

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

BIG PROGRAM AT PORTLAND AUTO SHOW FEBRUARY 9TH--16TH

VICK BROTHERS GET PUBLICITY

Portland Telegram Writes
Up Local Automobile
Dealers

One of the important announcements in the motor truck industry in the Northwest is the addition of the Moreland motor truck to the already important line of pleasure cars handled by Vick Brothers of Salem.

According to George Vick, head of the big Capital city motor distributing concern, who will represent the well known Pacific Coast manufactured truck in Marion and Polk counties, a special truck department is to be immediately installed with every facility for taking care of the needs of Southern Oregon truck operators.

"With the Moreland factory branch in Portland cooperating with us, we see a wonderful future for the Moreland truck in our section," said Vick. "The problem of parts is solved in the enormous supply carried by the parent company at their Portland branch. With our own supply and the opportunity on hourly deliveries, we can afford service to truck operators never before heard of in this section of the state."

Vick Brothers have long since become established as a factor in the motor business of southern Oregon, and already many of their former patrons are sending in con-

gratulations on their success in securing the Moreland line.

"We will have a truck for every purpose," stated Vick, "as the Moreland line is complete from the speedy road runner to the heavy duty five tonner."

"We have been assured deliveries, and with out Moreland campaign already under way, we expect to make the Pacific Coast truck the last word in motorized transportation in our section of the state."

