ENDURANCE RECORD Hudson - Essex Doubles Its 1924 Record FOREIGN AUTO SALE IS SET BY OAKLAND

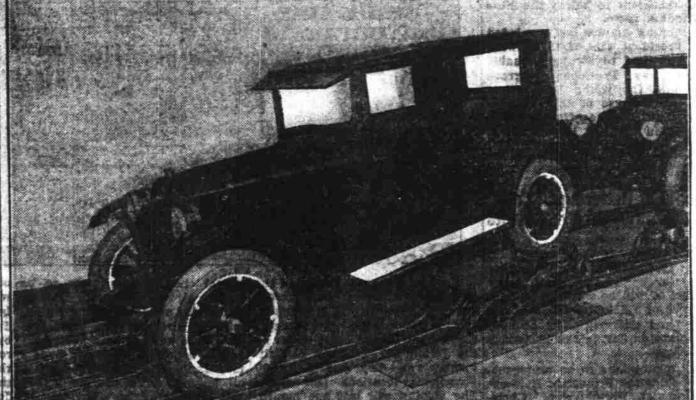
Six, Loaded With Five Passengers and 1200 Pounds of Luggage, Climbs

Accomplishing what no other automobile has ever done on the Pacific coast, an Oakland Six touring car loaded to capacity with five passengers and 1200 pounds of luggage broke all records of endurance, reliability and time in crosing the six highest summits in the snow-covered Sierra Nevada mountains in a single spectacular run.

Determined to open the winter season with a demonstration that would out-distance any previous test of durability ever demanded of a motor car, A. H. Patterson, Oakland dealer at Stockton, California, combined six continuous peak performance tests into a single gruelling grind over rocky mountain grades in ice and snow returning with new records and a motor car in perfect condition. thus adding a new brilliant chapter to motor car history through Oakfand's stamina and perform-

photographer in the actual run-44 hours and 14 minutes.

In negotiating the six nationally known passes, the Oakland bet's Pass, 8,800 feet; Kit Carson ing of any one of these craggy Six climbed a total of 30,990 feet Pass, 8,600 feet; Echo Pass, mountain elevations in the winter crossing the following passes at 7,600; Emigrant Pass 7,100; season is considered a remarktheir respective altitudes: Tioga Pass, 9,941 feet; Eb-



This is the finished Hudson-Essex car No. 256,000 for the year-closely followed by No. 256,001. This is twice as many cars as Hudson-Essex built in all of 1924.

his place of business and back which was itself far in advance of this year already has run well with three newspapermen and a any previous Hudson-Essex year. over the quarter million mark.

As a performance test the cross-

A Challenge-where in all the World is

there another motor

car value equal to this

Let's Get Down to Real Facts:-here

they are, a full size, five - passenger

Sedan, with all the room you can find

in cars at double the price-molyb-

denum steel axle shaft, chrome vana-

dium steel springs, a big car frame,

genuine honeycomb radiator, three

forward speed transmission,-a beau-

tiful car, with sweeping, graceful body

lines, finished in polished lacquer, up-

holstered in broadcloth, trimmed in

nickel-a car with 20 square feet of

window space, exceptionally wide

doors, the widest seats ever built into

a light car, and a motor that has de-

monstrated unequalled power, relia-

Where can you find its equal?

Your car in trade-easy terms on

bility, economy and smoothness.

the balance.

and Sonora Pass, 9,624.

EIKER'S

GUARANTEED

FORDS

PRICED RIGHT

HE BLUE FRONT

Delivered Here

COMPLETE: balloon tires;

speedometer; one-piece wind-

shield; cowl ventilator; 87

other big car features.

Officials announce their productihe past few years is shown by ing enclosed cars. tion of motor car No. 256,000 for the following figures. In 1922, Starting at Stockton, baly 12 the year 1925-important because there were built 60,000 Hudsonfeet above sea level. Patterson that is just twice the number of Essex cars; in 1923, the total was made the run of 730 miles from Hudson-Essex cars made in 1924, 88,000; last year, 128,000; and

The records of the industry, it What makes this all the more ning time of 30 hours and 42 is said, will show that no other remarkable is the fact that Hudminutes. The elapsed time was large producer of cars has suc- son-Essex confines its business to Hudson-Essex management, will ceeded in doubling 1924 output. | the making of a few models, about show still further gains.

able feat and to emphasize the re-

liability of the Oakland, the hood

and radiator were sealed, neither oil nor water were put into the car during the trip. Yet the seals

on the hood and radiator cap

amination revealed that only one

quart of oil and one quart of

Snow covered the highway in

patches on all the passes except

two, while on the Sonora-Mono

Pass, snow six inches deep was

encountered. The possibility that

snow had closed one or more of

the passes, lent a spirit of adven-

the Sierra passes on a single trip.

especially since motor travel

considered ended for the season.

Fortunately no man gets the

name of "thief" until after he is

water had been used.

ture to the trip.

