

BEAUTY OF OREGON CLIME IS EXTOLLED

Writer Declares Vacation Spent in Oregon Will Be Ever Remembered

By TED EMERSON
(Portland Telegram)

Just drop a line to the hills back east to the effect that you toast your toes in front of a big log fire these cool evenings out in Oregon and I'll wager a worn-out flivver against a plugged nickel that you get a prompt answer with their opinion of you expressed in no uncertain terms. Yet take a trip out on the Mt. Hood Loop road and stop at any of the mountain resorts along this wonderful drive.

Along about dusk when the chill night air commences to settle down the proprietor comes in, pokes the slumbering embers to life and rolls on a new log—and you commence to pull your comfortable chair up closer to the big stone fireplace along with the others.

Then in the early mornings, Br-r-r. Even now in this hot newspaper office with my sleeves rolled up and my collar off, it makes me shiver to think of it. Those mornings out at the little cabin on the banks of the Salmon river near Arrah Wanna! Gee, how I hated to crawl out of those warm blankets into the stinky air, and how fine the fire felt that the Mrs. had kindled while I was still dreaming that all the world was like Oregon and all the people on one long vacation.

But a dip in the icy mountain stream and you are soon dressed and in your place at the table. How good a few strips of crisp bacon taste out in a place like that, and what a ravening appetite one has in the woods! Maybe it's the mountain air and maybe it's just the joy and contentment that comes with being at peace with the world.

Then after breakfast you take your rod and fly book. Yes, the fish are biting and it requires no great amount of patience before you have enough speckled beau-

ties in your basket for dinner. Or maybe you saddle the horses and along with the Mrs. you lose yourself among the many fern-bordered trails leading into the deep woods.

Or maybe you are content just to hike over the hills to view the surrounding country once the summit is reached. My, how big it all is and how insignificant you feel as you gaze out over miles upon miles of forest land. Mt. Hood and Mt. Adams in front of you, so close that it seems you could almost reach out and touch them, and, far to the south, only faintly visible through the smoky haze, Mt. Jefferson.

Then back down another trail you linger long enough to fill your bucket with wild huckleberries, then down past the big tree, that old guardian of the forests, 500 years old and at least 40 feet around. Past the meteor rock, deposited by some planet centuries ago, to the suspension bridge across the Salmon river.

It is dinner time and that old appetite is kicking up a fuss again. It's fried trout and wild huckleberry pie this evening, and the Mrs. sure knows her tricks. The meal is served on the rustic porch. When the last trout is gone and you have had your second piece of pie, you push back your chair and light your pipe in perfect contentment.

The moon comes up over the hills, casting its rays down on the river in a million sparkling lights. Slowly darkness gathers as you watch the deepening shadows in this forest primeval. The great firs and hemlocks and cedars, bearded with moss, stand indistinct in the twilight like druids of old.

Truly inspiration grips your soul and you rejoice in the full realization of a long felt desire, cherished for many a day, to some time enjoy this very outing. You are free. You even pinch yourself to see if it is really true.

Only the chill night air interrupts your dreams and you are finally driven in to the log fire. The day is done. You turn in to breathe the balsam laden air that soon wraps you in slumber.

INCREASED SALES PROFITS BRING STUDEBAKER CUTS

Following the regular semi-annual directors' meeting of Studebaker held at South Bend on July 31, new Studebaker prices were announced effective August 1st. Greatly increased sales, due to the widespread public approval of Studebaker's announcement in June that "yearly models" would be discontinued, has contributed production economies directly responsible for the price reduction.

A report of the finances of the corporation as revealed at the directors' meeting showed that sales for the second quarter of 1925 were the largest in history representing an increase of 48 per cent over the corresponding period of 1924. Although complete figures for July are not available it is understood that July sales will be at least 200 per cent greater than in 1924.

As a result of Studebaker factories working at peak capacity through May, June and July—months when the volume of business generally tapers off—production costs have been lowered. Profits have automatically increased. In keeping with the policy of exacting only a fair profit on its cars, the management accordingly decided on the last day of July that saving effected through increased production should be immediately passed on to the public in the form of new prices to become effective August 1.

"Goin' to invite him to your party?" "No, he's a wet blanket." "I see. You don't want a wet blanket at a dry party."—Louisville Courier-Journal.

