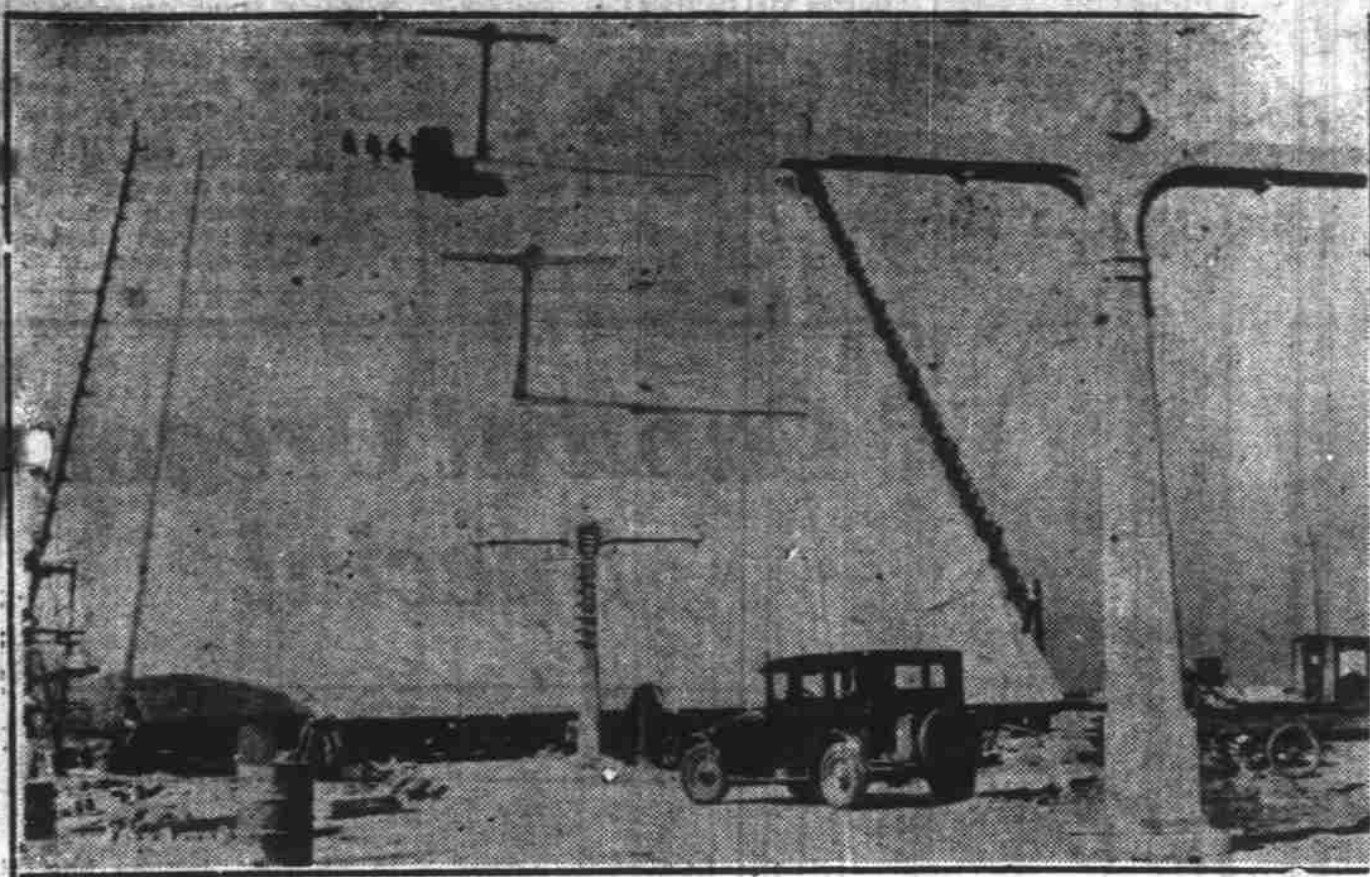


FIRST ACROSS NEW BRIDGE



In order to win the distinction of being the first one to drive on the new Willamette river bridge in Portland, Edw. E. Cohen, manager of the Oldsmobile Company of Oregon, drove an Oldsmobile sedan up the sharp incline of one of the raised bascule spans recently. The watching crowd was given a real thrill as the Oldsmobile climbed the precipitous ascent, not coming to a stop until the front wheels were within a foot of the edge, over which was a 100-foot drop to the river below.

