

SECRETARY OF WASHINGTON A. T. A. TO BE IN SALEM SATURDAY

Mr. Wm. A. Simonds, secretary of the Washington Automotive Trade association, will be in Salem next Saturday in the interests of the Certified Public Motor Car market. Mr. Simonds is a big man in the automobile field in the state of Washington. Also he holds a great record as a newspaper man in Seattle.

As secretary of the Automobile association in Washington his interests are closely associated with dealer problems. Because the used car situation is such a big problem much of his work is taken up in helping to find a way to handle used cars so the dealer will not suffer the loss he has in the past; and so the used car buyer can make his purchase with confidence that he is getting the best value for his money.

The Appleby plan under which the Certified Public Motor Car market is operated performs this double service and because of that Mr. Simonds is wholeheartedly working for the growth of the market.

NEW SALESMAN

V. C. Rush, formerly with the Valley Motor company, is now salesman for the Gingrich Motor & Tire company selling Maxwell and Chrysler cars. Mr. Rush has had experience before selling Maxwell cars having been with the American Automobile company at Tacoma, Washington, during 1921 and 1922. Mr. Rush has resided in Salem most of the time for the past ten years.

OAKLAND SOLVES PAINT PROBLEMS

Oakland Claims to Be Pioneer Car to Help Solve Problems of Car Finish

"We have not solved the final problems in any line of the automotive industry," C. F. Kettering, president of the General Motors research laboratories, told the gathering of 500 Oakland dealers at their recent mid-western meeting at Chicago.

In the course of his remarks he told how Duco was developed and how Oakland has been the pioneer car in helping solve the practical problems connected with this satin wax finish and the first to adopt it.

"The painting of automobile bodies took too long," he declared. "We got the paint manufacturers together and they were finally able to cut down the time of drying paint to one day. Finally there was developed a material that dried and flew away in small particles even before it could be sprayed on the automobile.

"Then our problem was to get the paint not to dry so quickly—swinging from one extreme to another. The problem of drying less quickly was finally solved."

The satin wax finish so developed is now used on all Oakland cars.

C. J. Nephier, general sales manager of Oakland, announced at the same meeting that the Oakland dealer organization has increased the last year from 40 to 45 per cent over 1922.

How I Handle a Prospect With a Used Car

By J. W. (Dan) Boone.
(Published by request of a local auto dealer.)

When a fellow drives up with a last year's car, and quietly asks for the Used Car Man, My heart commences to flutter and thump. Because I've a feeling I'm due for a bump.

I examine the car—as do most all good buyers—Look at the paint and kick all the tires. Look wise and long, and raise up the hood. And then shake my head that the thing's not much good.

My prospect is telling me, all of the while, Of condition near perfect, and many a mile That still is left in this wonderful car. That is better today than ever, by far.

I point to a fender that hit a fence post,

I show him the tires (of these he can't boast) There's a hole in the top where it once hit a tree. White axle and steering look twisted to me.

But he's neither undaunted, nor is he dismayed. He tells me how much for this auto he paid. With tears in his eyes he pleads and he moans, "They don't build no more like this one," he groans.

I look at him now and with softening gaze. I see his sad plight through the mist and the haze. Each moment to him is sadder by far. For the poor fellow was SO attached to his car.

But the troublesome world keeps pushing right on, It's battle all day whether lost or half won. For the man who is taking a used-car in trade Is quite apt to give to his prospect a shade.

At last I state clearly just how I will deal. There's a gasp of astonishment, look of appeal; "Why man, you are joking; you don't mean to say For my auto that's all you are willing to pay."

"In the very next block a firm offered me Almost twice as much more and one tire free, They'd throw in a bumper, a spotlight and lock And I think, by insisting, they'd give me a clock."

"The trouble is you haven't honestly weighed The worth of my car you are taking in trade; Why, look in the Blue Book which tells you the story. And place my good car in the same category."

We continue to argue and gesture and scold. I talk of my new car, he praises his old. And by warping my judgment and better sense too. He sells me his old car, and then buys my new.

The old car is painted, retired, rebounded, I found on inspection the cylinders scored. We insured it and stored it and paid all the bills. (This deal and some others quite gave me the chills).

We paid a commission for finally selling. It was high time, for our losses were swelling. But we'd sold a new car—had conquered our goal. Our factory was happy, but we're in the hole.

Now this is the story of many a trade, Of many transactions much better not made. We sign off and swear off "it's wrong, does not pay." And do it all over again the next day. —Courtesy Automobile Topics.

DIRIGIBLE SERVICE WILL CARRY MINERS INTO ARCTIC CIRCLE

(By Mail)
ANCHORAGE, Alaska, Jan. 8. —Prospectors, miners and trappers will be taken into the Arctic Circle by dirigible next summer, if a company, whose representatives now are in Interior Alaska, carries our announced plans.

Those organizing the project say they believe the dirigible will prove a solution for the placer operator, who finds the long slow routes of waterways and dog trails a serious problem in time and financing. The "farthest north" trappers are confronted with the same difficulty.

