

# AUTOMOBILES, TRUCKS AND TRACTORS

## MOTORCYCLES — BICYCLES — ACCESSORIES

### FACTORY HOLDS KEY TO SALES

Dodge Brothers Cite Quality Production as Reason for Achievement

There is one factory, at least, in which there is no dispute between sales and production executives as to the relative importance of their departments.

Ask anyone of authority in the sales department of Dodge Brothers, Detroit, which is more important—the job of manufacturing or the job of selling—and you will get an immediate, emphatic answer:

"In our business, manufacturing, by all means."

Ever since Dodge Brothers turned out their first motor car, back in 1914, and even before that time, when Dodge Brothers were building parts for other manufacturers, major stress has always been placed on the building of the product, rather than the selling.

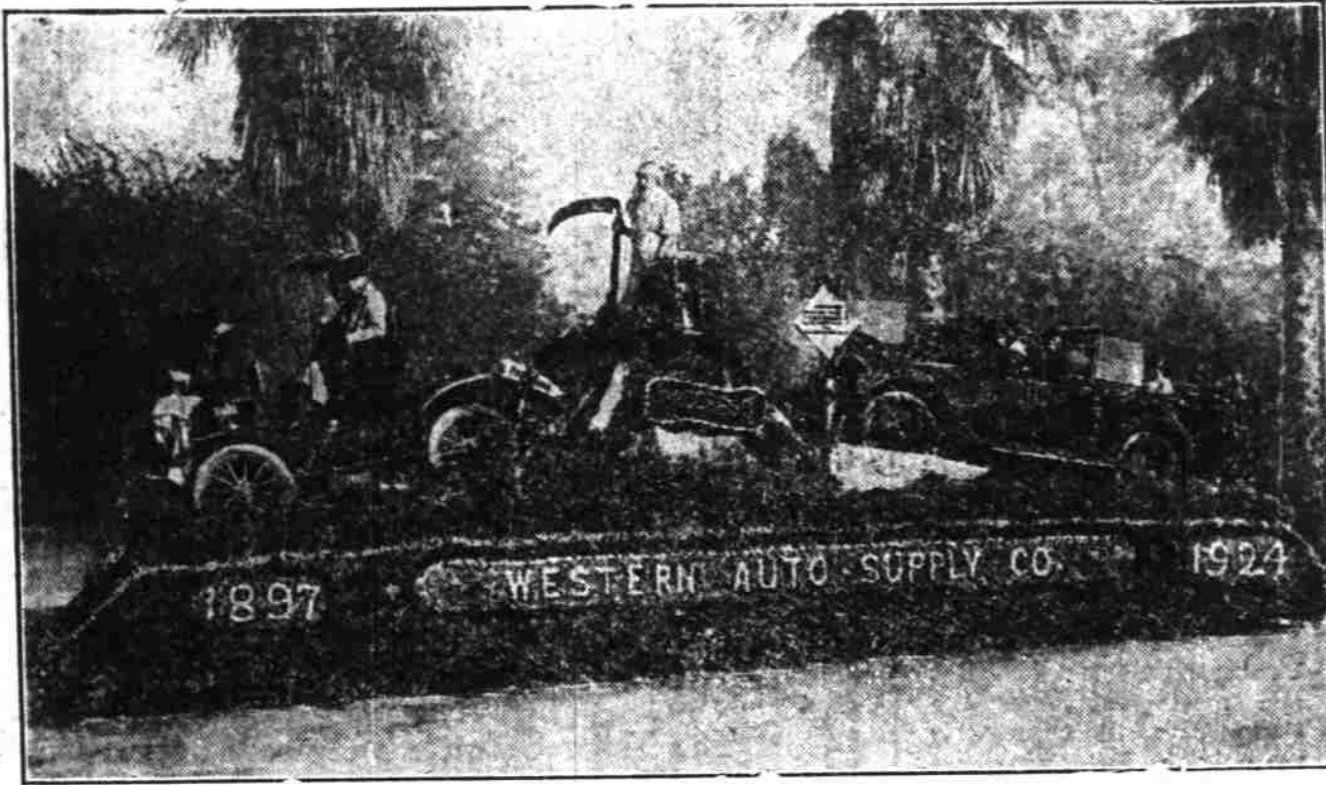
"Build it well and it will sell itself," was their cardinal doctrine.

