

# Automobile, Truck, Tractor and Highway News of

## Condition Blamed on Retailers

**Financial Situation Due to Reluctance of Retail Men to Cut Prices.**

"The greatest stumbling block in the whole financial situation," says Frank Pischy Jr., writing in July Motor, "has been the reluctance of retailers to reduce their prices as wholesale prices and the prices of raw materials have been reduced. If the retailers had taken a different view of the situation last autumn we should now be much further advanced along the road to economic recovery than we are. However, the buying strike instituted by the public in having its inevitable results and retail prices are coming down in a very uniform manner and different neighborhoods and lines of business show wide variations. The trouble is that the damage has been done and cannot be repaired. Time is the essence of industry, and millions of days lost through shut-down factories can never be made good.

"The situation we face today is not a temporary one or one easily remedied, we have violated the economic law and now we must pay the penalty, just as we should have to pay if we violated a law of Nature. It is hard to pay off the debts so blithely incurred in boom times in money that costs twice as much effort to earn as it did a year ago, but the cycle of events by which it has become necessary is an old and oft-repeated world experience. We forget that what goes up must come down, and that the economic law is an inexorable affair that rewards man handsomely when he works with it and punishes him mercilessly when he offends it.

From now on it is reasonable to expect a slow but steady and sound recovery, and by the middle of next autumn a much more satisfactory state of affairs should be witnessed not only in the United States, but in Europe and in the raw material countries of South America and the far east."

## Oakland Adds To Equipment Of Closed Car

"Our recent announcement in regard to stock equipment on Oakland Six closed models has been enthusiastically received by our dealers throughout the country," says C. J. Nephler, general sales manager of the Oakland Motor Car company, Pontiac, Michigan.

"In addition to cord tires and wire wheels which we adopted as stock equipment on today's Oakland Six sedans and coupes, we have now added Gabriel snubbers and a metal visor for the wind shield."

"Another recent innovation in our manufacturing policy is the 'honing' of cylinders. Every cylinder is honed by a special process until it is as smooth as glass. It is, in reality, the old hand honing process adapted to a machine operation. A series of honing stones are mounted on the outside of a cylindrical fixture and held against the surface of the cylinder by individual springs. This gives a floating construction in which the stones are in a flexible position so that they do not force themselves roughly against the cylinder wall. A smooth surface is gained and the cylinder bore is held within very close limits.

"Today's Oakland Six cylinders are now receiving five complete operations," concluded Mr. Nephler, "rough boring, second boring, third boring, finish reaming and honing."

**Valuation of Farm Property Up 100% Due to Automobile**

During the twenty years before the motor came, that is, up to 1890 the population of the United States increased at the rate of 2 1/2 per cent, while farm values went up \$400,000,000 a year. During the next sixteen years, which had not yet given the farmer the full advantage of motor transportation, that has come since, but which did mark the arrival of the passenger car on the farm, the population increased only 2 per cent a year, but the average farm values increased \$1,200,000,000 a year. This means that during twenty years without automobiles the population increased 50 per cent and farm values 57 per cent, while during sixteen years with automobiles the population increased 23 per cent and farm values 100 per cent. This gives a difference of about \$900,000,000 a year, a total of \$14,400,000,000 in value due largely to the automobile, for this one branch of industry alone!

## Automobile Stands Economic Test; Adds To Modern Progress

There is one supreme test for every product from an economic point of view—does it increase the productive power of the man who buys and uses it? Does it enable him to do enough more work to pay for itself and leave him a profit?

This test the automobile passes by a margin of several hundred per cent. It has become one of the most valuable tools in our general social economy. It increases production, it pays its way and leaves a profit, it is one of the most important contributors to modern progress. The pleasure it gives, the luxury, comfort, health and better homes it makes possible are all "by-products." The cost has been paid many times over in cash value alone.

So it is clear that the predictions of curtailment in the use of cars are based on false premises. And indeed there is reason to believe that we are only now coming to a realization of the economic uses of the automobile; that the next five years will see as great a development in the realization of its economic value as have the last five.

All these things deal only with the dollars and cents value of passenger transportation. There are other values which the passenger car gives which cannot be measured in cash.