The first airship will ply, according to the announcement, between Fairbanks, the Chandelar and Koyukuk. It is planned eventually to extend the service to other districts.

If dirigible transportation is thus installed, the traveler may reach the Arctic Circle within eight days after sailing from Seattle. He would travel by boat six days, landing in Anchorage, then by train 24 hours to Fairbanks, whence he would be whisked through the air for the last and hardest lap of the journey.

With the passing of many of the famous old placer camps south of the Yukon, the prospector has pressed over northward into the shadow of the polar wilderness. However, the promising fields within the Arctic Circle often require hydraulic operations, and even where a "pay discovery" has been made, it is a matter of weeks, sometimes months, to get a force of miners and the equipment over the snow and ice trails into the remote sections.

The company's representatives declare they can carry two tons of men and equipment into the Arctic Circle in a few hours, at a cost of about one-fourth that entailed by dog-sled transportation.

The dirigible also may be used to take summer tourists for visits to "the Arctic silences."

The announcement of the contemplated dirigible service has stirred in Alaskan towns a clamor for mail to be delivered by air to such points as Nome, the Upper Kuskokwim and the Kobuk country. At present this mail is carried by dogs and requires from two weeks to a month after it leaves the Alaskan railroad. The parcel post business has grown to the government a heavy sum to supply points that are cut off from modern transportation. Steamers reach Nome in summer, but the Bering Sea town is ice-locked and dependent on communication by overland trail most of the year.

DODGE BROTHERS TYPE-B SEDAN

Probably no closed car has ever been received with equal enthusiasm the nation over.

This is unquestionably due to the fact that in spite of its acknowledged beauty, and exceptional riding comfort, the Type-B Sedan is as sturdy as an open car—and costs but little more.

The price is \$1250 f. o. b. Detroit—\$1475 Delivered.

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The Good MAXWELL Club Sedan

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This is the car that gives you two-door friendliness with four-door facility, detachable upholstery, and a dozen other valuable features. And when you have made your test, look at the price—\$1045.

GINGRICH MOTOR & TIRE CO.

Club Sedan \$1045
f. o. b. Detroit

OAKLAND THIRD AMONG SIXES

Oakland's high rank on the California registration list in sales and gains have caused much comment in the automobile trade of the Golden State.

In December for third successive month Oakland won third place among the new six cylinder cars registered in California with a gain of 214 per cent over the corresponding month of 1922, after having gained 260 per cent in November and 245 per cent in October.

Priest War Victim, Forgot Latin, Says Mass in French

(By Mail)
PARIS, Jan. 21.—A French military chaplain, at present with the troops in the Ruhr, is the only Roman Catholic priest in the world permitted to say mass in a language other than Latin. During the war he was operated upon successfully for a sharpnel wound in the head. When he recovered and attempted to read his breviary he found that he had forgotten all the Latin he had learned in college and seminary.

After several attempts to say mass, the priest went to Rome in order to obtain from the Supreme Pontiff, authorization to say his mass in French. He bore numerous medical certificates but Cardinal Gasparri insisted that the priest be examined by doctors attached to the Vatican.

Their report was to the effect that the priest had "completely lost his Latin."

Plus I granted the request and the priest, thanking Cardinal Gasparri, said that no other event in his life had caused him such happiness.

PLUMP ANKLES LENGTHEN SKIRTS

(By Mail)
LONDON, Jan. 24.—Because women's ankles have increased in size through the wearing of very tight shoes, dresses are to be longer in length. This is what the Paris experts have told proprietors of the principal West-end stores, and it is in the intention of fashion-creators to design dresses in such a way as to give only a slight glimpse of ankles.

Latest Patents of Interest to Motorists

Recently Granted by U. S. Patent Office

Compiled by CLARENCE A. O'BRIEN, Registered Patent Attorney, Washington, D. C.

1,476,144. COMBINATION CAMP TABLE AND UTENSIL CARRIER. Everett L. Calvert, Denver, Colo.

1,476,393. AUTOMOBILE ATTACHMENT. Charles F. Cowdrey, Fitchburg, Mass.

1,476,053. BUMPER FOR AUTOMOBILES. Pearl P. Crabb and James Turner, Springfield, Ohio.

1,476,296. COMBINATION BED, TABLE, AND ARTICLE CARRIER FOR AUTOMOBILES. Frank E. Bowden, Fresno, Calif.

1,476,347. STEERING WHEEL FOR AUTOMOBILES. Truman J. Martin, Bethlehem, Pa.

1,476,074. CLOSURE FOR AUTOMOBILE RADIATORS AND THE LIKE. Hans Peter Hanson, Chicago, Ill.

1,476,608. CHAIN-TIGHTENER TOOL. William C. Searles, Newport, Nebr., assignor of one-half to Frank L. Hattan, Newport, Nebr.

1,476,598. AUXILIARY ACCELERATOR. Frank T. Fridrich, North Bend, Nebr.

1,476,638. TOWING DEVICE. Joseph W. Osborn, Lake City, Iowa.

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