

MOTORISTS ARE FOUND CARELESS IN CARE OF AUTO

A great deal of publicity has been given to the reckless driving epidemic that is causing so many fatalities in our community. Too many motorists are careless of the lives of others. It has also been found that too many motorists have been careless about the life of the car they drive. A recent survey has proven that a great proportion of the American motoring public today is not insular on any particular brand or grade of oil for the protection of their costly motors.

It is little wonder that all qualities of oils have been featured on the motorists whom they themselves are so careless about asking for a particular brand. The Tide Water Oil Sales Corporation, marketers of Vedol Motor Oils and Greases, suggest that motorists be particular about the kind of oil that goes into the crankcase of their cars and insist on securing the particular brand that they select to safeguard their motors.

"Ask and you shall receive" is a maximum that it would be well for motorists to follow, especially in view of the fact that all legitimate dealers are glad to dispense whatever brand has been called for. The Tide Water Oil Sales Corporation suggests motorists using Vedol Motor Oils and Greases protect themselves by buying from dealers who display the well known orange and black Vedol signs and asking for Vedol by name. The lubrication of your car is so serious a matter to be handled in a hasty or haphazard manner, according to George Miller, Jr., Automotive Lubrication Engineer of the company.

SENATORS PLAY LUCKENBACH ON LOCAL DIAMOND

Tomorrow afternoon the Salem Senators are to meet the Luckenbach baseball nine on the Oxford park diamond. This game will be of great importance as the winner will have a good chance of being crowned champion of the Interstate league. The Luckenbach nine won over the locals in a hard game here before.

They must, however, win all of their contests with Salem drops two to be a tie. If the locals lose all and the shipbuilders win all Salem will be in second place. The game tomorrow promises to be hard fought as the locals made

Mentioned in the News



Left: DR. HARVEY W. WILEY & BRIG. GEN. J. L. HINES
Center: PROF. GEORGE G. MURRAY & PROF. J. T. SCOPES

Dr. Harvey W. Wiley, known as "Father of the Pure Food Law," protested to President Coolidge that the act is being widely disobeyed. Major General John L. Hines, chief of staff, summarizing the Hawaiian navy maneuvers, said he was convinced Hawaii could be taken unless its defenses were increased. Professor George Gilbert Murray, Oxford University, characterized the prosecution of Professor J. T. Scopes in Tennessee for teaching evolution in classes "the most serious setback to civilization in all history."

It is hard going for the shipbuilders in their former game and they are expecting to make the sea a little bit rougher this time. Edwards is working hard to get a win over them as they might be able to get out of playing them in the postponed game if they can win the game tomorrow.

Wayne Barham will start on the mound for the locals, according to the present plans of Edwards. Barham has worlds of stuff when he gets started. He has been pitching fairly good ball lately but the ball has refused to break for him at times. On other occasions he gets the ball in too fast and they are able to get a solid blow. Ashby has also been hurling good ball but tires in the latter part of the game.

The papermakers are scheduled to meet the Hillsboro nine at Hillsboro and Camas is to cross bats with the Albany team at Camas. Both of these games are going to be hard fought according to dope, as the teams are about evenly matched. Camas is given the edge over Albany due to their win over Luckenbach last week but Albany won over Salem who has defeated Camas twice. Hillsboro is considered the best of the argument with the papermakers although it is so close.

Stocks and Bonds

We solicit inquiries to buy or sell any marketable listed, local or unlisted securities. Active market for Durant, Star, Flint and Rickenbacker Motor issues; public utilities. Prompt attention given all orders. Cash paid for purchases; no delay. Quotations furnished.

HOOD BROTHERS
8 Chamber of Commerce Bldg.
Portland, Ore.

WILLYS COMPANY PLANS BIG SALES CAMPAIGN HERE

"Building on the achievements of the past seven months, the sales campaign for the balance of the year on the part of Willys Overland, Inc., will be the largest in the history of the organization," says J. H. Alfred, Northwest Manager for the huge motor car manufacturing and selling organization.

"Since April, the general plans have been in the course of development. The sales department counted heavily on the popularity of the new Overland Six and the New Willys Knight Six but waited until this popularity had found a permanent basis before actually putting its plans into operation.

