

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 1, 1925



Auto News of the Day



RADIO BICYCLE MOTORCYCLE

AUTO HAS ROOM TO EXPAND IS CLAIM

Number of Cars Per Capita in South America Increasing

Regardless of any so-called saturation point of traffic congestion problems in this country, the automobile industry still has a wide field in which to expand, and this field is South America, according to Guy H. Peasley, sales manager of Olds Motor Works, Lansing, Mich.

"From present indications South American countries will rank second only to the United States in the number of automobiles per capita," said Mr. Peasley. "In no part of the world is there more activity and enthusiasm regarding things automotive than can be found in the chief South American countries. Recently they sent a delegation here to study road building, and they are doing everything within their power to foster the use of the automobile."

"Another recent affair which indicates the interest evoked by the automobile was an endurance run made under the direction of Cassio, Muniz & Company, Oldsmobile distributors in Sao Paulo, Brazil. The run was a 1,000-kilometer drive in high gear (all other gears having been removed from the transmission) from Sao Paulo to Araraquara—somewhat similar to the trans-continental run made more than a year ago by Cannon-Ball Baker in an Oldsmobile in this country. There was this difference, the Brazilian run was 'over some of the worst roads in the world,' to quote a Sao Paulo newspaper's account of the successful trip.

"To those of us in this country who are accustomed to automobiles performing almost impossible feats, the run in itself was no greater test or more thrilling than some conducted in this country. But the attitude of the South Americans toward the test was highly illustrative of the attitude of those people toward the automobile."

"Among the inspectors of the test was Dr. Americo R. Neto, representing the Brazilian highways

NEW WILLYS-KNIGHT SEDAN AND ITS OWNERS



The above picture is of Mr. and Mrs. A. J. Busick and their Willys-Knight sedan purchased recently from Vick Brothers, local Willys-Overland dealers.

This car is the first of the new Willys-Knights to arrive in Salem and both Mr. and Mrs. Busick are loud in their praise of the new car.

Mr. Busick is the junior member of the firm of J. L. Busick & Sons, prominent grocers of Salem and other valley towns. This is his fifth automobile.

association; Jose Fonseca Osorio, vehicle inspector of the state of Sao Paulo, and Prefects of the various cities through which the run was made. In fact every government and state official showed the keenest interest in the test and its successful conclusion.

"We have received moving pictures taken during the run and these show the entire population of towns greeting the driver at the public squares. In fact only Luis Angel Firpo again knocking Jack Dempsey through the ropes could have attracted as large crowds as witnessed this wonderful exhibition of stamina.

"Every stage of the test was followed closely, and papers throughout Brazil had special writers assigned to cover the story. In fact everything connected with the test was an outstanding demonstration of how strongly the automobile has aroused the enthusiasm and interest of the South Americans.

"This enthusiasm readily can be seen in the following translation of an excerpt taken from an account of the run in a Sao Paulo newspaper:

"Why waste time describing the conditions encountered on the third leg of this unique race? Suffice to say that if the conditions were bad on the previous day, they were even worse this time. Yesterday it was travelling along, nay dragging itself along on trails of the most rudimentary type known to civilized man. But today those trails would be like unto the most modern and up-to-date concrete highways, as compared with one-man trails which made up part of the way to be traveled. And yet, even these most uninviting prospects were not enough to implant fear in the heart of the indomitable driver, let alone the respectable steel windcheater of the Oldsmobile.

"From Behedoure the car was driven to the town of Araraquara where it was met with one of the warmest demonstrations ever witnessed. The driver and the car received hurrahs and vivas from the whole town which had gathered in the public square."

MINNEAPOLIS HOLDS RECORD MEETING

Wednesday of this week was marked by the annual meeting of dealers in the territory of the Minneapolis branch of Olds Motor Works. At a service meeting, conducted by C. R. Todd, assistant service manager of Olds Motor Works, 154 were present. The evening dinner and meeting was attended by 227 men. E. F. Glenney, manager of Olds Motor Works, Minneapolis branch, presided and called upon L. G. Dodge, assistant sales manager of Olds Motor Works; George Carroll of the general staff of G. M. A. C.; Roy Pearse, Minneapolis branch manager for G. M. A. C.; Orville Davies, representative of General Exchange Corporation; Roy A. Young, governor of ninth federal reserve district, and M. A. Hollinshead of the Campbell-Ewald Company. Among those present at the meeting were George L. Evans, Memphis branch manager of Olds Motor Works, and George D. King of the Montana Oldsmobile Company, distributing organization at Billings, Mont. Reports of the meeting declare it the most enthusiastic gathering of Oldsmobile dealers ever had.

Geneva Labor Conference Urges Full Attendance

GENEVA, Feb. 28.—Workmen's compensation will be the chief item on the agenda of the next annual international labor conference, which will open at Geneva, May 19. Two other items on the program are really matters left over from last year's conference where, in the form of conventions, they were given preliminary approval by the delegates. Now, however, they require a final vote. They include equality of treatment for national and foreign workers as regards workmen's compensation for accidents, the weekly suspension of work for 24 hours in glass manufacturing processes where tank furnaces are used, and night work in bakeries. Albert Thomas, director of the international labor bureau, has issued an appeal to all governments to see to it that complete delegations attend the forthcoming conference. In addition to treating the subjects on the official agenda, the May conference will elect the governing body of the labor bureau and engage in a general discussion of the question of social insurance.

