

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 29, 1925

## STUDEBAKER PLAN THOUGHT THE BEST

Unit-Built Arrangement Said  
by Studebaker to Aid in  
Cooperation

"Unit-built," now spoken of extensively by a leading automobile manufacturer, is far more than a catch-phrase or a sales slogan.

Most drivers now understand the engine is only one feature of the car. However good and reliable it is, nevertheless its functioning in a car is contingent upon the support and cooperation it receives from the clutch, transmission, propeller shaft, differential and rear axle.

A clutch may work well with a certain engine, but how will it function with an entirely different one? Transmissions may operate smoothly and without bearing wear or excess strain with this engine; but another engine is another story.

Drivers realize that only when the whole power establishment—engine, clutch, transmission, propeller shaft, differential and rear axle, are built for each other—to work as one unit—can that power plant be expected to deliver the best results.

It is not difficult to understand that one part bought at this "store" and another part bought at that "store" obviously have not been designed for each other.

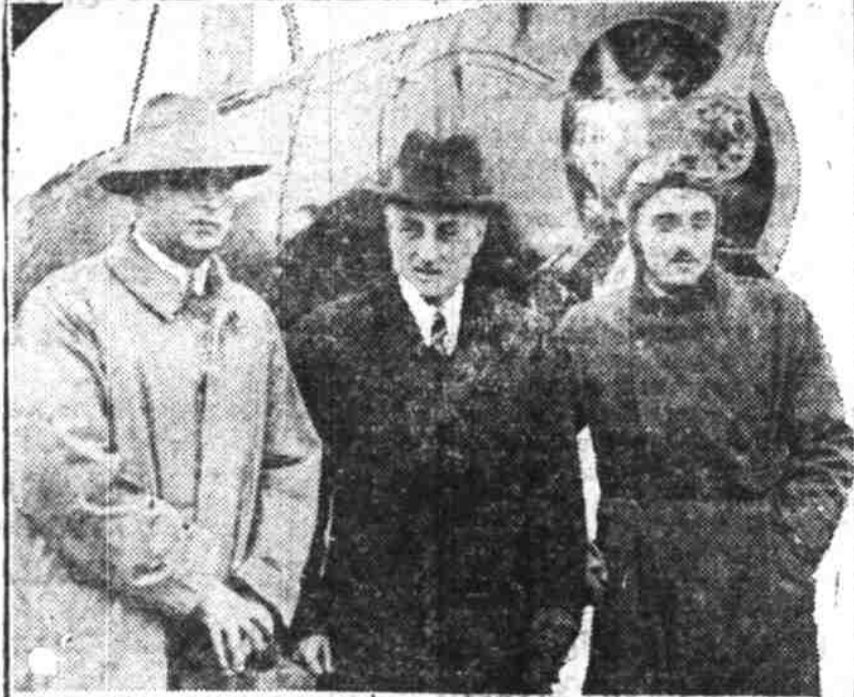
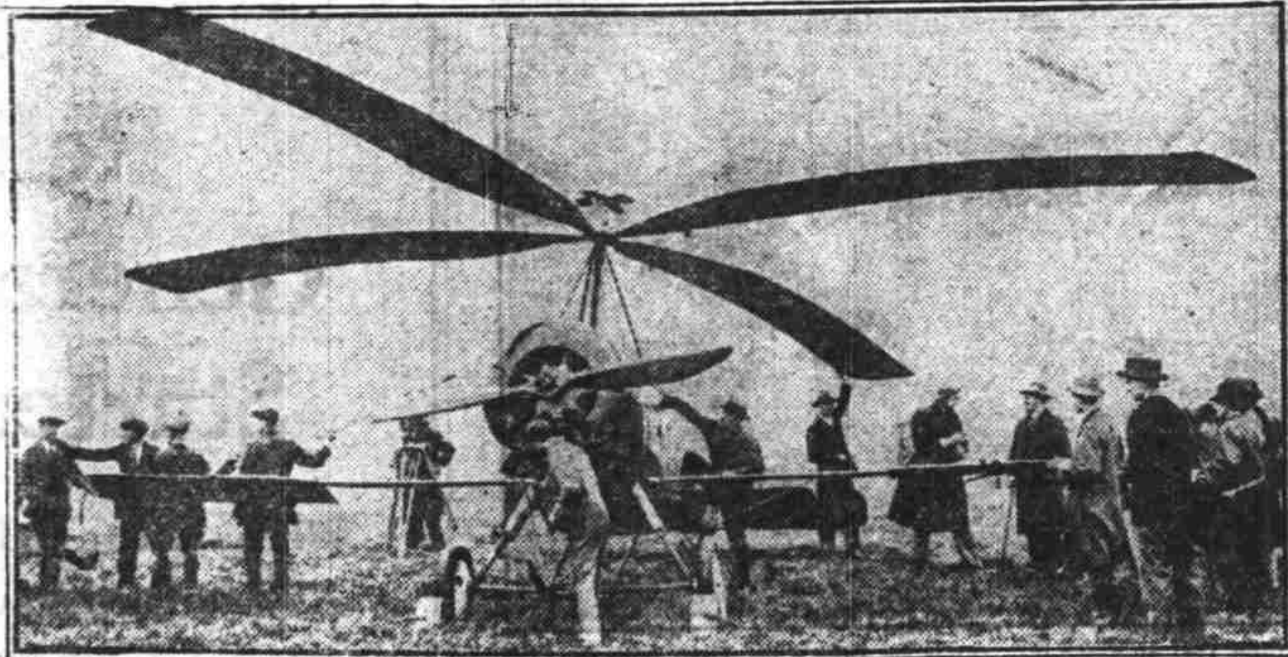
Under such conditions, the man who finally groups them into one unit has to trim a little here, expand a little there, and find the best common ground for all parts to meet on. At best, it is a makeshift not imposed on the concern with enough plant and equipment to build them all together as one unit.

