



Because it gives the highest motor car service at lowest cost, the Ford is the one car you'll find in large numbers and in constant use, in every land. It's a better car this year than ever before—but it sells for \$60 less than last year.

The Ford is everybody's motor car because everybody can easily understand and safely operate it. Doesn't take a skilled mechanic to operate or care for the Ford. Less than two cents a mile to operate and maintain the Ford. With "Ford Service for Ford Owners" your Ford car is never idle.

Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915. Runabout \$440; Touring Car \$490; Town Car \$690; Coupelet \$750; Sedan \$875, f. o. b. Detroit with all equipment. On display and sale at

Vick Bros.

260 North High Street, Salem

AUTOMOBILE IS THE SAFEST TRAVEL MODE

Injures Fewer Passengers Per Mile Than Any Other Vehicles, Says Record

For some time past there has existed certain agitation against motor vehicles on the ground that they cause more accidents than any other vehicles, writes Francis M. Hugo, secretary of state for New York. Every one desires to lessen the number of accidents caused by all forms of locomotion, but prejudiced statements have been made, and many people are still inclined to place them on the same basis as if they were tested evidence. While it is, of course, impossible to contradict every misstatement, nevertheless some statistics may be presented for comment and criticism.

Popular Delusion.

First of all, attention is drawn to the common delusion, often misquoted as a fact, that motor cars are the most dangerous form of traffic because they kill and injure more persons per vehicle. It is obvious that in any comparison everything depends not upon the number of vehicles but upon the distance run by different vehicles in the day, week, month or year. For instance, a four wheeled cab which runs say, for 12 miles per day incurs apart from other considerations less risk than a motor bus which is driven 125 miles per day.

There are other considerations, such as congested traffic points where risk of accidents is great, as compared with districts where the streets are wide and with little traffic. It is, therefore, fallacious to compare statistics of accidents upon the number of vehicles only without taking other circumstances into consideration when it is stated, as it frequently has been, that motor vehicles are more dangerous or more deadly than any other forms of locomotion; such assertion must be discounted.

Accidents Decrease.

Again, a common statement has been that the number of accidents caused by motor vehicles has lately increased out of all due proportion to

I am Still Doing Things

My new equipment consisting of a hydrojet plant enables me to remove all carbon from gas engines without taking the machine down; thus saving expense and time to the owner. I guarantee my work in every respect at a very moderate cost. Give me a trial.

The Briscoe Garage

R. J. Hershbach.
220 State Street. Salem, Ore.

miles a week, a tremendous mileage of about 780,000,000 miles is covered annually.

According to the last report of the National Highway society the number of deaths caused by motor vehicles throughout the state amounted to 520 giving an average of one death to every 1,500,000 miles run. Is there any other kind of locomotion which can show so good a record?

DR. HODGE TO LECTURE IN SOUTH

Clifton F. Hodge, Ph. D., professor of social biology in the University of Oregon, whose numerous trips on ex-

Why The Hudson Always Makes Good

Dear Sir:

Buy a HUDSON and be S-U-R-E!
Why CHANCE IT by purchasing an untried car. A car that no one knows what it will do—not even the man who makes it. There are many such on the market. The advertising of these cars READS beautifully. It makes you think they MUST be something very wonderful.

But you know how easy it is for an enthusiastic advertising writer to lay on the rainbow touches. What the advertising SAYS has no effect on the car itself.

The Hudson Light Six-40 is advertised by 10,000 owners who, collectively, have driven their cars OVER 25,000,000 miles of average roads. This is about all you read in the Hudson advertising. We have very little to PROMISE. We tell you simply what the car HAS DONE. We leave you to judge.

There are 26 light sizes on the market—practically all of them COPIES of the Hudson Light Six which was the FIRST of this class. There were other sixes of course, but never before a car of this type until Howard E. Coffin showed the way. And he still is showing the way, for you never find a copy that is as good as the ORIGINAL.

Some of these MAY BE good cars. WE do not know. YOU do not know. Their MAKERS do not know. What we DO KNOW is that the HUDSON has been tried and proved. Experience is better than Experiment. It is better to be SAFE than to be SORRY.

In the Hudson 40 you get a beautiful car—a light weight car—a car on which you can depend under all conditions—a car that is economical on tires and easy on gasoline—a car that you can drive 200 miles a day without fatigue—a car that will be worth more proportionately when a year old than any similar car on the market.

Buy a HUDSON six and BE SURE!

Come see us—and see the car. We'll trade in your old car if we can agree on the terms.

Yours sincerely,

The Great Western Garage

EOFF & ANDERSON

147 North High

Salem, Oregon

Auto Factory Enjoys Big Business Boom

"We have seen some big days at Lansing but never days like these," writes Sales Manager R. C. Racechaw of the Reo Motor Car company in a letter to Reo dealers.

"To say that we are swamped with orders is to put it mildly. We have heard from every Reo dealer in the last few weeks and every one has asked for at least four times as many automobiles as we can possibly supply."

"It takes us back to the time when there were about twenty buyers for every one car that was produced and when a man who owned a car was envious of the morning's bunch of orders. The morning's bunch of orders exceeded all previous order records. One of our distributors sent in orders for 25,000 cars, all to be shipped direct to his sub-dealers at once. Reo is and the orders were all signed-up specifications from the sub-dealers, and this only the third day of the month."

"We can imagine what this dealer will get before we get to the 31st. Added to that his contract calls for the delivery of 50 cars this month, which we thought when he made out his estimate was about right and that if we were him that many he would be a very man. I am satisfied that this dealer would take 300 if he could get them."

