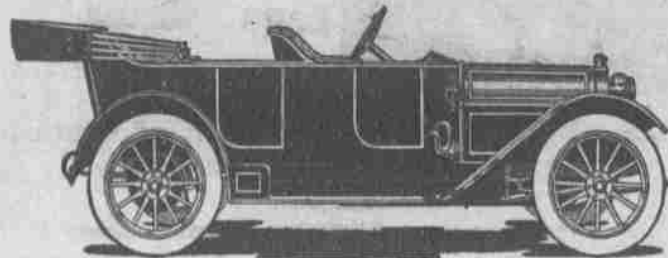


The Mighty Michigan



The organization back of every automobile means as much to the buyer as the automobile itself. And should be as carefully considered. You want to buy your car from a concern with an already established reputation. One of large capital that will always be right there to back up your car and take care of you. You want to buy your car of a concern that has a reputation for fairness. Not one that will take advantage of you, and after your car is purchased refuse to give you the service to which you justly feel entitled. The Michigan Buggy Company has been in existence 30 years. It will be in existence 30 years from now. It has built up a reputation that is world-wide—a reputation for honest, fair, square treatment of its customers.

A Life Guarantee

The Michigan Buggy Company guarantee is for life. If at any time there develops a flaw in the material or workmanship, we will be there to make it right—every time. And that guarantee, made by the Michigan Buggy Company means something.

Mighty Michigan Agency
S. F. ANDERSON, Agent
at
Great Western Garage

DEFENDS AUTOMOBILE RACING.

George M. Dickson Answers Attacks on Benjamin Briscoe—Two Giants of Motor Car Industry Clash on Prominent Issues.

Millions of people last season witnessed the automobile races held in various sections of the country. Thousands of devotees of the motor car are dyed-in-the-wool followers of this, the greatest of modern sports, so when one of the leading automobile manufacturers publicly attacked racing and suggested that the American Automobile association wash its hands of its control, the country naturally looks to some able champion of the cause to make reply. George M. Dickson, general manager of the company that builds the National 40 car, is in a position to answer Benjamin Briscoe, who makes the attacks. Dickson's company last season was a prominent contender in races of all sorts, having won 84 first places, captured the world's stock championship, the world's road race championship, the world's fastest stock straight away mile record, etc. Briscoe urges that the A. A. A. should let go its control of automobile racing, and casts insinuations upon this sport, belittling its importance.

Dickson replies: "The A. A. A. is an amateur sport governing body. The Manufacturers' Contest association—an organization composed of the manufacturers themselves, makes the rules that govern races, and then places these regulations in the hands of this unbiased sport governing body, the A. A. A., for enforcement.

"By this method automobile racing is kept clean, honest, and the public is assured of true sportsmanlike control of the events. If the A. A. A. should surrender its control it would then leave racing at the mercy of the car builders. I shudder to think what might then happen; wild-cat races, manufacturers' hippodromes, and, in fact, commercial exhibitions purely, and not genuine sporting events.

"In short, Mr. Briscoe's recommendation seems to me to be the best way of robbing racing of its merit and destroying the public's confidence in the sport.

"I do not agree with Mr. Briscoe about the value of races. This value, both to the builder and buyer, cannot be estimated. The race tracks are the laboratories where our own cars have for years been put through the white heat of analytical tests; where every ounce of power and every fiber of strength has received abnormal, brutal tests. Racing has aided us in designing and building our cars, in assuring quality. The public can judge value by watching our car perform in the open against competition, and if our car goes 300 miles at terrific speed, not only wins, but comes through without a weakness shown, then I believe this is one of the most honest means of modern business of allowing the public to judge our product. Every time we race we risk, to an extent, our reputation. I can see, however, why some builders shrink from risking their reputation in such battles. A 300-mile race at terrific speed will tell more on a car than three years of ordinary service will in the hands of private owners.

"Just to show how sincere we are with our National stock car, we invite the A. A. A. to schedule a race of cars the same as our customers buy. Let the A. A. A. drop in on any one of our

The FORD The Universal Car

From "here" to "there" and back again—one-third of the motoring world will go this year in Ford Cars. Seventy-five thousand new Fords—all alike—put into service in a twelve-month—it's telling testimony to their unequalled serviceableness and economy.

There is no other car like the Ford Model T. It's lightest, rightest, most economical. The two passenger car costs but \$590 f o b Detroit, complete with all equipment—the five passenger but \$690. Today get catalogue 101—from The Ford Company, Madison and Eleventh or from our Detroit factory.

