

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, AUGUST 9, 1925

## STUDEBAKER CUTS PRICE ON ALL CARS

Every Model Effected by Slash; Cars Now Being Sold at New Price

**SOUTH BEND**—Studebaker has announced reduced prices on all models. Reductions range from \$50 to \$405. The new prices include all regular equipment on Standard Six, Special Six and Big Six models, except that bumpers, extra tires, cover and motometer are no longer furnished on Big Sixes.

Commenting upon the price reduction, an official of The Studebaker Corporation of America said: "Studebaker's one-profit manufacturing system is the direct reason for this reduction in prices. Under this system we manufacture all vital parts for Studebaker cars in our own plants. This saves the extra profits which many manufacturers have to pay to outside parts and body makers. We give purchasers the full benefit of these savings in manufacture.

"Only two automobiles in America are made on this one-profit basis—the Studebaker in the fine car field and the Ford in the low-price field. Only in these two cases does one company in its own plants and with its own centralized organization make all bodies, all engines, all clutches, steering gears, differentials, springs, gear sets, gray-iron castings and drop forgings.

"With only one manufacturing profit instead of many included in the purchase price, Studebaker is able to build a better car and to offer it at a much lower price. The public appreciates this fact. Studebaker sales today are rising to a new high peak instead of declining as is usual during the summer.

"The cars on which these new prices are announced are the identical cars which have given Studebaker tremendous sales volume. There is no sacrifice in quality of material or workmanship. We have brought out no new yearly models to sell at new prices. It is Studebaker policy to keep our entire line of cars constantly up-to-date without the announcement of 'yearly models.'

"The new prices are a striking tribute to Studebaker's one-profit production system. Savings made possible by this system enabled us to announce new low prices on January 8th of this year. Now we are able to make further reductions. As a result Studebaker one-profit cars today offer greater values than ever before."

### MOTOR TAX LARGE

All the gold and silver dollars coined in 1925 would pay but two-thirds of the special federal motor taxes levied on the automobile and motor products last year.

## Ajax Car Will Be Shown in Salem in Near Future

Announcement has been made by officials of the Ajax Motors company, Racine, Wis., Nash Motors subsidiary, that the new Ajax will be formally introduced to the Salem public shortly.

"Seldom in the history of the industry has the arrival of a new motor car been awaited with the eagerness that characterizes local interest in the coming of the Ajax, and in the record-breaking enthusiasm manifested in the cities near the home factory where it is now on exhibition in any criterion then the Ajax unyielding here will draw the greatest crowds that ever flocked to see a new car," said Charles W. Westworth, president of Westworth & Irwin, Inc., who will handle the Ajax for this territory. Kirkwood Motor company are the local dealers.

"Opinion throughout the industry and among those who have had opportunity to view the car in those adjacent towns to the factory where it is on display, unhesitatingly pronounces the new Ajax the crowning achievement of C. W. Nash. It is said to be a car of such highly developed character in respect to both body design and engineering features that it will take rank at once as a contribution to motor car progress of distinct and vital importance."

## SPECIAL SERVICE IS GIVEN TO AUTOISTS

## Chevrolet Company Says First Class Attention Is Necessary

A great deal has been said about rendering proper service on automobiles to owners. As a result of the many articles that have been written on this subject, there has been a constant improvement in automobile service. However, "Action speak louder than words," and the Chevrolet Motor company, in its attempt to get rapid action towards the betterment of service, decided not only to lay down policies, but to spend money in assisting dealers by practical work on how they could actually render better service to their customers.

In order to do this, a year ago last August the Chevrolet Motor company planned a campaign with its dealer organization and service stations to arrange their shops, equipment and personnel along lines that would actually give the type of service that every automobile owner desires. To accomplish this with our large dealer organization, consisting of approximately 6500 dealers, it was necessary to train a special service promotion representative and an assistant in each Chevrolet zone territory, whose primary duty was to go into every Chevrolet dealer's service station and remain there



Cut Courtesy Oregon Magazine. Photo by J. O. Brown

## EDITOR OF THE OREGON MAGAZINE AFTER A YEAR IN EUROPE BUYS A PACKARD THAT HE MAY BETTER ENJOY THE INSPIRATIONAL SCENERY OF OREGON

When Albert Richard Wetjen, Salem author and editor of the Oregon Magazine, returned from a year in Europe, the first thing he did was to get a new Packard sedan from the Fred M. Powell Motor Car company.

