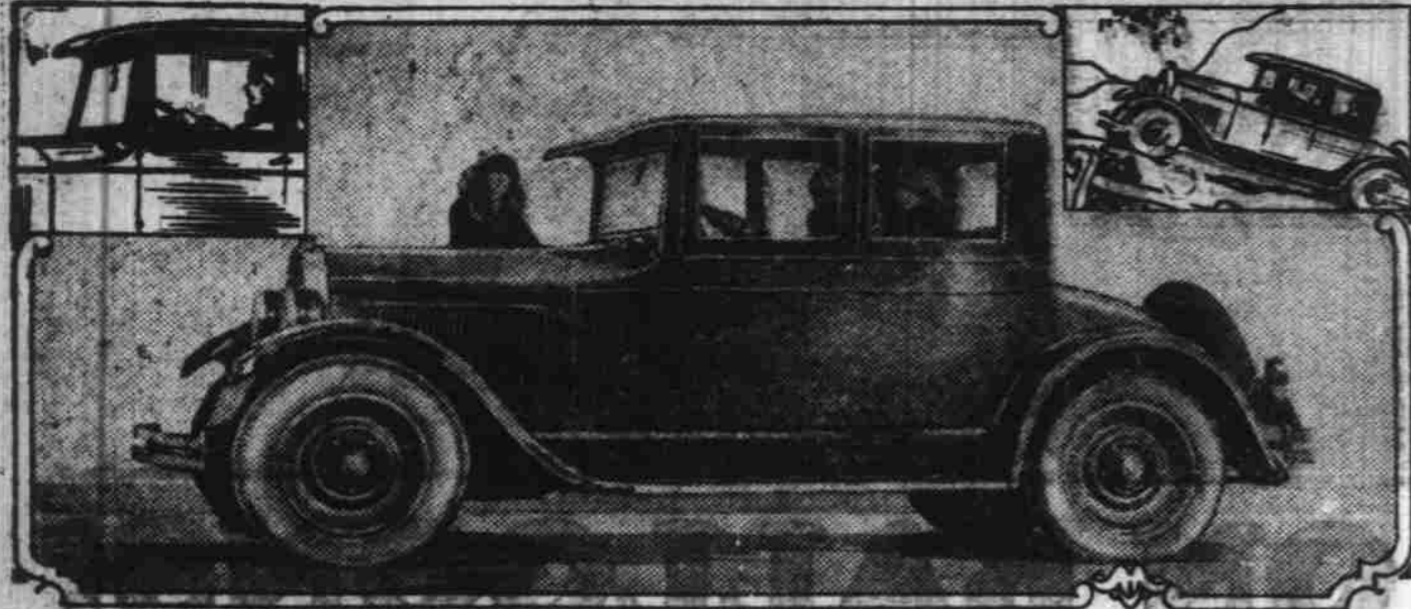


**Hupp Eight-in-Line Marks a New High Point in Automobile Engineering**



GREATER flexibility, ease of handling and parking, and a quick pick-up, especially in second gear, are the most important changes in the 1925 crop of new motor cars, according to automobile experts.

The number of brand new cars brought out at the Automobile Shows this year by leading manufacturers was very outstanding among them, especially because it advances particularly the latest trend in motor car design, is the Hupp Eight.

High powered, multi-cylinder cars have been making rapid headway

for more than a year. Many engineers agree that the so-called eight-cylinder-in-line car is the last word in automobile design because of its smoothness, natural freedom from vibration and its simplicity of construction. More than a half dozen of these eights have been brought out in the last 18 months. Hupp engineers, in their Eight, have actually designed and built as simple and accessible a car as the best designed fours or sixes.

With the arrival of traffic congestion and parking difficulties in the business sections of cities of 50,000 and even less, the advantages of this modern design are becoming

equally as apparent to owners in the smaller cities as to those living in the large metropolitan centers.

