

**ESSEX COACH IS LAUDED BY DEALER**

Present Sales Said to Indicate Significant Trend in Auto Industry

In talking with Fred M. Powell, Hudson and Essex dealer, the other day we asked him to tell us

something about the Essex Coach and with an air of pride he said: "I believe the most significant trend in the automobile industry is indicated in the present sales of Essex cars. "Two of every three buyers of Essex cars come to it from those who formerly owned cars bought chiefly because of their low first cost and reputed economy of ownership. "It is striking recognition of the fact that with all its superior performance, good looks and riding comfort, Essex is also a most economical car to own. "Price considered, Essex gives

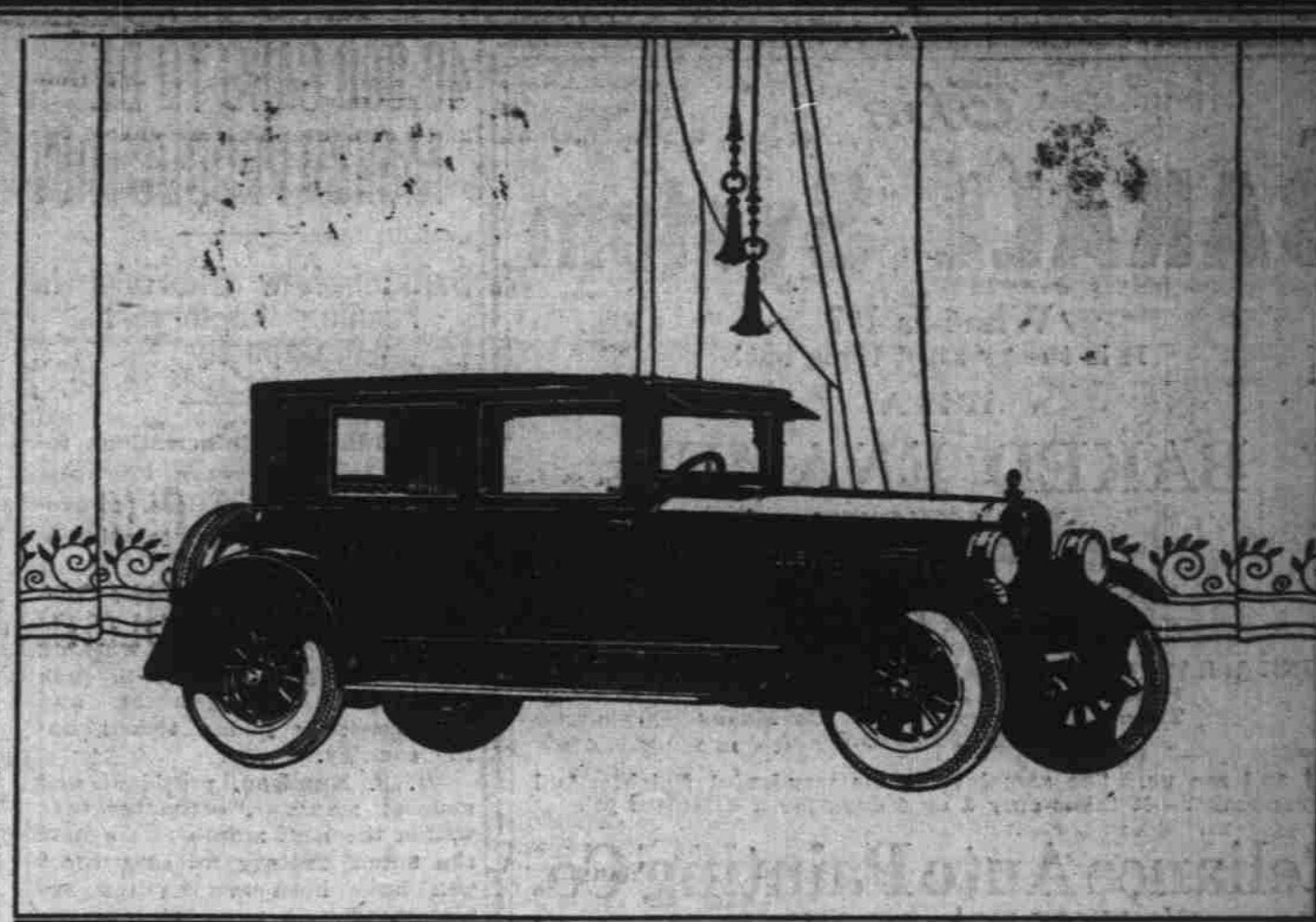
the utmost in transportation value. Ask any owner. Take a ride. Note its performance, riding comfort and handling ease. With all closed car comforts, at this price, why would anyone be content with less than the Essex offers." **CONSTANT SERVICE** "A man has his doctor, his lawyer, his banker, his grocer," says the manager of the Certified Public Motor Car Market. "In fact he is accustomed to refer in that way to whom he gives the loyal patronage born of responsibility and fair dealing. "We are trying to sell used cars and serve the buying public in this Certified Public Motor Car Market in such a fashion that more and more of our townsmen will think of us here to give them constant, satisfactory and personal service."

