

AUTO MULTIPLIES ENERGY OF OWNER

Motor Car Not Rival — But Best Ally to Industry, Says Rickenbacker.

"The automobile is not a rival," says B. F. Rickenbacker. "It is the most valuable ally to all other industries and lines of business."

It is just as illogical—just as silly for business men in other lines—to rail at the automobile as a competitor, as it was for the workman to resent the advent of the automatic machine tool.

The old type-setter went on strike when the type-setting machine was introduced—he imagined it was a rival. It proved his greatest benefactor, for it not only multiplied his efficiency once he had learned to use it, but it made his work easier while doubling, tripling and finally quadrupling his pay.

And where there was one type-setter there are now ten linotype operators, for the extra efficiency of the machine, multiplied newspapers and magazines—gave us a 64 page paper where we previously had a 4 page one. This is only one of the many examples that are familiar to everyone.

The automobile is simply a machine which multiplies the energy of its owner.

It not only pays for itself but

creates wealth and purchasing power to buy other things.

Before the railroad came, there really were no factories—only work shops.

Prior to that the use of the horse was limited to only such small areas as were available for consumption of the home-made product.

The railroad rendered it possible for makers of everything to produce vastly more for foreign use.

The telephone did not supplant any other convenience. On the contrary, it created wealth for the purchase of other things theretofore unknown in the home, by increasing the productive power of its owner's time.

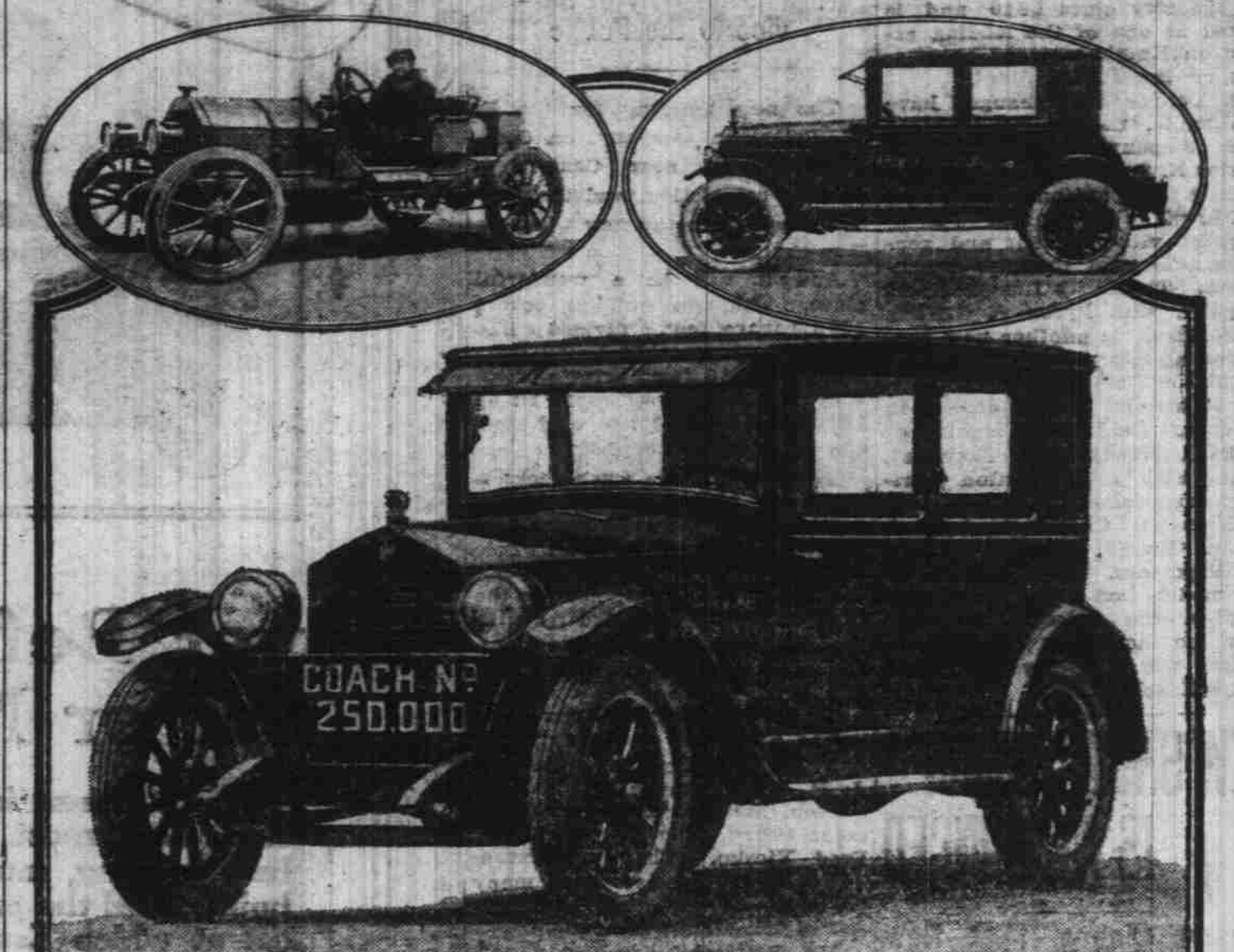
Show me a home without a telephone and I will show you one that lacks most every other modern convenience and labor-saving device.

