

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, SEPTEMBER 6, 1925

## MOTOR STYLE SHOW PLAN PROGRESSING

Portland Dealers Cooperate  
With Salem Men and Are  
Very Enthusiastic

Plans are rapidly going head  
which will make the Motor Style  
show on Saturday afternoon, Oc-  
tober 3, one of the leading features  
for the closing day. Practically  
every Salem automobile dealer  
has announced his intention of en-  
tering the show and of cooperat-

ing with the director, Miss Alice  
Hankinson, in making the show  
an event long to be remembered.

An ingenious plan is being  
worked out whereby each automob-  
ile as it is judged in front of  
the grandstand will slowly turn  
a complete circle, enabling the  
judges to see the car's smooth per-  
formance and permitting the  
crowds in the grandstand to view  
the car from every angle. Each  
car will be limited to one minute's  
time before the grandstand. Af-  
ter the cars are judged, the win-  
ners will be brought before the  
grandstand where they will receive  
the awards. Motion picture men  
will be on hand, not only to take  
pictures of the parade and the re-  
view before the grandstand, but  
also to "shoot" the winners in the  
various classifications.

In the larger classes it is plan-  
ned to award several blue ribbons  
as well as several second and  
third ribbons. This will enable  
more cars to win trophies, and  
will make the show of greater in-  
terest to the dealer.

Portland distributors are very  
enthusiastic about the show, and  
will cooperate in almost every  
case with their local dealer in  
sending down cars for the show  
and bearing part of the expense.

Many of the Salem dealers are  
already soliciting the aid of local  
girls to drive their cars, and sev-  
eral of the dealers are working  
out schemes whereby the costumes  
of their drivers will harmonize  
with the cars they are driving.

Miss Hankinson, who was in Sa-  
lem for several days last week  
making arrangements with deal-  
ers, spent Friday and Saturday  
with Portland dealers and distri-  
butors, leaving Saturday for Spo-  
kane where she is handling the  
Second Annual Motor Style Show  
for the Interstate fair. From Spo-  
kane she will go to Yakima to  
handle the Washington State Mo-  
tor Style show, on September 19,  
returning to Salem September 20,  
to remain in Salem and vicinity  
for two weeks prior to the Motor  
Style Show here. This will give  
her ample time to take care of all  
further entries and to confer with  
the dealers about show. Upon  
her return to Salem a committee  
will be appointed to work with her  
upon several plans.

Dealers who have made arrange-  
ments to enter the Motor Style  
Show are:

Vick Brothers, Willys-Knight,  
Overland and Oakland.  
Valley Motor Company, Ford,  
Newton-Chevrolet, Chevrolet,  
Marion Auto Company, Franklin  
and Studebaker.