Dodge Brothers believed that a product could not survive long unless it was conscientiously built—that the public would always prefer fundamental merit to superficial glamor; that a car with a real reputation for goodness would always find a healthy market, regardless of the whims of fashion.

The fact that Dodge Brothers have now built and sold more than 1,000,000 cars, seems to bear out this contention in an emphatic way. The million mark was reached December 13, 1923—just 9 years and 11 days after the first Dodge Brothers Motor Car left the factory.

Officials explain that this remarkable record is due to the fact that there never has been an

### Western Auto Float Wins Prize



The float entered by the Western Auto Supply Company at the Tournament of Roses, which is held every New Year's day in Pasadena, took first prize in the section for commercial floats. The float was designed to represent the progress in things automotive, including roads and highway markers, since 1897. A car of that year was displayed together with a new 1924 Studebaker, while Father Time watched the old Automotive year fade and welcomed the coming of a new motoring era.

"off year" in Dodge Brothers history. Demand has always enjoyed a steady increase. The public, recognizing the merit of the car, sought it so persistently that the factory was forced to establish a world's record in quantity production.

Smith & Watkins, local Stromberg dealers, received word during the week from Stromberg company that a Ford car equipped with a Stromberg carburetor serial No. 1849300 was stolen at El Centro, California, on December 22nd, 1923. Mr. Carl S. Vogt of El Centro offers \$25.00 reward for the car and \$50.00 for the thief.

I. L. Patterson, of Eola, will drive a Buick car with license plates number 1 for 1924.

### EXPECT EARLY BUYING THIS YEAR

The automobile is coming into a greater era of popularity which will bring it more intimately than ever into the commercial and social life of the nation.

This is the opinion expressed by officials of the Ford Motor Co., which, itself, has during the past year enjoyed the greatest business in its history. The opinion is based upon reports received from various sections of the country and upon dealer estimates coming in for 1924.

These all indicate not only a

growing prosperous condition generally but a greater tendency toward the use of the automobile, both as a passenger carrying vehicle and a commercial haulage unit.

Another feature of this review and one which most closely affects the prospective purchaser is that buying will start much earlier in the year than in the past and the so-called "spring rush" will be on right away.

Apparently, many persons contemplating the purchase of cars for the coming year have profited by the experience of others in previous seasons and do not intend to delay placing their orders. Consequently, they have determined to get into the market early and as a result the 1924 car shortage period will be advanced a number of weeks.

### 4 WHEEL BRAKES ASSIST CONTROL

Test Made By General Manager of Oakland Motor Car on Ice

The imminent peril offered by wet, greasy and icy pavements has been the bugaboo of drivers since the automobile came into general use.

The 1924 model of the Oakland Motor company equipped with the four wheel brakes in a recent convincing demonstration on the glassy floor of an indoor ice skating rink in Cleveland proved that the Oakland four wheel brakes keep the car positively under the control of the driver at all times regardless of road conditions.

The general manager of the Cleveland branch of the Oakland Motor company driving an Oakland touring car ran on to the floor of the Elysium ice rink at Euclid avenue and E. 70th street and put the car through a series of non-skid tests staged without chains.

The slippery Elysium ice was selected to test the efficient braking system, as road conditions at any time of the year would not be as dangerous, due to the fact that it is practically impossible to create traction on ice.