To design and build a car as a unit requires a lot of equipment. An investment of \$10,000,000 is only a drop in the bucket and cannot possibly be made to build a whole motor car complete, including the body.

Thus far, only Ford in the low-price group and Studebaker in the fine-car class have ample facilities for producing all vital parts under one supervision, with the resultant advantages of unit-built construction. But these advantages are becoming so generally known that the trend of industry is definitely toward such manufacture because it gives the purchaser smoother operating equipment with lesser repair costs and maintenance charges.

What has been said of power plants is true of bodies. At the New York show last year there were four coach bodies, on cars selling from \$300 to \$1700, identically the same except as to color and cloth upholstery. Four com-

## Inventor Begins Again as Failure Crowns Success



Not daunted by crashing of his "autogyro" plane in England, after it had been proclaimed first successful helicopter and most important aero development since Wright brothers flew their first plane, Juan de la Cierva, Spanish inventor, is preparing to build an improved model. The plane is shown above before the wreck. Cierva (left) is seen with Sir Samuel Hoare, British air minister, and Capt. Courtney, pilot, who escaped injury when the machine fell.

**A FOOL THERE WAS**  
The man who didn't know it was loaded.  
The cut-up who rocked the boat.  
The driver who would never stop, look, and listen.  
The sport who could take it or leave it alone.  
**AND THE MOTORIST WHO RAN HIS ENGINE IN A CLOSED GARAGE.**  
—From the Paige-Jewett Magazine.

panies had to sacrifice their own engineering designs to accommodate this body, and the buyer of the \$1700 car was not complacent at seeing the same coach body on an \$800 car.

Wider knowledge of motor cars on the part of the public is forcing the industry to equip itself to supply public demand. If some concerns can't afford it, they will join the 567 other makes of cars no longer in the market. Ford and Studebaker have an advantageous position in already possessing sufficient equipment to allow them to build all vital parts in their own plants.

## Champion Fiddler Plays for Ford; Is Wizard at Making Snow Shoes



A. Moulton Dunham, above, 72, and champion fiddler of Maine, had to halt in his busiest season to consider Henry Ford's request that he journey to Dearborn, Mich., from his home at Norway, Me., to play the fiddle for the auto magnate. Dunham is known throughout the Maine regions for his ability to make "good ridin'" snow shoes.

## GOLDEN-TARPLEY PURCHASE GARAGE

Headquarters for Ambulance  
Service Are Changed to  
252 South Liberty

The Fire Proof Auto Storage company, located at 252 South Liberty street just in back of the Salem Natatorium, has been taken over by V. T. Golden and Homer Tarpley. Golden runs the Golden Ambulance Service, which shall from now on have as its headquarters the company's location. Homer Tarpley is well known in Salem's auto circles, having been foreman of the Bonesteel Motor company's garage for eight years.

The garage used by this company is the largest storage room in Salem, with a capacity of 150 cars. The plant is fireproof, being constructed entirely of concrete. It is also freeze proof, regardless of the weather, as the entire garage is steam heated.

The company is operating a steam cleaning business for autos, and this garage is said to be the only plant in town where there is provision made for cleaning autos by steam. Tom Leatherwood, well known in this city in the car washing business is now in charge of this branch of the company's service. The company also include in their service the vacuum cleaning of the interiors of enclosed cars, charging a slight fee extra for this service, which is said to be given at few places in the city.

The company also operate a car greasing business. Under the new management it is the plan to have someone in charge and on hand in the garage all the time.

## GOOD BYE, 40 PERCENT

Everytime a new annual model motor car comes out, the fellow who has bought one of that make recently sees 40 percent go off his investment right away. His new car becomes obsolete. Yet it doubtless has many miles of good service in it, which would be profitable to the owner if he didn't face embarrassment of driving a "last year's model." Some manufacturer's, guided by sound economic principle, have decided not to have any more annual model changes, so the man who buys the car can use it without embarrassment until he has had the full investment returns from it. With a car built so carefully and with such staunch materials that it is good for 100,000 miles and more, it is waste to make it obsolete with a "new annual model."