Mr. Wetjen's stories, and particularly his sea stories, are in great demand, doubly so since his invasion of the English field. Cassells and The New magazines, which represent the forestrides of literature in England, bought all the stories he had and want more. To write that "more" is his present work. And work it is. Eight hours fight a day over a typewriter with the alluring outdoors of an Oregon summer calling every moment makes it a battle. When he does go for rest from writing he wants the best. So he chooses a Packard.

Not only is Mr. Wetjen delighted with his Packard but expressed himself as being surprised at finding so complete and modern a service garage as that which the Fred M. Powell company have just moved into. Mr. Wetjen suggests a slogan for Mr. Powell—that is: "Drive in," as it would take columns to describe the many arrangements and devices with which the service department is equipped.

## ANOTHER RECORD IS SET BY CLEVELAND

Word has been received by the Cleveland factory from its distributors located at Sydney, Australia, that a Cleveland Six stock model touring car has been successful in establishing a new record in a run from Sydney to Dubbo, Australia.

The total distance between the two cities is 259 miles, and the Cleveland Six managed to set the record by making this distance in less than six hours. When it is explained that the car was obliged to slow down to conform to traffic regulations at various sections and that it encountered a heavy fog and mist in the mountains which greatly retarded its speed, the record is all the more remarkable. At times the car sustained a speed of better than 75 miles an hour.

The Dubbo Liberal, the local newspaper published at Dubbo, in commenting on the run, fully appreciates the significance of the achievement. Here's what was said: "In leaving Sydney at 6:35 a. m. on Sunday in a standard model Cleveland Six, Messrs. F. W. Withers and L. Baker established a record for the journey from Sydney to Dubbo. On the way they were hampered by fog and mountain mists from Katoomba to Orange, which delayed their run considerably. Notwithstanding this they arrived at Dubbo at 12:34, 25 seconds, thus doing the trip in 35 seconds under six hours. It was a remarkable performance and the record will probably stand for some time before it is lowered."

## California Leader in Motor Transport

Twenty-three cities in the United States are now centers for 150 automobile lines. Investment in terminals alone represents upward of \$1,500,000. In Southern California alone, 300 stage companies operate, 50 of them running 20 or more large motor stages which carry 20 to 50 passengers. In Los Angeles there are two large stage terminals costing \$300,000 each. In Northern California, San Francisco, Oakland, Sacramento, San Jose and Santa Rosa are the centers for approximately 150 lines. The San Francisco Union terminal cost \$200,000.

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## Strictly Stock Car Establishes Australian Record. 5 Mile Race Also Won

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## FLYING FIELDS ARE ALMOST NECESSITY

## Rickenbacker Declares All Cities Must Eventually Have Airdromes

**DETROIT, Mich.**—Now that commercial aviation is the liveliest topic of the hour, and every city, town and hamlet, which makes any pretensions to progressiveness is striving to "get on the Air Line," there has developed an unquenchable thirst for information as to the requirements, location, size, and other specifications of an Airdrome, or landing field.

It is only natural that a large percentage of inquiries on this subject should be directed to America's premier aviator, Captain E. V. Rickenbacker.

"Like the movie star who receives so many notes she has to hire a corps of secretaries to answer them, I find it necessary to reply to these many inquiries through the medium of the public press," says the famous Ace, "because my own duties as vice president and director of sales, Rickenbacker Motor company, occupy all the time of my business day.

"I do not find time to respond to many invitations to address Chambers of Commerce, Advertising clubs, and other civic bodies in the effort to 'sell the city a landing field,' and I enjoy more than almost any thing else, the pleasure of being present at the dedication of such fields after the city has acquired them.

"I find, however, that there are many popular misconceptions with regard to what constitutes a practical Airdrome.

"There are also several obstacles in the way, when a community starts out to acquire one.

"First, of course, we have the political boss, or other influential citizen who has a property he wants to sell, and who is, therefore, convinced that his tract would make an ideal landing field.

"Then we have the real estate promoter, who is far-sighted enough to realize that the Airdrome will be the community center of the future. This latter is a perfectly legitimate object, provided the city fathers do not allow themselves to accept as a landing field something that is not properly located for that purpose.

"I know a number of cases where a city has accepted as a gift, a field which is so situated for the purpose that it really would be cheaper to go out and buy one. "As a matter of fact, a field that merely passes for such in name, but is not at all suited for the purpose, is an impediment rather than a help—it serves to defer the day when the town will go on the 'Air Line.'