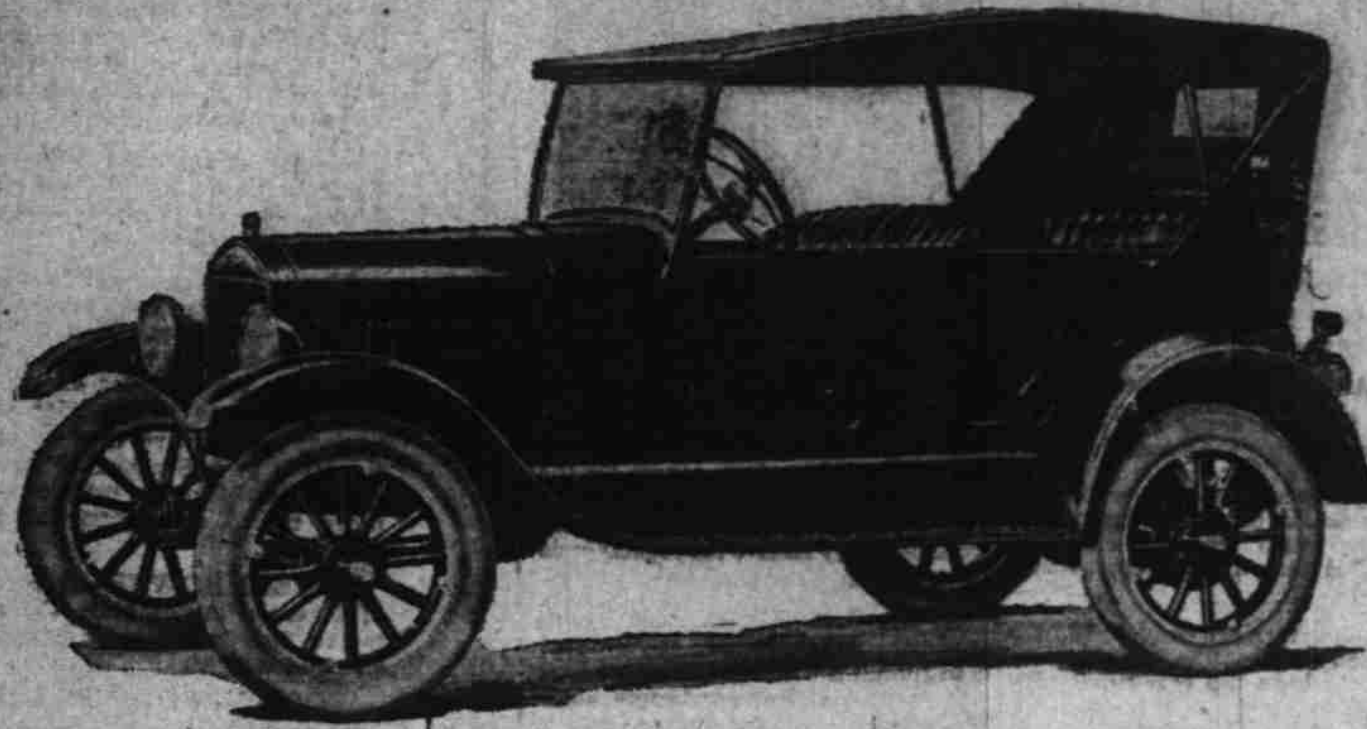
Kirkwood Motor Company,  
Nash and Hupmobile,  
Bonesteel Motor Company,  
Dodge.

Gingrich Motor Company, Chry-  
sler.

Trumm Motor Company, Jewett  
and Paige.

Fred Powell Motor Company,  
Essex and Hudson.  
Oldsmobile Company of Port-  
land.

## Graceful Lines Feature Ford Touring Car



The pronounced streamlines of the  
improved Ford Touring Car is par-  
ticularly accentuated in the higher  
radiator, the long sweep of the hood  
and cowl and the large crown fenders  
which come down well over both  
front and rear wheels. The body is

longer, wider, and sets 4 1/2 inches  
lower. Seats have been redesigned  
and are lower. There is greater leg  
room in the car. All four doors  
open forward and storm curtains are  
provided with uprights and open with

the doors. The gasoline tank is under  
the cowl, permitting outside filling and  
easy access to sediment bulb. Chassis  
changes include larger and more  
powerful brakes and other important  
mechanical improvements.

## DODGE SPEED BOAT COMPETES IN RACE

Sales Manager to Pilot Dealer's  
Entry in Dodge Memorial Trophy Run

Announcement was received to-  
day by Bonesteel Motor Co.,  
Dodge Brothers dealer, that Fred  
L. Sanford, general sales manager  
of Dodge Brothers, Inc., had con-  
sented to pilot "Miss Syndicate"  
in the competition for the Horace  
E. Dodge Memorial Trophy, fol-  
lowing the gold cup races at Man-  
hasset Bay on August 29. He will  
also drive the same boat in the  
sweepstake event of the Detroit  
races September 4, 5, 6, 7.

"Miss Syndicate" is the speed  
boat built last year by the Horace  
E. Dodge Boat Works for a syn-  
dicate of 80 Dodge Brothers Dealers.  
The dealers took into their own

hands the matter of competing for  
the Dodge Memorial trophy when it  
was learned that Mr. Dodge, the  
donor, could not be altered in his  
refusal to compete for the trophy  
himself. He had offered it as a  
memorial to his father, the late  
automobile manufacturer and pion-  
eer in speed boat racing, and did  
not feel that he himself should  
participate in the competition.

At the instigation of these deal-  
ers, however, he consented to  
build a boat and the result is "Miss  
Syndicate," said to be one of the  
finest racing craft produced in  
years. The designer was George  
Crouch, who built many of the  
most famous gold cup winners.  
Mr. Crouch is now associated with  
the Dodge Boat Works.

Information that Mr. Sanford  
will drive the boat in the two fore-  
most races of the year adds addi-  
tional interest to an already color-  
ful event. "Miss Syndicate" will  
be in competition with some of the  
fastest boats in the world.

