

Valley Motor Company

Two New Overland Models

JUST ARRIVED. THEY ARE BEAUTIES

Another Carload Maxwells

JUST IN

WE HAVE DELIVERED TWO

Samson Tractors

THIS WEEK

BUSINESS STARTING OFF GOOD

Salesroom

Corner of Front and State Streets

Maxwell Coast Dealers Receive Their Full Share In Allotment of Cars

Joy has spread through the ranks of Maxwell dealers along the coast. As W. J. LaCasse, Pacific coast supervisor, went from one city to another he left a wake of grinning, enthusiastic Maxwell dealers who are saying that "They have more than their share."

The good news is cars enroute, of course. So successful was LaCasse in securing the cooperation of the Maxwell factory to care for the Coast demands that 891 passenger cars and trucks were on cars rolling to the Coast on the first day of May.

"The expedient manner in which this shipment was arranged places our dealers in a position that is enviable," said LaCasse. "When you stop to realize the conditions under which the entire motor manufacturing trade are laboring you will appreciate the magnitude of the accomplishment. Think of 891 passenger cars and trucks rolling to a single territory at the same time. We have had big shipments rolling before this, but I believe that the Maxwell drive of this spring will break all records."

"The great Maxwell organization of dealers have been clamoring for cars for the past thirty days. I have been going from one end of my district to the other, giving this man as few cars as he could get along with to supply people who were going to use their machines for strictly business purposes, as the supply was so limited that we felt it necessary to put that limit on deliveries. Now, with the present number of cars en route from the factory our dealers can turn loose and sell Maxwell cars to their heart's content."

"They will have cars for a while, anyway, and all the factory is asking is that the dealers place these cars where they will be productive. We want them used for business purposes to help speed up our war activities. The principle argument I used with the factory to secure this large shipment was to show them the tremendous expansion of business on the coast and to show that a great proportion of this added industrial activity was devoted to war necessities. That was enough. The factory gave us cars when other sections were going without them."

"The Maxwell factory will go into the production of the Maxwell tractor as soon as its present government orders are completed was announced by LaCasse. He said that the Maxwell people had contemplated putting the tractor on the market before this but for the government work, which completely choked their factory. The orders for Uncle Sam are nearly completed, and the factory will immediately take on tractor production. It is not expected that the government will curtail either truck or tractor production and the Maxwell people are taking advantage of the peculiar conditions of the automobile trade to introduce their tractor at a time when dealers will push tractor sales because of their inability to secure delivery of passenger cars."

"The addition of the tractor to our present line will give our selling organization an opportunity to distribute a low priced, powerful farm tractor," said LaCasse. "With the Maxwell tractor, and the Maxwell truck, which is prominently dominating its class, our dealers can lay aside their worry of the war period, as the government will not, in our opinion, curtail the production of these two lines."

city got an earned decision over Mickey Riley of Texas.

Today is the day to buy War Savings Stamps with the interest coupon from your Liberty bond.

PENNSYLVANIA VACUUM CUP TIRES

Q-U-A-C-K

Spells Tire Service

WHEN IN TROUBLE PHONE FOR OUR FREE SERVICE CAR--IT COSTS YOU NO MORE TO BUY A TIRE ON THE ROAD THAN AT OUR STORE. WE CARRY A FULL LINE OF OILS, GREASES, GASOLINE, ETC.

QUACKENBUSH

AUTO SUPPLIES and VULCANIZING

219 N. COMMERCIAL ST. PHONE 66

UNITED STATES ROYAL CORD AND FABRIC TIRES

Installs Remarkable Electrical Device

(Special to the Capital Journal)

Local motor car owners whose cars are equipped with electric starting and lighting systems will be interested in a remarkable device just installed by the Auto Electric Service Co., 148 South Commercial—which they recently purchased from a large Chicago concern. A most interesting demonstration was made showing AMBU, this instrument, in action attached to a car at the garage recently—it was weird to see the almost human intelligence of the AMBU as its indicating arrow slowly moved this way or that on the dial showing certain conditions normal or the location of trouble or faults in the electric system on the car.

No doubt many would say that it was impossible for any device to automatically indicate the seat of trouble, but they said of the aeroplane and the submarine—not possible—yet they're flying in the air and sailing under the sea.

