will be astonished at the beautiful appearance of these cars—and at their extremely low prices.

Newton Chevrolet Company

Corner Chemeketa and High, Salem, Ore.



for Economical Transportation

- Touring Car—\$525
30"x3 1/2" Tires and Artillery Wheels
- Roadster — \$525
30"x3 1/2" Tires and Artillery Wheels
- Coupe — \$715
Balloon Tires and Disc Wheels Standard Equipment
- Coach — \$735
Balloon Tires and Special Artillery Wheels Standard Equipment
- Sedan — \$825
Balloon Tires and Disc Wheels Standard Equipment

All prices f.o.b. Flint, Michigan

WORLD'S RECORDS
For Power Economy and Performance
are held by the
New Stromberg Carburetor
Built Special for Every Car
See Us Today

"Jim" "Bill"
SMITH & WATKINS
Distributors
JOE WILLIAMS
The Battery Man
OTTO BUFF
STARR & WHITEMORE
GREAT WESTERN GARAGE
MIKE PANK
WOLGAMOTT & OSTRANDER
—Service Dealers—

FEDERAL TIRE SERVICE
MALCOLM HAS THE DRIVE IN TIRES
FEDERAL CORDS BALLOONS REGULAR TRUCK
Fisk Solids
100% SERVICE
COMMERCIAL AND COURT STREETS, SALEM

ELECTRICITY ROBS CALIFORNIA COOKING OF ITS DRUGGERY

SAN FRANCISCO, Feb. 14—More than 10,000 farmers' wives in California cook by electricity, according to figures compiled by the largest power distributing company in the state.

In the interior valleys, where wood, coal or oil is not readily available, cooking is done to a

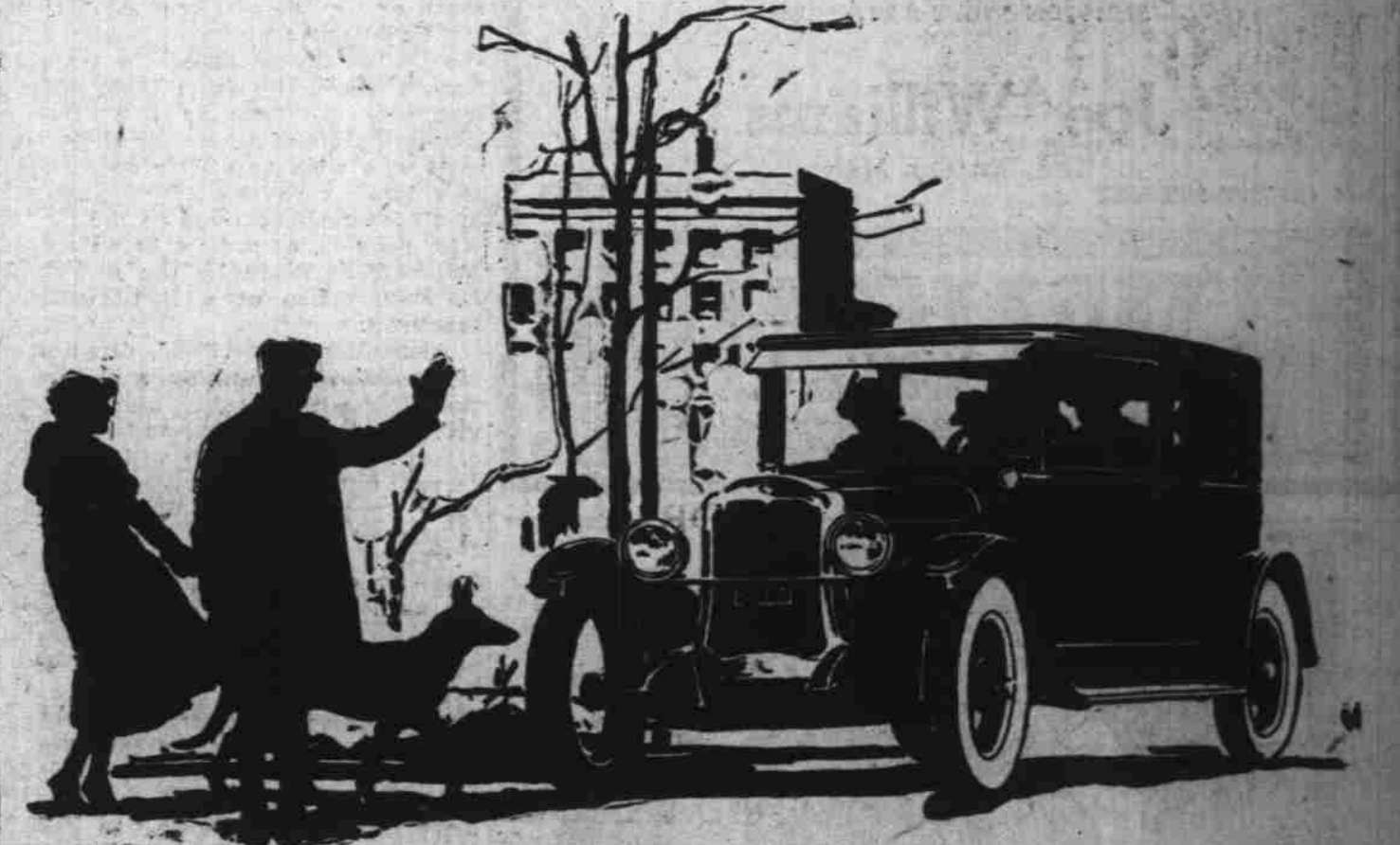
large extent by electricity. The statistics indicate that there are in the state 167,504 rural light and power consumers, and they are served by 16,513 miles of distribution lines. Practically all the farms are lighted electrically.

Many of the neighbors would be poor if they didn't owe so much.

Be careful about what you try to do; you might succeed.

Oddly enough, in forming his cabinet Mr. Collidge makes no effort to hire cheaper men.

Quick Starting
SHELL GASOLINE



COACHES are vogue—everyone likes them; everyone wants one. And to think that for only \$1075 you can buy this six-cylinder Oldsmobile Coach with a Fisher body—lustrous Duco finish—powerful L-Head engine—Balloon tires—Delco electrical system—and exquisite fittings!

\$1075
f. o. b. Lansing
Balloon Tires
OLDSMOBILE Six
F. W. Pettyjohn Co.
219 North Commercial Street

Quality at Low Cost