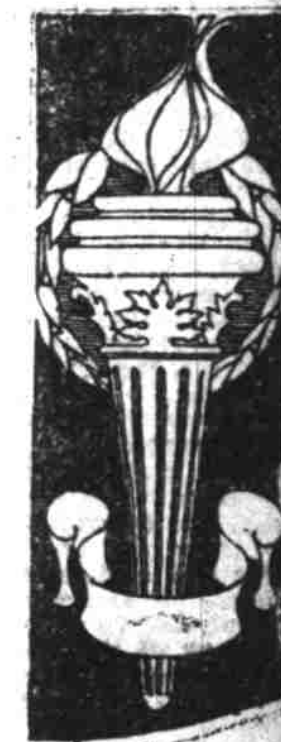
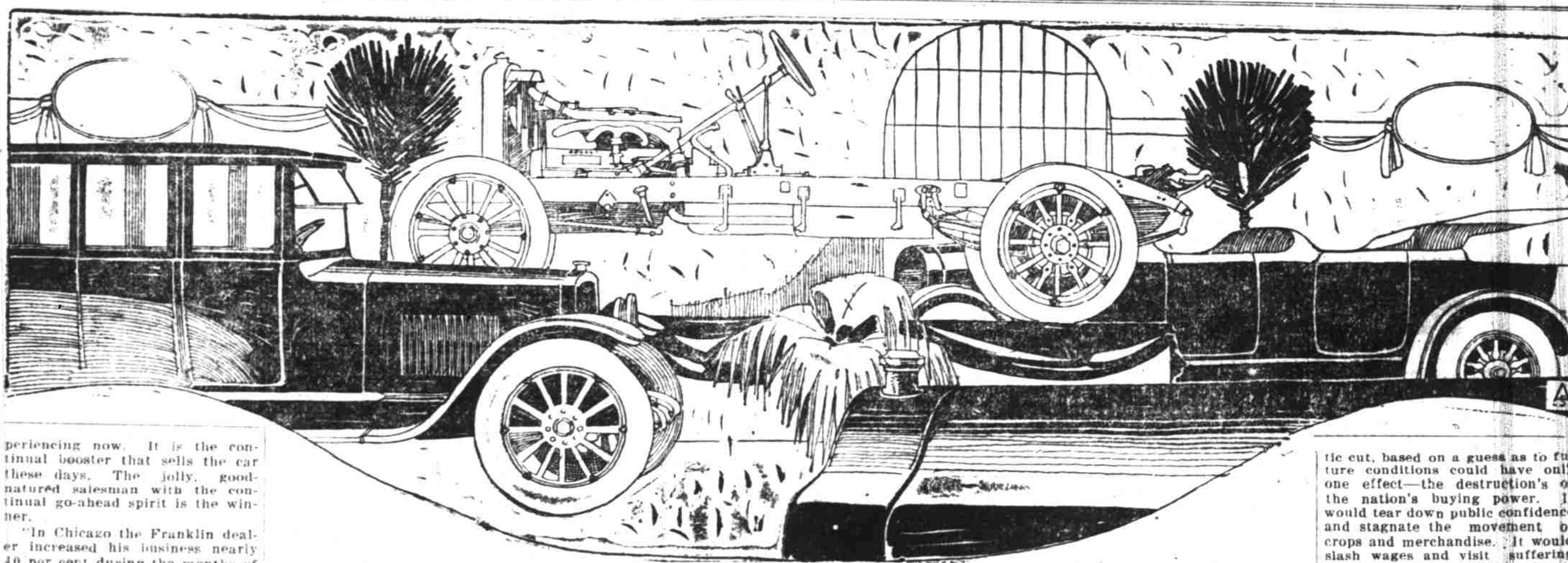


AUTOMOBILES—TRUCKS—TRACTORS—

Motorcycles — Bicycles — Accessories



FIGHTER WINS, SAYS GRIFFITH

New Aggressive Method Is One That Sells Cars, Avers Dealer

"The outlook for the present year in the auto business, is one of the best that ever was seen in this country," says George Griffith of the Marion Automobile company. "There are many things that point to this. During the month of December, 1919, and the same month in 1920, we find an increase of at least one-fifth. You will wonder how this big increase has come about; how it happens that the sale of cars shows such a big increase while most every one is talking about the lean year that we are to experience. The automobile dealers have been on the alert and when they saw that their old system would not work they got busy and invented a new system, if no better could be found. Most dealers have inaugurated the individual salesman idea and are getting big returns. The fighting salesman is the one who will win in times like we are ex-

periencing now. It is the continual booster that sells the car these days. The jolly, good-natured salesman with the continual go-ahead spirit is the winner.

"In Chicago the Franklin dealer increased his business nearly 40 per cent during the months of December, January and February. While almost all the other dealers were preparing for a lean year the Franklin dealer began a campaign which will last all year. This campaign is merely higher efficiency to be attained by all his salesmen.

