

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 22, 1925



Auto News of the Day



RADIO BICYCLE MOTORCYCLE

AUTOMOBILE VALUES BETTER THAN EVER

This is the season of the great automobile exhibition. This is the opportunity to use some money, a few hundred dollars, or if you can afford it, several thousand dollars, and make the best possible investment.

Automobiles, in quality and price, never offered such values as they do this year.

Constantly the genius of American manufacturers has worked to produce in the automobile a longer life and a shorter price.

You can buy for less than it would have cost years ago to get a decent horse and buggy, an automobile that will carry you two hundred thousand miles. And the cost of storage, the cost of the gasoline used, and the oil, which is properly used, keeps a good machine from wearing out, are small. Repairs on the modern car in the hands of an intelligent owner are negligible.

A horse doing ten miles a day, six days a week, would have to live about seventy years to carry you two hundred thousand miles. And the horse would eat all the time.

A car eats gasoline only while you are using it.

Dollars invested in an automobile, of modest cost or of high cost, represent as good an investment as the intelligent American family can make. If conditions make it important for you to consider economy, then the automobile represents the highest development in economy.

It saves time, increases efficiency, adds to the working hours by cutting out the waste of slow transportation.

Far greater than the cost of all the automobiles in the United States, millions upon millions of cars is the wealth added to the nation because of time that the automobile has saved.

Where the farmer lost a whole day in going to the town or village over muddy roads he goes now in half an hour.

The well paid mechanic can take jobs near or far, his automobile carries him.

And above all, the automobile is important because of its contribution to human happiness and health.

Things more important than mere economy must be credited to the automobile. The small cost of an automobile enables the entire family to have pleasure with the family united.

A man can take his wife and children, the baby and the grandparents where he will, to the seashore or the mountains, or for that matter all the way across the American continent.

Automobile travel, which was once the luxury of the very rich, is now the cheapest family transportation in the United States.

You know it when you see men with so-called "jitney" automobiles carrying passengers at five cents and destroying the business of street car corporations.

A father can take his family, with a camping outfit, to the mountains or the shore, at a cost one-quarter what it would have been before the automobile came, allowing for the original cost of the automobile.

Every year has seen constant progress, improvement in quality, production and cost. And in no year has there been greater progress, greater offering of real value, than this year.

There are, unfortunately, families that cannot as yet afford an automobile. There are also tens of thousands that think they cannot afford an automobile, when the fact is they really cannot afford to be without an automobile.

There are tens of thousands of families that could move to the country, save the rent the cost of the automobile, store it in the home garage without garage charges. Automobiles that have already taken millions to the country are destined to take more millions.

And everywhere the automobile has been a blessing to this nation. The desire to possess an automobile has caused many men, young and old, to work as they have not worked before. It has inspired millions with the desire and the ability to save.

Only the foolish talk of the automobile as a "pleasure car." That which means economy, greater efficiency, health, happiness and families united is a blessing and a necessity.

It does give pleasure, but it is primarily a useful car, the most useful invention of the human race thus far.

If you haven't a car, go get one.

If you have several cars, go and see the latest. Entirely new ideas have been developed. Important improvements have been added, not only without increasing price, but often with reduction in price.

The genius of the American manufacturer has overcome the high cost of labor and materials in America. You can buy here for your dollar twice the automobile value that you can buy anywhere else in the world.

America leads the world in automobiles, leads so far ahead that there is no second.

GET AN AUTOMOBILE.

Picture Producer Wins Heart of War-Dog; Fighter of A. E. F. Now Movie Actor



THE MEETING OF DAVID SMITH and WOLF

son, quarter; Jones, full; and Vitus and Terjeson, half. Minnaugh, substitute halfback, and several freshmen backs should make it interesting for the regulars.

THE HIGHWAYS BELONG TO EVERYONE

It has been said that the pedestrian possessed the right-of-way by reason of longer tenure of the highway, but this is a fallacy. We are living in an age of progress in which the old customs are rapidly being discarded for the newer and more practical. Motorist and pedestrian, alike, have equal rights and equal responsibilities. The pedestrian, then, should be educated as well as the driver.

and the logical place to begin is with the child, for the child pedestrian of today is the driver of tomorrow; his habits of carelessness cannot be too well grounded.

THE SAFETY VALVE

Liquid tangledfoot makes many a driver step on the gas instead of the brakes at the critical moment.

Wolf, the famous war-dog of the A. E. F. to play the name part in "Bare, Son of Kazan," directed by David Smith.

NEWTON REPORTS CHEV. CONVENTION

Local Dealer Is Highly Enthusiased Over Convention Held Last Week

G. L. Newton, local Chevrolet dealer, attended the Chevrolet dealers and salesman convention in Portland last week and reports a most enthusiastic meeting where the spirit of optimism prevailed.

