

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, DECEMBER 6, 1925

RECORD RUN MADE BY STUDEBAKER SIX

Trip From 'Roof' to 'Basement' of the United States Draws Interest

From the "roof" of the United States to the lowest point in its "basement" in 7 hours, 23 minutes.

A mountain timberline and a raging snow storm at the start, with the dust and blinding heat of America's most desolate valley at the end of the ride—these were features of the record run recently completed by a Studebaker Big Six Duplex-Phaeton from the barren slopes of Mt. Whitney, highest point in the Union to Death valley, its lowest spot.

Charles Brown, veteran Shoshone driver, and "Dad" Fairbanks, sole conqueror of the arid valley which lies 284 feet below the level of the Pacific ocean, are responsible for the swift journey, practically over no roads at all, made by E. J. Fortman of Los Angeles. Motion pictures, made on the journey, are being shown by the news reel in theaters throughout the country.

Customarily the motor car journey to Mt. Whitney stops at Lone Pine. The rest is made on foot. But the automobile Fortman drove kept on to the timberline, stopped finally amid a blinding blizzard with its front bumper against a great boulder.

The journey from "roof to basement of America" began next day and carried the car through the most picturesque scenery in California, ending in that desolate bit of forsaken ground made famous by "Scotty of Death Valley." The trip required only 7 hours and 23 minutes. Ten hours was the best time previously made.

IMPROVED FORD IS SIMPLER IN ACTION

New Models Declared to Simplify Control in Congested City Traffic

Present day city traffic congestion has developed an ever increasing demand for easier operation, simpler control, quicker getaway and gear shifting in motor cars. With every metropolitan street and boulevard literally choked with automobiles, drivers are quick to realize that the less complex control of the car, the greater the element of comfort and safety in driving.

Relieving the driver of exertion and distraction; permitting him to watch the road ahead and keep both hands on the wheel while threading through traffic where frequent gear shifts are necessary have always been outstanding virtues of the control system of Ford cars. In the improved cars, these features have been subjected to a number of refinements calculated to meet the demands of present and future driving.

Driving the Ford car soon becomes automatic action on the part of the operator. The gear-shift is simple in the extreme and because of the fact that all gears are constantly in mesh, it is physically impossible to clash the gears or fail to accomplish the shift. Refinements in the design of the pedals—wider with flanges to prevent any possibility of slipping—contribute further to the simplicity and certainty of operation.

Frequent starting and stopping means more wear on the clutch of the city driven car and the improved Fords are prepared for this strain. Ford clutch disks are not fitted with the conventional composition, but instead are operated in oil, the strain of starting the propeller shaft being taken up by the film of lubricant. At points where there was formerly contact between steel and cast iron, redesigning has brought steel together with steel insuring unusually long life for the clutch.