Put a 'phone in the office and in the home, power washing machines, pianos, phonographs, automobiles, trucks and tractors follow, as sure as night, the day.

It is a truism that the coming of the steam railroad, not only did supplant the horse but increased his value. He was needed more than ever to carry products from the source of origin to the railroad which then transported them to far away markets. In other words, the horse proved to be the greatest feeder of that which was expected to exterminate him.

Pessimistic people are always predicting that each new form of transportation will destroy its predecessor. Experience proves

Hudson-Esssx Builds 250,000 Coaches In Three Years



These cars illustrate three phases of automobile progress. Upper left shows first Hudson car ever built—without top, without windshield, without many things motorists have today. The upper right is the famous first Essex coach—the grand-daddy of the closed-cars-at-open-car-prices idea. Below is a special photograph of the 250,000th coach built just a few days ago.

A quarter of a million coaches in three years! This is the record reported by the Hudson Motor Car company, which originated the coach type of car late in 1921. Up to that time enclosed cars had cost the motorist about \$1,000 more than an open one. Now open and enclosed ones sell at about the same

figure. Hudson-Esssx has maintained its leadership by offering the coaches at actually less than the touring cars.

Nine out of every ten Hudson-Esssx cars made is a coach. This is said to be the greatest example of specialization in the motor car industry. Just recently the 250,000th coach was made.

CALIFORNIA AND OREGON SHOW REGISTRATION INCREASE

From Pacific Radiator California sales of passenger cars and trucks during 1924, reported by Motor Registration News total 189,641. This represents an increase in state registration, of 17.3 per cent, which compares favorably with the national average of 16 per cent compiled by the automotive division of the United States Chamber of Commerce.

No inventor of a newer and quicker method of transportation has ever been able to predict even a fraction of the business it would itself, develop.

For example, the bicycle, not only did not supplant railroad travel nor usurp the package carrying business, but, in its heyday, was the greatest contributor to the express companies.

Almost overnight, that business ceased and the pessimists thought the express business was on the decline.

Almost simultaneously the automobile came along and today supplies in the form of parts, tires, bring more than three times the railway express business that the bicycle did.

Even the express companies, themselves, fought the parcel post because they thought it would deprive them of business.

In actual practice, however, it has developed a type of traffic of its own and previously non-existent, and since the advent of the parcel post the express volume and revenue has more than doubled.

For a time, the railroads fought the motor truck and the passenger bus, which merely shows they were shortsighted. Now the railroads, themselves, are among the heaviest buyers of both of these types of motor vehicles.

"The truck has taken from the railroad a large percentage of its 'short haul' business. But that was the unprofitable part of railway freighting.

"The motor bus, while it may deprive the railroad and trolley lines of a percentage of passenger traffic on some lines, still does, by acting as a feeder on lateral roads, supply vastly more than it takes.

"We now observe that, where the motor bus proves so much more efficient and economical than the trolley car the company simply deserts the latter and supplants it with the motor bus.

"Far from being a competitor of the railroads the automobile is today its biggest individual customer.

"Paying the highest freight rate—double first class, the shipping of automobiles constitutes a large percentage of the total volume of freight in America.

"Indirectly, the motor car is still the best ally of all other industries, because, by the high wages it pays, the vast quantities of product it purchases from other industries—drawing as it does from the mine, the steel mill, the rubber plantation, the ranch and lumber woods—the automobile creates vast wealth and purchasing power.

"In fact, the purchasing power of America—the ability to own homes, to furnish them, to dress better and live better, has nearly tripled since the advent of the automobile," says Mr. Everett.

merco. The sale of passenger cars was 173,790 and the number of new registrations of trucks in the state was 15,851.

A comparison of the total sale of the leading fifteen makes of cars to the total sale of all makes reveals some interesting facts. Eighty-eight per cent, of 152,996 cars, was divided among the first fifteen, leaving only 12 per cent, or 20,794 cars, to be divided among the remaining 101 manufacturers represented as having sold at least one car during the year. In other words, 88 per cent of the number sold was divided among 13 per cent of the number of manufacturers represented.

