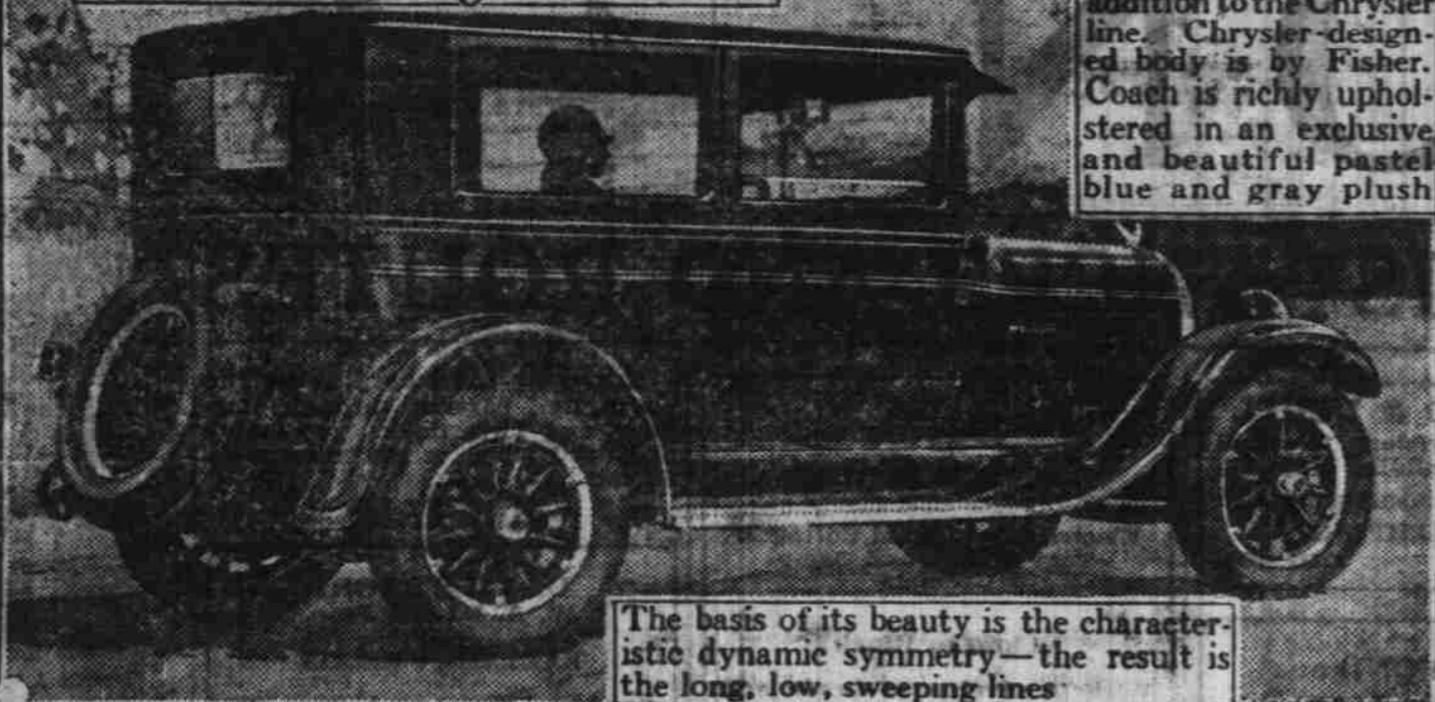


The New Chrysler Coach



The Coach is the latest addition to the Chrysler line. Chrysler-designed body is by Fisher. Coach is richly upholstered in an exclusive and beautiful pastel blue and gray plush.

The basis of its beauty is the characteristic dynamic symmetry—the result is the long, low, sweeping lines.

CHRYSLER'S CAREER MUCH LIKE FORD'S

Similarity Is Seen in Progress Made by Motor Car Car Organization

Sales Expansion of Maxwell-Chrysler Organization to \$12,000,000 Annually

DETROIT, June 20.—Announcement here today that the volume of Maxwell-Chrysler sales is exceeding \$120,000,000 per year emphasizes the amazing growth of the organization headed by Walter P. Chrysler. Within four years, under Mr. Chrysler's leadership, it has grown to be one of the largest American industrial concerns. The strides it has made, and its known plans for the future, have resulted in recent weeks in numerous comparisons of the careers of the automotive industry's two foremost men—Henry Ford and Mr. Chrysler himself.