"If the following essentials are observed as the requirements for a landing field, and if a tract be secured which will conform, there will be little danger of acquiring one that will be wholly unsuitable.

"In the first place, the field should not be less than one mile square—a full section.

"Every inch of that square mile should be available for landing at all times.

"The average person, who is a non-flyer imagines that a 'two-way' field is sufficient, meaning by that, a field which has a strip



The Silver Creek Falls are located east of Salem, by the way of Macleay 26 miles, and by the way of Silverton 32 miles. Some say that the Macleay road is the best but others say that the Silverton route is the best. The best way to find out is to go by the way of Silverton and come back by the way of Macleay—then you will know for yourself. There is some rough road either way but the distance is not great and you will feel fully repaid after your visit.

The group of ten falls are all located within a radius of three miles. Any who have not seen this glorious page from the book of nature should take advantage of the first opportunity to make the trip.

a quarter, or a half, or even a mile long running—say north and south, or east and west—on which planes can land.

"This will answer a good deal of the time because such a field is usually laid out with due regard to the prevailing winds. Under ideal conditions, almost any plane can land there.

"It should be remembered, however, that an airplane should always 'take off' and land directly against the wind. And while it is possible for a skillful pilot to take off or land, 'cross wind' it is a risky maneuver.

"This is particularly so with either very small or very large ships. The very small ones—'pursuit' planes—have a high landing speed—sixty to seventy miles per hour—and because of their small wing spread, do not have a very long 'gliding angle.'

"On the other hand, the big passenger ships of the present, and especially those of the future, which carry thirty to fifty passengers, land at slower speeds and have a long 'gliding angle.'

"In other words, they are not unlike a railroad train, or a steamship. These latter cannot come to a stop instantly but must have plenty of space.

"The Leviathan, for example, must cease going under her own power when still out in the open sea, and from there in she must be pulled and pushed and directed by small tug boats—fourteen or fifteen of them.

"The 20th Century Limited begins to slow down a full mile from the depot—if she did not, she would be liable to go right on through.

"The 'four-way' landing field, when it is merely two legs of a square, is little better than the 'two-way'.

"This type of field will do all right if the wind happens to be directly from either of the four major points of the compass, but again you have the problem of cross winds.

"This is a case where economy is expensive. "A field should be procured which is square—at least a mile square—and, if it is to serve the needs of the future, every part of the tract should be leveled off, cleared of trees and sown to grass.

"All trees, poles or other obstructions bordering the field should be removed. "Electric wires should be put under ground—every pole is a menace to a landing field.

"For, it must be remembered that motors occasionally fall in aeroplanes as well as in locomotives and automobiles—and a crippled ship may not choose its landing speed nor angle of glide.

"This done, a practical flyer, or expert on Air-way, should be called in to advise as to proper marking of the field, erection of wind-signals, night-lights, etcetera.

"Then, one ship, or twenty, can come in and land in any wind, night as well as day."

## Price Cut is Announced on Enclosed Star Cars

Another unexpected price reduction has been announced by the Durant Motors company, which cuts \$50 off the price of Star automobiles in the closed model group. Substantial price reductions also were made on the open models.

Norman De Vaux, general manager of the Durant factory, emphasized the fact that the quality of the cars has been better and that the price reductions came solely as the result of the big increase in sales.

"Star has been breaking all previous records in Oregon, Washington, California and other western states," De Vaux said, "and its additional volume has made possible the reduction. We are delivering now a better automobile for less money."

The Salem Automobile company are the local Star distributors.