One of these is the making of farm life tolerable. Another is in the saving of physicians' time when life is at stake. Automobiles have made possible a health service for rural districts and even for cities many times as efficient as it was ten years ago. The saving in life and suffering are beyond all possible money appraisal.

## 90 Per Cent of Autos Are Used Chiefly In Conducting Business

Statistics which have been compiled recently by the N. A. C. C. through a questionnaire sent to thousands of automobile owners scattered throughout the country, show that 90 per cent of the automobiles running in the United States are used chiefly for business purposes. That is, of the eight million odd passenger cars in America in 1920, 7,200,000 were contributing economic value as well as pleasure. The questionnaire also showed that in the United States 64 per cent of the passenger mileage run by automobiles was for business purposes and only 36 per cent for recreation.

But there is a more important lesson to be learned from these figures than this. It is that the automobile, entirely aside from convenience, social value or recreation, actually pays for itself many times over under the most rigid test of economic production. This came to light when the questionnaire showed that the average owner in America has increased his earning capacity, which is practically the same as his productive power, by 64.7 per cent through the use of his car.

Let us pause a moment to see what this means. There were in the United States in 1920 eight million automobiles; this means that these cars increased the productive capacity of the United States to the same extent that the addition of four and a half million men would have done. There were manufactured in 1920 approximately two million cars, which will have an average life of more than five or six years. This means that the year's output of automobiles will increase the productive ability of the country something like 1,100,000 men during each of those years, or give us altogether added resources amounting to well above five and a half million work years.

The average price of the automobiles manufactured in 1920 was less than one thousand dollars each. The average income in the United States has recently been figured by the United States bureau of labor at slightly more than \$1300 for each wage earner. So if we figure that the increased capacity produced by automobiles had gone only to men of average income—and in fact it went mostly to men well above the average—it would be clear that during the life of the average car it would produce for its owner something like \$5400 increased income, as against the \$1000 it originally cost.

These figures have startled many men, even those who thought they had realized the value of the automobile.

**Chu Chin Chow Is Chawed Off**

London, Aug. 20.—"Chu Chin Chow," which has had the longest run for a revue on record, 2338 performances, has come to an end at last.

The closing night was marked by scenes of the greatest enthusiasm, Oscar Acche and Lillie Braxton, the two principals, taking innumerable "curtains."

**Million Bucks Held Cheap for This Hound**

Huntington, W. Va., Aug. 20.—Bernard Staley of this city has a truffle hound upon which connoisseurs here placed a valuation of \$1,000,000. The reason for this high valuation is that he is a "hootch hound." Not a ram hound, mind you.

The pup's name is William Jennings Volstead, but he is called "Bone-dry" for short.

The other day "Bone-dry" disappeared for a short time. Later the din of barking brought his master to a stump in a neighboring field. The dog had unearthed a quart jar filled with a very fine moonshine "likker."

The next day the pup discovered several gallons of moonshine in a creek bed.

Staley has had to provide special safeguards in order to prevent the theft of the pup.

**Picnickers Made Brew on Ground**

Westfield, Mass., Aug. 20.—Picnickers here do not carry their home brew with them. They make it on the picnic grounds while you wait.

Police officials have discovered that some of the picnickers carried boilers, coils and all the equipment necessary for the manufacture of "home brew" to the picnic grounds, and that the "home-made stuff" was made right on the grounds during the course of the picnic.

**High Pressure Tire Pump.**  
This is a device clamped to the running board and operated by a

**IT'S FAMOUS**

IT DESERVES ITS FAME!

**OUR BREAD**

OUR bread deserves its fame. In grocery stores you hear its name mentioned quite often by the throng. After all is said if you order this bread we are certain you cannot go wrong.

**Peerless Bakery**

**RIMS**

and Rim Parts for all Cars.

Free Expert Advice

Spring for all cars in stock.

**IRA JORGENSEN**

150 South High Street

**Million Bucks Held Cheap for This Hound**

Huntington, W. Va., Aug. 20.—Bernard Staley of this city has a truffle hound upon which connoisseurs here placed a valuation of \$1,000,000. The reason for this high valuation is that he is a "hootch hound." Not a ram hound, mind you.

The pup's name is William Jennings Volstead, but he is called "Bone-dry" for short.

