

WILLYS-KNIGHT IS POPULAR IN NORTH

Canadian Sales Set New Record, Factory Reports to Dealers Say

With retail sales in the Dominion of Canada showing district increases of from 19 to 82 per cent throughout the territory, the percentage of increase tabulated generally for the northern neighbors of the United States show that sales increased 35 per cent, according to figures just released by Canadian officials of Willys-Overland for the period ending July 31.

The striking sales gain noted generally throughout the Dominion presents some interesting figures and comparisons. Before the end of July retail sales in Canada surpassed the sales figures established for the entire twelve months of 1924, with both Overland and Willys-Knight sales showing a decided impetus. The retail sales increase over last year, according to officials, show a 36 per cent gain over the similar period of 1924.

British Columbia provided a striking illustration of Willys-Overland popularity in the Dominion with a 65 per cent increase in sales registered. Alberta and Saskatchewan both showed a decided gain in sales for the period with 31 per cent increase noted in registered sales. Registered sales in the province of Manitoba showed Willys-Overland's increase totalling 50 per cent more than sales registered in 1924, while the province of

Trains Surrender to Busses in New York Capital



The street railway company in Albany, N. Y., is supplanting its cars with busses, the first company, it is said, to voluntarily do so. A fleet of the busses is seen taking over a tram line. Busses are making such enormous inroads into the business of electric railways that many authorities see the industry as doomed. Others disagree, and say the traffic problem will bring the electric car back.

Quebec also showed a decided increase in its sales.

Willys-Overland's sales in the maritime provinces showed an unusually healthy increase. In 1924, retail sales showed an increase of 70 per cent over 1923, while the period ending July 31, 1925 showed a startling sales increase of 82 per cent over the entire twelve months of last year. In addition, with new car registrations of all makes totalling only 48 per cent

in the province of Ontario where 50 per cent of the cars sold in the Dominion are registered, Willys-Overland sales took an enormous increase over last year with an 82 per cent gain. The city of Toronto, one of the largest cities in Canada and by far the most competitive, offers a fine illustration of Willys-Overland's popularity in the Dominion. Statistics available of new car registrations for the month of July show that one out of every

eight automobiles registered in that city was either an Overland or a Willys-Knight.

In addition to showing a decided increase in sales over the first six months' period, Willys-Overland retail sales are showing a perpetual increase for each month of the year according to Willys-Overland officials in Canada. July Willys-Overland sales for the entire Dominion were more than double the new car sales registered during the corresponding month of 1924. August sales in Canada are reported 80 per cent greater than for the same month of last year, while the orders on hand in Willys-Overland offices throughout the Dominion indicate more than a 100 per cent increase in Canada for the month of September, figures for which will not be available for more than sixty days.

CENTURY OF PROSPERITY PREDICTED BY FORD

SEAL HARBOR, Me. — One hundred years of prosperity looms for the United States, declared Henry Ford Thursday as he dwelt on the importance of proper payment for services rendered by employees. "I believe in good wages," he declared, "I pay them. It makes prosperity. If you don't pay good wages you hurt yourself."

Speaking of his airplane plans, he said: "The airplane of the future in my mind, is a combination of dirigible, heavier-than-air plane and helicopter. We are working toward that end now. That gives you stability and speed and the ability to navigate more easily."

He concluded, with the opinion that times were good and were going to be even better.—A.D.M.

MARMON HAS DOUBLE SALES FOR AUGUST

INDIANAPOLIS, Ind. — Additional evidence of the growing demand for the new Marmon is given in a statement by H. H. Brooks, new general director of sales. Factory shipments in August were more than double those in August of 1924, he said, and retail sales orders are far in excess of the available supply.

Local sales of Marmon cars have been mounting steadily since the first of the year and indications give assurance that the year 1925 will exceed any previous year at the local Marmon branch.

WEATHER FORECAST MAY AID IN SAFETY

Wet Pavement Declared in Large Percentage of Accidents

Weather forecasts for motorists seem to be the next step in automobile safety, according to analyses of accidents in larger cities indicating that bad weather with uncertain driving conditions brings sharp upward trends in fatal and nonfatal traffic accidents statistics.

In proof of needed action along this line, Chicago safety authorities point out that wet pavements during the 24 hours of September 15 caused five deaths and 14 serious injuries alone not to mention scores of non-reportable accidents. A heavy rain, obstructing vision of motorists and causing cars without non-skid chains to slip and slide about the streets combined with jay walking and reckless driving, boosted the year's total traffic deaths for the city to 540, an average of more than two a day for the 258 days of the year.

Skidding motor trucks and private cars predominated in the day's accidents. No taxicabs were involved in the serious or fatal accidents, the reason advanced being

WALTER P. CHRYSLER'S TRAFFIC TALKS



DRIVE IN A STRAIGHT LINE

The careful driver drives in a straight line and never goes to the left or right without allowing the car following to know exactly what is going to happen.