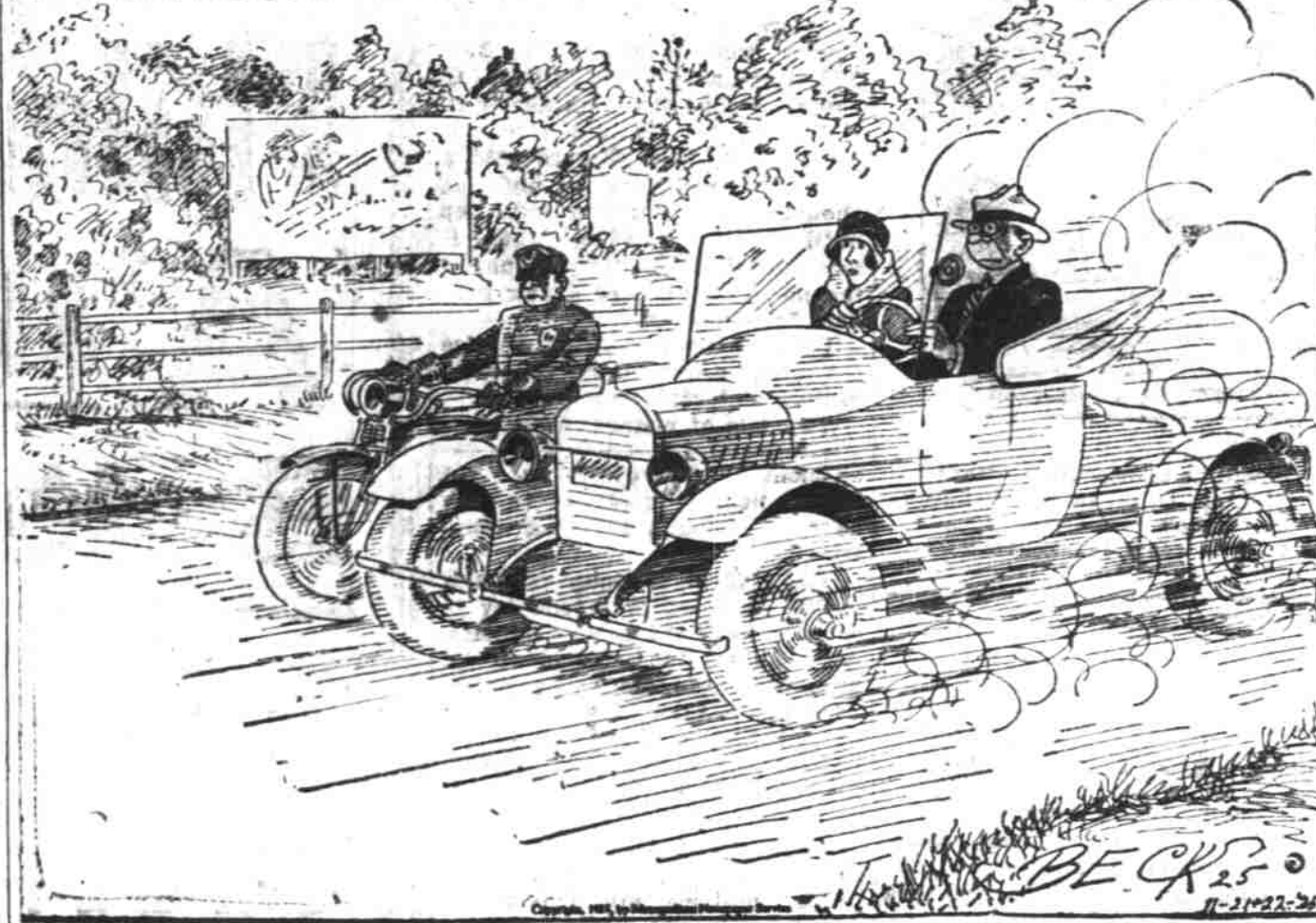
Danger of skidding upon applying the brakes is reduced to a minimum because of the fact that the braking action is applied to the rear wheels equally through the drive shaft. Braking units, both in the transmission and on the rear wheels have been enlarged to insure long life and greater ease in bringing the car to sudden stops demanded in emergencies.

When you know how to keep out of law, you know more law than the lawyers.

Don't work your dyspepsia off on your friends in the shape of conversation.

DOWN THE ROAD—

WHEN YOU FINALLY VENTURE TO PASS A MOTORCYCLE OFFICER WHO IS TRAVELING QUITE LEISURELY



The Most Uncomfortable Feeling in the World

KNIGHT MOTOR WINS IN ENDURANCE TEST

French Contest Brings Out Points on Power Development and Wear

In a contest just conducted by the Motordrome National, in Paris, a Knight motor won on every point, including continuous power development, motor cooling, mechanical efficiency and freedom from wear.

The test called for 240 hours of continuous running at maximum horse power with no adjustments allowed during the period. Practically every type of gasoline motor built at the present time was represented and the findings of the test were to help the French government determine the most efficient and reliable type of motor to use in aeroplane construction.

The search for lighter, stronger faster power plants with increased lifting power and with demonstrated ability to stand up under the most gruelling service. The motors were bolted to heavy iron blocks and operated against a dynamometer which gave an accurate reading of the developed horsepower for every minute of the long period.

The motors were started simultaneously and with wide open throttles. They were kept running at top speed until they broke down, either through over-heating wear on the moving parts or sheer inability to stand the severe pace. At the end of the first seven days of running, only a few of the original entrants were still running.

At the end of the ten days, the superiority of the Knight motor was so convincingly demonstrated that there was no doubt in the minds of the engineers who had watched the entire test. For the full 240 hours, the Knight motor steadily delivered its full 550 horse power without a fluctuation in the indicating dial. At the end of the run it was shut off. Then, without adjustments of any kind, was immediately started again and when the throttle was opened up, it showed the full 550 horsepower without the slightest sign that it had been deteriorated in the slightest by the run.