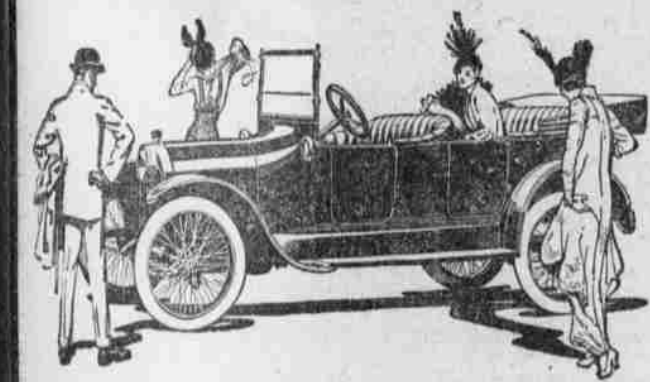
"I got a wire from Boston this morning telling us to ship whatever we could and all we could. Our Kansas City friends burned up the wires, and the day isn't half over. From now on it looks like a case of side-stepping and sparring for wind. We're doing everything we can to increase the production and we have men on the job in the warehouse cleaning that up so we can assemble some cars in that building. We don't believe it is wise to put on a night and day shift because cars may go out here that are not up to the standard, so we rather keep to the factory schedule and make every car that goes out of here sell another."

"I didn't think we could beat the demand we had last year, but you can take it from me that there is absolutely no comparison between the demand now and the demand at any time last year. Total order today 405—some orders. And we're just heading into what is called—the rush season."

ENOUGH TO REACH.

"Why do you advocate blanket street-paving bills?"
"To cover the beds of the streets, of course."—Judge.

The Journal Want Ads are read because they are full of bargain news that



If you want to know why The Briscoe car is among the best on the market, study the history of Benj. Briscoe, the builder of this famous car, and you will learn that you have the product of years of patient work and study of one of the greatest engine builders in the world.

The general agent from the Briscoe factory will be in Salem Monday to spend a few days, and will demonstrate how the Briscoe cars are built, and show anyone interested the superior workmanship that only the Briscoe Car has the distinction of having.

The Briscoe Car is steadily gaining the distinction of a car with Trouble left out.

All Briscoe Cars put out from now on will have extra cushion covers.

Three styles—2, 3, and 5 passenger cars—complete with full equipment. F. O. B. Salem, \$885.

Rutherford & Shields Agents

229 State.

USE "SHELL" FOR ECONOMY

TWENTY MILES ON ONE GALLON OF SHELL GASOLINE IN A SIX CYLINDER CAR IS A RECORD RECENTLY MADE. "SHELL" GASOLINE IS ECONOMICAL—MORE MILES PER GALLON—LESS COST PER MILE.

American Gasoline Company

S. A. Manning & Co.
Selling Agents, Salem.

the increase in their number, and with reference to this it may be pointed out that about seven years ago, when 25 per cent of the traffic was mechanical and 75 per cent horse drawn, it was natural that the proportion of accidents attributable to motor cars should be in about the same ratio. Now, however, the proportion is entirely reversed and motor cars form over 75 per cent of the total traffic. The number of accidents caused by motor vehicles has, therefore, increased every year and soon they will reach 100 per cent. For there will be no other kind of vehicle left. Already in certain thoroughfares in the larger cities the motor traffic forms over 90 per cent of the total.

Motor Buses Safe.

Lastly, the motor bus, which in some quarters is described as the "juggernaut," causes severe headlines to constantly appear illustrating its death-dealing qualities. "It is the most dangerous vehicle in the world," says one paper. "Hardly a mile does it go without causing an accident," says another, until one wonders why every bus is not followed by a hospital ambulance to pick up the victims.

Some general observation might be made on the relative conditions under which motor vehicles and other vehicles are driven and used on the streets. Along thoroughfares on which no rails are laid the fast traffic can be kept to the center while the slow may be kept to the side.

Tremendous Mileage.

One more assertion may be made, that motor vehicles are the least dangerous, judged by the fairest test, the number of miles run; and when their speed and weight are taken into consideration also it is nothing short of marvelous that so few accidents are caused when so many motor vehicles run so many miles. Taking their number in this state as 170,000 and 1,800,000 in the country, and assuming that each runs a small mileage of say 100



smash up that old wheel, we can repair it, or will take it in at its full value on a new one. Call at the shop at 447 Court street or phone 368. We call for and deliver wheels in any part of the city. We carry the finest assortment of bicycles of any shop in the city also some good buys in second hand wheels.

A. H. Moore

The only exclusive bicycle shop in the city.

Of Course Your Wife Will Grieve

at the loss of her home. But not nearly so much as if you didn't have a fire insurance policy to show that you have the money to build another. Why not give her the satisfaction of knowing that you are insured before the fire? Have me issue the policy today. It's safest.

H. R. WHITE, General Insurance.
275 State St. Phone 16.

Salem, Oregon



Eight Best Reasons Why You Should Cook With Gas

1. The perfect control of the heat makes good cooking easy.
2. Meals can be cooked and eaten in the time it takes a wood stove to get hot.
3. Labor of cooking greatly reduced because there is no wood ashes to handle or chips to sweep up.
4. No suffering due to the heat from the stove in warm weather.
5. No danger to your house from chimney fires or overheated stoves.
6. Your good humor never ruffled by the troubles common to wood stoves.
7. Anyone who has cooked with gas never wants to cook with wood or coal again.
8. It is economical.

Ask the Gas Works
MAIN 85