**UNIQUE METHODS HELP CAR SALES**

Woman Packard Dealer Employs Simple Explanation in Salesmanship

A piece of twine constitutes the principal part of the equipment with which Mrs. A. E. Kelly sells automobiles at Shelbyville, Ill. Mrs. Kelly is the Packard dealer at Shelbyville and one of the few women automobile merchants of the country. She believes most motor car salesmen have an entirely wrong conception of the things about an automobile which interest women. "Women resent the idea that they have not sufficient brains to understand the mechanical parts of a car," said Mrs. Kelly. "I use a piece of string to show them just what seven main bearings for a crankshaft mean. They can see at a glance that the string held down at seven points has much less wobble to it than if it

is held down at fewer points. It is easy to put this in terms of motor vibration. "I stopped to look at one car at the Chicago automobile show and when a salesman hurried up to me and said 'can I tell you what makes the wheels go round?' I didn't like it. He offended me in assuming because I am a woman that I know nothing about the mechanics of an automobile. "More and more women are learning about the mechanical features of the automobile. They often like to have cars reduced to the terms of their sewing machines when they are being told the advantages of a motor. When you ask a woman what would happen to her sewing machine if she did not keep it well oiled she knows and answers promptly that it would wear out quickly. That brings home to her the necessity of keeping a car well oiled at all times. Cars might last longer if it was the job of the woman to see that they were oiled and greased." Mrs. Kelly is small in stature, vivacious, attractive and has an unbounded enthusiasm for her job of selling automobiles, considered, for no good reason she insists, generally to be exclusively a man's occupation.



**For Ten Years the World's Greatest Buy**

Hudson's position as the world's greatest value is not merely a new attainment. For ten years the Super-Six has stood alone in mechanical supremacy. Basic patents have kept others from copying its motor. The smoothness and long life it gives are exclusive. No motor has yet equaled the Super-Six in smoothness and long, economical car life. **A Leadership Never Disputed** Hudson, because of the simplicity of the Super-Six, has always enjoyed manufacturing advantages that permitted a lower selling price than is possible with more complicated types. That, in part, accounts for its 10 years of leadership. Hudson is the World's Greatest Value, because it costs much less than any comparable car. And because it has always provided better looks and more comfort at less money. No rival disputes that and every motorist knows it. **The World's Largest Builders of Six-Cylinder Closed Cars**

**HUDSON COACH**  
\$1345  
**SEDAN**  
5-Pass. 7-Pass.  
\$1795 \$1895  
*Freight and Tax Extra*

**FRED M. POWELL**  
MOTOR CARS  
Corner Cottage and Ferry. Phone 2126

*Listen!*  
You can get the **BEST IN AUTO TOP AND UPHOLSTERY**  
Work at the Most **REASONABLE PRICES**  
If You Bring Your Work to  
W. R. McALVIN J. H.  
545 NORTH CHURCH

**READ OUR WANT ADS**

**BRAKE SPECIALIST**  
YOUR **SAFETY** DEPENDS UPON YOUR BRAKES  
**THE RAILROADS** employ men to do nothing but inspect their brake systems. The average motorist NEVER looks at his **PLAY SAFE—DON'T NEGLECT YOUR BRAKES**  
Drive in today and let us inspect them. Perhaps all they need is proper adjusting  
**MIKE PANEK'S**  
**Raybestos Brake Station**  
275 SOUTH COMMERCIAL STREET  
Two Blocks South of U. S. Nat'l. Bank  
"See Mike Panek and Avoid a Panic"  
**BRAKE SPECIALIST**

Prepare Now for Spring  
**GET YOUR BICYCLE ACCESSORIES**  
Now so you will be ready for those long spring rides  
**Everything for the Bicycle**  
**Lloyd E. Ramsden**  
887 COURT STREET PHONE 1687