STAR RETAIL SALES INCREASING RAPIDLY

1925 Record Close to 200 Per Cent, Vice President Tells Factory

OAKLAND, May 15.—Showing a definite increase in sales over 1925 throughout the entire country of approximately 100 per cent, Star cars are assuming a definite and high place in the sales barometer of the nation. That was the cheerful message brought back from eastern centers by Norman DeVaux, vice-president and general manager of the Durant Motor company of California, and sent out today to the big western Star dealer organization.

DeVaux has just returned to Oakland after completing his fourth round trip to New York City since Christmas-time, and brought back, in addition to the good news of Star car national successes, definite assurance that materials for the construction here of the new Star products, the new six and refined Star four, would be shipped here in increasing quantities.

According to his statement upon returning, "the entire country is in a receptive mood for the new Star six, offering the lowest priced six cylinder car in the country and the refined Star four at lower prices, and production at our eastern plants, just as in our own factory here, is increasing steadily. The Star dealer organization has grown with leaps and bounds, and it is one of the largest of its kind in the business. This, of course, has resulted in a more widespread showing of Star products with resultant increases in business and production for every Star plant."

DeVaux is believed to have set a long distance travel record for business executives when his trip east to open the year 1926. He has covered, according to associates, at least 35,000 miles, by rail and motor car, since that time and every mile has been in the interests of Star car. Few records like that, they point out, are written in business history.

Buster Brown Shoe Store. High class, stylish looking, comfort giving, long wearing shoes for the least money. Go and be convinced. 125 North Com'l St. (*)

Henry O. Miller, 184 S. Com'l St., where most people prefer to get their auto parts for all makes of cars. Trade there and make savings on all auto parts. (*)

This Label Protects You



It's the logical thing to do —to buy your Used Ford Car from Your Nearest Authorized Ford Dealer

This Label is your Guarantee of Value

Valley Motor Co.

264 N. High

Telephone 1995

DEMAND FOR CLOSED CARS IS UNIVERSAL

70 Per Cent of Cleveland Output in Closed Types, Dealer Declares

"It was only a short time ago that the open car reigned supreme in public favor and the closed car was used largely by the wealthy class but now conditions have changed. If one were to study carefully the production records of the various motor car manufacturers in the industry, they would reveal that the open car is losing ground each year in popularity with the closed type setting a fast lead," states R. N. MacDonald, local distributor for the Cleveland Six.

"To appreciate this all one has to do is to stand at the curb of any heavily traveled boulevard point decidedly downward. Nothing like 91.5 cubic inch motors are likely in our general production products but we may well look for high speed motors with a displacement of around 120 to 130 cubic inches and with four cylinders characterizing their general design.

With these small, high speed, quick accelerating power plants will come lower bodies than we have been accustomed to.

The speed and power abilities of the small, high speed motor will make lower bodies essential as a matter of proper balance. An advantage should come in the ability of designers to develop a style body for a small car in which the lines can be low and easy looking.

Going the whole way, smaller tires, with reduced tire wear are also likely. In his past 15 years we have seen tires dwindle from 4 1/2 inches in diameter to 30 inches which is now rapidly becoming the standard size among the lighter cars.

Tire warehouses are full of the old large sizes waiting for them to be used up on the old type large, heavy cars. With balloon tires firmly established, it would not be unlikely to expect tires to go down still lower in diameter with 27 inches or thereabouts destined to become general as the small cars of the future come into general use.

There is something to this talk of the invasion of the European type small car. As to the European car itself invading American markets in quantity, this is unlikely because of the price situation. But what the European car has to offer in the way of economy will be taken up by some manufacturer here in a quantity way and, because of our manufacturing methods, this manufacturer will promptly take his product to Europe and make inroads on a field of sales which has previously been almost a local one to the Continental market.

The new type American built small car will not be a cheap car in price for it will require four wheel brakes, sturdy construction, gear shift and other attributes of motor cars which will run up to 60 miles an hour.

In England the price range for such a car is well above the \$1500 mark. Here it will probably be about half this figure when the step into this type of constructor is finally made.

Racing motors precede developments in motors for general use and the displacement figures

and count approximately three closed cars to every open car among those which pass.