This invention and its remarkable ability was described and discussed in the leading periodicals of the country. The motorists of Salem are singularly fortunate in having a garage progressive enough to appreciate the advantage of owning such an instrument and they should show their appreciation in a substantial way.

The Auto Electric Service Co. will make these tests free of charge once a month which will probably indicate the beginning of some trouble which can be quickly corrected and save a big expense later. AMBU not only tells the location and kind of trouble but also how to repair it.

So our car owners need not lay up their cars or go to the trouble and expense of sending parts back to the makers of the electrical equipment.

It is said that serious derangements of electric starting and lighting systems have been located and repaired in 30 minutes through the AMBU.

The Auto Electric Co. people seem very much interested in showing the instrument to any one and it is fascinating to see it in action. We surely are living in a progressive age.

AUTO PERSONALS.

Wm. H. Harpole of Brooks, drove home in his new Elgin "6" Friday.

Ray Perkins is the proud owner of a new Elgin "6".

F. E. Strickler of Strickler and Jordan, general merchandise merchants purchased an Elgin "6" Friday.

JIMMIE DUNDEE WON.

Sacramento, Cal., May 18.—By a whirlwind rally in the fourth round, Jimmy Dundee of Oakland won the decision over Joe King Leonard of Denver who had the first two rounds easily, last night, Jimmy Marshall of this

Tire Prices Were Higher Eight or Nine Years Ago

Despite the fact that automobile tires have recently been increased ten per cent in price because of war conditions, the United States Tire company points out that these high, war-time prices are substantially less than tire users paid eight or nine years ago for tires which were in construction and materials much inferior to the tires of today.

The records of the United States Tire company show that in 1910 the company's plain tread tire, size 34x4, which is the standard of comparison for tire prices, cost the consumer \$48.30, and that the same style of tire reaches the consumer today for \$33.05. This means that the tire of 1910, which would today be considered antiquated, cost the consumer about forty-six per cent more than the splendidly constructed tire of today.

The improvements in tire construction have taken place along three essential lines: materials, the preparatory treatment of the materials, and the process by which the treated materials are brought together into the final product. A great deal of progress has been made with respect to each one of these essentials.

The materials which enter into construction of plain-tread tires are rubber, compounding ingredients and cotton fabrics. The rubber, especially plantation rubber, is coming on the market in a much more uniform condition, which makes it possible for manufacturers to turn out a tire of more uniform quality. With respect to compounding ingredients, a number of new and better materials have been discovered. Cotton fabric is also greatly superior to that which was used in 1910, because better constructions of the fabric have developed to suit the special needs of tires. In addition, these fabrics are now built according to very carefully drawn specifications, which are very restricted and insure a uniformly high grade material.

The preliminary treatment of materials has been improved through the introduction of superior methods of drying and mixing crude rubber and through the development of new methods of the storing, drying and rubber coating the rubber fabrics.

The process of assembling the different parts of the article and of vulcanizing the tires, have been so greatly improved since 1910, that the progress made might be considered revolutionary. Further, labor-saving machinery and appliances have greatly aided in bringing down the price of tires.