Hudson-Essex has broken an- | What Hudson-Essex's policy of 90 per cent of the total being other record for volume business. building and selling has meant in coaches, and fully 98 per cent be-

> This specialization, together with the volume of business done, has brought about a striking degree of economy which has enabled Hudson-Essex to offer unusual value in its cars.

Next year, it is expected by the

CHICAGO SET MARK

were broken after the trip, an ex- Willys-Knight Salesmen Deliver 401 Cars During Derby Celebration

Continuing their high sales reord of an average of more than in Sweden, asserts that conditions 1000 cars a month since January there are equally favorable. 1. the Chicago factory branch of Willys-Overland and its dealers established a new mark when they Even in summer the ordinary held the largest single day's tourist has little desire or occa- driveaway in Chicago automobile sion to cross more than two of history recently.

Dealers under the Chicago Because of this fact the idea of branch, who had gathered to celnegotiating all six of the passes ebrate their part in the Willys on a single trip, appeared as an Derby, national sales contest of of performance Willys-Overland, drove away from across the higher passes had been total retail valuation of more than a half million dollars. A cash payment of \$348,921.71 was tendance to cover this huge drive-

made by the 529 dealers in ataway of cars which marks a continuation of the exceptional sales in Illinois territory for Willys-

President John N. Willys was on hand to take part in the festivities which were held in Municipal Pier and bore all the markings of a real derby day, designated as "Willys Day" in honor of Willys-Overland's head. That the meting was an indication of the usual dealer success in this territory is shown by the registration figures in Illinois which rates Willys-Overland third in number of cars registering in the state and with the same position in Cook county.

More than 11,000 automobiles were delivered to Chicago dealers in the period from January 1 to November 1 with a total retail value of more than \$14,000,000. Willys-Overland's September and October deliveries from the Chicago branch totalled 2202 automobiles this year, representing an increase of practically 300 per cent over the corresponding period of 1924.

RICKENBACKER SAYS SALES ARE SPLENDID

reasons for it," says Mr. Hodg

"First, is the excellent conditions of general business. Next is the big crops recently harvested and the resultant heavy buying, especially in the middlewest; and of equal importance i sthe desire of every family to have an enclosed car.

"This factor, the replacement of millions of open cars with new closed ones, accounts for business being better than ever before in the history of the industry, during the fall months.

"Looks as if January first will find us swamped with orders instead of warehousing cars as we always have tried to do and should, against the flood of spring demand," says the Rickenbacker sales head.

AUTO THIEVES ARE HIT

Another effective blow was dealt the motor car stealing industry when an international agreement of co-operation was reached between the Mexican military and police officers and American officials for the apprehension of automobile thieves.

Definite and concerted action to curb the rush of stolen vehicles across the California-Mexican border has already been taken.

Gold reduces your finances far more than your waistline,

GREATLY INCREASING

European Markets Especially Show Trend Towards American Autos

DETROIT, Mich., Dec. 5 .-Europe has finally awakened to the American automobile, with results already observed in increased sales and in the promise of continued buying at a far greater rate than ever before, according to reports brought to Detroit by Sidney H. Diman of Paris, European Manager for the Paige-Detroit Motor Car company.

Until recently Europeans looked upon the American car as inferior to their own product; they regarded American quantity production merely as a means of obtaining larger output at low cost. They were, therefore, easily swayed by patriotic appeals that they should support their home indus-

However, now that American cars have demonstrated that they are as good as Europe's best, dollar, for dollar, its people are quite willing to benefit in the reduced costs obtained under the American methods.

Diman's forecast for greater buying applies especially to Germany, which for the first time in years is in position to take a number of American cars. Until re cently, the German government had enforced an embargo against the import of cars, but the restrictions have been lifted, with immediate results, Germany now being one of the best of European customers for cars made in Amer-

E. Freiheer von Spiegel, distributor for the Paige and the Jewett in Germany, who accompanies Diman, reports that the German people are eager to acquire American cars, which they hold in high favor.

Sven du Rietz, who represents the Paige company as distributor

According to Diman, the demand for American cars in general. Business in Spain is improving, and even France, despite its frequent political and financial crisis, is on a "business as usual" basis, and is buying American made cars in greater quantities A favorable outlook also is report-

ed in countries from which com- PACKARD MAN IS HERE used car manager with the Powell paratively little business has been

In South Africa, conditions are mproving as in Europe. J. Littleton Wilson of Cape Town, in and reports a good outlook for export business for American manufacturers.

A loafer always knows better west. now a thing should be done than he man doing it.

WITH FRED M. POWELL

Virgil Stoliker, formerly with Service and Sales, Inc., Portland, charge of Paige-Detroit business Packard automobile dealers, has in Africa, also was a visitor here arrived in Salem and from now on will be employed by Fred M. Powell Motor Cars Co. Stoliker will sell Packard machines exclusively while in Salem. He is well known that no man can deliver goods he in automobile circles of the North-

company reports excellent sales in expected, such as Poland, Greece, FORMER PORTLAND MAN NOW his department. Bishop, while concentrating on the used machines, also sells new ones when he gets a chance. His avowed purpose is to get everyone in Salem behind the wheel of some

God gave us our limitations, so

kind of a car.