"No doubt, the reason that the closed car was not so popular years ago can be laid to the fact that closed car prices were too high. With the majority of motor car buyers there has always been an inherent desire to own a closed car but due to the high differential in price existing between the closed and open car, the average buyer in the past was obliged to favor the open type. The public purse met more easily the price of the open car.

"Now it is different. Manufacturers generally have reduced closed car prices within a close range with open car prices, consequently the public has been quick to satisfy a long felt desire to enjoy the advantages of a closed automobile—comfort in all seasons.

"A good indication of the way manufacturers are producing closed cars in larger volumes than open models is the case of the Cleveland Automobile company, manufacturers of the Cleveland Six. Approximately 70 per cent of this company's total production of cars is made up of closed types, sedans and coupe models. Cleveland's success as closed car manufacturer can be laid to the reason that this company has from its earlier inception built closed cars selling for slightly more than its various open models."

INQUIRING MOTORIST

Question: Is it true that motor cars cost less than they did before the World war?

Answer: Motor cars cost 29 per cent less than they did in 1914.

Question: Do other commodities cost more?

Answer: Other commodities cost from 60 to 70 per cent more.

Question: Does that mean that the manufacturers of motor cars have been able to sell their products at prices 29 per cent less than before the war and yet have had to pay from sixty to seventy per cent more for labor and materials?

Answer: It means exactly that.

Question: What has been a prime factor in bringing about lower production costs and greater efficiency in the automobile industry?

Answer: Standardization of engineering design. Then there are other factors. Body designs, production methods and processes have also advanced materially.

Purchasing policies and methods have progressed in line with the progress of the motor car industry.

The production of an automobile is a series of progressive operations. It is essential, therefore, that every step be laid out in order to secure quantity production with a minimum of material waste, that is, on the floors and not in actual use, to minimize handling costs and to secure economical use of plant equipment.

Improvements in equipment and tools and their better utilization have been important factors in reducing production costs.

Improved design, standardization improved tool, equipment and working conditions, etc., are all factors.

The Capital Bargain House and Capital Tire Mfg Co., and Mike's Auto Wrecking, Three in One, Bargain center of Salem. Thousands of bargains. H. Steinbock, proprietor. 215 Center. (*)

The Malcolm Tire Co., Court at N. Com'l St. Largest line of automobile tires, tubes and accessories. Prices never fail to bring you back. (*)

F. W. Pettyjohn, 365 N. Com'l., sell the Hudson car, giving the greatest six cylinder value. Hudson coach, \$1790; seven passenger, \$1875. (*)



The Motorbike

"The Bicycle Aristocrat"

The Columbia Motorbike, which we are showing among other models of this famous line, is easily the leader of the bicycling world.

Every operation in its manufacture is under the eye of trained mechanics using only the finest materials.

The Motorbike for 1926 is offered in a choice of Berkshire blue or black enamel, and includes such standard equipment as Morrow coaster brake, steel rims, Federal tires, Westfield one-piece aluminum pedals. Fully Guaranteed.

This Columbia Thoroughbred sells for \$46.00 Other models down to \$39.00

LLOYD E. RAMSDEN 387 Court St.

GREAT INCREASE IS SEEN IN W-K SALES

Willis-Knight Retail Deliveries Show Gain of 71 Per Cent in Month

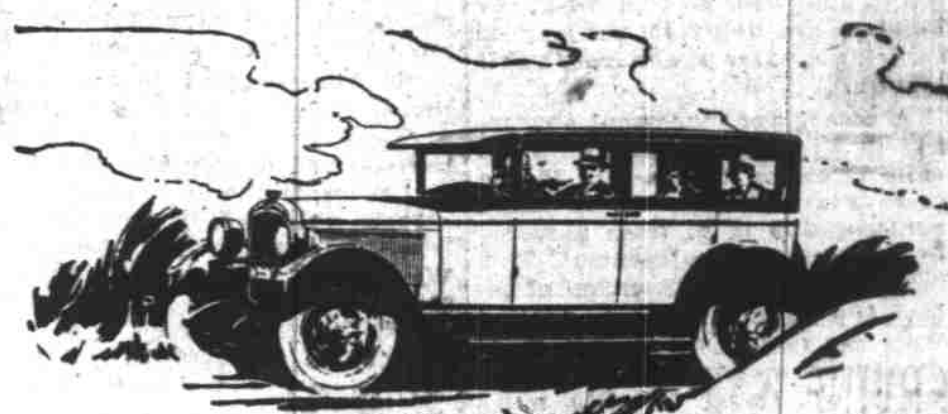
The national sales report for Willis-Overland, Inc., covering the month just past shows an increase of 74 per cent in the retail deliveries of the Great Six Willis-Knight sedan over last year.