Hupp engineers realized this in building the new Eight. Because of this realization they incorporated in the car's score or more of fundamental and revolutionary features those of tremendous acceleration and flexibility, great parkability, outstanding ease of handling and short turning radius. They have, it is believed, advanced these features farther in the eight than any other manufacturer, and have inaugurated a type of automobile that is certain to exert a wide influence on all motor car design.

**TIRE DEALER SAYS PROSPERITY HERE**

Arnold L. Scheuer, President Kelley-Springfield Tire Co. Writes

A quarter of 1925 has passed. Some few business men are asking, "Where is that prosperity we were told about? When will good times return?"

Prosperity is here. Good times do not return without help. The companies enjoying good



ARNOLD L. SCHEUER

business today are the concerns which went out after such business.

Economic tendencies run in cycles, it is true. But enough resourcefulness can be displayed and enough energy used to result in good business despite graphs, charts and curves to the contrary.

I have found that when years of prosperity have been followed by a period of adversity that sound manufacturing business emerge again with lessons well learned, with equipment refitted to meet new conditions and with a fund of good will maintained. These are assets of the first importance. Energy and resourcefulness are then the chief qualities which grasp and build up the first signs of returning prosperity.

Prosperity is here. Inclement weather—not hard times—has slowed up business somewhat.

Look at the tire industry which has wisely measured its steps, keeping production in line with demand. Never was there a time in the history of the tire industry when it was possible to obtain such tire values as it true today.

It should always be remembered that the United States is essentially an agricultural country and that when the farm population of the country is enjoying good health the rest of the country is also. The farm situation is improving day by day and it is well that it is.

A cold fried egg may be the most depressing thing, but a boardinghouse bath tub is a close second.

Any young go-getter can make good if he has an old foggy dad to back him.

**ZOSEL'S TIRE SHOP OPENS NEW STORE**

Corner Formerly Occupied By Used Car Corner Remodeled

Zosel's Tire Shop is now open and ready for business in the

building formerly occupied by the Used Car Corner opposite the marion hotel.

The building has been completely remodeled and refinished and all modern conveniences have been installed for the accommodation of the patrons. The front part of the building will be used for a display of the tires and accessories that will be carried and the shop will be in the rear with entrance from Ferry street. A gasoline pump, oil pump, water and air stand has been installed on Commercial street and a water and

air stand on Ferry street.

The shop while under the name of Zosel's Tire Shop, is owned jointly by Grant W. Day and Walter H. Zosel. The active personnel of the shop is: Walt Zosel, Robert Smith and "Bill" Ashby.

The company will feature the Seiberling cord and Portage cord tires and staple automobile accessories. The new curb oil dispenser which has been installed on Commercial street is the only one of its kind in Salem. All the different oil dispensed can be seen through glass tubes above the faucets. The entrance to the shop on Ferry street is thirty feet wide and will accommodate several cars and enable patrons to get in and out of the shop with their cars without trouble.

F. C. Speer, sales representative for the Seiberling Rubber company has been in Salem during the past week assisting Mr. Zosel in the arrangement of the stock for the opening.

**A New Top**

Will Make Your Car Look Like New

Have it Fixed Before Vacation Time

W. R. J. H. McALVIN 545 NORTH CHURCH STREET



**GOOD-BYE "OLD TOP"**

Goodbye "Old Top" with your flappy side curtains, more difficult to install than to work a crossword puzzle.

Goodbye to the discomfort of doing without curtains rather than stop to put them on.

Goodbye to the danger of being crushed by the weight of the car.

Goodbye to all with the arrival of

**THE STUDEBAKER DUPLEX PHAETON**

with the steel top built integral with the body and the roller enclosures.

"30 Seconds from an Open to a Closed Car"

**MARION AUTOMOBILE CO.**

Phone 362 235 South Commercial Street

OPEN DAY AND NIGHT

**NEW PACKARD NOW ON DISPLAY HERE**

Packard 3-26 Five Passenger Sedan Displayed By Powell

There was great rejoicing around the establishment of Fred H. Powell Motor cars last Thursday when the long waited for new Packard 3-26 Five passenger Sedan arrived. Many prospective

purchasers have been waiting the arrival of the new demonstrator and the car has been kept busy morning, noon and night.