## American Singers Offer Program at Monmouth Soon

OREGON NORMAL SCHOOL, Monmouth, Nov. 25.—Paul Alfhouse, tenor, and Arthur Middleton, baritone, well known American singers and formerly of the Metropolitan Opera company, will give a concert on Monday evening in the chapel of the Oregon normal school.

## B. C. WRIGHT NAMED NEW SALES MANAGER

Manager of Certified Car  
Market Will Take Position  
With Valley Motor

Byron C. Wright, for two years manager of the Certified Public Motor Car Market, has resigned his position with that company and on the first of the month will take up his new work as sales manager of the Valley Motor company, authorized Ford distributors.

Mr. Wright has been in the automobile business here since 1919 and is widely known in automobile circles in the Northwest. He was formerly with the tractor division of the Valley Motor sales force, and later with the Vick Brothers firm, Willys-Knight, Overland and Oakland dealers.

Ralph Morris, now with the Salem Automobile company will take Mr. Wright's position with the Certified Motor Car Market, at least temporarily.

Harris Lietz, formerly assistant shop foreman with the Valley Motor company has been made the new service manager of that firm.



**A FULL HOUSE**

- my store is
- because folks seem
- to like my tire,
- and MY SERVICE
- and a Full House
- for that reason is
- hard to beat and
- good to have!



**ZOSEL'S TIRE SHOP**  
126 South Commercial

## CLEVELAND SIXES ARE SELLING FAST

Largest October Volume of  
Business on Record Re-  
ported by Factory

From a recent report received from the Cleveland Automobile company, Cleveland, Ohio manufacturers of Cleveland six motor cars, this company is at the present time enjoying record breaking sales.

Carefully compiled production figures of this company show that last October was the biggest October in the company's history. It was 91 per cent better than October sales in 1924.

The number of Cleveland cars shipped up to November 1, 1925, is 55 percent greater than the same period last year or 42½ percent better than the entire twelve months of last year.

The unusual market which is

being felt for the new Cleveland series motor cars is not wholly domestic in its scope. Export shipments alike are showing equal increases.

To keep up with this insistent demand for Cleveland cars, the factory has been obliged to enlarge its working forces and the plants as a whole are working overtime to fill orders.

Approximately 70 percent of the total volume of Cleveland cars being built are enclosed models, this being no doubt due to increased popularity of the closed car and because the recent reduction in Cleveland closed car prices has put these models within the reach of those who in the past have been obliged to buy an open car because of the difference existing between open and closed car prices.

## LINCOLN TOURING BOUGHT.

R. M. Hofer of Salem took delivery on a seven passenger Lincoln sport touring car last week, one of the first of those machines purchased in Salem. The car was purchased from the Valley Motor company, local Ford and Lincoln dealers.

## MANY TRUCKS ARE SENT TO FLORIDA

Graham Brothers Ship Solid  
Trainload; Retail Deliver-  
ies Phenomenal

Every truck in a solid trainload shipment which recently left Graham Brothers factory bound for Florida was delivered at retail within ten days of the time the train reached Jacksonville, official records show.

This train consisted of 34 railroad cars containing 91 trucks consigned to seven dealers. The allotment to the Miami dealer alone was 31 trucks of 1 ton and 1½ ton capacity.

"These and hundreds of other Graham Brothers trucks," according to Russell Bonesteel, local Dodge Brothers dealer, "are playing an important part in relieving the transportation situation which has resulted from inadequate ca-

capacity of Florida's railroads to supply the needs of her unprecedented numbers of winter tourists and homeseekers.

"Vast amounts of merchandise, subject to freight embargoes recently placed on certain classes of goods in order to reduce delay in moving necessities, have been moved south from Jacksonville and inland from Atlantic and Gulf ports by Graham Brothers trucks."

## Brothers Reunited After War; Service Parallel

WINNIPEG, Sask.—Wounds received by Ernest and Harry Gridley, twin brothers, on the western front in the World war left each minus his left leg. The brothers were wounded at the same time on the morning of October 30, but one year apart.

Records show that each was operated on nineteen times for war injuries.

The brothers were reunited at a convention of the Canadian Amputations' association here. Ernest lives in Winnipeg and Harry in Toronto.

"Out of the darkness, the first grey light of breaking dawn and then—the new day."

# A NEW DAY A NEW CAR

## The New Cadillac Emerges Triumphant in Every Contrast

Paraphrasing Kipling:—"A Six is a Six and an Eight is an Eight and never these twain shall meet."

You cannot get Six riding and driving qualities in a Four; nor Eight riding and driving qualities in a Six.

Nor, by the same token, can you secure Cadillac Eight riding and driving qualities in any other car but the new 90-degree Cadillac.

Is this mere say-so or braggadocio?

As you well know, Cadillac has never indulged in either. The evidence is overwhelmingly yours wherever you care to make comparison.

Whether you drive the new Cadillac first and the others afterward, or vice versa, is of little consequence.

The contrast in favor of the new Cadillac will be equally striking in either case.

**F. W. Pettyjohn Co.**

385 North Commercial

Telephone 1260

# CADILLAC