This percentage takes on an increased meaning when it is known

that the sales of this car in its first year were third among all cars in the high price group of this country.

The Great Six sedan marked the first real presentation of the motor car buying public of a Willis-Knight equipped with a six cylinder motor. Many features were incorporated in this car which were entirely new in motor car construction in this country and which marked radical changes over what had been offered before.

They were largely the result of a study of European design for the Willis-Knight is one of the great popular favorites in the higher priced class in Europe where the Knight sleeve valve motor is accepted as the leading power plant in mechanical excellence.



A Sedan DeLuxe

Definitely in advance of its field, this Hupmobile Six Sedan, in beauty and good taste; in upholstery and exterior finish; in engineering and equipment.

HUPMOBILE SIX

Unusual Features

Oil Filter - Gasoline Filter - Remarkably Easy Steering - Upholstery in Latest Mode - Clear Vision Bodies - Special One-piece Vision-Ventilating Windshield - Dash Gasoline Gauge - Strong, Rigid Frame - Heavy, Right Crankshaft - Special Vibration Damper - Machined Combustion Chambers

Hupmobile Six Sedan, five-passenger, four-door, \$1395. Coupe, two-passenger, with rumble seat, \$1395. Touring, five-passenger, \$1325. Equipment includes 28" balloon tires, four-wheel brakes, choice of two colors. All prices f.o.b. Detroit, plus revenue tax.

Hupmobile Eight Sedan, five-passenger, \$2245. Sedan, Deluxe, \$2495. Coupe, two-passenger, with rumble seat, \$2345. Touring, five-passenger, \$1945. Touring, seven-passenger, \$2045. All prices f.o.b. Detroit, plus revenue tax.

KIRKWOOD MOTOR CO.

311 N. Commercial Telephone 311

We Are Informed

That our advertisement in last Sunday's issue of the Statesman was questioned by certain dealers as to its truthfulness and we desire at this time to state that it has always been our policy to state nothing but facts in our advertisements and we wish to give formal notice, at this time, that we stand back of every statement we have ever made, or will make, in the future in any advertisement signed by us.

We have also coined the expression—"STAR THE MOST KNOCKED CAR AMONG DEALERS, ON THE AMERICAN MARKET. WHY, BECAUSE THEY ARE AFRAID OF IT" and we shall continue to use this in our future advertisements for it is the truth.

When fellow dealers have to resort to untruths about the STAR to sell their own product leading the prospect to believe that Durant is busted—that his factories closed down—that Star will not be made any longer—that the four cylinder car has been dropped from the line and a lot more of malicious libelous statements, they admit by such statements that they are afraid of the STAR.

The buying public are not fools and such tactics will not mislead them for long, and in this connection allow us to make this statement: Durant will be in business and make STAR cars when a lot of his libelous competitors are out of business and long forgotten and we are in a position to back up this statement.

The Star Car is the most substantial built—most economical—best finished—contains the best units and will outperform any car on the AMERICAN MARKET selling for \$300.00 more money and this is the truth.

Salem Automobile Co.

F. G. Delano

A. I. Eoff

BUY WITH CONFIDENCE OWN WITH PRIDE

The most significant phase of the growing preference for Oldsmobile Six lies in the confidence with which the car is bought—the result of surpassing standards of quality and the precision with which every detail is carried out.

Bought with confidence, Oldsmobile Six is owned with pride, because of its brilliant beauty and sparkling performance. At the wheel you immediately sense some unusual factor—a fundamental difference you can know only by driving.

No car has ever more truly merited the public preference which day by day is swinging more and more to Oldsmobile.

SEDAN \$1220 F. O. B. Salem The car illustrated is the DeLuxe Sedan Priced \$1320 at Salem

CAPITAL MOTORS BIDDY BISHOP, Mgr. 370 N. High St. Telephone 2125

OLDSMOBILE