ELECTRIC SERVICE GROWING CHEAPER

About the Only Thing That Is Growing Cheaper, and It Is True in Salem

Edison, the world's greatest inventor, said some time ago that electricity was about the only thing that was growing cheaper—that nearly everything else was getting higher.

That is true of electric service in Salem, as is shown in an advertisement in this issue of the Portland Electric Power company, the whole of which deserves careful reading.

You will note that the average rate charged in Salem in the home for electricity used in cooking and for other purposes was in 1914 8.6 cents per kilowatt hour, while it was 4.3 cents in 1924; that is, it had been cut in two.

In the same period the average rate paid for power in Salem had been reduced in the same proportion, that is from 2.6 to 1.7 per kilowatt hour.

The number of customers served grew in the same ten years from 3693 to 9095, or a gain of 146 per cent, while the consumption of electricity in this city and suburbs increased from 333,710 to 2,634,692 kilowatt hours, or a gain of 557 per cent.

MILEAGE BASIS DECLARED TO BE EXPENSIVE

Another step to stop the practice of certain state officials and employes who have charged the state at the rate of 10 cents a mile while using their private automobiles on official business, was taken last week when the state bonus commission ordered the purchase of a light model for the use of the examiner.

The motion to purchase the automobile was made by Sam A. Kozier, secretary of state, who submitted figures to the commission showing that William Aird, examiner for the commission, had traveled 18,642 miles in his private vehicle during the period March 21, 1924, to April 22, 1925. Based on the rate of 10 cents a mile Mr. Aird collected from the state a total of \$1864.20.

The secretary of state called attention of the commission to a report he had received from Charles H. Gram, state labor commissioner, that the automobiles used in that department had been operated at a cost not to exceed \$40 per month each. Based on this report, Mr. Kozier contended that in some cases state officials if allowed to operate their private automobiles at 10 cents a mile would be able to purchase a new one annually besides paying all costs incident to operation.

U. S. COURTS HAVE DEFINED GOOD WILL

Dodge Brothers Have Earned Trust and Friendship of Public Says Bonesteel

The United States supreme court has defined Good Will as "the disposition of a pleased customer to return to the place where he has been well treated."

"Good Will is also," explains Mr. Russell Bonesteel, of the Bonesteel Motor Co., local Dodge Brothers dealer, "the disposition of a customer to recommend a satisfactory product to his neighbors and friends."

"It can be created by the printed word only in so far as that word reflects the integrity of the institution behind it."

"Good Will is admittedly the most valuable asset that any business can possess. And no organization has so impressive a reason to appreciate the magnitude of its value as Dodge Brothers, Inc."

"This value—this unprecedented and world-wide Good Will—is founded on a few old-fashioned principles of good faith and good workmanship which the world has come to associate with Dodge Brothers name."

"Building ever better and better, Dodge Brothers have simply earned the trust and friendship of the public by consistently fulfilling public expectations."

Scientists say they can add 10 years to life. Bill for it would probably take away 20.

SAMMY SPARK PLUG



Says: The early bird catches the worm and a snappy spark plug catches the race. I'd rather be a spark plug than a bird. All I ask is to be kept clean and changed every 10,000 miles.

AUTO LAUGHS Will Rogers says: "At the cross roads I asked the farmer, 'Where does this road go?' Says he: 'It don't go nowhere. It's always been here.' I think he must have read Mark Twain."

WOMEN DRIVERS FAVOR WILLYS-KNIGHT SIXES

COMFORT AND EASE ARE SAID OF GREAT IMPORTANCE

Willys-Overland Company States Demand For Cars Is Unusually Big

Now more than ever before are women turning to the Willys-Knight as the ideal car for women drivers. Willys-Knight dealers report, as sales for the four-cylinder Willys-Knight models continue to climb during the summer months.

Unfilled orders at the Willys-Overland factory indicate that dealers generally throughout the country are finding a distinct impetus in the demand for the four-cylinder Willys-Knight line with the many features incorporated which practically puts this car in a class by itself, officials declare.