California sales for 1924 were 23.6 per cent less than in 1923. In spite of adverse summer and fall conditions and a general decline in car sales throughout the entire country, sales in this state were remarkably strong. A 12 per cent increase of 1922 sales indicates the real position of the industry.

Sales of the leading fifteen cars follow:

Ford	56,319
Chevrolet	24,305
Dodge	13,282
Buick	10,373
Studebaker	10,049
Star	7,581
Overland	4,619
Hudson	3,861
Essex	3,718
Jewett	3,558
Oakland	3,488
Nash	3,412

Maxwell	3,233
Willis-Knight	2,733
Oldsmobile	2,465

152,996

The comparative showing in Oregon is also excellent. Car sales for the year showed only an 8 per cent decrease, while car registration was increased 80 per cent over the number registered December 31, 1923.

Preliminary figures compiled by Motor Register indicate sales for the year at 33,229, of which 31,028 were passenger cars and 2,201 trucks. The tendency toward the elimination of all but a few of the larger producers is also shown in Oregon, where 92 per cent of the passenger cars were sold by 31 per cent of the manufacturers represented.

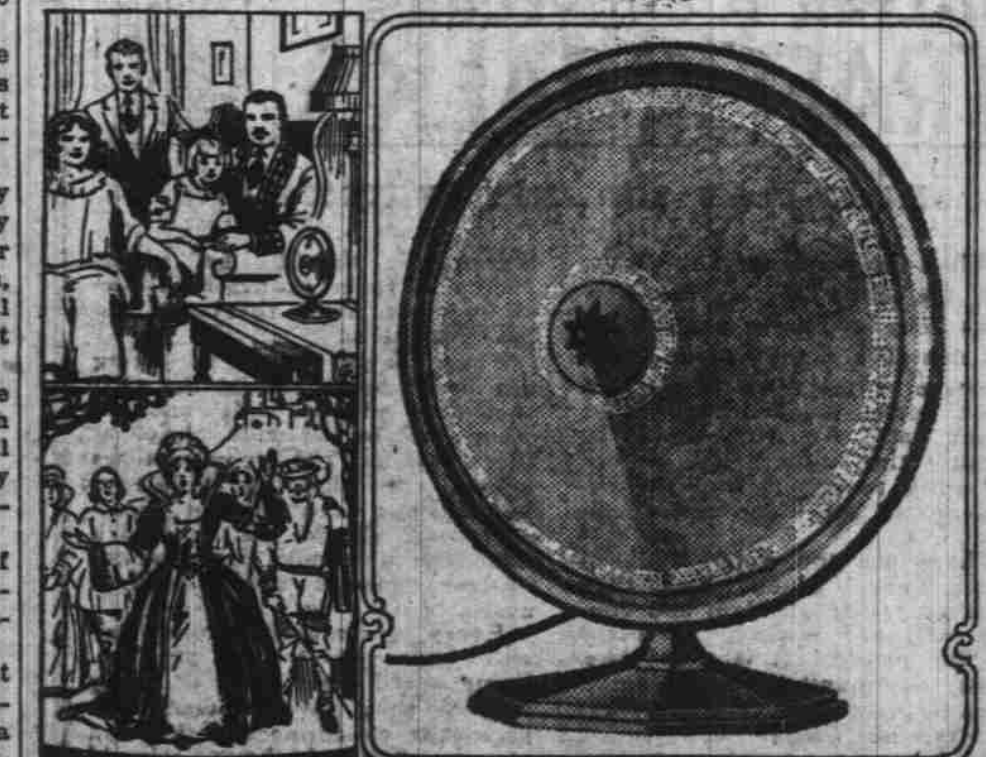
The following fifteen cars came up the bulk of Oregon's 1924 sales:

Ford	11,408
Chevrolet	4,574
Star	3,212
Dodge	1,882
Buick	1,504
Overland	1,498
Studebaker	1,064
Oldsmobile	777
Maxwell	561
Willis-Knight	513
Oakland	450
Pontiac	342
Jewett	283
Nash	283
Hupmobile	280

28,636

The morning newspaper is the market place of the entire world. An advertisement in it will bring you larger returns.

NEW TYPE SPEAKER PERFECTED AFTER TWO YEARS OF TESTS



For years engineers of The Crosley Radio Corporation in Cincinnati experimented with loud speakers of every conceivable type.

During those years Powell Crosley, Jr., president, was dissatisfied with all speakers including the ones with which his own engineers were experimenting. He insisted upon a speaker that would reproduce the human voice perfectly, one that would reproduce piano music perfectly and finally one that was attractive, a speaker that any woman would be glad to have in her living room. Engineers told Mr. Crosley he was describing a perfect loud speaker. "That's what we want," he said.