## Oregon Pioneer Chooses Jewett Sedan; Mother, 88, to Go With Him on Trip; Came to Oregon by Ox Team 1847

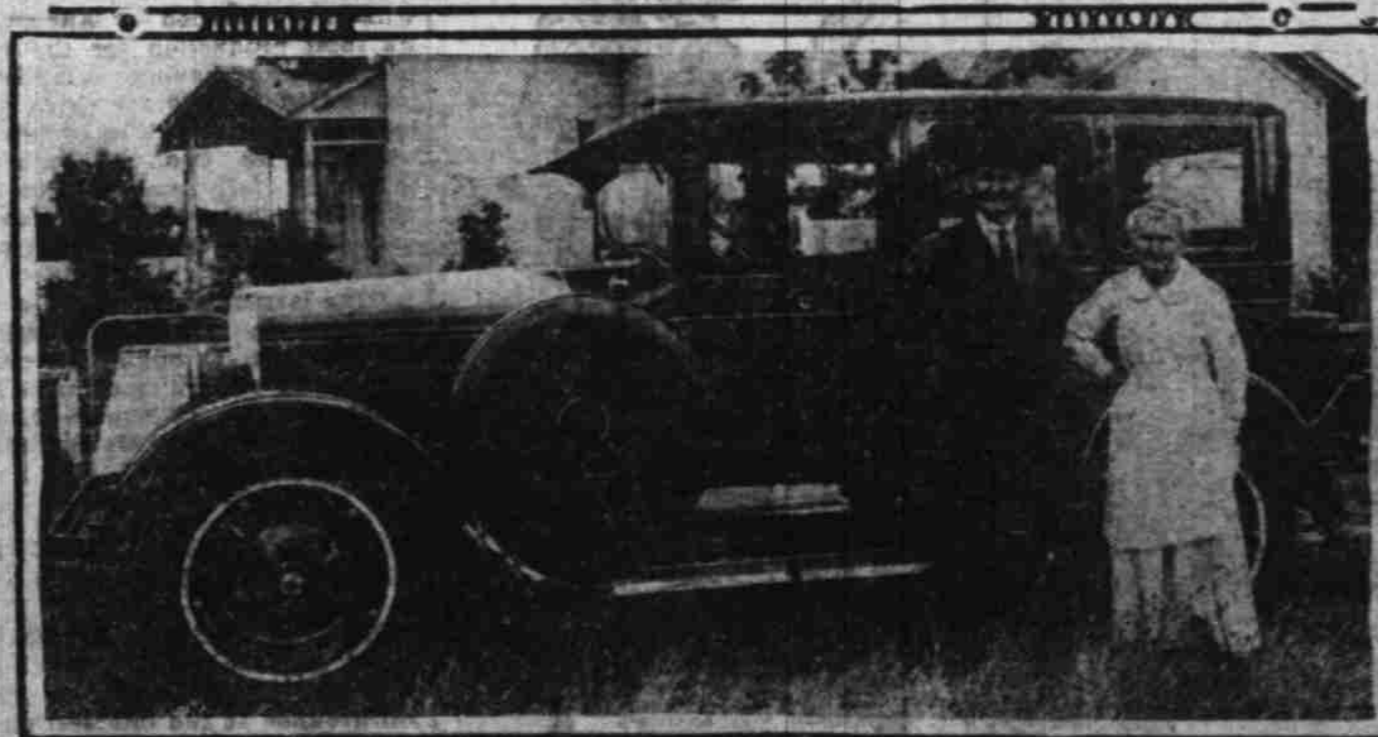


Photo by Kennell-Ellis Salem.

Sam E. Carmack, 70, of Month, Ore., and his new Jewett sedan which he purchased recently from the Trumm Motor company. Standing beside Mr. Carmack is his mother, Mrs. Stewart, 88, who crossed the plains and came to Oregon from Illinois by ox team in 1847 and located near Salem. Mr. Carmack intends to leave soon for a trip to eastern Oregon. He will be accompanied by Mrs. Carmack and his mother, who is looking forward to the trip with pleasure. The party intends to camp over night at Lost creek, just west of the summit of the Cascades on the McKenzie river pass.

Mr. Carmack chose the Jewett after making a thorough inspection of many cars and says that he selected the Jewett on account of its ease of handling, its comfort in riding and its ability to make

grades with perfect safety. He hunted up the steepest hills in this vicinity and made his own tests. "A man of my age must have a car that will handle easily and then I wanted a car that would ride easily on account of my mother," was Mr. Carmack's explanation to a representative of The Statesman. Dick Miller, sales manager for the Trumm Motor company, made the sale.