For a dozen years the identity of the latter was largely submerged in his work. Within the industry itself he was widely known as a master of production—second only to Mr. Ford in the magnitude of his operations.

But to the world at large, until a few years ago, he was almost an unknown quantity. Then with startling suddenness and speed his name began to assume a large importance. To the public it seemed the beginning of a very successful and intensely interesting career. Actually it was the culmination before the public eye of a long period of preparation behind the scenes of a score of gigantic manufacturing operations.

Like Henry Ford, Chrysler had humble beginnings. His first work was that of an engine wiper in a western railroad roundhouse in the little town of Ellis, Kans., where he was born. Like Mr. Ford he was, and is, highly individual, highly national, and always interesting. The two names began to link themselves together.

Quick to utilize comparisons, those in the industry who know both men began to parallel the careers of Ford and Chrysler.

With bluntness comparable to that of Mr. Ford, Walter Chrysler disposes of this question in a few short sentences. "Henry Ford," he said the other day, "is pre-eminent. He pre-empted his particular field beyond hope of rivalry. Only one man in a generation can hope to contribute so much to the economic well being of the world. I am perfectly conscious that a comparison of my career with his is a compliment and of value—but I cherish no delusions. He stands alone and always will."

OAKLAND IS VICTOR IN CLOSED CAR GAS TEST

ECONOMY RUN IN YOSEMITE IS WON BY SIX SEDAN

22 Miles Per Gallon on 360 Mile Course; Uses Pint of Oil

By winning the closed car championship and class award in the recent Camp Curry Yosemite Economy Run, the Oakland Six has added one more to its long record of consecutive victories in America's outstanding economy events.

In this important contest, open to stock cars of any size or make, a strictly stock Oakland Landau Sedan not only captured these two honors, but also took second place in the grand sweepstakes—only one other contestant, a light touring car, exceeding Oakland's high score.

Oakland made an average of 22.86 miles per gallon of gasoline over the 360 mile course, which includes some of the steepest grades and most trying roads on the Pacific Coast. The car with its load of passengers weighed 3,847 pounds. Only one pint of oil and 4½ pints of water were needed for the trip.

NEW WIRE CABLE MADE

NEW YORK, June 20.—The first basic improvement in wire cable construction in more than a century is announced by the American Cable company after five years of research and experimental work.

The new rope is made of wires "preformed" to fit in place in the complete strand without twisting. This is the first time this has ever been successfully accomplished. The older method, followed since cable was first invented, has been to twist the wires after being assembled in strands. By the new method a cable has been produced which can be used longer with greater safety than ordinary wire rope. Wires and strands broken or cut lie flat in the new rope and do not fray out.

Because of the increased reliability of the new rope it is found particularly adaptable for airplane and airship use where wires must be unusually trustworthy. A new fleet of coast patrol boats recently put in service by the government to curb rum runners is equipped with the cable.

LARGE CITIES IMPROVE THEIR RECORDS

	Motor	Motor
	Fatalities	Fatalities
1st 4 Mos. 1st 4 Mos.	1924	1925
New York	295	265
Philadelphia	96	74
Detroit	91	75
Pittsburgh	45	42
Los Angeles	110	78
Buffalo	29	28
San Francisco	27	33



Serve you well

It stands to reason that you should get more miles of comfort and safety from C & L Tires and Tubes. They are designed expressly for rugged Western service, designed and built by a firm which pioneered the tire business in the West over 20 years ago—CHANDLER & LYON CO., world's largest exclusive distributor of automotive equipment and tires.

Take a look at the tire itself. See how it is built to carry out this purpose. Not merely one or two isolated advantages developed as "selling points," but from tough, one-piece, anti-skid tread to double, gum-welded chafers strip and rugged, reinforced base, every characteristic wear-proofed and strength-perfected to the utmost through the consistent use of choice materials, improved methods, and master workmanship throughout.

A Western pioneer pledges the resources of world leadership to make C & L Tires serve you better and longer, and that pledge is stamped on every tire—the C & L trademark.

CLARK & VINCENT
600 N. Capitol St. Salem, Ore.