Every since the first four-cylinder car was built, manufacturers have spent thousands and thousands of dollars to eliminate the excessive vibration found in the average motor. It was only through the introduction of the famous Lanchester balancer, that ingenious device of intermeshing gears on the crank shaft now found only in Willys-Knight fours, that a four-cylinder car was introduced in which the vibration of the motor was positively eliminated. Enthusiastic owners write the factory that the smooth and even flow of power from the four-cylinder-Willys-Knight engine, undisturbed by excessive motor vibration, makes driving of these cars a pleasure enjoyed only by drivers of multiple cylinder cars.

Especially has this lack of disturbing vibration appealed to the feminine motorist who, in these days, are fast becoming almost as critical of the car they drive as are the men folk, dealers declare. "We now find," writes one dealer, "that women no longer center their admiration only on the beautiful finish of the Willys-Knight, and the sumptuous interior finishing and equipment, but they actually want to drive the car, find out for themselves how smoothly the motor performs and how easy to handle is their new car."

Women are now appreciating the ease of steering, the smooth action of shifting levers as never before, and the average woman driver of a Willys-Knight will inform her husband that the presence of eight Timken bearings in the steering and front axle units of this car present one reason why she prefers to handle the car, dealers say.



The sealed chassis with triple sealed engine

Tripled Sealed! The air is cleaned, the oil is cleaned, the gas is cleaned. Every point of entry for the dirt and dust which causes engine wear is closed—Sealed! No other car, regardless of price, even approaches the protection for working parts found in Buick's Famous Sealed Chassis with the Triple Sealed Engine. And this is only one of many 1926 improvements. See the Better Buick today in the showroom of any Buick dealer.

BUICK MOTOR COMPANY, FLINT, MICH
Division of General Motors Corporation

OTTO J. WILSON

388 North Commercial Street

Salem, Oregon



\$5.00 Down and \$1.50 a Week Buys a New Bicycle

Scout Bike, Special Price \$36.50
Master Bike \$40.00

START NOW during the summer so you'll have a Bicycle for School.

Repairing and Accessories

Lloyd E. RAMSDEN
387 Court Street

Genuine Willard Battery
Fits practically all cars made

\$12.50

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Member Willard Battery Men
531 Court Street Phone 198



C-T-C's guarantee creates a furore! A new C-T-C Cord free if it fails to outrun any other make

NATURALLY motorists are talking about such a remarkable offer—and we've put on a lot of new C-T-C Cords since it was announced!

There are no strings to this offer—it costs nothing extra. So certain are the makers of C-T-C Cords, that their hand-built construction gives added mileage, that they authorize us to issue a numbered certificate. You simply put a C-T-C on the wheel or wheels opposite any other make of tire.

Come in and see us about it today!

C. T. C. FACTORY BRANCH, 477 Court Street
IRA JORGENSON, 190 High Street
MARION AUTOMOBILE CO., 235 S. Commercial
BONESTEELE MOTOR CO., 474 S. Commercial

\$2195 f. o. b. factory—plus war tax

"Vertical-8-Superfine" Sedan

New Model "8" Sedan \$600 Less in Price

Of all the models Rickenbacker builds, this "Vertical-8-Superfine" Sedan is the most luxurious. And yet, we announce, at the same moment that this new Sedan is available to you, the most sensational price reduction of the year—\$600.

In the race for supremacy—in that beneficent contest to see which concern can offer its customers the finest car and the best value—in the determination to lead—Rickenbacker now presents this refined Sedan at \$2195. f. o. b. Factory.

Let who can, equal that in price!

In performance none other has been able to cope with this "Vertical-8-Superfine."

This 84-horse-power motor has proven capable of most amazing performance.

In operation, it is as sweet as it is swift. Only those who have sensed the exhilaration of a flight over the road in this Eight—with their own hands on the wheel—can appreciate what we mean when we say the sensation is something entirely new in motoring.

Body is built in our own shops—designed by our own artists, fabricated by our own artisans. And they are the most skilled the industry knows.

This Sedan is in every essential custom built, for Rickenbacker is one of the few concerns which builds its own bodies.

Interior is in faultless taste, and of the finest materials.

Yet the new price is that of an ordinary car—for this extraordinary Eight Sedan.

F. W. PETTYJOHN CO.
365 North Commercial Street Telephone 1260

Rickenbacker
A CAR WORTHY OF ITS NAME