## FORD SALES ARE LARGE

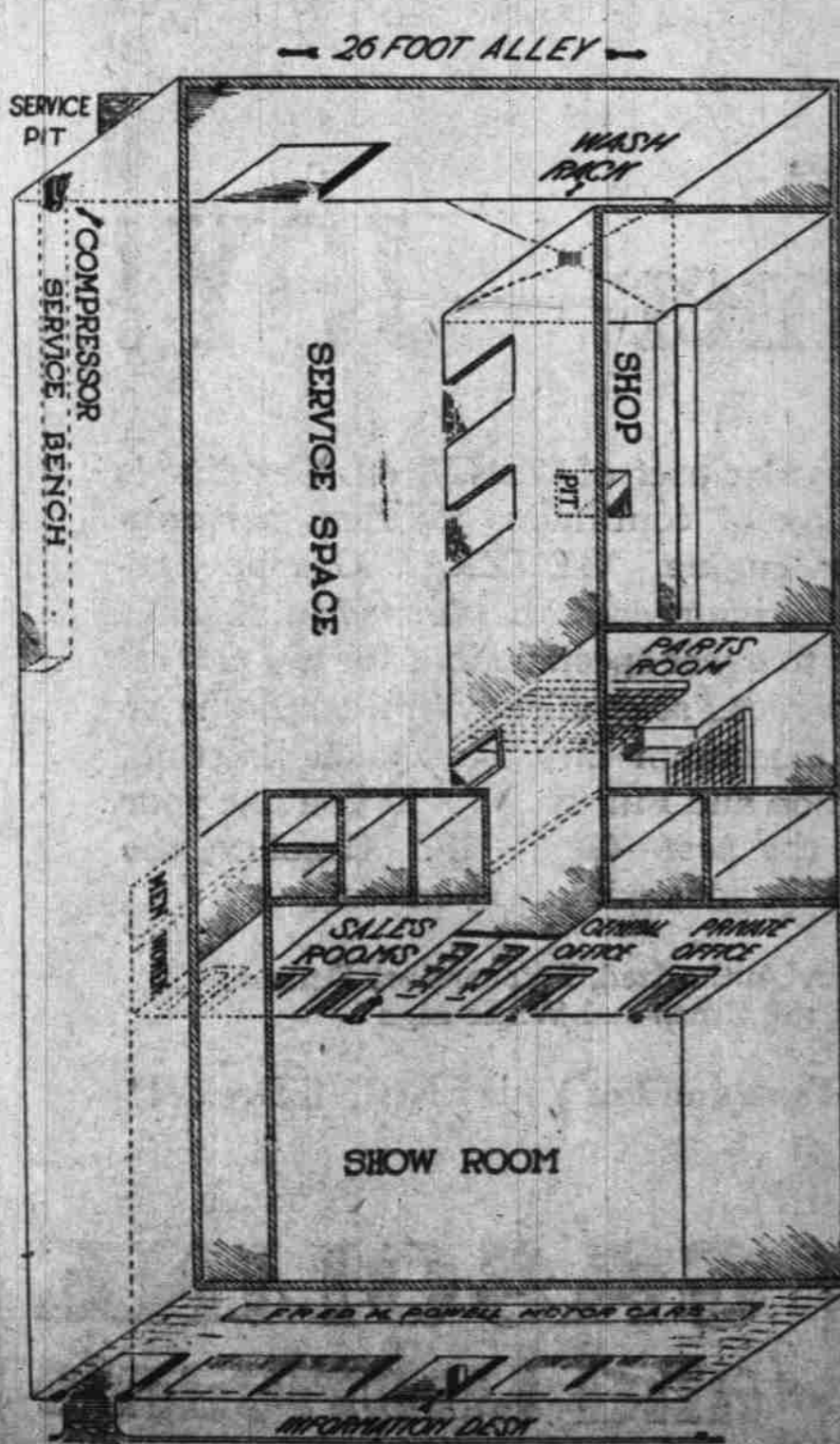
**RECORD BUSINESS IS DONE DURING MONTH OF JUNE**

**DETROIT, Aug. 8, 1925**—During the month just ended the Ford Motor company did a record July business in every division. It was announced today at the Highland Park general offices. Domestic sales of Ford cars and trucks totaled one hundred sixty seven thousand six hundred and six in July exceeding by six thousand one hundred and two those of a year ago, sales of Fordson tractors were more than three thousand three hundred greater than last year and two hundred seven more Lincoln cars were delivered to customers during the month than in the previous July.

On the basis of branch reports received early in July the company anticipated an increased volume of business and while it predicted that summer buying would rise to a higher level than usual, the demand for all Ford products during the month exceeded expectations.

The outlook is for increasing business in August. One of the chief indications of this appears in Agricultural sections of the country, where farmers are coming into the market in rapidly growing numbers. Evidence of this is found in the remarkable sales of Fordson tractors during July.

## New Home of Packard—Hudson—Essex



Perspective as seen by Murray Wade, local artist, of the new home of the Fred M. Powell Motor Car organization on North High street.