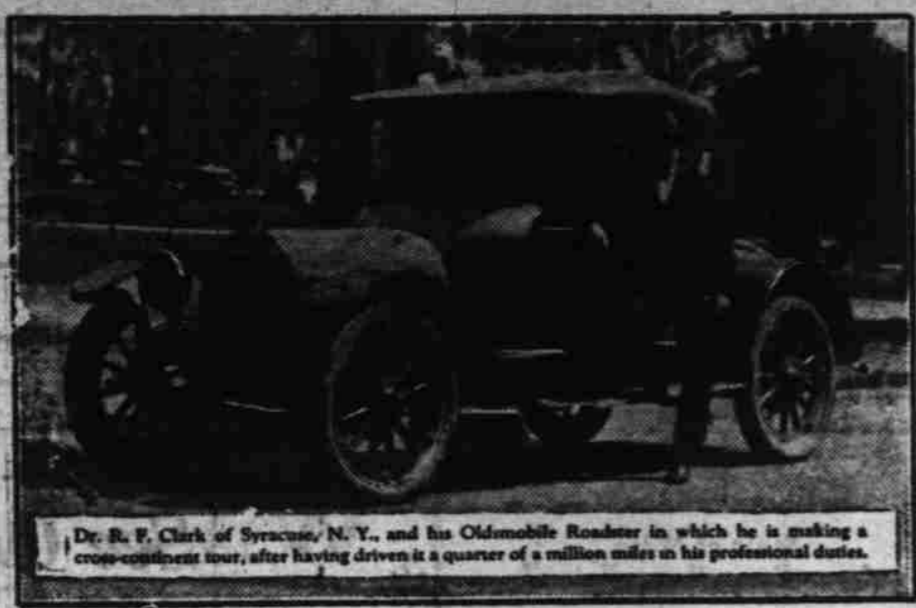


SMALL TRUCK SAID MOST ECONOMICAL

Ford Entrance in Field of Light Machines Fills Great Need, Held

Cost Per Mile for Transportation Declared Much Less With Lighter Unit



Dr. R. F. Clark of Syracuse, N. Y., and his Oldsmobile Roadster in which he is making a cross-country tour, after having driven a quarter of a million miles in his professional duties.

While the use of commercial cars continues to grow and while users are more and more turning to the lighter units as the most economical, a review of recent advances in this division of motor transportation reveals an interesting and significant development. This is the entrance of Ford as a commercial car body builder.

Every one is familiar with Ford in the passenger car fields, where he has brought low cost transportation without parallel anywhere. The gradual introduction of Ford built commercial cars indicates that users in this particular field are to benefit now to a greater extent than ever before.

For years the Ford ton truck chassis has been the most popular of the lighter-truck units and at present approximately 75 per cent of the one-ton trucks in use in the United States are Fords. Until little more than a year ago, however, purchases of the Ford truck chassis had to secure bodies from outside manufacturers.

The first appearance of Ford in the commercial car body field came with the introduction of an all-steel express type body with open cab, also of steel construction. The cab and body were built with a view of giving to the user the greatest possible value in construction and materials and at the same time a unit that was light and durable, designed to meet a variety of requirements.

With this body on the market it wasn't long until the Ford Motor company provided screen sides and canopy top, thereby extending the truck's utility to delivery and hauling services requiring protection of merchandise from the elements and from theft, providing at the same time loading space.

While these body combinations met a large share of the requirements in the commercial and agricultural fields these still remained a certain division that demanded stake and platform trucks.

In order to satisfy this demand the company recently introduced

a new stake body, which not only meets many hauling needs, but has a particular value to the farmer, for the body is easily adaptable to the use of cattle and grain siding giving the man on the farm a transportation unit to meet practically all of his hauling requirements.

A closed cab of steel also has been introduced. It is adaptable to any of the body types and because of the complete protection it affords against the elements has grown rapidly in popularity. A feature of this cab is that two panels in the back may be removed to afford access to the truck body.

