

AUTOMOBILE EDITORIALS

This is our first attempt at a Saturday automobile section, and probably our last. This is submitted as showing the possibilities of devoting a section to automobile news, in which the public is vitally interested. Almost every person is considered an automobile prospect these days, one person in 24 in the United States owning some kind of a car. All are interested in what is doing in this industry. But, as we say, this may be our first and last attempt. It is submitted today to the local dealers with our compliments.

There has been no attempt at fairness to all dealers in today's issue. We have used what news that has come within our range, so if anyone is left out it not our fault and no one has reason to feel "peeved." It isn't costing him anything, anyway.

The dealer's attention is called to an article on automobile advertising on page one of this issue. You'll be surprised at the figures quoted. What applies nationally applies locally. The manufacturer is looking to the future. Why not the dealer?

rates there is but one way to go about it. That is to figure the price on the honest-to-goodness cost of doing business and charge accordingly. If the price has to be \$3 or \$5 or \$5 a month, all well and good. The public is not expecting anyone to work for nothing these days, and a reasonable profit is expected on any investment. If the price is an honest, legitimate charge, that is all there is to it. It shouldn't be so difficult in settling that point.

Looks like another big year in the automobile business.

If the local dealers and garage men want to raise garage

Gossip on Auto Row

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Franklin cars and a truck line to be announced later.

H. N. Bowser, of Sweet Home, is building up a good truck business in his community. Besides the Denby truck which he has been operating, he has an order in for a new Dodge business car.

Although it seemed at first that the fine, new building of the Highway Garage would contain more room than Messrs. Rousseau, Archibald & Anderson would know what to do with, they are finding that they have no surplus space.

The building of good roads in the Willamette Valley is extending the zone of operations of the commercial transport truck. Lines are already operating south from Portland to Salem, and with the completion of the Pacific-highway through to Albany this summer the truck freight business will be extended to this city.

Local merchants are getting ready to compete for the prizes for the best dressed windows during the auto show. Some beautiful and unique displays may be expected.

Work on the new building for the Day Motor Co. is going ahead rapidly. Likewise with the new structure for the Murphy Garage and for the Willard Service Station, all on West Second Street.

Funny Experiences In Motoring

Then It Ran

I wanted to make a trip downtown. The motor started without trouble, but when I put it in gear the car refused to budge.

After working frantically on it for some time I called a garageman, but he was no more successful than I, until, quite by accident, he walked around to the rear of the car.

"What on earth are these two jacks doing under the rear wheels?" he exclaimed.

I had jacked up the car the night before and had forgotten to remove the jacks.

A Mud Car?

Myself and family were out for our usual Sunday ride. We were driving along a fairly smooth road, which gradually became more rough. Finally little Rose, who had become tired of being bumped about, exclaimed: "O, Mamma, has the car lost its temper?"

DELCO-LIGHT

Pays for itself

See our Exhibit at the Auto Show Truck and Tractor Department, And ask for list of satisfied users.

One penny will buy enough kerosene for fuel and enough lubricating oil to generate 200 watt-hours of electricity with a Delco-Light plant,

With 200 watt-hours of electricity you can do any of the following:

Runs on Kerosene



Pump 210 gallons of water against 20 pounds pressure. Light one 20 watt lamp for 10 hours, or Light five 20-watt lamps for 2 hours. Run a 9-inch desk fan 5 hours. Run a washing machine continually for 40 minutes. Heat an electric iron for 22 minutes. Run a sewing machine for 2 hours.

Write for catalog

Hoflich Electric Shop
118 West 2nd St.

There's a Satisfied User Near You

Willard

"T. R." Insulation Beats Re-insulation

"T. R." stands for "Threaded Rubber" of course—the insulation found only in Willard Batteries with the red trade-mark. The insulation that lasts as long as the plates, so that 90% of those who buy The Red Trade-Marked Willard have no re-insulation bills to pay.

There's a lot more of interest to you on this battery question. Come in and talk it over.

Auto Electric Shop
Third & Lyon Streets



ARTISTIC SIGNS

for the
Auto Show
at the

Albany Sign Co.
"Nuf Sed"

111 Lyon Street



A World-Wide Good Name

This business has not grown just because the automobile business has grown.

It has grown because there has grown up in America, and all over the world, a demand for the kind of a motor car Dodge Brothers build.

It has grown because the users of these cars have given Dodge Brothers a good name as careful, conscientious manufacturers.

The result is that wherever these two words—Dodge Brothers—are seen, they stand as a symbol of exceptional motor car value.

Even when they appear, all alone, on a window, or a wall, or a bulletin board, they instantly mean something special and significant to the passer-by.

They call up a picture of a particular kind of a motor car.

Or, to be exact, a particular kind of motor car workmanship, which people have come to associate with the name Dodge Brothers.

The two words—Dodge Brothers—are an advertisement in them-

selves, not merely in America, but the wide world over.

The first thought that follows, wherever they are seen, is the thought of a car that is reliable.

The name has come to suggest integrity—integrity in the car, and integrity in the manufacturing and business methods of the men who build it.

Such a good name is, of course, almost priceless in value.

Dodge Brothers are keenly alive to that fact.

They realize that the permanence of their business rests upon the continuance of that good name.

They realize that such a name is a perpetual promise to the people, which must be perpetually fulfilled by a finer and finer product.

As long as the name is attached to their motor car, Dodge Brothers may be depended upon to safeguard and protect it.

As long as they build motor cars they will be the best motor cars Dodge Brothers can build.

Ralston Motor Co.

Seventh & Lyon Streets.

Phone 170-Y

On Display at Automobile Show