Probably not in all its 25 years has the automobile industry and the purchasing public been more stirred than upon the announcement of the slashing of prices on enclosed models made by the Packard Motor Car company a few weeks ago. It has been almost the universal topic of discussion among motor car factory magnates and motorists at large. Especially so as it applies to the regular line of Packard Sixes with out change in style or quality.

The move was taken to mean a recognition or belief by Packard, that the end of the ordinary open car is rapidly approaching if it is not already here. It also was taken to mean that Packard plans a great broadening of its market and an aggressive expansion of its business.

There has been no change in the design of the Packard bodies but several improvements have

been added to the chassis such as the oil recifier, simple and automatic in action, together with a force feed oil pump, which insures the circulation of undiluted oil to all moving parts within the motor, affording quietness of operation and longer life of parts.

Packard owners will appreciate the ease with which the chassis may be lubricated. No longer is it a garage job. The driver can do the work while the car is being driven at top speed.

Other refinements have been incorporated which according to President McCauley of the Packard Motor Car company, brings the Packard car up to that state of efficiency that it is anticipated no necessity for substantial structural changes will be made for a long time to come.

MARION COUNTY SALES FOR LAST YEAR 1924

From the Oregon Motor Register. Ford 726, Chevrolet 177. Over-

land 136, Star 131, Dodge 84, Buick 58, Willys Knight 53, Olds, 46, Studebaker 45, Oakland 37, Maxwell 19, Gardner 18, Jewett 16, Essex 16, Hudson 14, Packard 11, Chrysler 9, Hupmobile, Flint 7, Durant 6, Franklin 6,

Gray 6, Nash 5, Rickenbacker 4, Rollins 4, Paige 2.

There was pornographic literature in the old days, but those who read it were not called intellectuals.



**For Every Make of Car READY WHEN YOU NEED IT**

JUST CALL 203 For Our Service Car

**Good Ignition Means More Pep For Your Car**

We give authorized electrical service on the following cars:

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| Rollin        | Packard    |
| Dort          | Chevrolet  |
| Willys-Knight | Durant     |
| Buick         | Hupmobile  |
| Star          | Nash       |
| Oldsmobile    | Overland   |
| Chrysler      | Studebaker |
| Maxwell       | Flint      |
| Jewett        | Oakland    |
|               | Gardner    |

Register Your New Car With Us That You May Receive the Benefit of the Manufacturer's Warranty

**E. H. BURRELL**

Battery and Electrical Service 236 N. High Street. Phone 203

**THE NEW KELLY FLEXIBLE CORD**

The easier-riding, longer-wearing tire made possible by the KELLY Integral Bead construction

Easier riding than the ordinary cord tire, because it is more flexible.

More flexible because the Integral Bead construction—used only by Kelly—has made possible a flexible tread as well as a flexible carcass.

Longer lived, partly because of the ruggedness of the tread but principally because the tire's flexibility allows it to absorb the shocks of road obstructions instead of resisting them.

A broad, tough, long-wearing non-skid tread that performs its duties efficiently and silently. Altogether, the best tire Kelly has ever built.

Let us show you this new Kelly

**MARION AUTOMOBILE CO.**

Open Day and Night

235 S. Com'l St. Salem, Ore. Phone 362

**Hey, Fellows**



**\$35.00**

Cash, puts you on this fine

Rebuilt Harley Davidson

You Can Pay the Balance on Easy Terms

Total Price Only \$95.00

This machine has just been completely rebuilt in our shop—has good paint and good tires and fully guaranteed by us.

Come in and see it now.

**Harry W. Scott**

"The Cycle Man" 147 S. COMMERCIAL ST. Send for complete list of all used machines