

**OLDEST STEAMER BURNED**

KOEPING, Sweden.—The steamer Fenix, which it was claimed, was the oldest in the world in active service, recently was destroyed by fire. Built in 1848 at

Motala wharf, the boat had been making regular trips between this city and Stockholm. Since its launching it had been rechristened several times and was rebuilt in 1900. At the time of its destruction

there were 16 passengers besides the crew aboard, all of whom escaped.

McMinnville.—New glove factory turns out 50 to 100 dozen pair weekly.

## SAFETY CAMPAIGN WILL BE LAUNCHED

Union Oil Company Will Change Entire Outdoor Advertising Campaign

LOS ANGELES, Sept. 12.—The national campaign for street and highway safety received its biggest Pacific coast boost when it was announced that the entire outdoor advertising campaign of the Union Oil company of California, supplemented by its regular newspaper advertising throughout all territory in which the company operates, costing in excess of half a million dollars, for the fourteen months beginning October 15, will be devoted to the fostering of safety rules and precautions among motorists. The announcement is signed by L. P. St. Clair, vice president.

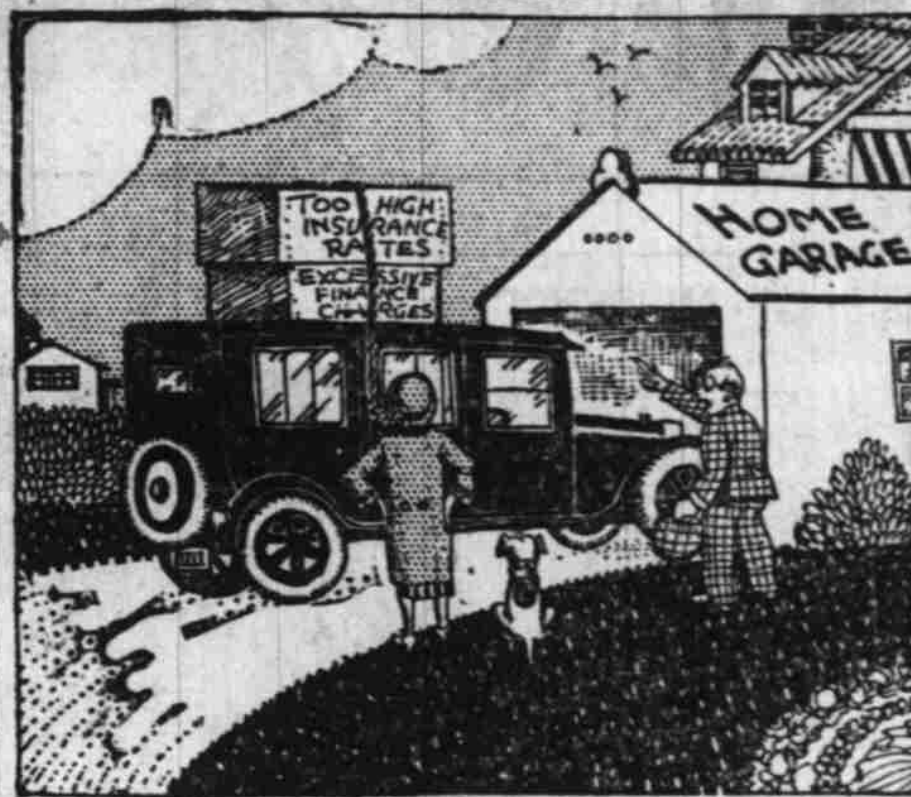
The company will display a total of 20,000 full size posters during the period of the campaign. These posters will appear continuously until December 15, 1926 on all of the 1,500 board locations which the company has under contract. There will be fourteen separate designs, each covering one of the big phases of the present safety need. The first broadside, a poster showing a group of children playing and a motorist stopping, is headed "Children Will Play. Be Careful." This poster will be on the boards October 15, staying up until November 15, when the second shot will be fired.

Decision of the company to devote over five hundred thousand dollars to the safety cause comes after a lengthy and complete investigation into the accident situation on the Pacific coast. The investigation convinced the officials that the Pacific coast is facing a crisis in this respect, and that efforts should be directed toward safe motoring and safe streets before any further attempts to increase automobile usage.

**NEW CYCLE COMING**

A new model, one cylinder Harley-Davidson motorcycle will reach Salem early this week. It was announced Saturday by Harry Scott, Harley dealer for this district. The first model to reach Oregon was driven to Portland by Joe Schantin, dealer in that city. He rode the machine from the factory.