The dealers' syndicate, however,  
has the utmost confidence in Mr.  
Sanford's ability to bring her to  
victory as he is a pilot of unusual  
skill, having driven fast boats of  
his own for a number of years.

## MANY TRUCKS USED

The oil industry probably is the  
largest user of motor trucks,  
thousands being utilized both in  
the production and marketing of  
oil. An idea of the extent to  
which the industry relies on  
trucks is furnished by records of  
the White company showing that  
86 oil companies in excess of  
8,000 White trucks in fleets of ten  
or more. The largest White  
truck fleet owner is the Gul Re-  
fining company, with 1738 Whites  
representing an investment of  
more than \$5,000,000. Sixteen oil  
companies operate more than 100  
White trucks each.

As a result of disastrous forest  
fires in California last year, 10,  
000 acres of public land and forest  
have been closed to the public and  
camping and smoking restrictions  
have been placed on another sev-  
eral million acres of forest land.

The Royal Veterinary college in  
London cares for domestic animals  
in all their injuries and ailments  
and is the largest institution of its  
kind in the world.

## RADIO TESTS ARE MADE

ATTEMPT IS BEING MADE TO  
HEAR KFI IN EUROPE

No matter where Earle C. An-  
thony, Los Angeles, travels he  
hears the nightly concerts of his  
own broadcasting station, KFI,  
located at Los Angeles. He now  
is making a trip to Europe to con-  
duct a test to see if KFI cannot  
be received all over Europe clear-  
ly and well with American radio  
receiving sets.

Mr. Anthony, who is the Pac-  
ific coast distributor of the Pack-  
ard Motor Car company, equipped

the Pullman car in which he trav-  
eled from San Francisco to New  
York, enroute to Europe with a  
radio aerial and entertained every-  
one on the train as well as giving  
radio concerts at station when the  
train stopped.

KFI is rated as one of the most  
powerful broadcasting stations in  
the world and Mr. Anthony be-

lieves he will have no more dif-  
ficulty in hearing the Packard six  
in their concerts each night while  
abroad than he would in Los An-  
geles.

In old King Tut's time, three  
barleycrops made an inch, and the  
length of an inch varied with the  
excellence of the barley crop.

## Stromberg Carburetors

For smooth running motor and long gasoline mileage

A CARBURETOR FOR EVERY CAR

"Jim" SMITH & WATKINS "Bill"

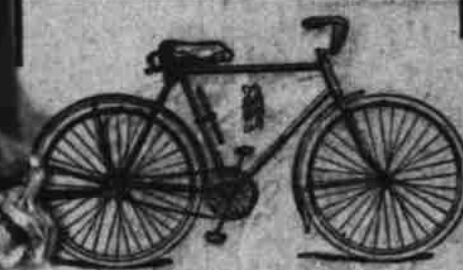
Court at High St.

Phone 44

## Let Us Figure On Your Overhaul Jobs

We Guarantee Satisfaction  
LIGHT TESTING AND ADJUST-  
ING DONE HERE

BARRETT BROTHERS  
GARAGE  
199 N. Capitol Street



**\$5 Down**

and  
**\$1.50 a Week**

**Buy a New Bicycle**

Scout Bike—Special

**\$36.50**

Motor Bike—Special

**\$40.00**

Start Now!