H. S. BELLE & CO., Agents
E. M. WHITESIDE, Mgr.

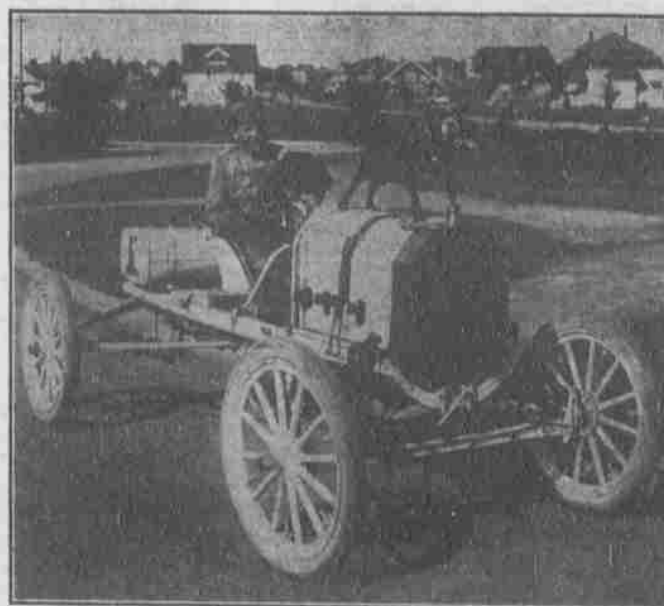
dealers anywhere in the world, select a car from off the salesroom floor, and without our knowledge of what car they get or from what dealer they get it, enter it in a contest against all comers selected in a similar manner. This, I believe, is certainly a fair and truly sportsmanlike proposition. To date we have heard of no other manufacturer who is willing to risk his reputation thus. We take this means simply of guaranteeing to the public

the quality of our cars and the sincerity of our methods of doing business."

Salem Auto Notes.

H. S. Belle & Co. report the sale of two Fords the past week.

Frank Cary, formerly of Salem and now sales manager for the Michigan



The Ford White Spider, Famous Little Racer of the Portland Agency.

Automobile—Motor Cycle and Accessory Dealers of Salem

APPERSON

S. F. ANDERSON,
Also Agent for Reo and Michigan
Great Western Garage 137 N. High

AUBURN

W. S. FITTS, Agent.
418 Court Street. Phone 211

BUICK

OTTO WILSON
Also Agent for the Chalmers
Phone 220 Cor. Commercial and Center

CADILLAC

JOHN MAURER
Machine Shop
Chemeketa St., just east of Commercial

E-M-F

E-M-F MOTOR SALES CO.
E. M. F. "30"—Flanders "20"
C. L. Rose, Mgr. 246 S. Com'l St.

FORD

FORD AGENCY, E. H. Whiteside, Mgr.
Also Agents for R. C. H. and Lander
124 N. Liberty St. Phone 527

HUDSON

VICK BROS.
Also Agents for Elmore and Hupmobile
Capital Garage Phone 753

INDIAN MOTOR CYCLES

WATT SHIFF
Ammunition, Fishing Tackle, Etc.
North Commercial Street Phone 308

MAXWELL

The Car That Always Runs
GEO. N. WILLS
Capital Garage Phone 758

OVERLAND

SIMONSON MOTOR CO.
Also Agent for Mitchell
Phone 139 151 North High Street

HARLEY-DAVIDSON MOTOR CYCLES

HAUSER BROS.
Auto and Motorcycle Supplies and
Minneapolis Motorcycle

THOR MOTOR CYCLES

FRANK MOORE
Bicycles, Sundries, Etc.
Court Street Phone 303

DISCO SELF STARTER

R. W. MASON, Distributor.
See this Self-Starter on Hudson Car.
Capital Garage, Salem, Ore.

VULCANIZING

Salem Vulcanizing & Rubber Co.
Retreading, Section Work, Patching.
Satisfaction Guaranteed. 319 Center.

AUTOMOBILES

FOR HIRE Great Western Garage
and TOWING C. W. Moore,
Telephone Main 44.

OHIO

Locomobile and Kelly Truck
Embry and Company
Cars for Hire
Phone Main 386, 246 State St.

Auto Co., of Portland, visited their local representative, S. F. Anderson today.