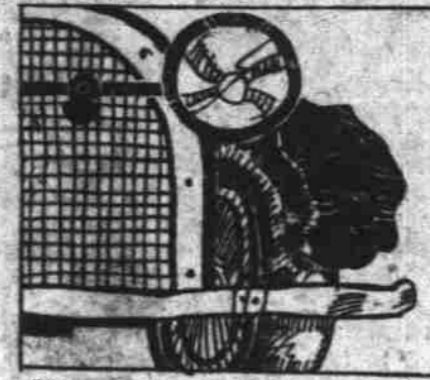
The foolish driver is the one who darts first to the left and then to the right, ever trying to get ahead six to ten feet. Did you ever watch such a driver? He never gets very far. And did you ever notice that the fenders of that driver's car are usually pretty well bent up?

One of the most annoying of all individuals is the man who is always cutting around at reckless speed. Often he misjudges the speed at which approaching cars are coming, frequently he finds he hasn't nearly the room he thought he had, usually he is in trouble.

In cutting around he often finds his progress impeded by an approaching car. Then he must force other cars back. All of which is irritating.

The "snipe," the man who drives along at 15 miles an hour and hold; up cars is often just as irritating. He is often the man who compels "cutting around."

With more cars on our streets and highways every day it be-



The Careless Driver is Known by His Fenders.

comes more and more necessary for careful and thoughtful driving. Modern civilization is literally on wheels and carelessness and thoughtfulness will add much to make this a safe age in which to live.

The number of motor vehicular accidents is increasing, but the number of accidents per car is decreasing. Safety education campaigns are effective. But such education should start at home. Parents and teachers must teach safety to the children. Which is being done. Always be careful.

THE MOST STRIKING FEATURE—MOTOR PRICE

"The most striking feature in connection with the present Buick models is the prices at which they are offered," says Otto J. Wilson, local Buick dealer.

"While it has been generally accepted that Buick during past years has offered a dollars and cents value far beyond that of any car on the market, the prices of these models make these cars unquestionably the greatest value that the world has ever known."

In spite of the increase in power and speed, and all the other features, prices are still lower.

This is an accomplishment that would not be possible were it not for Buick's twenty-one years' experience in building motor cars; Buick's complete manufacturing plant; most modern facilities; and enormous production.

Buick states, without fear of contradiction, that it would be impossible for anyone to build the same value into a motor car that is built into the Buick for the same price. If only a few thousand cars were built each year, rather than the hundreds of thousands that Buick has successfully built in the past. For there are no miracles being performed today.

FRENCH FLAG ON KAISER

ANTWERP—The former German Kaiser's sailing yacht Meteor entered the harbor recently sailing under the name Ailee. It is now owned by Mlle. Herriot of Paris.

Two Major Advantages Studebaker Alone Offers

1-One-Profit Value 2-Unit-Built Construction

THERE are (as you probably know) only two manufacturers who actually build their cars complete — make all their own bodies, engines, clutches, steering gears, differentials, springs, gear sets, axles, gray iron castings and drop forgings.

One of these is Ford — in the low priced field. The other is Studebaker in the fine car field.

Because we eliminate the extra profits and overhead that many other manufacturers have to pay to outside parts and body-makers — we are able to use finer materials and workmanship — yet charge no more than competing cars.

But there is another side to One-Profit manufacture — a feature that no careful buyer can afford to overlook.

Under this One-Profit policy the entire car is designed, engineered and manufactured as a complete, coordinate harmonious unit in Studebaker plants. Being Unit-Built it functions as a unit. And this adds years to its life — gives you scores of thousands of miles of excess transportation — greater riding comfort — minimum repair costs — and, finally, higher resale value.

Examine the Standard Six Coach closely — make detailed comparisons with other cars — and you will understand the full meaning of One-Profit value.

A Coach of quality

It is called a coach only because it is the lowest priced closed car ever sold by Studebaker. But it is a quality car through and through.

Do not buy this coach with the expectation that you'll have to trade it in at the end of a year or so. It's not a one-year car.

Instead, it has been honestly built to give you scores of thousands of miles of dependable service.

Notice the durable wool upholstery. See the heavy ornamental hardware; the plate glass windows and windshield; the fine trim to hide all tacks; the clock and gasoline gauge on dash; automatic windshield cleaner; stop light; locks on ignition, steering gear, door and spare-tire carrier — all operated by a single key.



The steering mechanism is especially designed for easy driving with the big balloon tires.

These are all features that you can easily see. But down underneath that glistening coat of metallic enamel you'll find the same quality of materials and workmanship that are out in the open.

The sturdy frame for the body is built from the fine northern ash and hard maple. Slam the door and the sound says quality. Underneath the upholstery you'll find two layers of washed, quilted cotton, one layer of genuine curled hair and extra long springs closely held together by small coil springs. This is the identical cushion and seat construction used in the highest priced cars.

Long resilient springs made of special chrome Vanadium steel give greater buoyancy and protection from road shocks.

The crankshaft is completely machined on all surfaces to eliminate vibration. And the motor is the most powerful in any car of this size and weight, according to the rating of the National Automobile Chamber of Commerce. It is a motor built for smooth, trouble-free service at 5 to 55 miles an hour — not for excessive speed or spectacular stunts.