The other day "Bone-dry" disappeared for a short time. Later the din of barking brought his master to a stump in a neighboring field. The dog had unearthed a quart jar filled with a very fine moonshine "likker."

The next day the pup discovered several gallons of moonshine in a creek bed.

Staley has had to provide special safeguards in order to prevent the theft of the pup.

**The Brunswick**

All Phonographs in One

BRINGS TO YOU THE RECORDED MUSIC OF THE WORLD WITH OVERWHELMING ADVANTAGES—DIFFERENT AND BETTER

**This Model WITH 10 Records and Equipment —\$158.50—**

\$10 CASH—\$3 WEEK

The most popular of all the Brunswick models. Can be had in waxed oak, fumed oak or mahogany. The newest records are ready. Step in and hear them on this Brunswick.

**Moore-Dunn Music Co.**  
Basement Masonic Bldg.

**VAUDEVILLE**

THE BIG SUNDAY SHOW

Headline Acts Direct from

**MARCUS LOWE'S HIPPODROME**

"HARRY CAREY"

The greatest of all portrayers of western characters in

"FREEZE OUT"

Coming Tuesday "NEAL HART"

**BLIGH THEATRE**

**Studebaker**

NEW PRICE \$1635

**SERIES 21 SPECIAL SIX**  
Five-Door, 60-horsepower, 115-inch wheelbase \$1635, c. l. Detroit



**NO other factor than public appreciation of the SPECIAL-SIX spread mouth-to-mouth fashion by prideful owners, could account for the unquestioned popularity that it enjoys today. For this unusual car is a member of the Studebaker family of cars whose production and sales, during the first six months of 1921, exceeded those of every other automobile manufacturer in the country with the exception of one manufacturer of a well known and very low-priced car.**

*This is a Studebaker Year*

**Marion Auto Co.**

235 S. Com'l Street. Phone 362.

|                                    |                                |                                  |
|------------------------------------|--------------------------------|----------------------------------|
| Special Six Touring Car.....\$2055 | Special Six Coupe.....2145     | Light Six Touring Car.....\$1750 |
| Special Six 7-pass. Roadster 2055  | Special Six Sedan.....2145     | Light Six Landau Roadster 1940   |
| Special Six 4-pass. Roadster 2055  | Light Six Touring Car.....2050 | Light Six Sedan.....2490         |
| F. O. B. Salem                     | F. O. B. Salem                 | F. O. B. Salem                   |

ALL STUDEBAKER CARS ARE EQUIPPED WITH CORD TIRE

er which covers a wooden disc saturated with vaseline to keep the leather soft. A steel band surrounds the disc and exerts a pressure outward against the leather.—July Motor.

**University of Oregon**

CONTAINS:

- The College of Literature, Science and the Arts.
- The School of Architecture and Allied Arts.
- The School of Business Administration.
- The School of Education.
- The Extension Division.
- The Graduate School.
- The School of Journalism.
- The School of Law.
- The School of Medicine.
- The School of Music.
- The School of Physical Education.
- The School of Sociology.

**Fall Term Opens September 28**

A high standard of cultural and professional scholarship has become one of the outstanding marks of the State University. For a catalogue, folders on the various schools, or for any information, write THE REGISTRAR, UNIVERSITY OF OREGON, Eugene, Ore.

**"Exide"**

MADE BY THE ELECTRIC STORAGE BATTERY CO.



DO you know what "Exide" means when it comes to selecting a starting battery for your car?

It means you are getting a specialized product backed up by over a generation of specialized experience. It means you are getting the best that the largest maker of storage batteries in the world can produce. It means you are getting the starting battery right in every detail; construction, performance, durability.

Know the facts—come in and examine the "Exide" for your car.