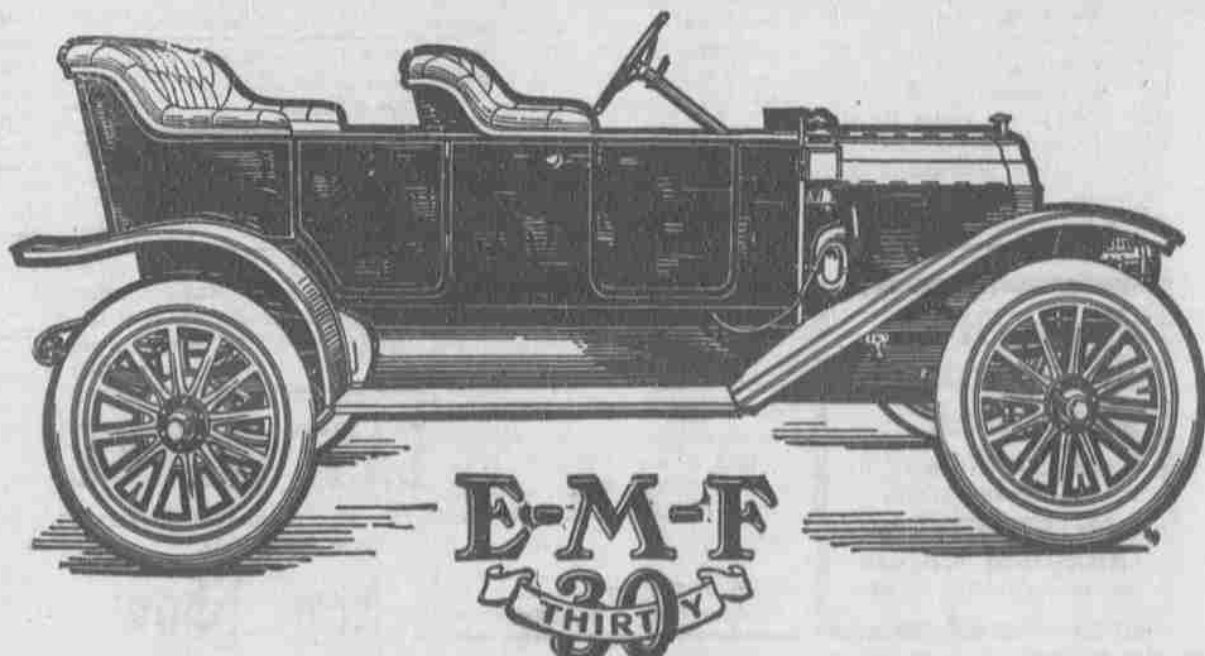
During the past week S. F. Anderson reports the sale of Michigan cars to Mr. W. H. Ramp, of Brooks, and Mrs. Kile, of Salem; an Apperson to Mr. Hoover, of Salem, and a Reo to Chas. Cannon, of Turner.

The E-M-F Motor Sales company

will receive another carload of E-M-F "30" and Flanders "20" Monday. This will make six carloads, 36 cars, this company has disposed of in this territory this season.

Journal "Want Ads" Bring Results

Children Cry FOR FLETCHER'S CASTORIA



E-M-F "30" Fore-dore Touring Car, \$1325

The Economy of the E-M-F "30" Only Begins With Its Low Price

THE E-M-F "30" fore-dore, 5-passenger touring car costs but \$1325. At that price it is the best automobile value in the world. And its economy does not end with its price; it only begins there.

How often have you heard an owner say, "It isn't the cost of the car—it's the cost of running it, that counts." But have you ever heard an E-M-F owner make such a complaint? There are more than 40,000 such owners and if any single one of them has found the car costly to maintain, he has kept that fact from the E-M-F makers. Their complaint file is as thin as their testimonial file is fat.

There are three great factors in the cost of running a motor car. These are: The cost of tires, the cost of gasoline and oil, and the cost of repairs.

The E-M-F is easy on tires, partly because it is a light car, 2270 LBS., partly because its light weight is properly distributed and balanced by skillful designing. Most owners of higher-priced cars consider 5,000 miles a pretty good performance, the average is much less. But a 5000 mileage is nothing remarkable for

the tires on the E-M-F "30". There is no telling what the actual average is, because it is impossible to get reports from more than 40,000 owners, but at the E-M-F factories they have many letters from owners who have driven 6000 and 7000 miles without replacing a tire. One man writes that he has driven 6700 miles without so much as touching a tire or making an adjustment. And these are not park-road records either. The 6700-mile man wrote from a town in the White Mountains. One of the 6000-mile men wrote from Oregon, and another one from Washington state.

Same economical story as to gasoline. Ask all the owners of other cars you know how far they can go on a gallon of gasoline. You'll find the average somewhere around 14 or 15 miles. But the E-M-F owner who didn't average 15 miles per gallon would have his carburetor looked after. A season average of 20 miles per gallon is frequent with the E-M-F "30."

And finally, as to repairs. The E-M-F "30" is guaranteed for one year against the necessity for making repairs, so that item is eliminated for your first season anyway—unless you have an accident. If the accident happens, you may have to buy parts, AND E-M-F "30" PARTS COST 25 PER CENT LESS THAN THOSE OF ANY OTHER CAR.

The "cost of running" does not worry the E-M-F "30" owner. As one of them tersely expresses his experience: "No trouble—nothing but pleasure—not one cent for repairs, and astonishingly little for gas and oil."

Come in and see the 1912 Models of E-M-F "30" and that other splendid car, the Flanders "20".

E-M-F MOTOR SALES COMPANY

246 SOUTH COMMERCIAL ST.

C. L. ROSE, Manager