

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

OFF TO ATTEND NATIONAL CYCLE SHOW FEBRUARY 4TH TO 9TH

HARRY W. SCOTT ENROUTE CHICAGO

Will Also Visit Harley Davidson Factory at Milwaukee, Wisconsin

Harry W. Scott, local Harley-Davidson motorcycle and bicycle dealer, accompanied by Mrs. Scott, left last Wednesday for the east on a three weeks' business and pleasure trip. They will attend the National Cycle show at Chicago, February 4 to 9, also the Harley-Davidson dealers' gathering at Chicago the sixth of February.



Then they will visit the Harley-Davidson factory at Milwaukee, Wisconsin, afterwards making a short visit with relatives and returning by the way of California stopping at Los Angeles, San Jose, San Francisco and other points.

Mr. Scott expects to have many things of interest in store for the local cyclist when he returns. Although this is partially a pleasure trip he expects to keep his ears and eyes open for any new ideas that he can find. The National Cycle show is expected to be big-

DURANT MOTORS MAKE RECORD

Anticipate No Let Up During Coming Season

Durant Motors, Inc., of New York reports a total production for 1923 of 176,068 Durant built passenger cars and trucks compared with 59,153 produced from August, 1921, to January 1, 1923.

The output for 1923 included about 4,000 new Flint cars which are just being brought into production at the huge Flint plant in Michigan. In California this new product of W. C. Durant's made a splendid showing during December, being credited with a nice number of sales. From all indications, according to Durant officials, this new six will set up an enviable record during the next few months to come. At the Los Angeles and Oakland automobile shows the Flint was given a warm welcome, being one of a number of new cars to enter the selling field. The plant at Michigan although only in operation a little over a month, is working at full blast, according to W. E. Holler, vice president and general manager of that institution, and no let up can be seen at any time during the coming months.

NEW SALESMEN

The Valley Motor company, local Ford dealer, has added two more salesmen to their sales force. Their new building is now open to the public and all are invited to make inspection of the new plant.

V. C. Rush, who for the past year has been connected with the Valley Motor company as salesman, has recently left their employ.

ger and better than ever before and motorcycle men from everywhere are expected to attend. Mr. Scott is one of a few to attend from the Pacific coast.

DE VAUX HAS AUTO CAREER

Head of Star Motor Co. of California Has Had Varied Experience

The Star Motor Co., of California has made rapid strides since it was organized approximately 18 months ago.

At its head is Norman De Vaux one of the genuine pioneers of the automobile industry—a factor of national reputation in the past 15 years—one of the many men who grew up with the bicycle industry and launched into the automotive world when motor cars first came into occasional use.

De Vaux has been identified with the sale of automobiles on the Pacific Coast since 1905. In those trying days of the "Horseless Carriage," when motoring was still reckoned as a fad which would die out just as the sport of the bicycling did, De Vaux was associated with W. C. Durant as a factory Buick representative.

In 1907 he took the Northern California agency for the Auburn automobile and disposed of this car in what was considered "large quantities" all over the northern end of the state.

Later he was offered and accepted the Reo franchise for the territory from the Tehachapis to the Oregon line. His success with Reos was as great as it had been with Auburn.

In 1908, W. C. Durant was forced out of General Motors Co. control. Almost immediately Durant started the manufacture of what he called the "Little" car, named after his former general manager at the Buick factory. Production of the Little was carried on in the Whiting Motor Car Co., plant at Flint, Mich. When Durant attained valium output he offered the Little franchise in the Pacific Coast territory to De Vaux. This car, the records show, later grew into the Chevrolet.



A quarter century of Oldsmobile development

When the "490" Chevrolet was introduced, De Vaux started the motoring public of California by flashing the news in double page advertisements, a practice unknown at that time. Its popularity was instantaneous.

In 1915, Chevrolet sales had grown large enough to warrant a factory on the Pacific coast. De Vaux, R. C. Durant, then the southern California Chevrolet distributor, and W. C. Durant merged their interests with the resulting establishment of a branch factory in Oakland.

To this trio of men Oakland owes much in now being known as "The Detroit of the Pacific" for it was the action on their part in selecting Oakland as the site for their factory which has since brought to this city many allied manufacturing plants.