## FINANCE CHARGES LOWERED INSURANCE RATES REDUCED



Excessive finance charges and too high insurance rates have made it difficult for many people to buy automobiles. The Chrysler Plan, inaugurated by the Chrysler Corporation, will save purchasers of Chrysler cars \$5,000,000 during the first year of the operation of the Plan,

In reduced finance charges and lowered insurance rates.

The Chrysler Plan was inaugurated July 1 and is resulting in a saving to date of about \$400,000 a month to Chrysler car buyers. It is a plan which marks a new day in the history of motor car merchandising.

**DUBLIN WILL HAVE**

**WOMEN'S CONGRESS**  
DUBLIN.—The Congress of the Women's international league for peace and freedom next year will

be held in Dublin. This city was chosen over Czechoslovakia by a vote of 13 to 10 at a recent meeting of the executive committee at Innsbruck.

**CHEVROLET CELEBRATES**

**TWO-MILLIONTH CAR TURNED OUT BY THE PLANT**

The two-millionth Chevrolet built September 8 establishes a new record in automotive history. The Chevrolet Motor company is the first maker of selective gear shift cars to attain this production. "Passing the two-million production mark emphasizes Chevrolet's progress," said W. S. Knudsen, president of the company. "The present record should not be the last as the company expects to produce close to a half million cars during 1925 which will exceed by a wide margin the 1923 Chevrolet peak production."

When the first "baby grand" touring model was turned out at the Flint plant in 1913 Chevrolet production for that year totaled only 5,987 which today would represent less than three days work. The original plant would be lost today among the huge buildings of the organization which include motor, pressed metal and assembly plants at Flint, Mich.; six other assembly plants at Tarrytown, N. Y., St. Louis, Mo., Oakland, Cal., Amesville, Wis., Norwood, O., and Buffalo, N. Y.; three factories at Detroit for the manufacture respectively of gears, axles and forgings; a transmission plant at Toledo, O.; a small parts factory at Bay City, Mich., and an export assembling plant at Bloomfield, N. J. The company occupies 167 buildings with a total floor space of 6,555-

227 square feet. The various plants occupy 345 acres.

The first Chevrolet, purchased by the company a few years ago from the original owner, is still in perfect running condition. At the conservative average of 10,000 miles per car, the two million Chevrolets produced since the completion of this first Chevrolet represent 20,000,000,000 miles of transportation or more than 40,000 round trips between the earth and the moon. Placed end to end the 2,000,000 Chevrolets would form a traffic jam 4,655 miles long.

St. Helens.—McCormick Lumber company sells light and power plant to Portland Electric Power company for \$250,000.