Then along came C. W. Peterson,

a young engineer, with a new idea. He had a speaker. The principle of it was different. He had his speaker patented. It represented years of study and experimentation. He offered to give a demonstration. He placed his model against all types of speakers. The results were startling. Mr. Crosley immediately turned over the facilities of his large laboratories to Mr. Peterson and gave him instructions to perfect his speaker for large production. Months later another demonstration was given and this time Mr. Crosley was satisfied. He gave instructions to go into production. It is predicted Mr. Crosley's new speaker will make existing types of speakers obsolete.

CERTIFIED PLAN AIDS PURCHASER

Plan Has Been in Force Now 7 Months. Over \$2,000 Sold Each Month

Cars and trucks aggregating \$6,000,000 have been sold under the Chevrolet Six Per Cent Purchase Plan since this copyrighted method was inaugurated among Chevrolet dealers seven months ago.

The plan, regarded as a fundamental improvement in automotive merchandising, has met with such uniform approval that now more than 2,000 of the certificates are sold each month.

Under its provisions a prospective car owner may start with an initial payment as low as \$5. If desired, a larger first payment may be made. This is followed by weekly or monthly installments suiting the convenience of the purchaser. These payments are entered upon the back of the purchase certificate. When the sum of the payments plus six per cent interest earned reaches one-third of the retail price the car is delivered. The balance may be met either outright or on a deferred payment plan.

Another attractive feature is a provision that a certificate holder who already owns a car gains further credit toward his new automobile of six per cent of such amounts as he may spend with

the dealer for service, repairs or accessories on his old machine.

The certificate savings are amply safeguarded. They are banked in a separate trustee's account, in a local bank. Over 2000 of these accounts are established in different banks in the United States. In addition all money paid in on a Chevrolet Purchase Certificate is insured against all loss by a strong and well known insurance company.

Read the classified ads in The Statesman. Something of everything is either wanted or is for sale.

CONGO MISSIONARY

LONDON, April 11—Ten years ago a young man offered himself to the Baptist Missionary Society for service as a missionary in the Congo.

The applicant was rejected by a doctor, and subsequently went into business with the determination to devote his profits to the cause he had hoped to serve in another way. It was announced recently that in the ten years since his rejection his gifts to the society have amounted to \$125,000.

This Label Protects You

GUARANTEED

Ford

used cars

It's the logical thing to do —to buy your Used Ford Car from Your Nearest Authorized Ford Dealer

This Label is your Guarantee of Value

A NEW TOP
Make Your Car Look Like New
LET US FIX IT
Before Vacation Time

W. R. McALVIN
346 N. Church Street

Where Your Dollars Have More Cents

Type CRR
A new Willard Threaded Rubber Insulation Charged with Dry All-Rubber Case

Joe Williams
"The Battery Man"
534 COURT STREET PHONE 198
Member Willard Battery Men

Where Your Dollars Have More Cents

The New Bead Construction does it

THE new Kelly Tire has a real non-skid tread. So quiet it doesn't even purr. So tough and rugged, the new Kelly will out-mileage any tire we have ever known.

A new construction, exclusive with Kelly, makes the bead an integral part of the tire. This gives the entire carcass a flexibility without which the new easier-riding, longer-wearing Kelly tread could never have been achieved.

We have the new Kelly Cord in all sizes.

KELLY Flexible CORD

MARION AUTO CO.
Open day and night
292 S. Commercial St. Phone 362
Salem, Oregon

6-cylinder 5-passenger Sedan
\$1995
(F. O. B. Detroit, plus war tax)

Performance

Over three mountain ranges—'round a thousand sharp turns—at a speed so terrific as to smash all previous records in a dash of 1558 miles!

And without once adjusting brakes!

That was an incident to the phenomenal performance of Rickenbacker Six when Cannon Ball Baker drove from Canada to Mexico in 40 hours 57 minutes—total elapsed time.

Imagine what must have been the service demanded of those 4-wheel brakes!

Baker insists that it was brakes that made the record.

For while he did drive 72 miles per hour on straight stretches—others before him had been able to do that.

Only by holding an higher average speed, could he hope to lower the former record.

That called for brakes—ability to de-celerate quickly at turns—then get away again with the least loss of time.

Brakes must be absolutely dependable—that means mechanically operated.

They must not grab—but slow down the car smoothly as well as quickly. That calls for internal, expanding brakes—rigid shoes of equal dimensions.

In his Rickenbacker motor this great driver had plenty of power, and amazingly quick get-away.

Add to that the wonderful efficiency and the absolute certainty of his brakes, and you have the formula for this and all the other records that Baker has lowered in this car.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

F. W. Pettyjohn Co.
"After We Sell We Serve" 219 N. Commercial

Rickenbacker
A CAR WORTHY OF ITS NAME