The convention was held last Monday afternoon in the Baker theater followed by a banquet at the Multnomah hotel in the evening. There were about 1200 dealers and salesmen in attendance and according to Mr. Newton it was a very successful convention.

The company outlined a change in policy at this convention in which they will cooperate and work to the mutual advantage of the dealers and salesmen. They also outlined a solution to the used car problem which is confronting the dealers at the present time.

Mr. Newton reports that at the present time the 14 assembly plants of the Chevrolet Motor company are operating three eight-hour shifts per day and that they are turning out 40,000 cars a month. "This just gives a little idea of the demand for the new Model K Chevrolet with the disc clutch and the long underslung springs and Duco finish. Up to the present time we have not been able to get cars enough to fill our orders," added Mr. Newton.



WALTER P. CHRYSLER President and Chairman of the Board of Directors of the Maxwell and Chrysler Motor Corporations

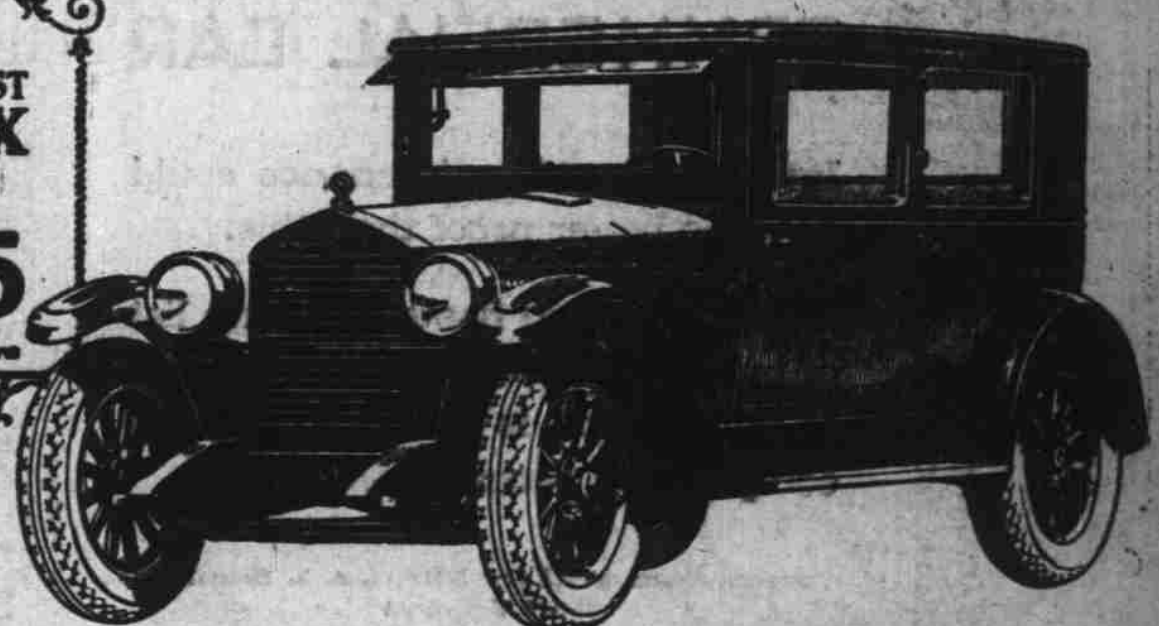
BALLOON TIRES NOW OPTIONAL EQUIPMENT

Due to the increasing popularity of balloon type tires, this style of 29 by 4.40 inches, straight side equipment is now optional on all with suitable wood wheels and Ford cars. The size furnished is |rims.

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THE FINEST ESSEX EVER BUILT

THIS GREATEST ESSEX VALUE \$895



You Cannot Get Equal Style Performance and Reliability Within Hundreds of Dollars of Its Price

Essex is a totally different type. Its advantages are exclusive because patented. It gives results never before attained in any car:

- Low price, without disappointment in looks or reliability.
- Economy without sacrifice of performance.
- Stability and highest roadability without unnecessary weight.
- The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design.
- The lowest maintenance cost, we believe, of any car in the world.