## RADIATOR FENDER BODY WORK WELDING

E. W. MOODY

An expert in that line  
in charge

O. J. HULL

Auto Top and Paint Shop  
Alley Rear of City Hall



**NASH**  
Leads the World in Motor Car Values

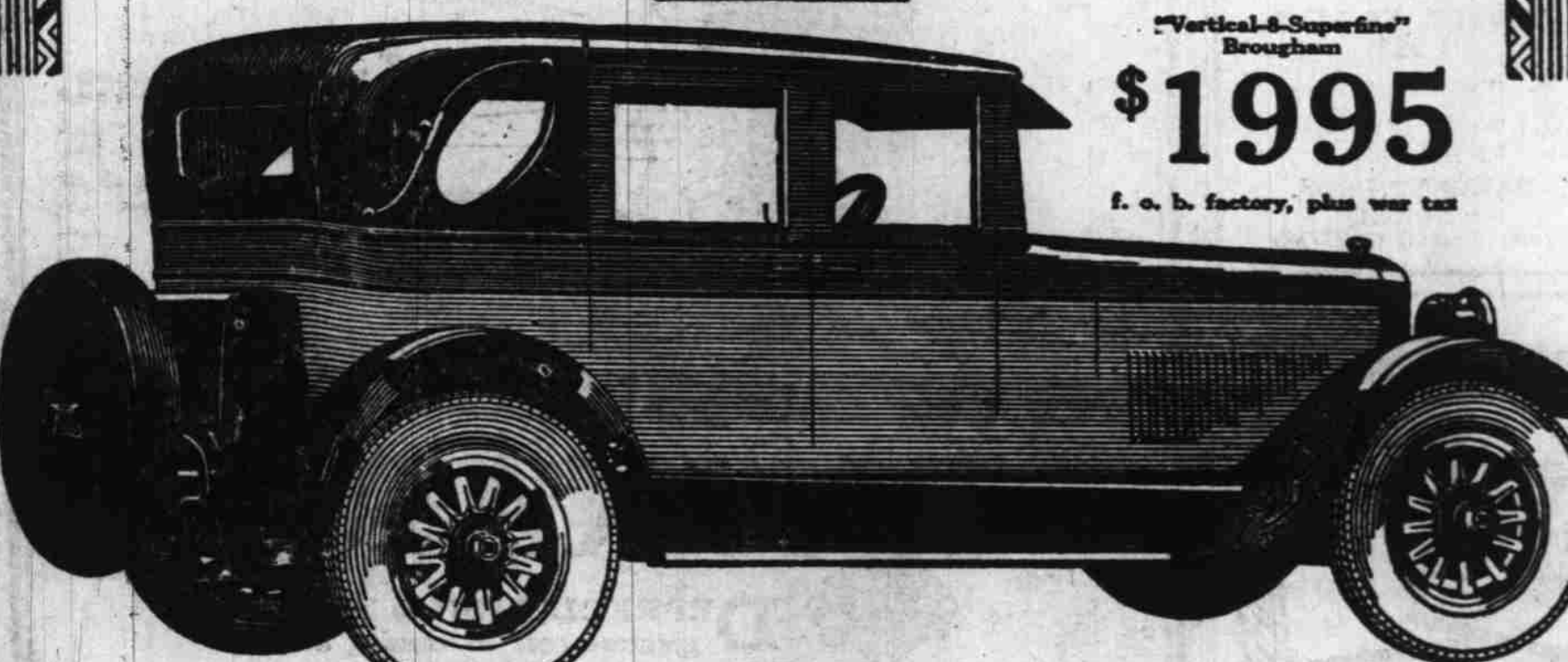
**\$1510**  
f. o. b. Salem



**The New  
SPECIAL SIX SEDAN**  
4-wheel brakes, full balloon tires and 5 disc wheels included at no extra cost

All over the country they're looking at other cars in the field of this new Special Six Sedan—and then buying the Nash product. There's no secret to it—it's the appeal of quality.

**KIRKWOOD MOTOR COMPANY**  
Corner Commercial and Chemeketa



**"Vertical-8 Superfine"  
Brougham**

**\$1995**  
f. o. b. factory, plus war tax

## A Compliment—Which is also a Problem

This New Vertical-8 Model at the New Price Is Almost Unbelievable Value

Those who enjoy the distinction of selling Rickenbacker automobiles—and especially the new Vertical-8 models—find themselves confronted with a problem it is difficult to solve.

It is the exact reverse of the problem of which most automobile dealers complain.

In most cases it is difficult to make buyers believe the prices are low enough.

Our task is to eradicate from the mind of the average buyer, the pre-conceived impression that Rickenbacker prices are much higher than they actually are.

"Why—is that all a Rickenbacker Vertical-8 costs? I had an idea you couldn't look at a car of that make for less than \$5,000."

That is a remark we hear every day.

And yet—since the advent of the new models and the simultaneous announcement of the great price reductions, you can possess a Vertical-8 Phaeton for \$1,995, f. o. b. factory. A beautiful 4-door Brougham for \$1,995, or a Sedan for \$2,195.

It is a compliment to this product that everybody considers a Rickenbacker Vertical-8 among the highest priced cars.

In quality it does belong there.

In performance it will make many a higher priced car "look like a fool," as one owner expressed it.

But—we feel that if all buyers knew that its new price is as low as that of ordinary cars—well—no one would think of looking at any other.

**F. W. Pettyjohn Company**  
365 North Commercial—Salem, Oregon

**Rickenbacker**  
A CAR WORTHY OF ITS NAME

# Another Reduction

For the second time within four months, Graham Brothers announce a substantial reduction in price.

Effective Wednesday, September 9th, the f. o. b. Detroit price of Graham Brothers 1-ton Truck chassis is—

**\$995**

This reduction is in line with previous assurances that the truck buyer will always benefit equally with Graham Brothers by every economy effected through increased production.

Now first in the world as exclusive manufacturers of motor trucks, Graham Brothers are able to make this second reduction without the slightest sacrifice of quality.

In fact, the truck today is better than ever before—and this new price will seem remarkably low to those who know what Graham Brothers Trucks will do.

**BONESTEELE MOTOR CO.**  
474 SOUTH COMMERCIAL

**GRAHAM BROTHERS  
TRUCKS** SOLD BY DODGE BROTHERS  
DEALERS EVERYWHERE