De Vaux remained as president of the Chevrolet Motor Co., of California until June, 1922, when he resigned to head the Star Motor Co., of California. R. H. Mulch, who had been his sales manager at the Chevrolet factory, quit at the same time. Forrest Arnold now sales manager of the Star Motor Co., also with the Chevrolet forces at that time, joined the first named pair of officials soon.

With remarkable construction celerity, the Star executive office building and warehouses in Oakland were completed and production of Star cars was under way in October, 1922. In each succeeding month the output was increased, dealers were added with marvelous rapidity, sales territories were extended and an air of permanency pervaded the Pacific coast atmosphere in so far as Star cars were concerned, much sooner than was usually accorded standard makes of motor vehicles following their presentation to the buying public.

The most recent stride forward made by the company was the announcement of new models on November 4th. To state in cold print that they created a furore is to utter the truth, though the expression is commonplace. The 1924 Star cars attracted as widespread interest as did the original showing of the first Star models.

They met with approval in a measure best testified by a sales increase in California alone, during November, of 97 per cent while in December the same state shows 35 per cent increase in sales in the face of rather heavy losses by competitive lines.

Within the last month, three of the largest dealers on the Pacific coast have relinquished old estab-

lished and similarly priced, lines and have taken on representation of the line in their respective territories.

The outlook for 1924 is a bright one for Star cars in all points along the Pacific coast, as it also is throughout the United States.

26 CARS SOLD LAST MONTH

The sale of 26 cars during the first month of the year is a very good indication that the automobile business will be good during the coming year, according to Mr. Vern Anderson of the Used Car Corner. Mr. Anderson is not claiming this to be a banner month by a long ways but he does claim that it is very good for January. J. E. Anderson, the other member of the firm, is now on a buying trip in the south and expects to buy many cars before returning the latter part of the

month. The firm are buying pretty heavy now and expect to have plenty of cars for the spring demand.

TOURING TOP RESISTS SPEED

Mathematician Says Resistance is 157 Pounds at 30 Miles

The resistance that the top of a touring car offers when it is up is a subject of considerable controversy among owners. It is claimed that an owner of a car by lowering the top while traveling at an average of 30 miles an hour lessens the pressure resistance by 157 pounds, or about the weight of the average person. Translate this poundage into ice, and you have sufficient to freeze six gallons of ice cream—enough for a lawn party of 140 people—or to make 5230 two inch cubes for cooling ice water.

LITTLE RED TAG TELLS THE STORY

Firm Starts Sale Yesterday With Every Car Tagged, No Guessing to it

"We need the room, and we're going to have the room regardless of the price we have to take for our used cars," is the way that J. H. Maden, sales manager for the F. W. Pettyjohn Motor Co., accounted for the seemingly impossible low prices that they have on their used cars, during the progress of their "Red Tag Sale."

Since taking over the agency for the Oldsmobile cars a short week ago Mr. Maden has unloaded two carloads of the popular cars and they are practically all sold at the present time. However several carloads are in transit and as storage facilities are limited it was decided to give the public an opportunity to buy late model used cars at practically their own figure.

Mr. Maden has found that the policy followed by his company of charging no brokerage, not requiring the purchaser to insure the car, and of furnishing a 1924 license with each car has been responsible for the sale of many cars.

The Pettyjohn company has been in business in Salem for about two years and in that time have been identified with every progressive movement that has been advanced in this community, and the fact to which the public has appreciated this is shown by the record of sales for last year.

Frank Pettyjohn, president of the company is a resident of Silverton where he has a large automobile business.



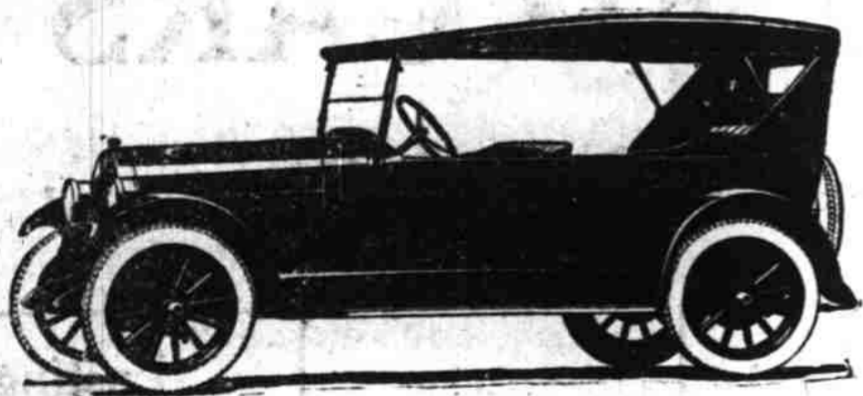
Now Heads Chevrolet Sales

C. E. Dawson has succeeded Colin Campbell, formerly General Sales Manager, Chevrolet Motor company, who recently resigned.