"The same case is true of the sales of the Studebaker. The Studebaker people decided that the only way was to fight harder than last year, and they are now bringing in big returns. An increase of \$250,000 is the result. The comparison is made with the same period of last year that we find this big increase.

"This same situation is true with almost all the dealers, and especially so of the dealers who handle the Franklin and Studebaker lines. The Salem dealer finds the same thing to be true here as elsewhere; the fighting salesman wins."

"What sort of people are Bill's ancestors?"

"Oh, they are cheap skates."

"I thought they came across in the Mayflower."

"They did, but that's the last time they did."—Brown Jug.

SCOTT DECLARES TIMES IMPROVE

Huffman Dealer Bases His Judgment on Increase in His Business Line

J. E. Scott, president of the Huffman Motor Sales company, with headquarters at State and Front streets, in an interview said:

"We are in a good position to judge of the general tendency of the times as our company has the largest district in the United States for the Huffman line—all the territory west of the Missouri river.

"When I say that prospects for business this summer are bright I am judging from reports from a large number of localities in widely separated districts.

"From Seattle we have just had a report from one of our salesmen, C. W. Barrett. He reports increasing business, also the good news that several large dealers there are soon to take on the Huffman line.

"From Spokane, our representative, the March-Strickle Motor company, one of the largest automobile and truck dealers in that state, comes the news that they have discarded their other truck lines and have ordered 200 Huffman trucks and 200 Huffman touring cars.

"Dealers in other localities are ordering heavily. This is evidence to us that they have faith in the Huffman, also that they consider business prospects bright.

"At Eugene, a few days ago we gave a demonstration of the

power and dependability of the Huffman truck. A truck with a trailer, carrying a load of nine tons easily negotiated a difficult corduroy road to the surprise of those who witnessed the feat. Three trucks were immediately sold as a result of the demonstration.

"Users of Huffman cars and trucks are continually sending us letters of satisfaction.

J. Milton Smith of Astoria reports buying a used Huffman Six in Chicago, driving it to Miami, Fla., thence to Los Angeles, on to Seattle and back to Astoria; the total expense outside of tires and gas being less than \$5.

A letter just received a few days ago by the Huffman Motor Sales company from the Rosses Coal company of Medford, Oregon, reads as follows:

"We as you know are hauling three-ton loads between Medford and the coal mine, a distance of six miles. Our bunkers are located at the foot of a steep incline and passed to us by a track negotiates this hill without any apparent effort on its part, and we feel that this is an exceptionally good buy for us, for not only is it a good looking truck but also delivers the goods fully as well as any of the higher priced trucks that we have had in use here.

"From our experience to date we are inclined to believe the Huffman will solve the question of cheap tonnage per mile. She is speedy, has plenty of power, easy on gas and rides like a touring car. As soon as we have increased the capacity of our mine we expect to put on another Huffman."

"Another thing: the life of any battery depends to a considerable extent upon what kind of treatment it gets. Neglect, abuse and carelessness shorten its life just as surely as you'd shorten the life of a bearing by allowing dust to mix with the oil.

"In short, the responsibility is just about divided 50-50 between the car owner and the battery builder. You have to get a good battery to begin with and you must take care of it after you get it."

Battery Man Gives Some Good Advice

There are a few battery facts that every car owner should keep in mind, says Mr. Burnel, Willard service station dealer.

"One thing he ought to keep in view is that batteries are bound to wear out in the course of time. Of course, the better the material and workmanship the greater the chance of long life, but wear is always going on just as it does in a piece of machinery.

"Another thing: the life of any battery depends to a considerable extent upon what kind of treatment it gets. Neglect, abuse and carelessness shorten its life just as surely as you'd shorten the life of a bearing by allowing dust to mix with the oil.

"In short, the responsibility is just about divided 50-50 between the car owner and the battery builder. You have to get a good battery to begin with and you must take care of it after you get it."

Raccoon Hunting Enjoyed By Motorcycle Riders

A 75-mile strip of tide land along the California coast was recently the scene of strange raccoon-hunting expeditions. At low tide one evening, two motorcyclists appeared at one end of the beach, their machines linked by an old tennis net. Lights out, and with as little noise as possible they rode slowly down the wet sand, one behind the other. At length the leader sighted a raccoon at the water's edge, intent upon his evening meal of succulent shellfish. Immediately both machines darted forward at full speed, directly between the raccoon and the safety of the pine forest. Alarmed, the raccoon made for the forest, but, halfway, found his path blocked by the net. The second hunter leaped from his motorcycle with an end of the net in his hand, and soon had the quarry nicely tangled. So the hunt went on for two nights. Of 15 sighted, seven escaped, two were shot and six were caught alive, to be sold later to a film company which had offered \$150 for six live raccoons.

REFUND AHEAD FOR PURCHASERS

Chevrolet Has New Method Of Dealing With Problem of Prices

The Chevrolet Motor company in a recent announcement dealt with the present price problem in a most sensible and logical way.