All people taste alike to a mosquito.

PACKARD — HUDSON — ESSEX BUSINESS IS GOOD

This week has been a huge success for our used car show and salesmen price the car sale. Of course there is a reason.

WE HAVE THE MERCHANDISE—
OUR PRICES ARE RIGHT
Our Terms are Right

We invite you to come in, look over our stock and prove for yourself that we are offering you unheard of value for your investment.

A Used Car Is No Better Than The Firm
You Buy From

Fred M. Powell Motor Cars

350 North High Street

PACKARD — HUDSON — ESSEX

By Beck

GUESSING CONTEST BRINGS ATTENTION!

Harry W. Scott, "Cycle Man," Has Novel Display in Shop Window

A novel window display in the Harry W. Scott's cycle shop at 147 South Commercial street is attracting unusual attention and drawing large crowds. The problem, for those who have seen it is to find out how fast the wheel is turning.

The display consists of a bicycle mounted on a frame. An electric motor turns one of the wheels to which a sealed cyclometer has been attached. The problem is to determine how many miles the wheel will travel in the time it is running. The diameter of the wheel is given and the number of hours it is to run is given. The problem—to determine how fast it revolves.

To the lucky guesser—or to the scientific investigator who arrives closest to the result of the cyclometer, Harry Scott will present a high grade bicycle absolutely free! Other close guesses will be rewarded by credit slips on bicycles in the shop. "There are no strings attached to the offer," Harry Scott declared. "Anyone, you or anyone else, can come to the shop, look at the display and hand in your guess. That's all. Maybe you'll win the bicycle. If you do, I'll deliver it to you free."

The wheel will be turning until Saturday night, December 12. It started Saturday morning, December 5. It runs between the hours of 7 a. m. and 10 p. m. each day, a total of 116 hours. It will be stopped at 6 p. m. Saturday, December 12.

CHEVROLET LEADS FIELD

Motor car registration in California for October showed Chevrolet leading the list of automobiles with three speed transmission.

Figures throughout the state indicate that this make of motor car continues astride the wave of popularity upon which it has been so spectacularly riding in recent years.

Production in all of the several Chevrolet plants throughout the United States is exceeding schedule by a wide margin to take care of an unexpected year-end boom in sales.

BIG CAR DELIGHTS TINY ASYLUM GIRLS

Huge Shiny Lincoln Limousine Is Presented to Orphan Home for Girls

Do fairy tales and dreams come true

The tiny wards of St. Vincent's orphan asylum for girls at Syracuse, N. Y., declare that they do if one wishes hard enough and long enough. And they ought to know, for just see what wishing did for them.

Being an orphan doesn't prevent one from wishing, and for a long time these little girls have concentrated on a wish for an automobile. Not an ordinary automobile, but a sleek limousine with wire wheels and shiny nickel fittings that would glide silently down the boulevard and sweep up the hills with a mighty surge of power.

And then, one day, there appeared at the door of the orphanage, as if by magic, just the car of their dreams. They rubbed their eyes and pinched themselves but there it stayed with the sun glinting on its nicked fittings.

A very rich man made possible the fulfillment of the dreams of these orphan children. He bought a Lincoln limousine and presented it to the asylum, perhaps in remembrance of the days when he sold newspapers on the streets of Syracuse and dreamed his dreams.

It seems that an educator gets less money out of education than any one else.



5¢ SET 'EM UP!

- Treat
- the old bus
- to a whole
- new set of
- SEIBERLINGS!
- I'll swap your
- old tires in!



ZOSSEL'S TIRE SHOP

108 South Commercial

Amass Glory for Army in Air Races



Army air service is wrapped in new glory as a result of expert piloting of these two men in Pulitzer and Schneider international plane races. They used the same plane. Left: Lt. J. H. Doolittle, who piloted machine to victory in Schneider cup event; and right, Lt. Cyrus Bettis, winner of Pulitzer trophy.

RICKENBACKER SAYS SALES ARE SPLENDID

Business Conditions Could Not Be Better, Sales Manager Declares

DETROIT, Mich., Dec. 5.—Business is wonderful," says R. T. Hodgkins, general sales manager of the Rickenbacker Motor company. "In all the years I have been in this industry, I have never known such a fall demand as we have enjoyed these last two months."