so you'll have a

**Bicycle for School**

**Lloyd A. Ramsden**

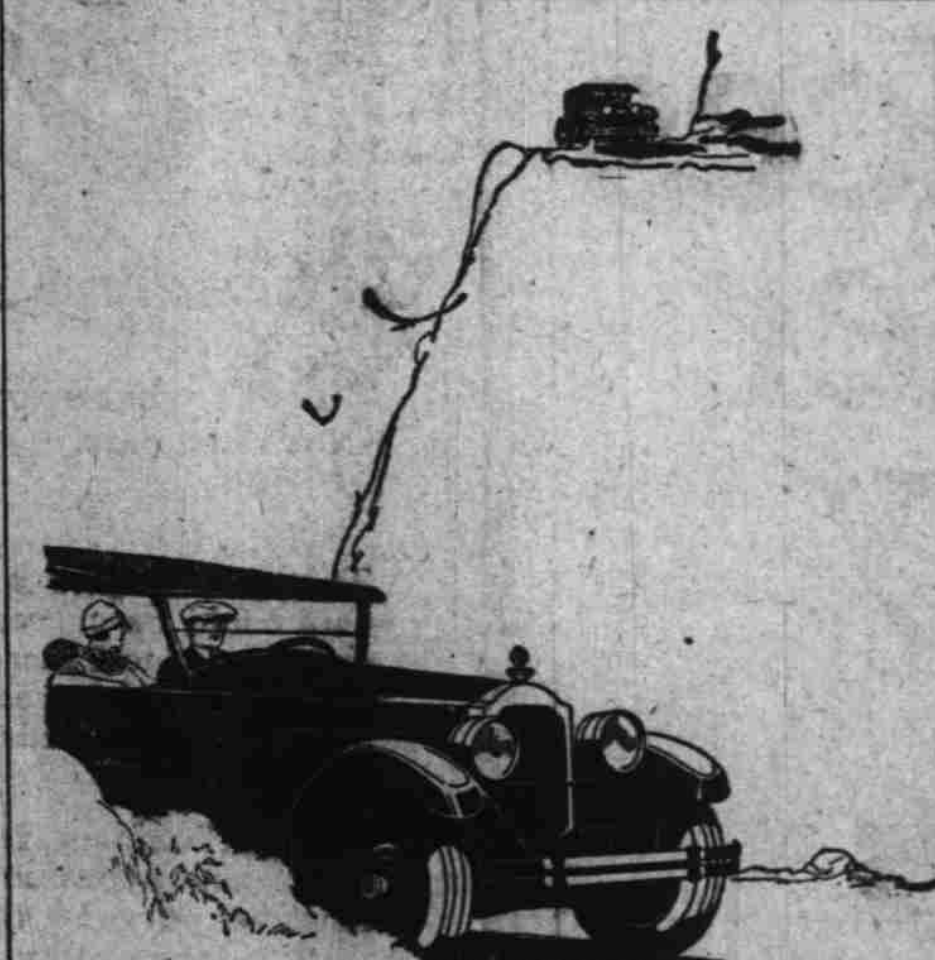
387 Court Street.

Repairing—Accessories

Children's Wheel Goods

**EIKER'S  
GUARANTEED  
USED  
FORDS  
PRICED RIGHT  
THE BLUE FRONT  
Liberty and Ferry**

GENUINE  
**Willard Battery**  
FULLY GUARANTEED  
**\$12.50**  
Fits Practically All Cars  
**JOE WILLIAMS**  
The Battery Man  
531 Court Street Phone 198  
Member Willard Battery Men  
We will be closed all day Monday, Labor day



Long life added to  
power and beauty

THE new series Packard Eight—in addition to luxurious  
appointments, super-power and world-famous beauty—  
is equipped with the most important improvements since the  
electric self-starter.  
The chassis lubricator automatically delivers oil to the 45  
chassis points which require regular attention. The pull of a  
plunger on the dash in an instant accomplishes the proper  
lubrication of these moving parts.  
The oil rectifier, continually distilling the crank-case oil,  
assures that every drop remains practically pure. The  
Packard Eight owner changes oil but four or five times a year.  
These improvements are found together only on Packard  
cars. They make it possible to double the previous assured  
long life of the Packard Eight.

Many purchase their Packards out of income rather than from capital.

**FRED M. POWELL**  
MOTOR CARS  
350 NORTH HIGH STREET PHONE 2126

# PACKARD

ASK THE MAN WHO OWNS ONE

# 20% SALE 15%

# GOOD YEAR

# TIRES

These Tire Prices Are 48% Below Pre-war Levels  
**4% below year ago**  
Crude Rubber Prices Above 1920—300% Above Year Ago

Following Prices Good Only Till September 12th

|  | Regular Price | Sale Price |
|--|---------------|------------|
| 30x3 1/2 CI Pathfinder Card extra oversize | \$10.95       | \$ 9.30    |
| 30x3 1/2 CI All Weather Cord oversize      | 15.50         | 13.20      |
| 32x4 SS All Weather Cord                   | 29.45         | 23.55      |
| 33x4 1/2 SS All Weather Cord               | 39.85         | 31.90      |
| 33x5 SS All Weather Cord                   | 51.85         | 41.50      |

50c-per tire will be added when applied during this sale.

**ALL OTHER SIZES PROPORTIONATELY REDUCED**

**Day & Zosel** Commercial at Chamakata  
**Valley Motor Co.** 264 N. High Street  
**Otto J. Wilson** Commercial at Center St.