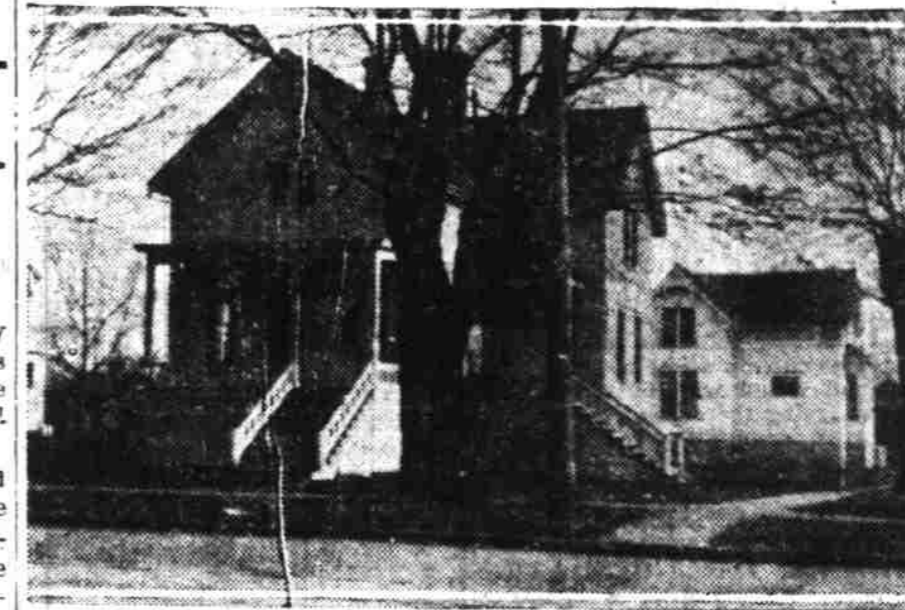
In one remarkable test the car running at a speed from 22 to 25 miles an hour was brought to a stop on the ice within a distance of about 20 feet without skidding. The rear wheels tracked the front wheels from the time the brakes were applied until the car was stopped.

The touring car driven at a speed of 18 to 20 miles an hour with brakes applied, the car made U shape turns without any swerving of the rear end of the car.

A two-wheel brake car was then brought on the ice, and it skidded completely around within its own length when the front wheels were turned in either direction.

Martin Perry, of Hood River, who drives an Essex was the last man in 1923 to secure a license for a car. His number was 167-897.

### NEWTON CHEVROLET COMPANY TO HAVE NEW MODERN HOME



Announcement was made during the week that the local Chevrolet dealers, Newton Chevrolet Company, would have a new home at the corner of High and Chemeketa streets. The building will be erected by Charles S. Wheeler who has given the Automobile dealers a long lease.

The building will cost an estimated \$15,000. It will have dimensions of 82½ feet on High street and 102 feet on Chemeketa. The structure will be one story high and of hollow tile and concrete material. Front and sides will be mainly of plate glass. The building will contain a show room of 30 by 38 feet and shop of 30 by 30 feet.

The building will be constructed by Van Patten & Son. G. L. Newton, head of the Newton Chevrolet Company, says that they expect to be in the new building May the first.

### ANOTHER RECORD BY STUDEBAKER

By beating the Los Angeles limited time from Salt Lake City to Los Angeles by 1 hour and 7 minutes Mr. Abe Jenkins and Ray L. Peck of Salt Lake City hung up a new record for traveling those points either by auto or rail.

The drivers left Salt Lake City at 2:43 a. m. (Pacific time) October 15th, having traveled a total distance of 853 miles in 23 hours 43 minutes elapsed time, and 21 hours 53 minutes running time. The fastest previous records was 25 hours and 41 minutes.

Impeded by storm torn roads, delayed by authorities on suspicion of implication in the police department tragedy of a week ago

he was able, nevertheless, to travel faster between these points than any human being has traveled by rail or automobile.

There was no stop for meals or rest and no time was taken out for replenishment of fuel, no water was added to the radiator during the run; the American Express company sealed the radiator at Salt Lake City and broke the seal at Los Angeles.