Ford also is providing a light pick-up body for the Model T chassis, designed to care for light delivery work. This body, is also steel and is mounted on the Ford runabout which gives the driver a comfortable seat with ample room for another passenger.

With all these combinations it is estimated that the Ford Motor company not only produces bodies for close to 90 per cent of the commercial car requirements, but through the economies of quantity production is able to provide these bodies to customers at a low price. Because of this, the business man or firm seeking commercial truck equipment is now able to select any body combination of Ford build to meet his particular requirements without the trouble of shopping around.

OREGON TO BE PIVOTAL POINT OF SALES PLANS

(Continued from page 1.)

materially increased its standing in the general industry and is a prominent third with a strong bid in for second place among all manufacturers. It is the only organization which has shown a steady gain in output since the first of the year. This gain has not yet been great enough to pre-

vent the oversold condition which had steadily existed since the first of the year.

"In percentage of gain over the output of last year, Willys Overland leads all manufacturers.

"On this fact, we have organized to wind up the remainder of the year in whirlwind fashion."

"The northwest has become a point of tremendous importance in the sale strategy of the company. The steadily increasing population of this section of the country makes it a good barometer of general sales conditions.

"The buying public has accepted our products as representing a choice affording unusual satisfaction to motor car owners.

"To capitalize on this general feeling we are going ahead with an advertising program of great magnitude. All the better known newspapers in Oregon and Washington will be used to tell the story of Willys Overland achievement. This is a section of the country where the newspaper is the big carrier of all important messages.

"The big circulations, the big popular appeal of the papers and the interest of the buying public in the messages the papers have to carry, make them our logical helpers in the work we have to do.

"Backing up the newspaper advertising will come a measure of dealer support which will be the most helpful ever carried out among automobile dealers in this section. The results of this help cannot fail to be of benefit to the motor car buyer.

"The stimulation of buying which can be the only natural sequence to an extended newspaper campaign, will help business conditions in all lines.

"As more automobiles enable more people to travel, more miles to do their buying, greater buying results and all markets broaden.

YOUNG NIMROD CATCHES FISH FOR LARGE FAMILY

FOURTEEN YEAR OLD LAD PURNISHES MEALS FOR 18

Many Large Yosemite Trout Are Victims of Youthful Fisherman

YOSEMITE NATIONAL PARK, July 18. When 14 year old Edwin Bentley, young Glendale nimrod, came to Yosemite with his mother and father and brothers and sisters and other relatives, he undertook one of the biggest tasks a feller has ever faced. He said he'd keep the family of 18 members in all, who are vacationing here, supplied with fine, fat Yosemite trout for breakfasts.

And young Edwin has more than kept his word, for now, after almost two weeks, he has all the members of his family so tired of trout that they can hardly look one of the speckled beauties in the face at meal times.

Not content with little fellows, Edwin proceeded to catch one of the biggest trout which has been pulled out right on the floor of the valley thus far this season.

Edwin walked into the offices of the Yosemite Park and Curry company just yesterday, with a proud and beaming uncle, carrying a fine, fat trout which weighed 2 1/2 pounds and measured 22 1/2 inches.

"Gotta feed 18," he grinned. Other folks along the river have been complaining that there are no hungry trout in the Merced.

Here's how he did it: "Aw, all you have to do is use worms," young Edwin explained. "We don't ever let the to the crowd of admiring spectators see us, either. We just dangle our lines in the river, with a nice juicy worm on the end, and then hide behind the rocks till they bite. They won't bite if they see you."

AUTO EDITORS PRAISE WILLYS-KNIGHT CAR

(Continued from page 1.)

Herald Tribune wrote Mr. Willys, "and to express my wish for wonderful sales success of your great product, because if everyone could get the demonstration I did, you never could build enough of them."

"The first impression I received was the truth of the statement that 'Speed is in direct ratio to vibration and noise,'" writes R. C. Harris of the Utica Daily Press "and while we were going quietly along I had the surprise of my life when I glanced at the speedometer and it read 47. The sensation has been as at 25 miles."