YEARLY MODELS NOT TO BE MADE BY STUDEBAKER

MACHINES WILL BE KEPT CONTINUALLY UP-TO-DATE

Purchaser Will Not Find "Old Car On His Hands, Factory Declares

SOUTH BEND, Ind., June 20.—Announcement is made today by The Studebaker Corporation of America of discontinuing the custom of presenting a new line of automobiles each year.

Instead of bringing Studebaker cars dramatically up-to-date once in twelve months, this company proposes to keep them up-to-date all the time, adding improvements and refinements from time to time, as the merit of such betterments is proved to the satisfaction of Studebaker's engineering department, which, the Corporation points out is maintained at a cost of a half million dollars annually. Studebaker believes that this policy benefits present Studebaker owners. It is also the belief of this concern that the policy of no "yearly" models enables purchaser of new cars to obtain models that are always modern, without the necessity of waiting for annual changes and without the danger of their new cars becoming obsolete.

The dramatic success of the present line of Studebaker cars is one reason for this important change. During the first five months of 1925, Studebaker dealers delivered 40 per cent more cars to buyers than during the same period in 1924. On May 31st, the end of the period referred to, Studebaker dealers had only half as many cars in stock as on the same date last year.

SALEM VISITORS ALONG MOTOR ROW OPTIMISTIC

INCREASE IN SALES DENOTED BY GENERAL ACTIVITY

Representatives of Auto and Auto Accessories Say Demand Is Heavy

Visitors along Salem's automobile row during the past week report exceptionally large sales in all lines of cars in neighboring cities. Summer campers and tourists are also buying heavily of accessories needed on trips. Gas and oil representatives reports sales to retailers, are increasing greatly due to some extent to the advent of warm weather.

W. B. Norgrove, representative of the Corvallis Used Car Market, was in Salem during the week, and stated that sales in his locality were governed mainly by the

number of good used cars that could be purchased by his firm. Good used cars are being purchased rapidly by the motoring public, Norgrove declared.

A. F. Mullerweiss, special representative of the Union Oil company, and Cy H. Pruner, manager of the Tide Water Oil company for this district, also visited the city in the interest of their retail distributors. Both were well pleased by the large increase in sales in this territory.

Walter Rydell, new manager of the Western Auto Supply company, succeeding W. F. Watson, arrived here during the week, and has assumed his new office. He was formerly branch manager of the Portland store, where, by a coincidence, he also succeeded Mr. Watson. The Western Auto people maintain over 100 stores in kinds of automotive equipment.

The Statesman cover county news more thoroughly than any other paper in Marion county. Our special correspondents do it.



Champion will render better service for a much longer time. That is why it is outselling throughout the world.

Champion Spark Plug Co. Toledo, Ohio Windsor, Ont., London, Paris

DODGE BROTHERS COACH

Its popularity is thoroughly understood when you consider these facts:

Five adult passengers are accommodated in genuine comfort. Dodge Brothers standard power plant, chassis and underslung spring equipment are Coach features. Observation of the finish, fittings and design will reveal no departure from Dodge Brothers most exacting practice in these departments.

\$1095 f. o. b. Detroit—\$1315 delivered

BONESTEELE MOTOR CO.

474 SOUTH COMMERCIAL STREET
PHONE 423



Another Great Winner!

Now Every Family Can Afford a Real Closed Car
Overland Makes It Easy to Enjoy Bigger Power, Finer Comfort at a Record Low Price.

OVERLAND
World's Lowest Priced Cars
with Sliding Gear Transmission

Every family that has long wanted a fine, roomy, powerful, reliable closed car—and yet has been hesitating on account of cost—should welcome this latest, greatest closed car creation by Overland.

Always willing to pass on to the public the savings of huge production, Overland now offers a full-size, five-passenger SEDAN at a price that never before commanded so much quality.

All Steel Touring, \$495; All Steel Coupe, \$635; All Steel Sedan, \$715; f. o. b. Toledo.