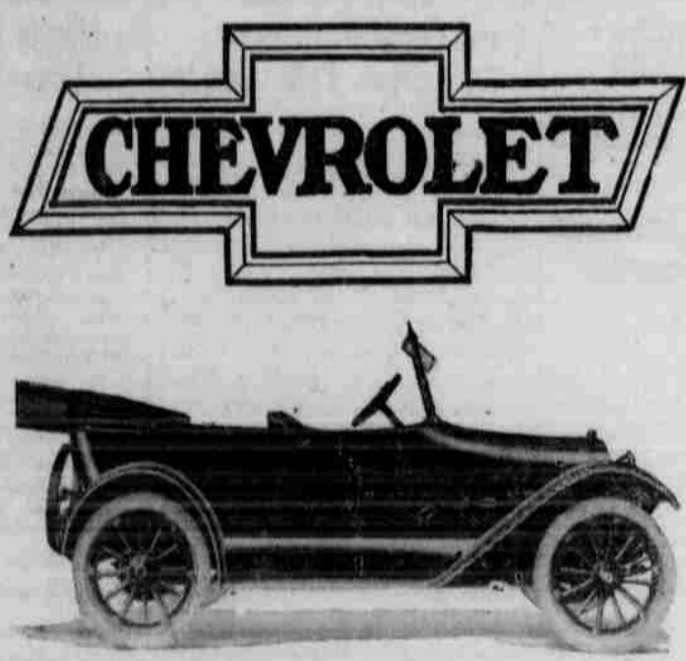
What better proof could there be that the Chevrolet is meeting with the needs of the motorists? Here is the best selling argument imaginable. It doesn't come from us, the manufacturer. It doesn't come from you, the dealer. It comes from the consumer—the owner. And it is silent proof of his satisfaction in the car he is driving. Think of the thousands of Chevrolet cars in use in greater New York—a most critical city. And but nine Chevrolet owners desiring to dispose of their machines. It is true, too, that when a used Chevrolet is offered for sale, the owner, as a rule, wants a good round sum for his car. The word "Chevrolet" is seldom seen in "For Sale" columns. Nothing we or you might say, could add to this public statement. For it comes from the court of last resort—the consumer—the owner. A whole raft of political candidates are not going to be able to wait for June 8 before going into total eclipse.

AUTO NOTES.

Six hundred and twenty-one used cars were offered for sale in four of New York's great Sunday papers on April 21.

And there were but nine Chevrolet cars on the list.

What a magnificent tribute to the car you are selling, what a splendid tribute.



The quality of an article is usually classed by its price and in most instances this is true, but there are exceptions to most rules.

The "FOUR NINETY" CHEVROLET selling at \$765 f. o. b. Salem (war tax to be added) is an exception to the above rule—Where is there a car, selling for \$200 more than the "Four Ninety" Chevrolet that has these high grade features—Willard storage battery with rubber insulated cells—the highest type of starting and lighting battery made—Warner transmission same as used on cars selling as high as \$3,000; Brown Lipe differential, recognized by all builders as the best made and used by the leading high class manufacturers; Demountable rims, One-man Mohair top (high grade), Tire carried, foot and robe rails—every convenient feature found on cars selling up to \$2500, are all on this "Four Ninety" Chevrolet at a price every one can afford to pay.

PERFORMANCE.

Let us demonstrate this "Four Ninety" Chevrolet to you, then get a demonstration with any car selling up to \$1,100 and you will see the difference and appreciate this wonderful "Four Ninety."

SERVICE

You get real service on the Chevrolet. Our shop force work on Chevrolets only. Our parts stock is complete and we want you to inspect it—we have nothing to cover up.

See the BABY GRAND—the larger Chevrolet now on our floor.

Salem Automobile Co.

F. G. DELANO 246 State St., Salem, Oregon A. I. EOFF

Brackett & Gray

These Boys Are

"Over There"

BUT THEIR SHOP IS

"Over Here"

TIRE HOSPITAL—VULCANIZING

279 N. Commercial St. Phone 1400

Willard

As Light Goes Through Glass

Just as light rays penetrate through glass, so current passes freely through Threaded Rubber Insulation. Nearly 200,000 tiny threads in each insulator mark the path for the current flow.

The hard rubber stands guard against the formation of short circuits between battery plates.

There's another reason why the Still Better Willard Battery with Threaded Rubber Insulation is worth so much more than its slightly higher cost. It's the one and only battery with "Bone Dry" principle that is your absolute assurance of getting a battery as new as the one in the factory.

AUTO ELECTRIC SHOP

418 Court Street DEGGE & BURRELL Phone 203

AMBU

VS.

Tinkerers

There are a lot of fellows who think they can correct trouble in the electric system on a car by tinkering with it. They think they know a lot about electricity. Just give them enough time and they'll find the trouble—maybe. But you pay the bill for that tinkering.

We know a lot about electric starting and lighting systems, because we have

AMBU

THE ELECTRICAL WIZARD

which automatically locates any trouble in any starting and lighting system on any car—yours is no exception. Bring it in if your electric system is out of order. We won't tinker—we won't waste time.

Your bill will be small compared to the real service we will render you. We will make our test with AMBU. It will tell us the trouble and we will quickly repair it.

The result is guaranteed.

AMBU—POST AMBU—POST

Auto Electric Service Co.

148 S. Commercial St. Phone 348