"Now we have received word to go and the remaining months of the year will see activities which will surpass all previous efforts.

"Already Willys Overland has materially increased its standing in the general industry and is a prominent third with a strong bid in which has shown a steady gain in output since the first of the

year. This gain has not yet been great enough to prevent the over-sold condition which has steadily existed since the first of the year.

"In percentage of gain the output of last year, Willys Overland leads all manufacturers.

"On this fact, we have organized to wind up the remainder of the year in whirlwind fashion."

"The Northwest has become a point of tremendous importance in the sales strategy of the company. The steadily increasing population of this section of the country makes it a good barometer of general sales conditions.

"The buying public has accepted our products as representing a choice affording unusual satisfaction to motor car owners.

"To capitalize on this general feeling we are going ahead with an advertising program of great magnitude. All the better known newspapers in Oregon and Washington will be used to tell the story of Willys Overland achievement. This is a section of the country where the newspaper is the big carrier of all important messages.

"Our aim is a 100 per cent increase in the last six months of the year over the increased already shown for the first six months.

"This means the bringing of a large amount of new money into this part of the country, for sales expansion on the scale of the plans now starting requires large expenditures."

Good for the Children

Happy and healthy children. Chiropractic is the one health method which will do much to keep the youngsters free from sickness. Chiropractic for children is a good slogan.

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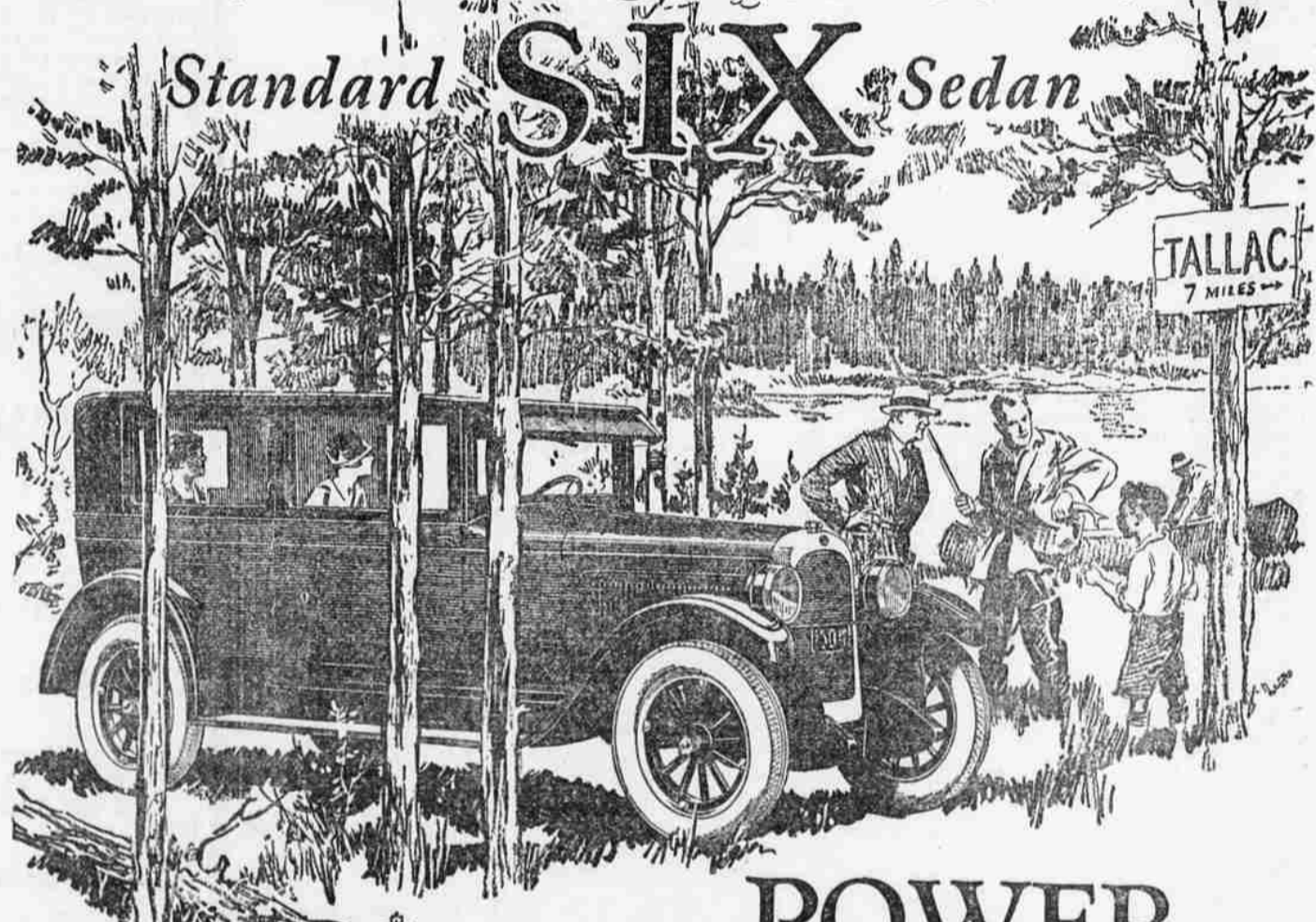
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OVERLAND

