

SALEM AUTOMOBILE DEALERS

AUTOS WILL HAVE A SPECIAL PALACE

National Association of Automobile Makers Will Erect Fine Building at Exposition.

San Francisco, March 15.—A record-breaking exhibition of automobiles and motorcycles, motor accessories, and all phases of motor transportation, will be one of the most distinctive features of the Panama-Pacific International Exposition in San Francisco in 1915. So vast in expanse and so rich in mechanical and artistic accomplishment will this immense exhibition be that it promises to utterly dwarf anything of the kind that has ever been attempted. Every phase of the advance in the automobile industry will be illustrated and many new types of automobile manufactures will be shown for the first time to the public.

The exhibition will be contained in a special palace solely devoted to motor transportation and it will stand apart and distinct from the Palace of Transportation, which is being erected by the exposition. Automobile hall will be erected primarily for the benefit of American manufacturers of automobiles, motorcycles, motor boats, aeroplanes and motor accessories.

Satisfied that the physical area of the transportation exhibit building did not permit an allotment of space sufficient to accommodate automobile manufacturers and the allied industries, all of which are classified in the exposition transportation palace, the national association of automobile manufacturers requested permission to erect a building at their own expense in order to obtain space necessary for the exhibition of such an industry as theirs. After nearly a year of negotiations between the exposition management and the national association, an agreement has been reached under which there will be erected a palace solely devoted to the exhibition of automobiles, and all that pertains to the motor industry. This palace, which will be erected at a cost of several hundred thousand dollars, will cover an area of about 210,000 square feet, or more than five acres.

USES ARE NUMEROUS FOR MOTORCYCLES

History of This Machine Is One of Interest to All Classes of Speed Lovers.

The motor cycle is here to stay. The following story from Hauser Bros., the local Harley-Davidson dealers, brings out many interesting points on the uses of this modern time and distance conquerer.

The history of the motorcycle is truly one of interest. The looker-on sees the power of gasoline and electricity slowly but surely replacing the old-time horse-power. And not only is the cost and maintenance less, but it is just as dependable and certainly much faster than the horse.

How many owners of a 1913 Harley-Davidson would be willing to trade their machine for a riding pony? Probably not one single lover of an exhilarating ride into the country on a fast machine, up hill and down, with almost absolute disregard for ruts because of the Ful-Floting seat, which will spring five or six inches, would even think of exchanging for the jolting, hot and uncomfortable bounce, bounce of a galloping horse.

But not only the pleasure-hunter finds in the motorcycle the solving of his problem; all over the country large corporations, such as the Bell Telephone Company, and others, who have to keep a force of men constantly on the road, have replaced the old-time spring wagons and riding horses with the latest models of delivery trucks and other motor vehicles. They have found out by actual test and experience that this is the cheapest, quickest and most reliable means of taking care of our rural belongings.

This fact alone should be ample proof to the doubter of the comparative value of motorcycles and animals; however, we find an even more impressive argument in the fact that the United States postal service is in many places using motorcycles exclusively for their rural deliveries.

This has been made possible by the addition to the machine of a universal luggage carrier, which, though designed primarily for the use of rural free letter carriers, will be found useful and adequate for any one wishing to carry luggage of any quantity on a motorcycle. Side pockets on either side of the rear wheel make it possible to distribute the load and maintain a low center of gravity.

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NEW SENSE OF POWER SORELY TEMPTS MOTORISTS

Whenever the question of unnecessary noise so far as automobile horns and other types of warning signals are concerned comes up in a community, about the first thing the investigator discovers is that the person who has just become a motorist is usually inclined to violate both the speed and the noise ethics.

Roy F. Britton of St. Louis, in speaking of this very matter the other day, said: "The man we have most trouble with is the one who has just learned to drive a motor car. He revels in two facts, sense of possession and a sense of power. It fairly thrills him to feel that he has at his fingers' ends the ability to drive his machine at break-neck speed, and to make people realize by the steady blowing of his electric horn that he is approaching."

"I do not think anyone can realize this, the extent of this temptation, who has not driven a motor car. Older motorists are not altogether free from yielding to the temptation. The result is that the right sort of legislation, such as we have here, restricting the use of the warning signal to an abrupt sound, sufficiently loud to be heard above the noise of traffic, is an absolute necessity. And the further provision that a warning signal be only used as a warning of real danger existing brings about the most desirable results."

James Cousens became Mr. Ford's associate at this time. He became the executive head of the office and selling forces, while Mr. Ford devoted his energies to the perfecting of the Ford car. Mr. Cousens is secretary and treasurer of the company and is generally conceded to be one of the country's ablest financiers.

It is interesting to note, in passing, that the capacity of the Ford factories, the number of men employed and the amount of money distributed in wages have almost doubled every year since its beginning.

Today the Ford factory in Detroit is one of America's "seven wonders"—a model plant in every respect, equipped with the most modern machinery and devices, employing seven thousand well-paid workers and representing a clear investment of several millions.

Here under the direct and constant supervision of Mr. Ford and a corps of trained engineers, the Ford car is made on a scale so tremendous as to be almost beyond the conception of those unfamiliar with the condition of its manufacture.

Please bear in mind that this great plant and its equipment is all devoted to the making of just one car. All Fords are alike, except the bodies. The engines, the frames, the transmissions, the running gears, all that goes to make up the chassis are identical.

Just One Car—the Ford Model T. The Ford effort has been centered upon the making of just one good car.

The entire product of this gigantic factory is but the few hundred parts of one simple model. Energy has not been dissipated in the endeavor to build thousands of different parts for many different models.

And the result has been that the accuracy and efficiency of the work have been brought to a surprising degree of perfection, the cost of production has been battered down to a minimum, and the serviceableness of the car has been brought to its present unexcelled standard.