September shipments of Rickenbacker sixes and vertical 8's were one hundred per cent over those of the same month in 1924. October showed thirty per cent increase over October a year ago, and if business keeps up during the last half of November as it has during the first half, this month will show more than one hundred per cent increase over November 1924.

"Instead of slackening off as we all expected in November, each day shows a marked acceleration. "People need motor cars, they have the wherewithal to buy them and they are buying as never before. "While this demand at this season is unprecedented, there are several good sound underlying

(Continued on page 4.)

AUTO MEN VISIT SALEM

FORD MANAGERS FROM PORTLAND SAY CONDITIONS GOOD

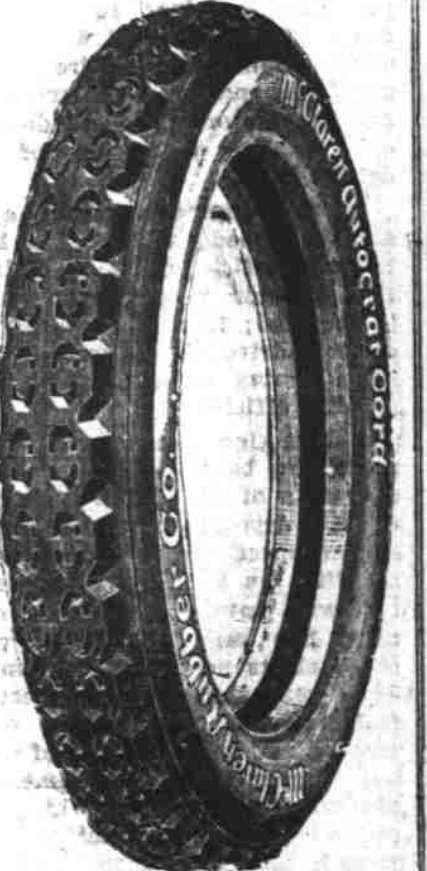
L. F. Henderson, assistant manager of the Ford factory branch of Portland, and T. H. Drewery, wholesale manager of the Portland branch, visited the Valley Motor company here during the week and expressed great satisfaction with the sales of Fords, Fordson tractors and Lincoln cars in this territory.

A complete review of sales of the Ford products in Oregon indicates that dealers' efforts and the buying of the public has not diminished during the winter months.

ENGLAND INVADES FIELD

England will make an attempt to invade the American motor market when four of the leading British automobile manufacturers establish branches in Canada next year. In the meantime American made automobiles continue to reign supreme both here and abroad.

What More Could You Ask? Long Mileage and Perfect Non Skid



McCLAREN CORD

"Jim" "Bill" Smith & Watkins

Happy Service PHONE 44

Free



THIS FINE HIGH GRADE RACING BICYCLE

Will be given away ABSOLUTELY FREE to the person guessing the nearest to the exact number of miles this bicycle will run in our window between the dates of Dec. 5, 1925 and Dec. 12, 1925, inclusive. The wheel will be run between the hours of 7 a. m., and 10 p. m., each day or a total of 116 hours and will be stopped at 6 p. m. Saturday, December 12th. At that time the sealed cyclometer will be opened and the wheel will be given away. In case of two or more persons guessing the winning number the first one to register his guess will win 1st prize.

There will be 14 other BIG PRIZES besides the bicycle. Prizes as follows:

- 1st Prize—Racing Bicycle
- 2nd Prize—\$10.00 Credit on any New Bicycle
- 3rd Prize—\$ 8.50 Credit on any New Bicycle
- 4th Prize—\$ 7.50 Credit on any New Bicycle

To the next 11 persons guessing the nearest number of miles the wheel will travel, we will give a \$5.00 credit certificate to apply on any new bicycle purchased, and to each and every other person registering a guess we will give a \$2.00 credit allowance on any new wheel purchased before Dec. 31, 1925. All credits void after that date.

EVERYONE in the family is entitled to register a guess—brother, sister, father and mother, but only one guess to a person. Come down and see the wheel, and put in your guess, you may be one of the lucky ones. IT'S ALL FREE. A special prize will be given to the first 25 boys registering a guess after 3:30 p. m. each day.

Harry W. Scott

147 So. Com'l St.

"The Cycle Man"

Phone 68

Special Sale ROLLER SKATES Best Quality Ball Bearing, On Sale This Week, Special at \$1.85 pr.