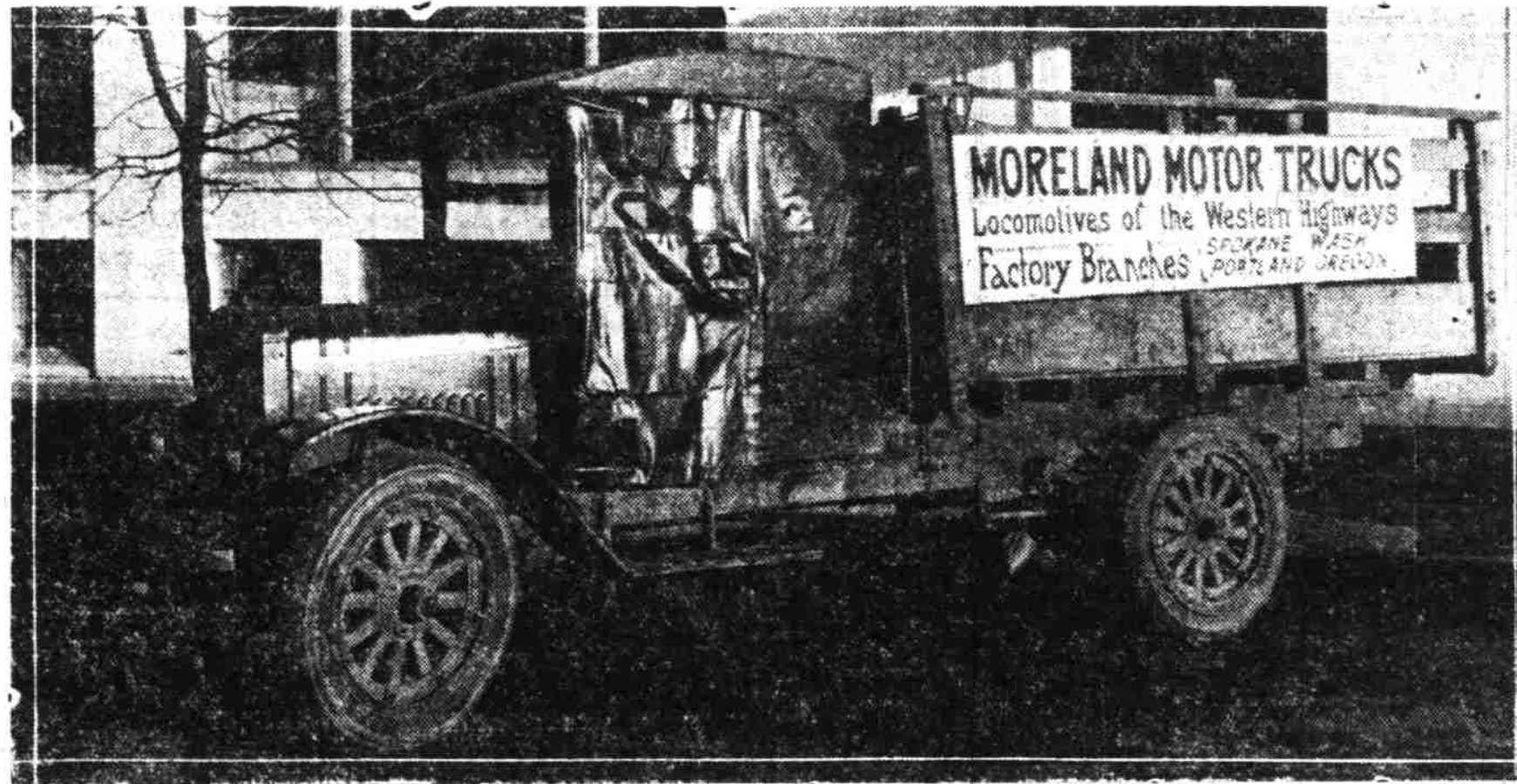
USED CAR DEALER ON BUYING TRIP

J. E. Anderson, of the Used Car Corner, leaves today for the south on a buying trip for the company. Mr. Anderson expects to be away for about a month and stated that he would buy at least a hundred cars if the prices were right. "We buy them right," said Mr. Anderson to a representative of The Oregon Statesman, "or do not buy them. That is why we are able to sell at such prices as we do. We believe that the success of our business has been due to the fact that we know car values and can buy them right."

VIENNA TO BUILD ON LARGE SCALE

(By Mail)
VIENNA, Jan. 9.—The increasing congestion in housing has led Vienna to extend its building plans and instead of 5000 lodgings it will construct 7000 during the year.

Uses Moreland Truck One Year With No Repairs



L. N. Fisher, of Spokane Speaks Well of Truck.

The above picture was taken last week in front of Vick Brothers Garage, local dealers for the Moreland Motor Trucks. The truck belongs to L. N. Fisher, who, with his wife and two children is headed for the Moreland Motor Truck factory at Los Angeles. Mr. Fisher is visiting all Moreland dealers enroute and expects to spend some time in Eugene visiting with his father, Mr. H. M. Fisher.

"I have owned this truck for about a year now and have averaged perhaps 100 miles a day, at times hauling very heavy loads, and have been out nothing for repairs during that time," said Mr. Fisher, to a representative of the Statesman.

Vick Brothers only recently took over the agency for the Moreland Trucks.

NEW STAR MODEL WELL RECEIVED

Star Is Taking Place Among
the Leaders Says
President

The return to Oakland of Norman De Vaux, president of the Star Motor company of California and one of the widest known figures in the automobile business, saw the outcropping of greater enthusiasm than ever among the host of Western Star dealers. De Vaux brought with him news of the sensational manner in which the new Star models have "gone over big" with motorists throughout the country, in a style that would indicate it headed for a position among the first cars in sales all over the United States.

"The new models have been received with tremendous enthusiasm everywhere," De Vaux told a gathering of the dealers at the factory upon his return. "It is undoubtedly the greatest universal reception ever given a motor car. We are confident of great success. Greater popularity, greater production, and greater sales will follow in quick order."

"Star has already taken its place among the leaders of the industry. It remains now only to keep building for bigger business, because of the great value it is possible to build into a car of this type upon a quantity basis. The fact that it is equipped with stand-

ardized units alone makes it desirable in every climate and for every form of motoring of which the world knows."

He was immensely pleased upon learning that a recheck of registration figures in California for the month of December, 1923, showed that while the total sales increase registered one per cent all over the state, Star sales had jumped until the increase for it was 35 per cent. First figures showed the increase much lower, and the general increase of all cars much higher than was later found to be correct.

De Vaux congratulated A. W. Cummings, Star dealer of Redding for his sales record during last year, his organization showing more sales per capita in his territory than any other Star dealer in the entire west could show. Cummings was presented with a handsome silver loving cup by Forrest Arnold, sales manager of the factory organization, as the factory's appreciation of his efforts.

From now on, efforts at the Star plant will be concentrated along lines that will lead to capacity production for several months to come. De Vaux's advice to motorists is that they buy and order their cars as early as possible, because he feels satisfied according to his statement, that a material shortage now looming on the industrial horizon will cause an acute shortage of automobiles during spring.

Both De Vaux and Arnold declare that the Oakland Star factory will be in capacity production throughout the year 1924.

The only nice thing about being a night watchman is he goes to bed while others are getting up.

THE BEST TRUCK FOR THE WEST

MORELAND MOTOR TRUCK

A buyer of a motor truck today looks for the truck that will give the best continuous service at the lowest cost of upkeep. He wants a truck that will give him service day after day—a truck that he can depend will stay out of the repair shops.

The Moreland trucks are built in the west. They are adapted to Western work. When parts are needed they can be sent from Portland on very short notice. The Portland branch of the Moreland Motor Factory carries all parts in stock and prides itself on its prompt service.

There is a Moreland truck for every need. The one ton Fast Road Runner to the large heavy duty five ton truck.