**Production in Olds Works Shows a 30 Per Cent Gain**  
The largest number of Oldsmobiles ever made in one year were produced by Olds Motor Works, Lansing, Michigan, during last year as shown by figures just tabulated for 1924. This was not only the best of the twenty-eight years in the history of the company but also showed a gain of nearly 30 per cent over the production of 1923, despite the fact that the automotive industry as a whole produced ten per cent fewer cars in 1924 than during the previous year. The total production of Oldsmobiles in 1924 increased nearly 19,000 over the number of cars made in 1923. These cars were all of the six cylinder model now produced exclusively by Olds Motor Works. During the same period the number of Oldsmobile dealers increased at practically a like ratio. There were 1,639 dealers at the start of 1924, while at the opening of 1925 there were nearly 2,200 dealers, an increase of more than 500. "The increase in sales of Oldsmobiles during 1924, while there was a decline in the total volume of automobile business, is an indication of the increasing demand for a light weight, easily handled six cylinder car," said Guy H. Peasley, general sales manager of Olds Motor Works. "City traffic conditions and economy both favor a car of this type. The six cylinder car has proved more flexible and more easily handled in heavy traffic than cars with fewer cylinders, yet can be manufactured and operated economically. "Reports received from Oldsmobile dealers at recent meetings held throughout the country are most optimistic. Practically without exception every dealer has declared his belief that he will sell more cars this year than he did during 1924. These reports sustain our belief that an equal gain will be registered by Oldsmobile during 1925. It is our policy to continue the model 30 Oldsmobile six from year to year, making such refinements and improvements, from time to time, as engineering research developments prove sound. "It is our ambition to have Oldsmobile known as the best light six in the world," said Mr. Peasley.

**Comparative Distances Are Illustrated in Club Paper**  
According to the information contained in the Chamber of Commerce Bulletin, readers are able to compare the Willamette valley and distances with other noted places. For instance, attention is called to two world famous valleys, the Jordan river valley in Paradise and the Willamette valley in Oregon. The Dead Sea, if placed in the Willamette valley would extend from Salem to a point two miles beyond Portland. The Sea of Galilee would extend from the State Fairgrounds in Salem to Gervais. The sea is 13 miles long and seven wide. From Jerusalem to Jericho is 14 miles and from Salem to Silverton 15 miles. From Jerusalem to Bethel, which is north a distance of 10 miles intervenes, while in the Willamette valley it is 9 miles north to Brooks from Salem. It is five miles south on the Pacific highway to Rosedale and just the same distance from Jerusalem to Bethlehem. The Jordan river, flowing south cuts deep into the surface of the earth, and as it nears the Dead Sea it passes through almost a desert country. The Willamette river flows through one of the garden spots of the world.