The Studebaker special six encountered conditions that would cause the average motorist to hesitate before attempting the trip at all. After leaving the splendid Utah pavements, Mr. Jenkins reported roads cut up by fall harvesting and storms—muddy detours, and dangerous mountain passes. They had no mechanical trouble the 853 miles traveled.

Other records held by Studebaker in California are:

Valley Route Record: Los Angeles to San Francisco, total distance, 411.1 miles; official time, 9 hours, 15 minutes, 50 seconds.

Coast Route Record: Third and Townsend San Francisco to main postoffice, Los Angeles total distance, 453.7 miles. Official time, 10 hours, 12 minutes, and 30 seconds.

Round Trip Record: San Francisco to Los Angeles and return south by coast route, north by valley, total distance, 864.8 miles. Official time, 21 hours and 23 minutes.

The above three records were made by light sixes.

### JOY RIDE COSTS \$1500

A judgment of \$1500 for damages was granted Jane M. Mitchell by the supreme court of Wisconsin for injuries she sustained while riding with her host, Mark H. Raymond, who is said to have carelessly handled his car.

The court held that careless driving holds a motorist liable for any injury received by a guest. This is in conformity with decisions in similar suits in other parts of the country.



W. R. and J. H. McALVIN  
General Auto-Top and Upholstering Work

Formerly with Woods Auto Top Shop

545 N. Church St. Salem, Ore.

## Announcement!

Having purchased the Quackenbush Auto Supply we wish to announce that we will carry a complete line of

**GOOD YEAR**  
"Western Made for Western Trade"

SOLIDS and PNEUMATICS

We will be glad to meet all of Mr. Quackenbush's old customers and solicit new ones with our

**"COMPLETE SERVICE"**

---Special---

Champion SPARK PLUG  
2 for 85c, while they last

**DAY & ZOSEL**

Commercial and Chemeketa

Phone 66

## BUY A USED CAR

This Suggestion Now Has a New Meaning in Salem Since

## The CERTIFIED PUBLIC MOTOR CAR MARKET

Has Opened Its Doors at 255 N. Church Street. One-half block north of Court House

### The Used Car Owner's Protection

The owner of an automobile who wishes to dispose of his old car will have the complete protection of the certified Public Motor Car Market. He will take his car to the manager of the market, who will make an appraisal based on the actual value, less cost of conditioning and less 10 per cent of the selling price which covers the cost of selling.

He will be issued a certificate of appraisal giving net amount due him in cash. The certificate will be regarded as good security by his bank and subject to their rules and regulations, they will loan him 50 per cent of its face value. When the car is sold the owner will receive the balance. Or the owner can take his certificate to any automobile dealer, who will accept it as part payment for a new automobile.

By this method the owner receives full cash value for his automobile without restriction, which constitutes protection of the value of his property and its salability at all times.

### The Used Car Buyer's Protection

When a prospective buyer of a used car enters the Certified Public Motor Car Market, he will observe the various models of the Standard automobiles which are for sale in Salem. The true facts will be told him about any car in which he becomes interested. He is assured that the car is in the proper mechanical condition, as all cars for sale in this market have been conditioned by the dealer of each particular make of car. The car has been thoroughly examined by the mechanical department of the dealer most interested in that make. The necessary work has been done, and the car placed in the market with the dealer's O. K. As he is directly interested in the satisfaction given by the make of car he handles, the buyer is doubly protected.

The buyer has a further advantage in the fact that no dealer or group of dealers are making any profit whatsoever from the used cars in this market.

## PATRONIZE THE NEW MARKET

Whether You Wish to Buy or Sell

Now For Sale, the following used cars:

1923 Dodge, 1923 Studebaker, 1923 Durant, 1920 Buick, 1922 Ford, 1921 Nash, 1922 Oakland.

**BYRON WRIGHT, Mgr.**

Phone 885

255 N. Church