To know when you have enough Billdy Bishop who is the new of anything-that is wisdom.

"Listen in" on Oakland Owners

winning and holding good will."

"I know now why Oakland is "My new Oakland Six out-performs even costly cars."

nimbleness in traffic."

"I've never seen its equal for all-around economy."

"My friends marvel at the car's

Tributes such as these are pouring in by thousands from new Oakland Six owners. These owners are not merely Oakland friends, they are Oakland fans - as enthusiastic over the car as over their favorite performer in sports.

And no wonder! The new Oakland Six-priced from \$70 to \$350 lower-embodies more than 100 improvements, including Air Cleaner, Oil Filter, Full Pressure Oiling System, Four Wheel Brake refinements and the Harmonic Balancer-an advanced engineering feature imparting unmatched freedom from vibration. As one owner says, "The car has everything!"

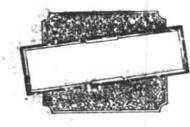
Roadster \$975 (OldPrice \$1095) Landau Coupe \$1125 (OldPrice \$1295) Touring 1025 (Old Price 1095) Sedan . . . 1195 (Old Price 1545) Coach . 1095 (Old Price 1215) Landau Sedan 1295 (Old Price 1645) All prices at factory - General Motors Time Payment Rates, heretofore the lowest on the industry, based been made still lower. You can now some some as \$40 to \$60 in your time payment come.

VICK BROTHERS

High Street at Trade

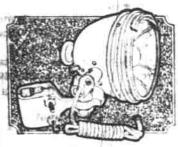
WINNING AND HOLDING GOOD WILL

Auto Accessories make Ideal Gifts



A Practical Cift

Interior mirrors eliminate the necessity of looking back while driving-several sizes and models from which you can choose. Priced from 95c to \$2.95.



Very Useful

The powerful ray of light from the "Darsie" spotlight picks out street numbers, street signs. ruts and bad spots in the road Its beautiful design lends grace to the car-only \$7.50.

Other Spotlights \$3.45 to \$13.00.

Auto accessories are in use all year-a lasting remembrance, a constant reminder of your thoughtfulness. Auto accessories are enjoyed by the entire family. Auto accessories serve a practical purposethey add to the safety, comfort and economy of motor-

From "Western Auto's" complete stocks you can se-lect something which comes within your budget. Your gift will be packed in a Christmas

"Klassy" Step Plates -of solid aluminum with heavy barred rubber mat center. Per pair, only \$1.50. Other Step Plates \$1.15 to

Windshield Wiper Hand Cleaners, 45c to \$1.95. Automatic Cleaners, \$2.55 and \$3.35.

Electric Cleaners\$6.50 Boyce Mctometer

\$2.90 to \$12.75, according to size. Flower Vasc \$1.35, \$1.85 and \$2.65, according to style and quality.

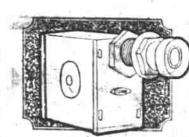
> Flashlights 90c to \$2.95



For Those Who Smoke

The "Smithkit" has 3 compartments-cigarettes, matches and ashes. Special spring attach-ment releases one cigarette at a time. Fastens on the dash board. Price \$2.15.

Other Ash Receivers \$1.35 to \$3.15.



An Electric Lighter

Simply draw the cord forward and light up. Eliminates match ecratching, scattered matches. burned fingers, clothing and upholstery. Cuno E-Z-On (no holes to drill) only \$3.00. "Handy" Cigar Lighter, \$2.55.



'Day-Night" Clock An accurate yet inexpensive timeplece that will be appreclated by all car owners. Fits

on the dash board. Radium dial enables night and day readings. Reduced 69 CO this week to ...



Leader" Spotlight popular, dependable spotlight that can also be used as a trouble light. Complete with bulb. Reduced \$1.75



The Gift for the Family It brings happiness and Christmas joy all year round . . . Radio it brings homes closer together—tightens home ties . . .

it opens the doors to the world and brings to the home all that is clean and wholesome—the best in music and education . . . it brings the news, the sermon, the lecture, the concert, to your home . . . it makes tedious home tasks easier . . . it is the one gift your loved ones have wished for.



Western Air Patrol is a set they will be proud of. Beautiful in appearance and tone. Simple to operate. Noted for its selectivity. Designed

to give you radio as you want it. Our price of \$110.00 is complete. Nothing else to buy-installed in your home ready to attach to your outside aerial. Reserve your set now to insure Christmas delivery.



VICK BROTHERS High Street at Trade *VACABLE OF BUILDING Tone, Volume, Selectivity, Simplicity

Salem Store Corner Court and High