*Quick Starting*  
**SHELL GASOLINE**

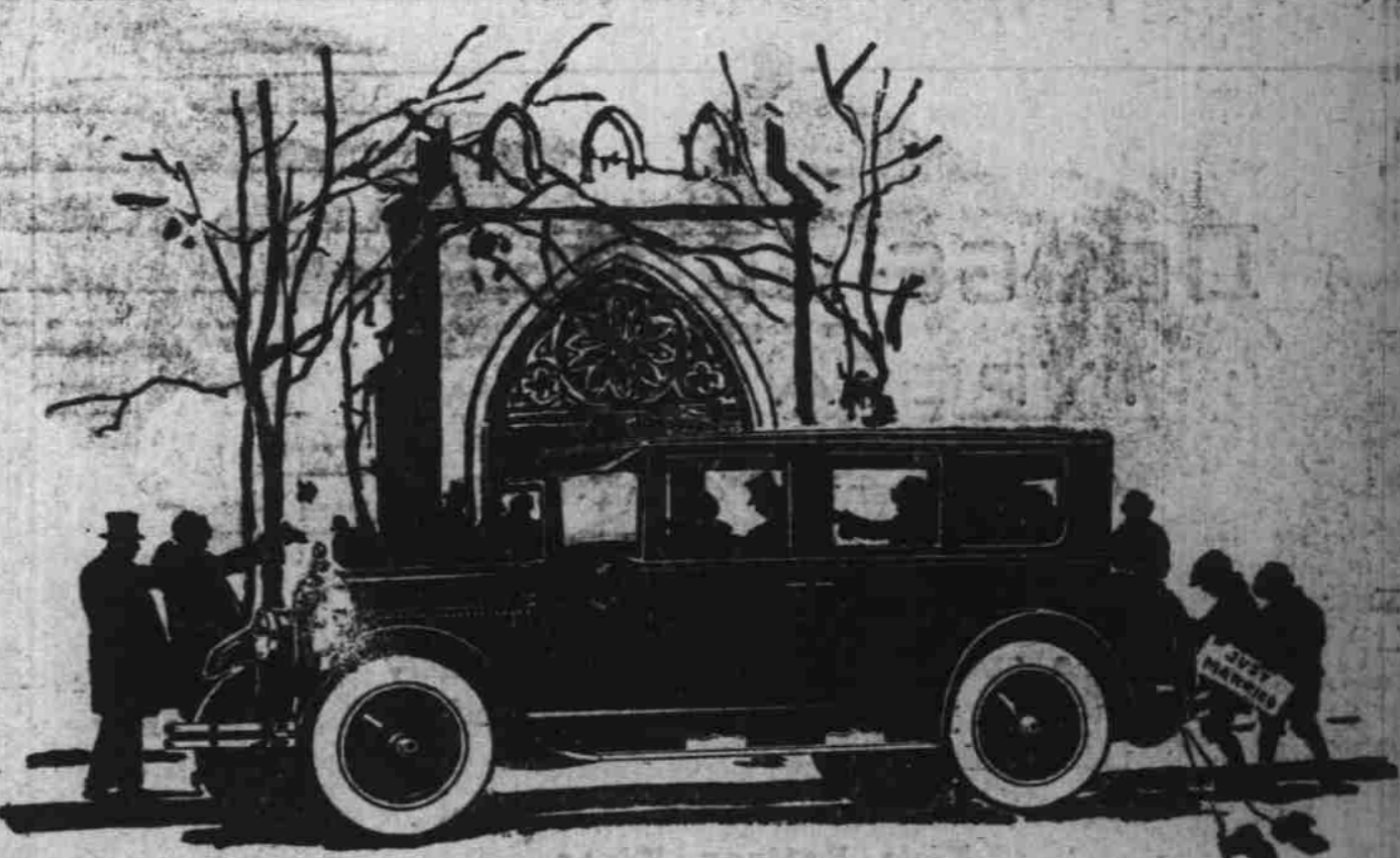
**NEVER BEFORE SUCH AN EIGHT AT SUCH A PRICE**

The new Hupmobile Eight at last strikes that fine balance between price and efficiency toward which the motor car industry has been working for 20 years. If your experience has included eight-cylinder cars—and if you have thought you already know the very finest in motoring—drive the Hupmobile Eight. You will find that in many respects the Hupmobile Eight far outdistances anything hitherto accomplished in eight-cylinder engineering in America. It has beauty of design, finish and equipment not excelled within \$1,000 of its price; and its own price is less than that of many sixes. It produces more power per cubic inch of piston displacement than anything which has preceded it. Its performance is so smooth and symmetrical that there is not even a murmur of "roughness" anywhere in the engine's entire power and speed range. More than any other fine car, it combines compactness for handling and parking with roominess for riding comfort. It has a finer and better balanced



combination of speed, lugging power and rapid acceleration than the eight type has ever before presented. It records an average gasoline economy heretofore unequalled among eights—both in continuous high-speed operation and at a steady 20-mile-an-hour pace. In unison with speeds far beyond your requirements, pick-up that almost takes your breath away, and the certainty of four-wheel hydraulic brake control, it offers unprecedented eight-cylinder gasoline economy, surpassing beauty of design, and all the old-time Hupmobile reliability. We are ready to demonstrate the Hupmobile Eight against all eights and all superior sixes, and put it to any tests you desire. Come in or phone now.

**Kirkwood Motor Co.**  
246 STATE PHONE 311  
**HUPMOBILE EIGHT**



**De Luxe Sedan \$1375**  
*f. o. b. factory, tax and spare tire extra. Balloon Tires*  
**WHAT car—at so moderate a price—can rise to any occasion as quickly or gracefully as this six-cylinder De Luxe Sedan? Low enough in cost to use for the family's everyday needs—fine enough in appearance for the debutante's wedding—sturdy enough for years of dependable, trouble-free service! Fisher body, of course! And Duco finish, L-Head engine, bumpers, trunk, heater—and fittings galore! And you can buy this "best of the light sixes" on General Motors' easy payment plan!**

**OLDSMOBILE Six**  
**F. W. Pettyjohn Co.**  
AFTER WE SELL—WE SERVE  
219 North Commercial  
PRODUCT OF GENERAL MOTORS