The body is smart in appearance — yet provides ample room to seat five passengers in real comfort. Ample room to enter or leave without disturbing occupant of folding seat.

Make comparisons before you buy

These are advantages made possible by One-Profit manufacture. Check them off point by point — in comparison with other coaches.

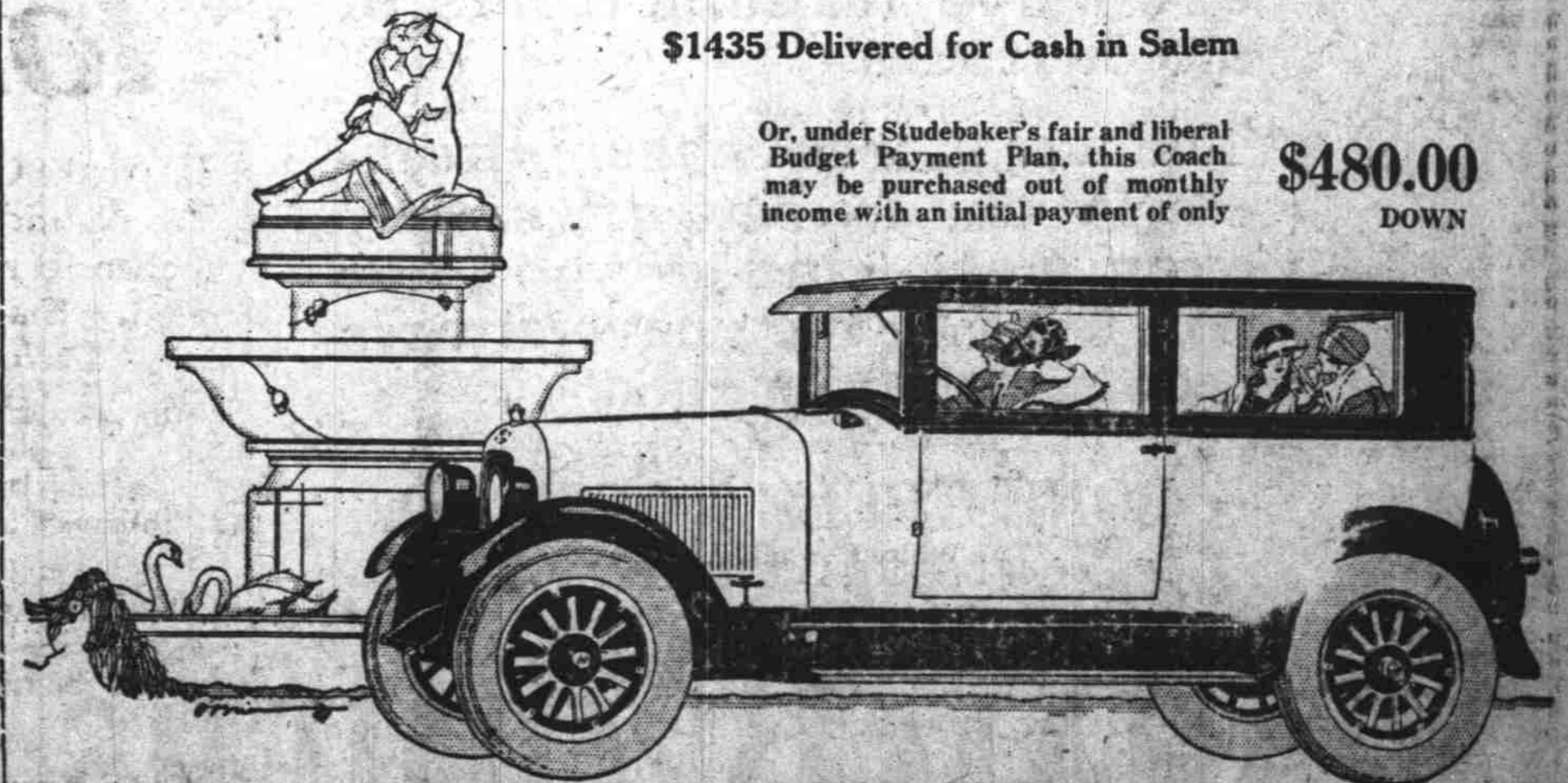
Only after you have seen this One-Profit Studebaker with its Unit-Built construction, will you realize why it offers a value that cannot be obtained in any other car. It is the automobile equivalent of Pullman transportation.

The Studebaker policy of "no yearly models" is a further protection to owners. Under this policy Studebaker cars are always up to date — we add improvements from time to time and do not save them up for spectacular annual announcements which make cars artificially obsolete.

Come in — let us demonstrate the Standard Six Coach without obligation on your part.

\$1435 Delivered for Cash in Salem

Or, under Studebaker's fair and liberal Budget Payment Plan, this Coach may be purchased out of monthly income with an initial payment of only **\$480.00** DOWN



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