Standard SIX Sedan



POWER

Beyond Every Need in This New SIX of Striking Beauty

Overland Six Standard Sedan
\$895
R.O.B. TOLEDO
De Luxe Sedan
\$1150
R.O.B. TOLEDO

There is a new motoring "kick" for you in the powerful Overland Six.

You feel it when you first look at the lines of this car—the low, rangy body, the supple grace—these are new.

You feel it when you first pull away from the curb—It is there when you open the throttle for a quick "sprint" through traffic—

When you get out on the open road, with just the miles ahead, you get it again.

38 horse-power in the quiet, flexible motor, the easy swing of the chassis. 112 3/4" wheel base and extra long springs, the sturdiness of the car, all give you a new sensation of automobile pleasure.

Balloon tires are standard, also heavy crown fenders, pressure lubricating system and other features you must see to appreciate.

Arrange for a demonstration
We have a car ready for you

DODGE BROTHERS SPECIAL TYPE-B SEDAN

Observe the special equipment: balloon tires with steel disc wheels, nicked radiator shell, front and rear bumpers, motometer with lock, windshield wiper, cowl lights, scuff plates and special body striping.

Then consider the sturdy and dependable character of the car itself and you will understand why it is equally attractive to men and to women—and exceptionally attractive to both.

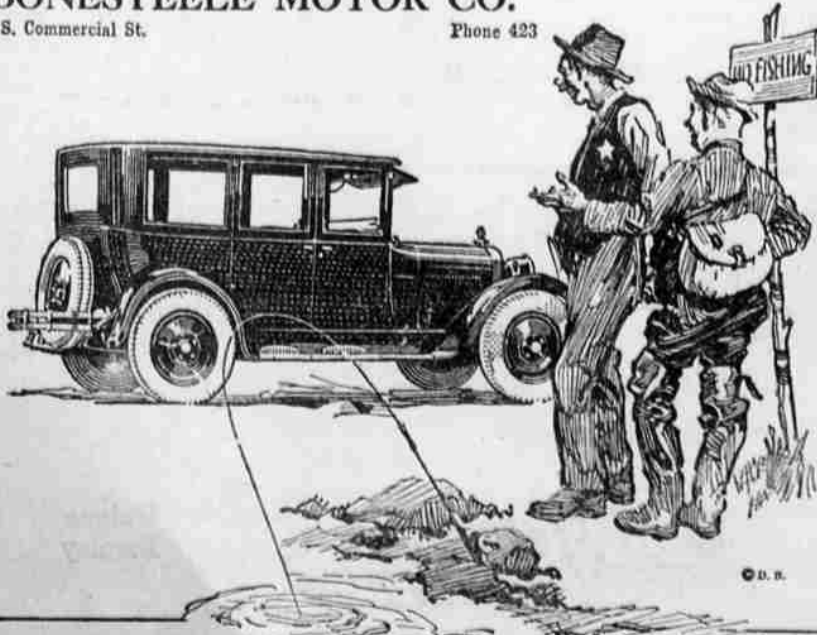
Five Balloon Tires

\$1195 f. o. b. Detroit, \$1315 delivered

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474 S. Commercial St.

Phone 423



VICK BROTHERS

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