

### WHY PRICE OF CARS ADVANCES TOLD BY CATES

#### Upward Trend in Cost and Shortage of Production Ruling Condition

### MAKERS ARE UNCERTAIN

#### Remade Automobile May Later in Year Become Acceptable Substitute

Automobile prices are figures as quoted today. Tomorrow they may be different. And the contemplating buyer may rest assured the future figures will be higher. No person familiar with existing conditions will attempt to deny that the market shows a decidedly upward trend in price and a scarcity of production, which, according to the law of supply and demand, will cause still further advance.

Manufacturers cannot tell except from day to day what the cost of construction will be, because of the unstable conditions of the raw material market. As an example, a Salem dealer who recently visited his factory in the east tells of an instance which well illustrates this point. The quoted price of aluminum on this particular day was \$45, but the manufacturer did not place his order until the following morning, when the price had advanced to \$60.

#### Influences Are Many

There are so many different influences bearing on the cost of production of the automobile that it is almost a certainty automobiles will continue to advance in price during the coming summer, and some manufacturers have notified their distributors that the list price of cars from

now on will be that existing on the car at the time the invoice is made out. Further assurance these factories refuse to give. Under these conditions and in the face of freight car shortages and labor troubles, there is only one prospect for the average automobile cost figure—and that is an advance.

The labor problem is a grave one. We are indirectly reminded by the trade press and directly reminded by the factories that workmen engaged in the automotive industries are demanding and receiving larger wages, are independent and exceedingly hard to handle because of the practically unlimited demand for mechanics.

"With the present high scale of wages," says one factory salesman, "workmen lay off at will, thus retarding the production of cars correspondingly."

In order to stimulate production and meet the demand made upon them for cars a number of manufacturers long since inaugurated a bonus system whereby a given percent of a year's wages is annually distributed among employees regardless of punctuality. To increase attendance at work these bonuses for 1920 will be limited to those who are at work regularly.

These are foremost among the things that have necessitated successive advances in prices of motor vehicles of every character, and the things that will unquestionably keep the prices soaring throughout the present year at least.

#### Auto Shortage Certain

From first-hand information gleaned from various sources it may be asserted without fear of successful contradiction that there will be a shortage of automobiles in 1920. And this notwithstanding the Herculean efforts of manufacturers to cope with the situation. It is safe to say that no dealer handling standard lines of pleasure cars will be able to stock automobiles during the present year. On the contrary, some of the most conservative Salem dealers predict that 1920 will witness as great an automobile shortage as 1915 if not even greater.

Present unstable conditions in this

gigantic industry work disadvantageously to the dealer. That portion of the always suspicious public which may believe that statements of pending shortages are propaganda to influence immediate buying are badly mistaken in their conclusions. It stands to reason that a dealer would rather have a few more cars than he can sell than a shortage of deliveries. So long as a dealer has automobiles he is in the field for sales and sales mean profits. But when he has buyers and no automobiles the dealer realizes nothing. It is, then, plain that such statements are not biased.

With innumerable "shortages," coupled with perplexing labor troubles the manufacturing field is experiencing difficulty in coping with its out-of-season orders, which naturally leads to the conclusion that those persons who procrastinate in placing their order for automobiles may be obliged to continue the use of ancient models during the present twelvemonth. The factories cannot meet the demand for even should their other troubles be solved their combined capacity would be inadequate to satisfy the demands of motorists and would-be motorists.

#### Used Car Trade Growing

And this brings up to the used car as an item of importance in the automobile business field. Where before the machine that had been run perhaps 2000 miles was considered an orphan and ignored in favor of the new machine, the absence of the latter permits the used car to assume a position on the pedestal of desirable purchases. And with the raise in importance of the used car, it is likely to come an advance in prices, lending first dignity to the transactions.

Salem dealers point out that it is a big advantage to buy from established automobile houses instead of from the curb dealer, who is not responsible, has no means of putting a used car in condition and sells in order to get quick returns. It is largely through the efforts of curb stoners the business of buying second hand cars has been discredited. The legitimate dealers of Salem are trying to correct this error by placing their reputations behind the seconds, thus elevating this phase of their enterprise and proving to buyers they receive better values by purchasing from the dealers.

Ordinarily when a dealer handles a used car he has no profit to lose. He has made his profit from the original transaction if he sold it, or if he has accepted the machine as trade it has been at a low price which will not result in loss in reselling. There are two things he can do with it—if worthless he can junk it and offer only the price it is worth as such, or he can sell it as a used car.