**R. D. BARTON**

171 SOUTH COMMERCIAL STREET  
PHONE 1107 SALEM, OREGON

THE NEW

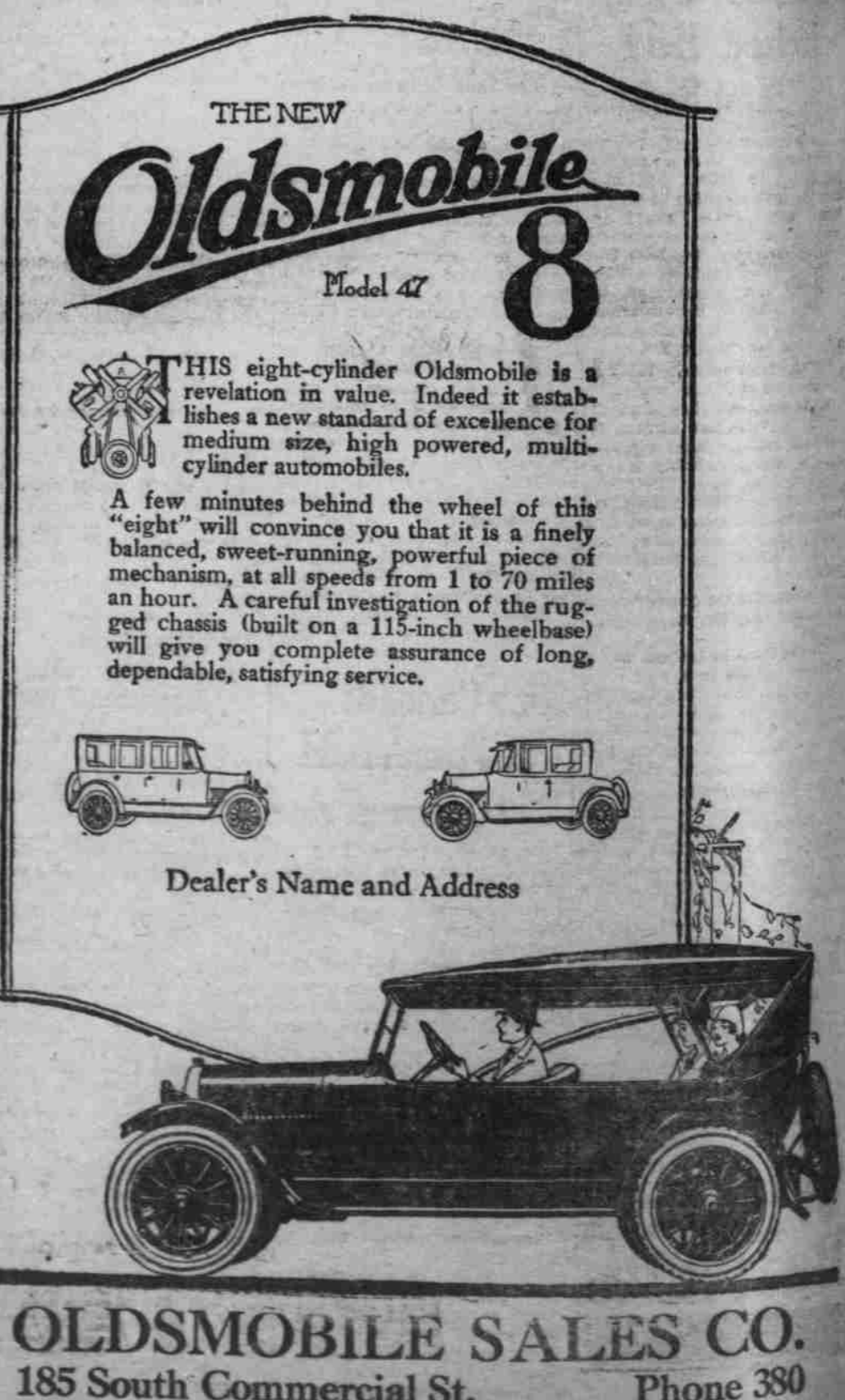
**Oldsmobile**

Model 47 **8**

THIS eight-cylinder Oldsmobile is a revelation in value. Indeed it establishes a new standard of excellence for medium size, high powered, multi-cylinder automobiles.

A few minutes behind the wheel of this "eight" will convince you that it is a finely balanced, sweet-running, powerful piece of mechanism, at all speeds from 1 to 70 miles an hour. A careful investigation of the rugged chassis (built on a 115-inch wheelbase) will give you complete assurance of long, dependable, satisfying service.

Dealer's Name and Address



**OLDSMOBILE SALES CO.**  
185 South Commercial St. Phone 380