Ask an Owner of a Moreland Truck

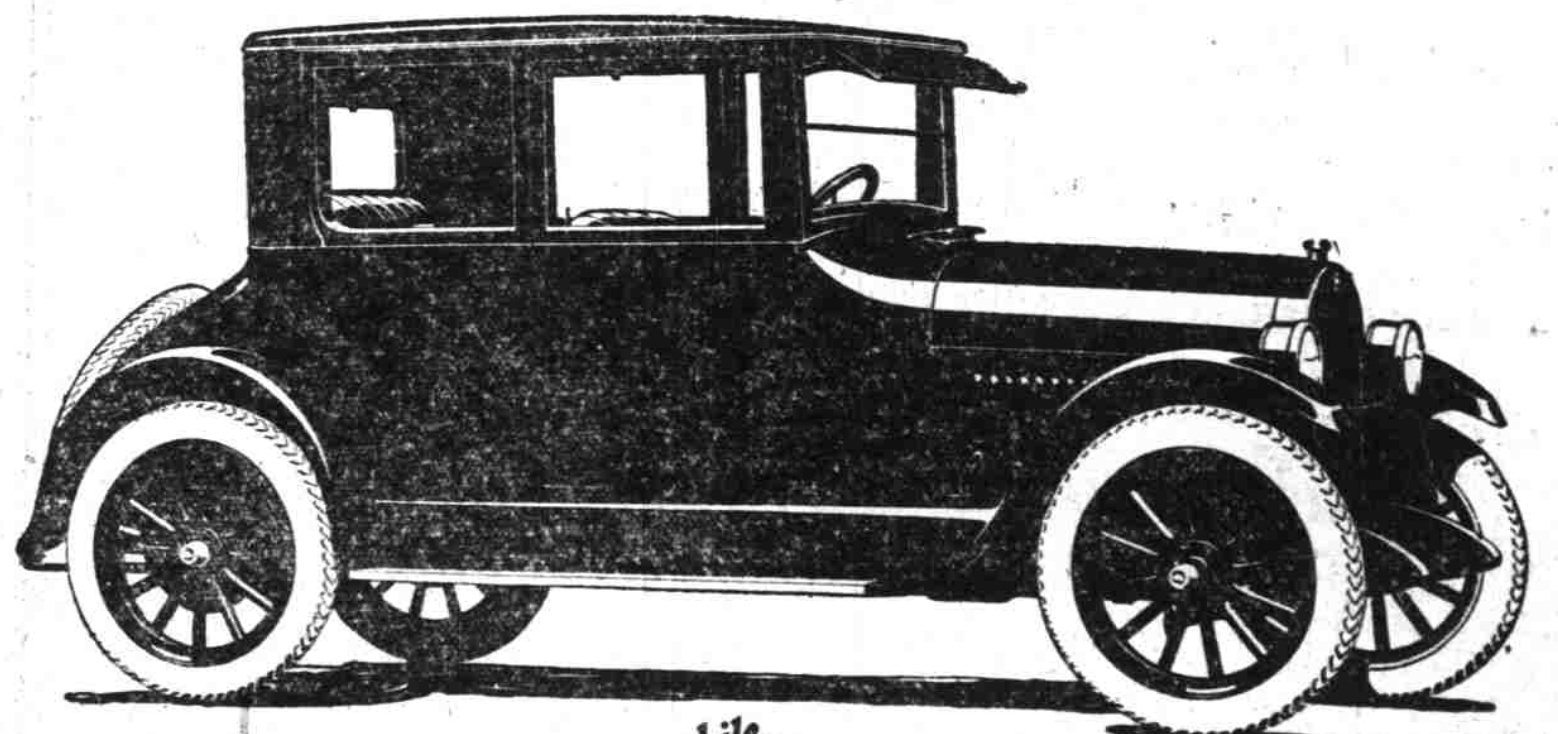
For further information, prices and specifications see us

Vick Brothers

QUALITY CARS
Trade and High Streets

The lowest priced SIX in the world—and a new GENERAL MOTORS product

a SIX
Coupe at
\$1035



Oldsmobile

Wins by Comparison

Here is everything you need in a closed car. The new Oldsmobile Six Coupe gives you a handsome, four passenger body by Fisher, the matchless performance of the latest type six cylinder engine, sterling mechanical features approved by General Motors, and

the beauty and refinement traditional with Oldsmobile. All this at a price which is nothing short of sensational. No equally good motor car has ever sold for less than \$300 more. Prepare for a big surprise when you visit our showroom.

Touring \$750, Roadster \$750, Sport Touring \$885, Cab \$955, Coupe \$1035, Sedan \$1095
The G. M. A. C. extended payment plan makes buying easy. All prices f. o. b. Lansing. Tax additional

F. W. PETTYJOHN CO.
219 North Commercial

OLDSMOBILE SIX