Mr. Dawson was formerly Assistant General Sales Manager of the company, having been actively associated with the Chevrolet organization since July 1912, when he began as a retail salesman in Detroit. Later he served as wholesale representative; wholesale supervisor of 12 states; Manager of the Detroit Chevrolet Retail Store; Zone Sales Manager at Flint Michigan, and Assistant General Sales Manager at Detroit. He is well qualified for the heavy responsibility of directing the sales of the second largest producer in the automobile field.

BUYS TRUCKS

W. H. Lucke of Canby, Or., has purchased two 3-ton Moreland motor trucks through Vick Bros., local dealers. Mr. Lucke will use one of these trucks for hauling produce and the other for hauling lumber.



The New Oldsmobile 42 Horse Power Six

This five-passenger touring car of 110-inch wheel base and weighing 2300 pounds, road weight, embodies the finest engineering principles that have been developed in this country and Europe during the past few years.

Its 42-horsepower, six-cylinder motor has been the keen admiration of men who have steadily followed the evolution of internal combustion engineering. Here is the smooth flowing power of multiple cylinder effort, together with high economy of fuel and lubricant. Not only that—the new Model 30 Oldsmobile Six possesses a still greater and most sought after feature heretofore lacking in light cars. It holds the road as though it were a car of twice its weight. This unusual road ability is attributed in part to scientific spring suspension, but more especially can it be accounted for by a nicety of balance which obtains throughout the entire car.

Windshields on the Roadster and Touring car are the slanting two-piece type, fitted closely with rubber strip. Tops are clear vision type, beautifully tailored, with four string bows to retain the true shape indefinitely. Storm curtains open with doors.

The prices of the New Oldsmobile Six, F. O. B. Lansing, Michigan, are as follows: Lock on transmission reduces insurance 20%.

Touring	\$750.00	2-Passenger Coupe	\$955.00
Roadster	750.00	4-Passenger Coupe	1035.00
Sport Touring	885.00	5-Passenger Sedan	1095.00

Tax extra

F. W. PETTYJOHN CO., Dealers

219 N. Commercial Street, SALEM, OREGON

Marion County

Polk County



AUTO TOPS

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

Formerly with Woods Auto Top Shop

545 N. Church St. Salem, Ore.

Better Not Read This!

But if you do, let the FACTS SOAK IN, for only facts are dealt with.

If you are the owner of a car how much time does a mechanic consume in installing a new rear axle. If you own a STAR not over TWENTY minutes is required to remove either axle, and the same to replace it.

Let This "SOAK IN"

If the CLUTCH in your car needs to be removed to have it relined, or make needed adjustments, how much time does the mechanic consume? Twenty minutes will remove the clutch in a STAR, and replace in the same length of time.

Let This "SOAK IN"

When the transmission in your car has to be removed, for needed repairs, how long does it take a mechanic to remove it? Less than twenty minutes is required on the STAR.

Let This "SOAK IN"

When the gears in the rear end of your car need adjusting how long, how long does it take a mechanic to do the work. Remember in the Star not over twenty-five minutes is required.

Let This "SOAK IN"

You, Mr. Owner, pay the repair bills, so don't crab at the mechanic when he works on your car and the labor bill runs high, for he is not to blame, place the blame where it belongs, on the manufacturer.

Let This "SOAK IN"

The above "FACTS" can not be denied, and the fellow that is paying big labor bills, and crabbing at the firm or mechanic, has no one to criticize but himself, for buying a car that is so made, that to get at the different units, that must receive attention, requires hours and hours of labor to get into the units and out again

Let This "SOAK IN"

There is an old adage which runs like this: "He who dances must pay the fiddler" and there are a lot of car owners, today, that are "Paying the fiddler" for overtime.

Let This "SOAK IN"

Salem Automobile Co.

F. G. Delano

A. I. Eoff