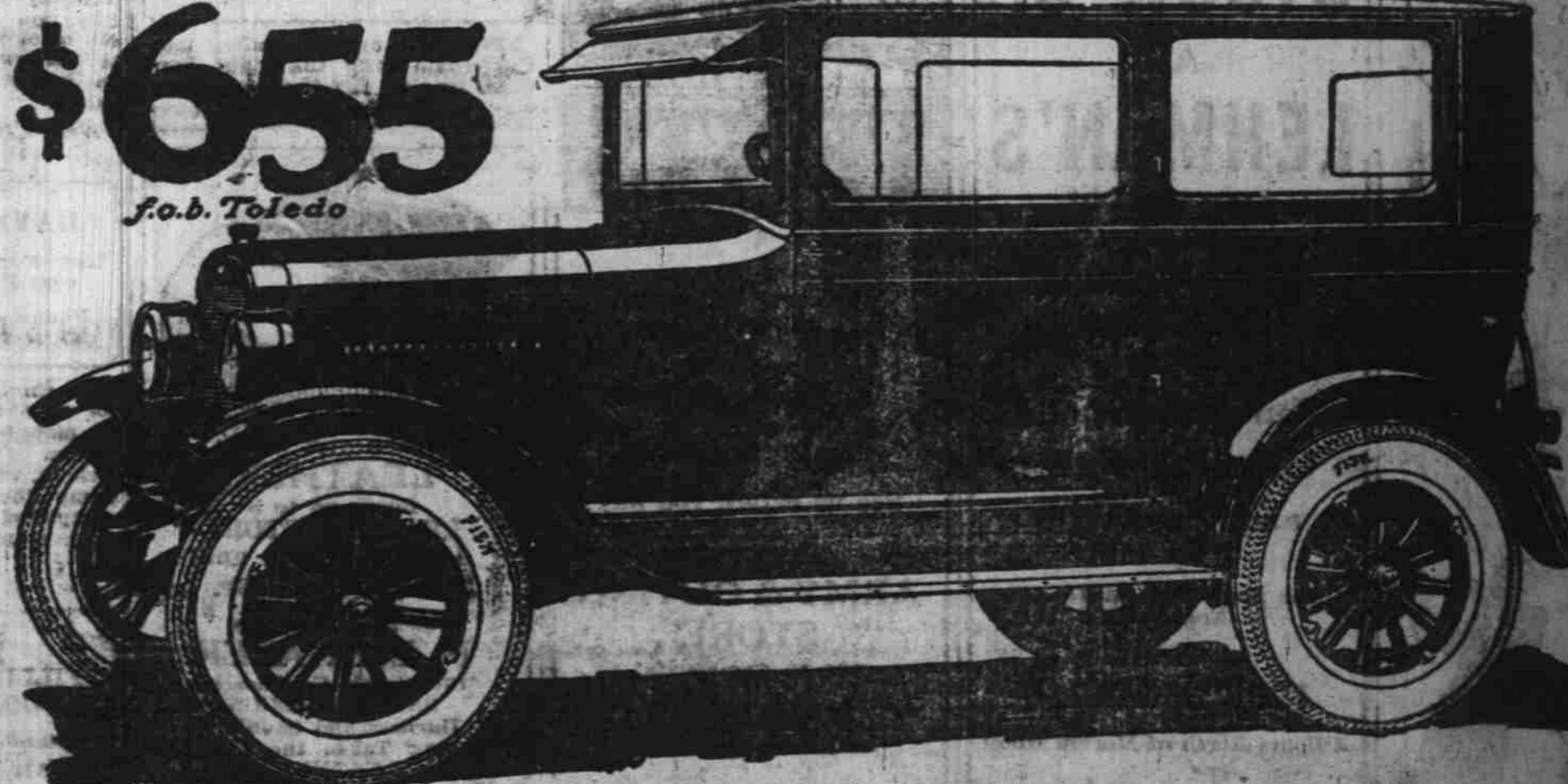
Long and low—with satin finish—with extra-wide doors—with a one-panel windshield—with fine cloth upholstery—

With a 27-horsepower, dependable Overland engine—patented, easy-riding springs—husky axles of Molybdenum steel—foot accelerator—big, safe 10-inch brakes—pressure-feed lubrication.

Small down payment—52 weeks to pay the balance.

New Standard Sedan)

\$655
f. o. b. Toledo



VICK BROTHERS

Trade Street
at High

WILLYS OVERLAND FINE MOTOR CARS

ARE THERE ANY BETTER PARTS

Than the

McQUAY NORRIS MOTOR PARTS?

We have their full line

"Jim" SMITH & WATKINS "Bill"
COURT STREET AT HIGH PHONE 44

1925 Ford Touring

Just like new

1924 Gardner Touring

In fine shape

1922 Dodge Roadster

1924 Durant Touring

Only run 7,000 miles

Burdette & Albee

MOTOR CAR CO.

217 State St.—Phone 1415