It would cost twice as much as it now does to build the Ford car, were it made on a less stupendous scale and in the ordinary automobile factory.

When we go into the market this year to buy the material to build two hundred thousand cars—millions of dollars' worth of steel, brass, alumi-

DID YOU SEE THE PAIGE "36"

In the Automobile Parade Today

"The Sensation of the Auto World"

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J. MILSOM

Garage and Showroom, 246 State Street

COME AND SEE THIS GREAT CAR BEFORE OR AFTER THE PARADE

num, tires, lamps, etc.—for all of which we pay cash, it is a certainty that we get the market's "lowest peak."

We are the largest purchasers of automobile material in the world and as such we buy closest.

Big buying, plus the cash in hand and the big economy of big production, have made possible the new low price of the Ford car.

A Cold, La Grippe, Then Pneumonia. Is too often the fatal sequence. La Grippe coughs hang on, weaken the system, and lower the vital resistance.

R. G. Collins, postmaster, Barnegat, N. J., says: "I was troubled with a severe la grippe cough and was completely exhausted after each fit of violent coughing. Before I had taken one half of a bottle of Foley's Honey and Tar Compound, the coughing spells had entirely ceased. I wish to say it can't be beat. All others are imitations. Dr. Stone Drug Store."

Untold agony is what a woman suffers from tight shoes.

Automobile---Motor Cycle and Accessory Dealers of Salem

INDIAN MOTOR CYCLES WATT SHIPP Ammunition, Fishing Tackle, Etc. North Commercial Street Phone 888

Valley Motor Car Co. Agents R. C. H. and Oakland 560 Ferry St. Phone Main 2298

See C. L. Rose Company

For Automobile Supplies

GAS, OILS, TIRES, TUBES, TOOLS, BRASS AND BODY POLISH, ELECTRIC HORNS, ETC., ETC.

246 S. Com'l St. Marion Hotel Block


PHONE MR. DYER, FOR RATES OF INSURANCE ON YOUR AUTOMOBILE FIRE — THEFT

Bechtel & Bynon

Phone Main 452 347 State St.

Automobile Supplies

TIRE NEW TRADE MARK



Tire Proof is a scientific water proofed rubberized dressing for preserving tires.

When applied it not only excludes water and prolongs the life of the tire, but it makes the tire look new, giving the car a clean appearance. It is made in grey and white and dries very quickly... 75c per can

Our Automobile Department is Well Equipped With a Complete Line of Auto Accessories

We can furnish you with anything you need in the following list and will be glad to have you come in and see what we have to offer.

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|---|--|
| BATTERIES AND TESTERS, LUNCH BASKETS, TIRE CHAINS, GLOVES, GOGGLES, HORNS AND HORN BULBS, JACKS, LAMPS, PRESTOLITE TANKS, LEGGINGS, OILS AND GREASES, | OIL CANS, GREASE PUMPS, METAL POLISH, SPARK PLUGS, SKAT HAND SOAP, BUCKEYE CLEANSER, TIRES, TIRE REPAIRS, VULCANIZERS, WRENCHES, PLIERS, TOOLS, ETC. |
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THE GASOLINE SUPPLY PUMP

which we have installed is now ready for use and you can get your gas tank filled from the curb without getting out of your car.

PIERCE DAYTON DAYTONIA HARVARD BICYCLES

HAUSER BROS.
SALEM & ALBANY
OUTFITTERS FOR SPORTSMEN & ATHLETES.

HARLEY DAVIDSON MOTORCYCL'S REPAIR WORK OF ALL KINDS

Studebaker's



More, We Believe, Than \$970.00 Has Ever Bought Before In Salem

The design and chassis construction of the Studebaker "25" is precisely similar to both the Studebaker "35" and the Studebaker "Six." In quality of chassis material, methods of manufacture and care in inspection the "25" is identical with the higher priced Studebaker cars.

Because of these facts alone the Studebaker "25" is taken out of comparison with other cars of the same price. In every essential of automobile construction, it is as good as the Studebaker "35" and "Six," and that means as good as any cars built.

In proportion to its weight of 1850 pounds the "25" has extraordinary power. For ease in handling, "roadability," we do not believe it is surpassed by any car at any price.

Moreover, the finely upholstered and deeply cushioned seats are extremely comfortable. There is no swaying across the road as is frequently the case with light cars. The body is of handsome design, with ample room in the tonneau for three passengers. Notice the close resemblance to our other cars.

As in all Studebaker cars, everything has been made convenient. We have equipped the car with a gas primer, which altogether does away with the objection to hand cranking.

The Studebaker Jiffy curtains on the "25" are very handy, and from the spark and throttle controls, which are on the steering column, to the 30x3 1/2 inch Goodrich tires, everything about the car is of the best quality, and will appeal to the purchaser who knows automobile value when he sees it.

We have built the "25" not only for the buyer who delights in accessories, but for the great American people who want an unfailing, handsome, enduring car at a price within everyone's reach.

The "25" is the kind of a car a man ought to buy, because it conforms in every way to the high standards of Studebaker reputation and Studebaker practice.

A Five Passenger 4 Cylinder Car for \$970.00

Long stroke, 3 1/2-in. bore by 5-in. stroke.	Ventilating Windshield	Presto-Lite Tank.
30x3 1/2-in. Goodrich Tires.	Robe Ball	Extra Rim.
Acetylene Gas Starter.	Full Set Tools and Tool Box.	Speedometer.
Electric Horn.	102-Inch Wheel Base	Tire Holder.
Silk Mohair Top.	Demountable Rims.	Tire Repair Kit.
	Studebaker "Jiffy" Curtains.	

Rees & Moll Auto Co.
SALESROOM AND GARAGE—FERRY AND HIGH STREETS