If the latter, his price is based on the cost of repairs that have put the car in condition. Many times these are extensive. But he cannot ask a price too near the new automobile figure. So the margin of profit to the legitimate dealer in used cars is very small and the customer gets the benefit of all the advantage.

The curb broker can undersell because he does not put the car in condition. But the public is awakening to the value of a car judged not by initial cost but by the condition it is in mechanically. And, with the shortage of new cars, the remade automobile may later in the year become an acceptable substitute.

### DODGE CONCERN POLICY INTACT

#### Letter Read at Chicago Meeting is Tribute to Late President

Definite assurance that there would be no change in the policies of Dodge Brothers, Detroit automobile manufacturers, as a result of the recent death of John F. Dodge, president, was given to dealers at a meeting in the Blackstone Hotel, Chicago during the automobile show there January 28. The assurance came in the form of a letter addressed to the dealers by Horace E. Dodge, now at the head of the business, and read at the meeting by George C. Hubbs, assistant general sales manager. The letter follows:

"I regret exceedingly that I cannot be with you this afternoon to personally express my own and my brother's appreciation of your work during the past year, but on account

of my recent illness, I am obliged to forego that pleasure.

"I do wish, however, to as strongly as possible impress upon each one of you that my brother and I have thoroughly appreciated the loyal support you have given Dodge Brothers during the past year.

"The passing of my dear brother, Mr. John F. Dodge, is to me, personally, a loss so great that I hesitate to look forward to the years without his companionship, our lives having been, as you all know, practically inseparable since our childhood.

"I have the same pride in the accomplishment of Dodge Brothers that inspired him, and I feel that we can pay no greater tribute to his memory than to carry forward the

plans and aspirations which he and myself had for the future of the business.

"The business will be conducted in the future exactly as it has been in the past—the same principles of honor, honesty and integrity that dominated his life will continue to dominate the business of Dodge Brothers. There will be no change, and you can safely make your plans for the future in reliance upon the same whole-hearted support of Dodge Brothers that has been given to you in the past."

"What did Columbus prove by standing an egg on end?" That eggs in his day were cheap enough to be handled carelessly." — Washington Star.

### STOP TOBACCO

Stop tobacco for a month and see how much better you feel. You can stop without suffering any inconvenience or feeling the usual craving. Simply get a box of Nicotol from any druggist, use as directed and the habit quits you. Your health will be better, your resistance to disease will increase and you will cease to be a slave to nicotine. Read what Dr. Conner formerly of the Johns Hopkins Hospital, says about the evil effects of tobacco in an article soon to appear in this paper. Nicotol is dispensed by all good druggists in this city, especially by D. J. Fry.