From Boston to San Francisco newspapermen are proclaiming the qualities of the Willys-Knight six, and telling of their unusual experiences at the wheel of this new sleeve-valve six. Their comment would complete a large sized volume if compiled.

FUNDAMENTALS OF NEW ERA OF PROSPERITY SEEN

(Continued from page 1.)

have the money and are willing to spend it for those articles which contribute their full share to human happiness. Recently we found it necessary to increase our production schedule for the Gardner Eight-in-line to double that originally planned at the beginning of the current year. We have also found it necessary to treble our production schedule on the new Gardner Six.

Trick on Russian People Results in Jail Terms

MINSK—An amazing trial illustrating the ignorance and superstition of the Russian peasantry was held in this district. In order to increase the income of the village priest and to strengthen his authority over the local peasantry a group of village parishioners resolved to frighten the peasantry with the pretens of a "real" devil in the village.

A village boy was dressed up to resemble a devil. During the night he went to the village dwellers to frighten them. He was instructed to carry out secretly slight damage to peasants' property. This went on for several months, and the ignorant peasants took it all in earnest, as a penalty for their sins. They flocked to the church, induced the priest to hold special services and organized common prayers and religious processions.

A special commission had to be sent from the district town to investigate the peasants' troubles, which were brought to an end only by the arrest of the "devil." The priest and the local authorities were placed on trial and sentenced to many years imprisonment.

Chemists and Preserved Foods Slaying Man, Said

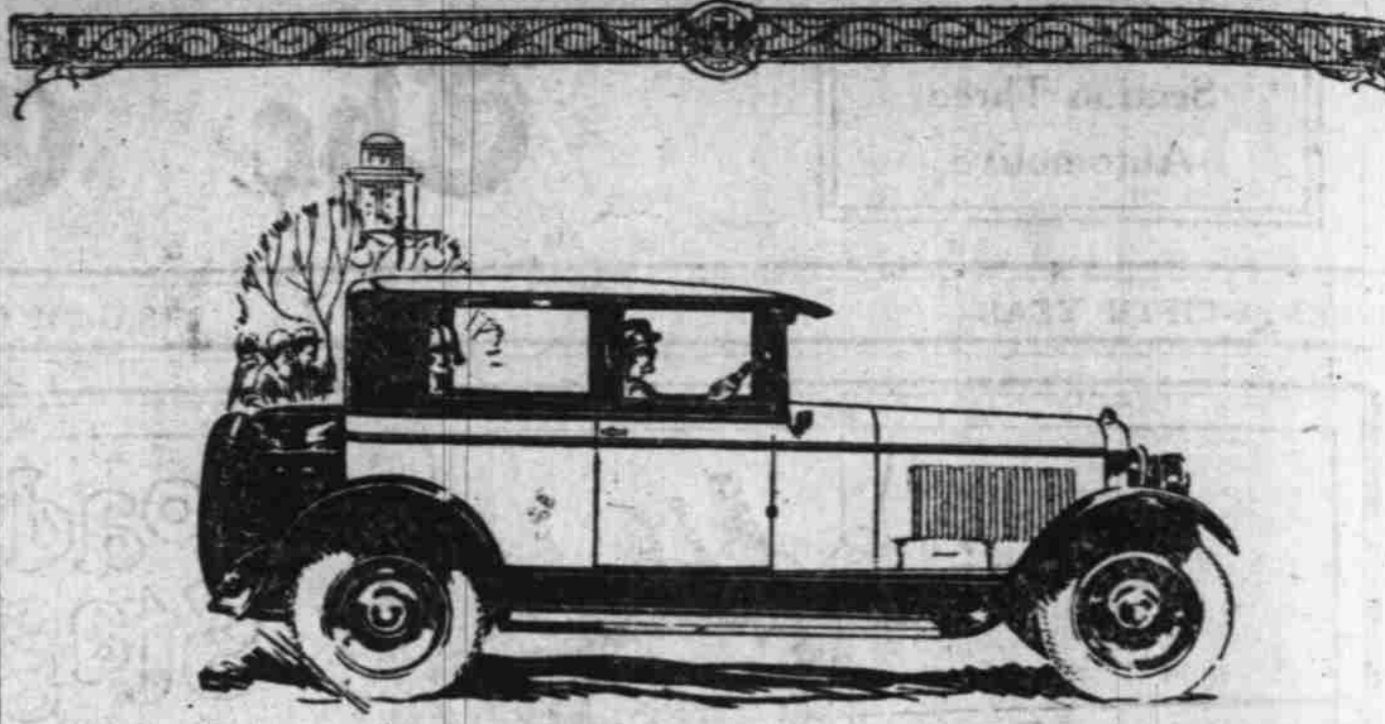
MANCHESTER, Eng.—The British nation is the worst fed nation in the world, and chemists have become the greatest slayers of mankind, Sir William Milligan, M. D., declared in opening a food exhibition here. The British diet, on the average was insufficient, ill-balanced and monotonous, he said, cooking left much to be desired and the quality of food supplies was open to grave suspicion. He attributed much of the dyspepsia, gastro-intestinal disease and intestinal lethargy to the tendency of people to live on preserved foods.