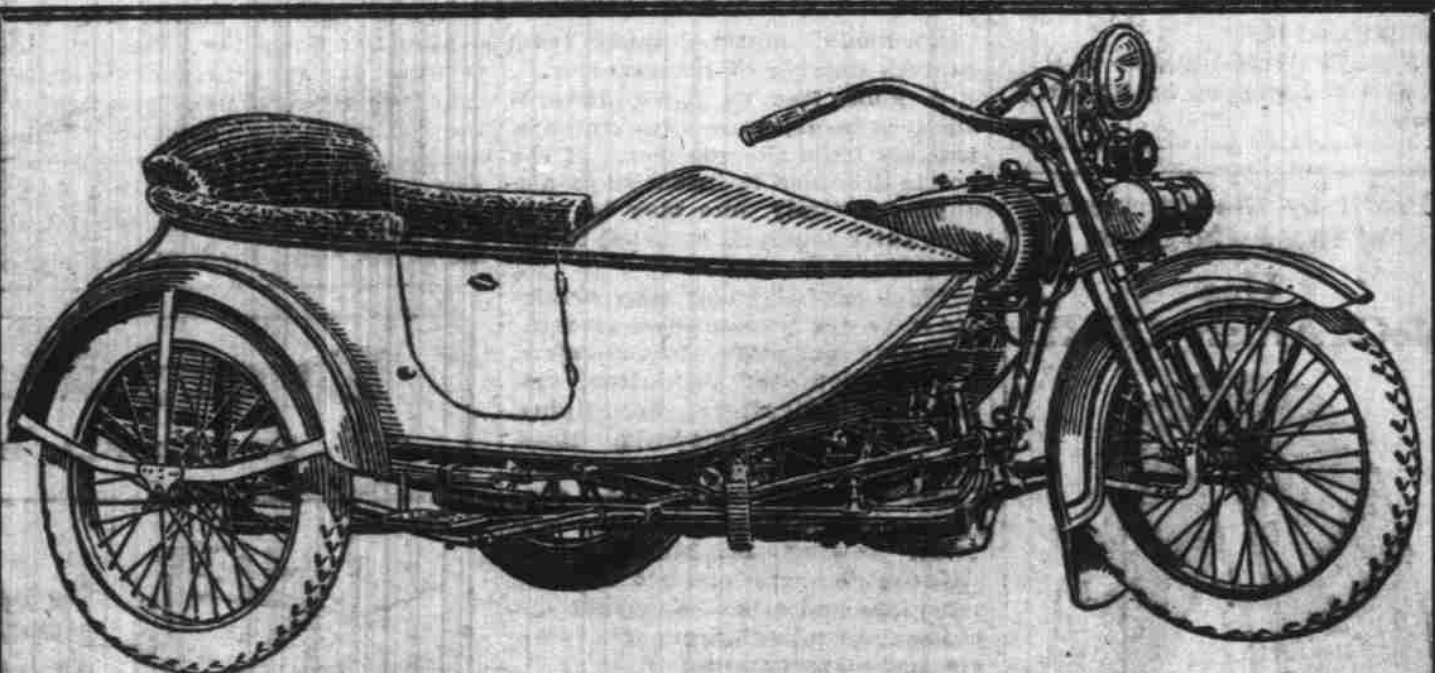
A Car You Will Be Proud to Own

These qualities make it the most wanted and largest selling car of its class in the world. And the price, because of volume, is the lowest at which Essex ever sold.

It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortably riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

Surely you cannot be satisfied with less than Essex offers when its cost is but little more than cars of the lowest price.

Hudson-Essex, Largest Selling 6-Cylinder Closed Cars in the World



YOU TOO

CAN OWN THIS FINE

Harley-Davidson Motorcycle

\$250 down starts you on the road to secure the greatest sport in the world—MOTORCYCLING. Why not use transportation you can afford—only two cents per mile is all it takes to run a Harley-Davidson—gas, oil, tires and all.

Come in and look them over now
HARRY W. SCOTT
"The Cycle Man"

Send for Catalogue and complete list of used machines.

Ready to Practice; Oregon Team Strong

UNIVERSITY OF OREGON, Eugene, March 21.—Spring practice at the University of Oregon will be resumed March 30, the date of the opening of the spring term after the vacation period. Oregon already has had six weeks of practice, and Coach Smith thinks an additional amount of time will be required to drill the players in fundamentals, passing, kicking, blocking and punting.

Football candidates will be divided into four squads, each squad will have about 15 men. Twice a week on Wednesday and Saturday, the squads will be put through scrimmage practice. Players making the best showing will be placed on the varsity squad at the start of fall practice, September 15.

Coach Smith and Virgil Earl, athletic director, will coach the four squads. Baz Williams, new coach, will not join the team until fall practice begins.

If all the regulars return in the fall there will not be a single weak place in the line. Oregon will have Mauts and Smith at end, Keys and probably Bliss at tackle; Bailey and Spieida at Guard; and Johnson at center. It is generally rumored that Pat Wilcox will not be back at center. There are several promising players from last year's freshman team who may beat some of the regulars.

In the backfield will be Ander-

son, quarter; Jones, full; and Vitus and Terjeson, half. Minnaugh, substitute halfback, and several freshmen backs should make it interesting for the regulars.

A New Car?

No—



JUST A NEW TOP

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W. E. J. H.
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