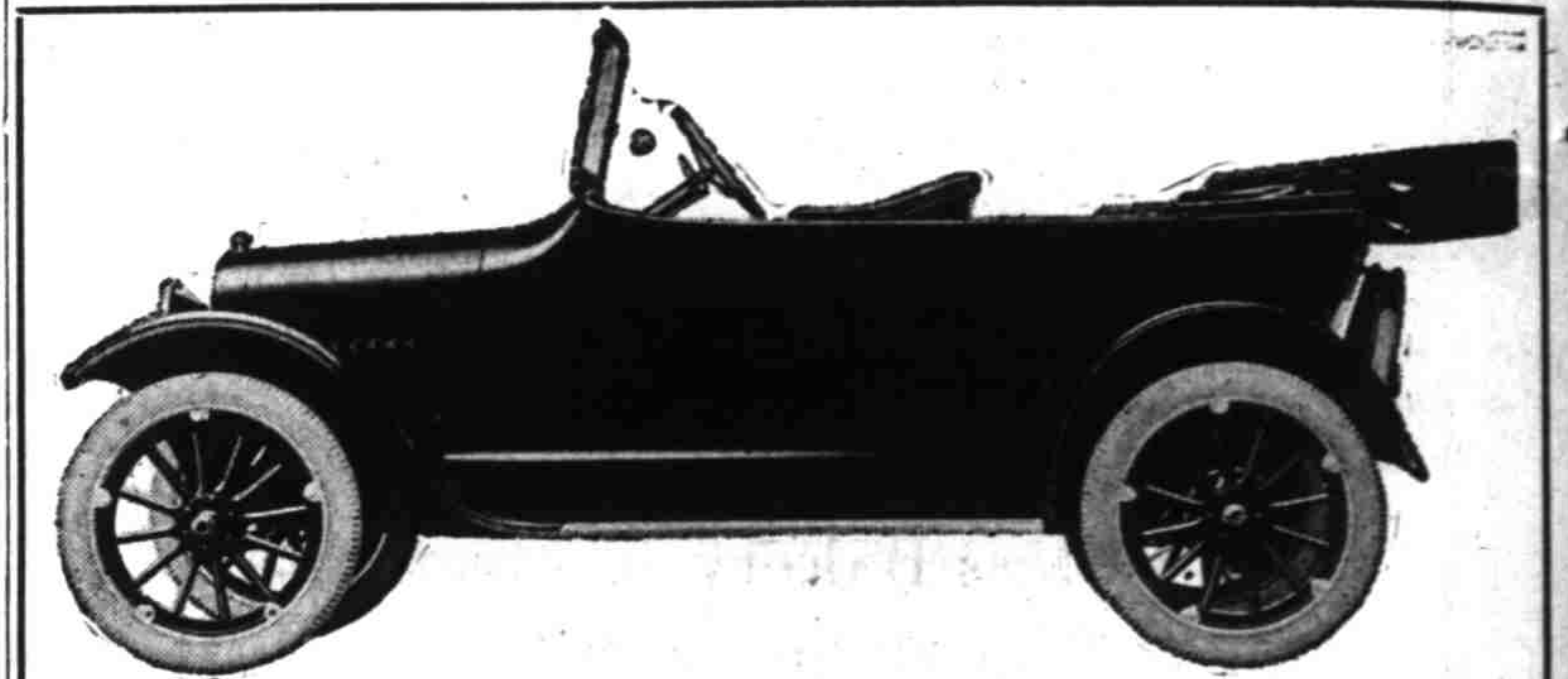
### DRESS WARM AND KEEP FEET DRY

#### Tells Rheumatism Sufferers to Take Salts and Get Rid of Uric Acid

Rheumatism is no respecter of age, sex, color or rank. If not the most dangerous of human afflictions it is one of the most painful. Those subject to rheumatism should eat less meat, dress as warmly as possible, avoid any undue exposure and, above all, drink lots of pure water.

Rheumatism is caused by uric acid which is generated in the bowels and absorbed into the blood. It is the function of the kidneys to filter this acid from the blood and cast it out in the urine; the pores of the skin are also a means of freeing the blood of this impurity. In damp and chilly, cold weather the skin pores are closed thus forcing the kidneys to do double work, they become weak and sluggish and fail to eliminate this uric acid which keeps accumulating and circulating through the system, eventually settling in the joints and muscles causing stiffness, soreness and pain called rheumatism.

At the first tinge of rheumatism get from any pharmacy about four ounces of Jad Salts; put a table-spoonful in a glass of water and drink before breakfast each morning for a week. This is said to eliminate uric acid by stimulating the kidneys to normal action, thus ridding the blood of these impurities. Jad Salts is inexpensive, harmless and is made from the acid of grapes and lemon juice, combined with lithia and is used with excellent results by thousands of folks who are subject to rheumatism. Here you have a pleasant, effervescent lithia-water drink which overcomes uric acid and is beneficial to your kidneys as well.



### Service First--Courtesy First

Some Firms Put It This Way—Courtesy First, Service Second  
Our contention is that you cannot give service unless you extend courtesy. Neither can you be courteous unless you back it up with service.

The ordinary family does not buy an Automobile often. They expect it to last a long time. They want maximum comfort and satisfaction from the car they buy. They want to protect their investment by purchasing from a dealer who has proper SERVICE facilities to maintain the car on the road, and a dealer, that considers the owner's satisfaction first. Our present owners depend upon our judgment and advice in Automobile matters—they bank on our advice because they KNOW we have the PARTS and the COURTESY. The Public also know that in the Chevrolet they are getting value received—"A SENSIBLE CAR AT A SENSIBLE PRICE." The price has not changed—490 Touring \$873.55 f. o. b. our store or at our dealer's.

### Salem Automobile Company

F. G. Delano A. I. Eoff  
SALEM DALLAS  
Distributors Chevrolet and Scripps-Booth Cars and Republic Tires  
Below is a list of our dealers that handle our line:  
J. W. Berkey ..... Woodburn, Oregon  
Service Garage ..... Mt. Angel, Oregon  
Allen Brothers ..... Silverton, Oregon  
E. C. Titus ..... Stayton, Oregon  
Houck & Son ..... Perrydale, Oregon  
A. L. Bones ..... Turner, Oregon

### THE NEW MONITOR SIX

The Ride-Easy Car



Some cars are merely strong  
Some cars are merely symmetrical  
Some cars are merely light  
Some cars are fairly light  
Some cars are merely cheap

But—  
THE MONITOR SIX  
meets every one of these requirements. See the Monitor Six at the Auto Show and ask us to prove to you every point we claim

### Salem Auto Exchange

225 State

### Columbia

and

### Dayton Bicycles

Repairs, Tires and Supplies

FLOYD E. RAMSDEN

387 Court St.

### MOTOR COMPANY TO OPEN BRANCH

#### Well Known Salem Concern to Deal in 100 Per Cent Ford Products

Peter Diedrich being compelled to leave Stayton on account of his wife's health, the Valley Motor company has grasped the opportunity to open a branch Ford and Fordson home second to none in the state where every Ford owner can secure genuine Ford Parts and reliable auto accessories. A complete stock of Goodyear and Portage tires will also be carried.