"Our chemists," he added, "have become, because of this tendency, in a sense almost the greatest slayers of mankind. Responding doubtless to a popular demand, they have worked at the discovery of food preservatives and these have been so largely used that, along with the results of cold storage, food became literally mummified."

DOG TEAM HAULS LUMBER

CORDOVA, Alaska — A team of five Malamute dogs was used successfully last winter to haul lumber from a mill on Grant lake, west of here, to the Alaska railroad, two miles distant, for transportation to Seward and Anchorage markets.

The shipment of 15,000 feet was made from the mill in loads averaging three-quarters of a ton.



The Eight-in-line Brougham same price as open car!

Not "practically the same price as an open car"—

Not at "almost open-car cost"—

Not "about the same price as the open car"—

But exactly the same price as the open car!

And it's an Eight-in-line! A long, low-swung, rakish Eight in colorful two-tone combinations. A big Eight with a 75-horsepower motor that will thrill you with its flashingspeed, power, and smooth perform-

ance. A roomy Eight with the cradled comfort of full-size balloon tires, long springs, and snubbers all around. A safe Eight with the finest enclosed 4-wheel brakes ever devised. A quality Eight—for Gardner built it, and for fifty years Gardner has always built well. See it! Ride in it! Drive it yourself! And remember that you can buy this Brougham for \$300 less than any other fine eight-cylinder closed car on the market today.

The double-ribbed sillimanite core is exclusively Champion. It is unbreakable in use and its semipetticoat tip retards carbon formation.

Champion X for Fords is 60 cents. Blue Box for all other cars, 75 cents.

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

Burdett-Albee Motor Co.