REINDEER MEAT IS ON SALE HERE NOW

A Meat That Combines the Taste of Good Beef With Fine Flavor of Venison

The latest thing in the way of delicacies, to be offered the palates of connoisseurs, all over the country is Alaskan reindeer meat. Aside from deliciousness, and novelty, reindeer meat, in the form of steaks, chops, or stew, adds stability to any menu. It possesses all of the qualities of domesticated beef on the one hand and the spiciness of venison on the other.

The Roth Grocery company was the first local concern to awake to the possibilities that lie in this meat as a supplement to beef.

Eastern hostesses have for a considerable time found reindeer meat a novel and very delicious addition to their menus. It depends upon the way in which the Salem public responds to this local merchant's innovation, just how soon the next reindeer will be ordered.

In 1892, Dr. Sheldon Jackson, United States general agent of education in Alaska, secured a small appropriation of two thousand dollars, and used the money to purchase 171 head of reindeer in Siberia. The reindeer were brought to Nome, Alaska, and with them came several Laponians to help the Eskimos make a start in their new industry. During the next 10 years additional shipments were made from Siberia, making the total about 1200 reindeer. Today it is estimated that a quarter of a million reindeer range over the country around Nome.

Dr. Sheldon Jackson's intention in introducing into Alaska these reindeer, was that it might help improve the living condition of the Eskimos. There is an aggregate of 200,000 square miles of territory in Alaska that is ideally suited to reindeer pasturing, and the land is absolutely valueless for any other use. Allowing 32 acres for each animal, it is estimated that there is enough grazing land to accommodate 5,000,000 animals. It should be remembered, too, that this industry is the only one which can maintain a stable population in most of this region. When fully developed this industry should yield yearly, between \$40,000,000 and \$45,000,000. This sum is not very far below the total value of the yearly output of the Alaskan fisheries.

About ten years ago the Lomen company of Nome, began in a small way to build up their herd of reindeer. For many years no attempt was made to market any of the produce. Today the Lomen company has approximately 50,000 head of reindeer, roaming the plains of Alaska, and the Eskimos have in the neighborhood of 30,000 head. Mr. Lomen has made several trips to the United States during the last few years in the effort to establish his product on the American market, and at last

THINGS THAT NEVER HAPPEN

By GENE BYRNES

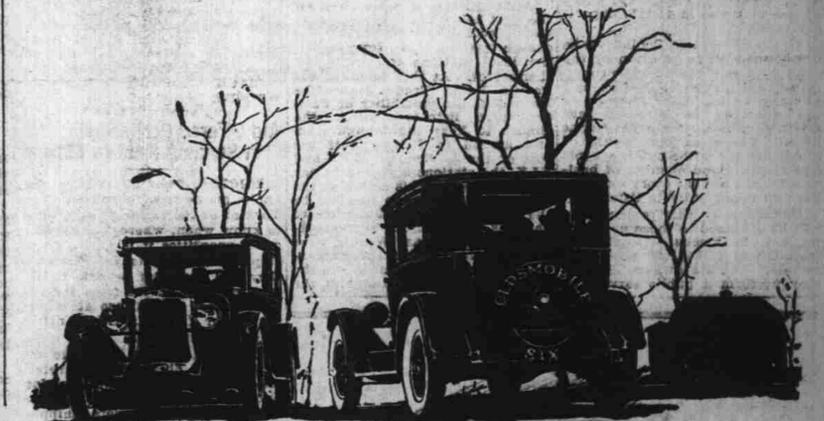


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he has met with success. The railroads are cooperating as much as possible, by giving special rates, and through service, and the public, especially in the east has taken very well to the meat. Seattle To Be Distributing Point. Seattle, while slow in awakening to the opportunities which this industry offers, has at last bestirred herself, and will probably in the near future become the distributing point of the product of this industry, for all of the United States. The reindeer on sale at Roth's Grocery company was secured from the distributor at Seattle.

The American people are great meat eaters, and always will be unless the livestock raised in this country proves insufficient to meet the demand. It is estimated that the amount of livestock raised in the United States is decreasing each year, due to the decrease in pasture lands, and the settlement of the country. The Alaskan reindeer may then, soon, be a welcome addition to the meat supply of this country, and certainly makes less acute the question of the future meat supply of this country as well as foreign countries.

Orrin—Suppose we celebrate our silver wedding next week. Fannie—But we've been married only 10 years. Orrin—I know that; but we need the silver.—Toronto Globe.



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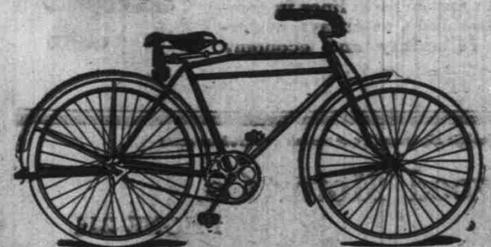
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