Mr. Luther Stout who will be the manager, is an old resident of Stayton and for sometime has occupied a responsible position as one of the heads of the sales force of the Valley Motor company. Mr. Norman Kennedy who will have charge of the shop and service work, is a young man well fitted and qualified for such responsibilities. He has most creditably filled the position of assistant shop mechanic for Vick Brothers and later with the Valley Motor company. Mr. Robert Perlich, the road salesman, needs no introduction, having been closely identified with the motor trade for years and numbers his friends by legions. The Valley Motor company have leased the Peter Diedrich building for a number of years and will remodel the salesroom and shop. The equipment has already been received and is ready to install. The entrance of the Valley Motor company into Stayton's business circles will be a big factor and asset for the promising city. The personnel of the Valley Motor company includes keen energetic young men and recognized live wires who have unbounded faith in Oregon, especially the Willamette valley and Marion county, and are sure to assist Stayton in developing into the busy bustling city it should be. Here's wishing good success to the Valley Motor company in their new Stayton branch.

Mr. Multirox—I'm going to send you a bunch of orchids for your birthday tomorrow. Shall I make it one for each year  
Miss Peachlow—Then all the girls will count them and find out how old I am. Better send me a hundred. They'll know I'm not that old.—Washington Star.

### THE OAKLAND SENSIBLE SIX TOURING CAR

On the firm foundation of its service record in the hands of upwards of 100,000 owners, rests the fact that this Oakland Sensible Six Touring model costs less to own, operate and maintain than any other automobile built.

#### High Power and Light Weight

As a foremost example of the high-powered, light-weight type of automobile construction now deeply entrenched in popular favor, this Oakland enters its fifth year with all the features of its power plant fully matured and confirmed, with every chassis virtue completely verified and with the stamp of broad approval set upon its stout, roomy and convenient body.

#### By reason of the fact that the ratio of its horsepower to the pounds of this car's weight is 1 to 48, it acts with an alacrity and ease that betokens inherent and lasting ability.

#### Efficient carburetion

extracts the utmost power value of fuel and contributes to the efficient, reliable engine action. Records of 18 to 25 miles on the gallon of gasoline are very common. Oil is sparingly consumed. And due to the fact that the 32x4 tires are large for the weight of the car, even when loaded, mileages of 8000 are quite usual, while records of 12,000 are not infrequent. Indeed, we are constantly in receipt of letters from users of these Sensible Six cars, stating tire mileage even more impressive. These gratifying records are perhaps explained by the fact that these cars are over-size tire equipped in relation to the average weight carried.

#### Spacious and Easy-Riding

Careful design has contrived a full 106 inches of body room on the 112-inch wheelbase—an extraordinary proportion. Both front and rear seats are spacious. Ample leg-room is provided in both compartments, making this model entirely comfortable for tall people.

#### The comfort of this body is increased by the deep upholstery in genuine leather, the slow action of the long semi-elliptic springs and the cushion effect produced by the large tires.

#### Set low by being mounted directly on the chassis frame, the body assists the general splendid balance of the whole car, and hence its ability to cover uneven roads and preserve the equilibrium of passengers.

#### Endurance

—Close attention to the detailed excellence of every item entering into the construction of this automobile has resulted in its remarkable ability to retain its high efficiency for a long period and to run continuously day after day with minimum need of adjustments or repairs.

#### This car represents the full development of principles which have immensely influenced the whole trend of automobile building in recent times and fitted the passenger car to be a tremendous help to American families in this period of vital transportation needs.

Model 34 B ..... \$1250, Salem  
A few of these models ready for immediately delivery. Order now for the next shipment will be \$1370, Salem.

### American Automobile Co.

D. Samuel Prop.

185-197 South Commercial St., Salem

Phone 309

### ALEMITE LUBRICATOR SALES and SERVICE

A Complete stock of all fittings and compressors

### MONTY'S TIRE SHOP

Service With a Smile

134 South Commercial Street