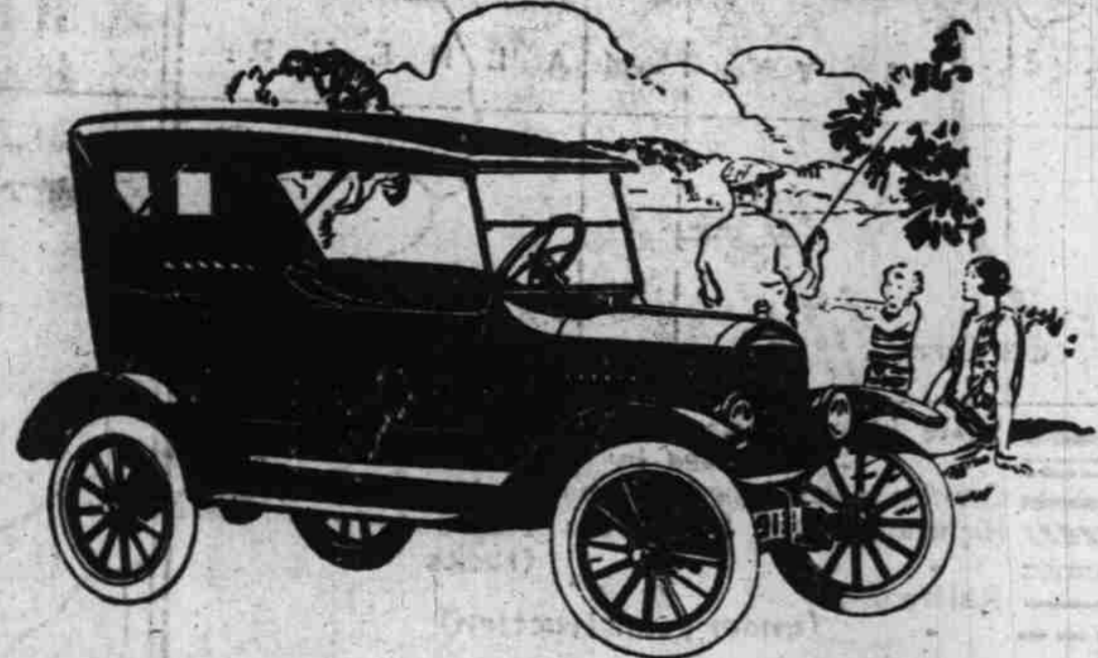
STATE DISTRIBUTORS 217 STATE STREET, CORNER FRONT PHONE 1415

GARDNER

Six-Cylinder Body Styles Touring, \$1395; Brougham, \$1595; Sedan, \$1795 Eight-in-line Body Styles Special Touring, \$1495; Brougham, \$1695; Sedan, \$1895 All prices F. O. B. St. Louis

Our liberal monthly payment plan permits immediate enjoyment of a Gardner

GARDNER PERFORMANCE AND DURABILITY HAVE NEVER BEEN QUESTIONED



Off The Beaten Path

The real charm of touring lies in leaving the main-travelled highways and exploring the thousands of alluring side-paths. These dirt roads and trails lead to spots of rare beauty unvisited by the throng—where better camp-sites may be found—finer fishing and lovelier scenery.

In a Ford car, you can enjoy the thrill of exploration and discovery. It is the one satisfactory means of travel for these narrow roads—light—yet so powerful that it will bring you through—easy to handle—sturdy and economical.

It will carry the whole family and the saving in cost often pays for the entire vacation.



Runabout - \$260 Tudor Sedan - \$580
Coups - 520 Fordor Sedan - 660

On open cars demountable rims and starter are \$35 extra. Full-size balloon tires \$25 extra. All prices f. o. b. Detroit.

Touring Car \$290 F. O. B. Detroit SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford car on easy payments:

Name _____
Address _____
City _____ State _____

Mail this coupon to
Ford Motor Company
Detroit

Six-Cylinder Coach-Brougham \$1595 f. o. b. factory, plus war tax

Here's the Latest Coach-Brougham

You recall, of course, that Rickenbacker first developed this type and introduced to the industry the 4-door Coach-Brougham.

This model was an instantaneous success. Buyers acclaimed it enthusiastically.

Other makers immediately began to copy or imitate the Rickenbacker.

Demand has been overwhelming—far beyond factory capacity.

All Rickenbacker plants have been running extra forces and over-time, trying to catch up with orders.

And now—a new refined model—perfected at every point—is announced and is ready for you.

Rickenbacker always has led and is determined to retain leadership.

Cannot afford to let any other offer as fine a car or as great value for the price. Mounted on that same wonderful Rickenbacker Six Chassis with which "Cannon Ball" Baker has smashed so many cross-country speed and mountain records—

Dressed in this natty new body, it is just as snappy and distinctive in looks, as it is in action.

And "Cannon Ball", who has driven many great cars, says this Rickenbacker "is a performing fool".

At its price—\$1,595 f. o. b. Factory—this Coach-Brougham is just as great a bargain as it is in performance, in beauty and in luxurious riding qualities.

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

F. W. PETTYJOHN CO.
365 N. Commercial St. Telephone 1260

Rickenbacker

A CAR WORTHY OF ITS NAME