It seems that a part of the company's program is based on the production of 50,000 model "Four-Ninety" cars. This model is well known and there are about 500,000 in use. The company proposes to build the 50,000 before August 1, 1921, and if it

reaches this number, and it has every reason that it is going to be successful, each purchaser of an open car of the "Four-Ninety" type will receive a refund of \$70, and those who buy closed cars of this type will receive a refund of \$100.

A certificate setting forth the terms of this plan will be given to each retail purchaser and the total number of Model "Four-Nineties" produced by the Chevrolet factories during the period which governs the proposed plan, will be published not later than August 10, 1921.

Those who purchased Model "Four-Ninety" Chevrolets under the "Chevrolet Motor company's price guarantee of last October, benefited by the refund plan.

During the period of readjustment, the Chevrolet Motor company, mindful of its duties to its employees, its patrons and the general public alike, refrained from making any impulsive price change. They knew that a dras-

tic cut, based on a guess as to future conditions could have only one effect—the destruction of the nation's buying power. It would tear down public confidence and stagnate the movement of crops and merchandise. It would slash wages and visit suffering and hardships on millions of people.

But conditions have changed. Raw material prices have found new low levels. Inventories have been readjusted to the bottom of the market and it is therefore possible for the company to make a definite proposition based on quantity production.

Motorcycling is Held One of Safest Sports

That the public is beginning to look more and more favorably towards motorcycling as a safe and enjoyable sport is evidenced by the fact that the best class of people are joining the ranks of its followers. Well-known screen stars, such as Wallace Reid, Mabel Normand, Jack Mulhall, Kathryn Adams, and others, keep themselves in condition by motorcycling and the outdoor life which goes with it. Fred Fulton, prominent pugilist, and H. H. Van Loan, playwright and nationally

known magazine writer, are also ardent motorcyclists.

William Dorsett, Jr., aged 12, is probably the first boy of his age to undertake a 1000 mile motorcycle trip. William's home is in Alton, Ill., and his trip included a visit to the Harley-Davidson factory at Milwaukee, from where he drove to see the Marion, Indiana, International Motorcycle race, and back to Alton. Mr. Dorsett Sr., who accompanied his son in the sidecar, is perfectly confident in William's driving ability and says the entire trip was made without the least accident to mar it.

Salem Automobile company, F. G. Delano and A. E. Eoff, proprietors, have purchased the building where they are located of Tholien estate. Eventually they will extend the building 60 feet back to the alley. This assures the present Chevrolet owners and the prospective buyers a permanent home for Chevrolet cars.

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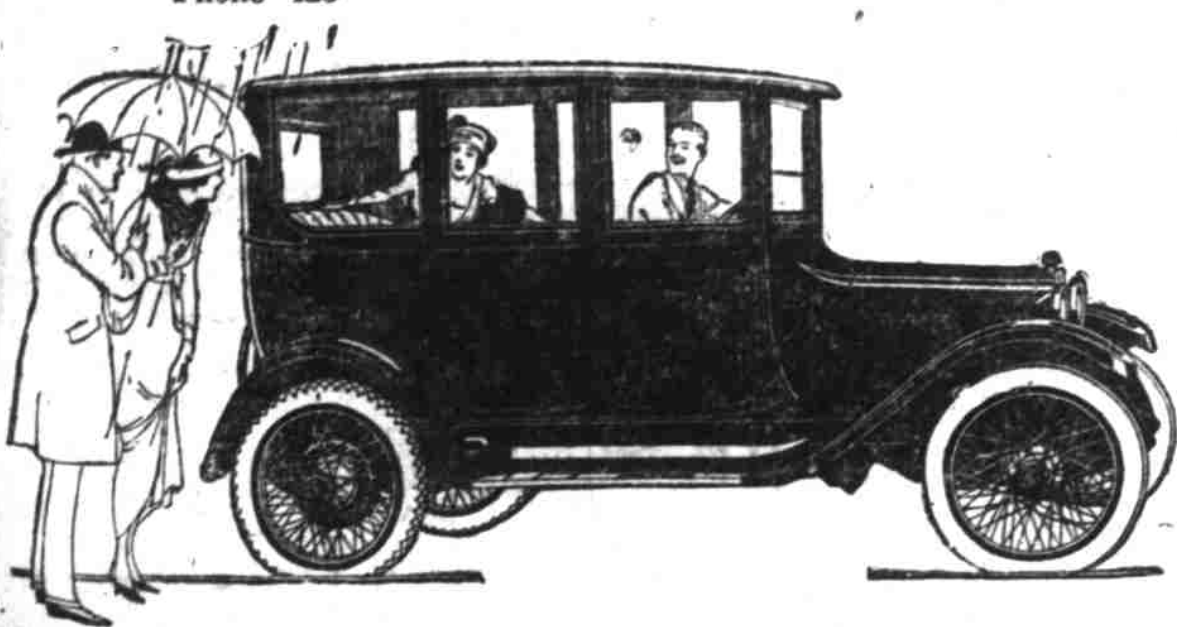
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It is easy to drive; it costs little to run.

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