

VALLEY MOTOR COMPANY DOUBLES SALE OF FORD CARS IN YEAR JUST PAST

Local Company Employs Many Men in Reconditioning Fords in this Vicinity—New Buildings Just Constructed—New Machinery Added Makes this One of Leading Agencies of Pacific Coast—Second Largest in Oregon—Fifty Employees Draw Down Salaries Aggregating \$75,000.00 Yearly—45,000 Square Feet of Floor Space Now Occupied by Company; Total of 900 Cars, Trucks and Tractors Sold in 1923—Complete Stock of Accessories Carried at All Times by this Progressive Concern—"Service" Is Watchword and Practice

The Valley Motor company was incorporated on January 1, 1922. The organization has been in existence since 1917, formerly owned by Vick Bros. The business has expanded from year to year until now it has been forced to build a large addition to their plant costing approximately \$15,000.

\$75,000 in Wages Is Paid Yearly Motor Establishment Here Becomes One of Important Concerns of Valley
Almost \$75,000 a year is distributed in wages by the Valley Motor company of Salem. That's a lot of money for a single auto business, anywhere. It really represents the second largest Ford distributing agency in Oregon; also, one of the oldest, for it was founded back in the days when Ford was mostly a name and not an institution.

have been with the firm for years, and know by sight and sound most of the Fords in Marion county, as a doctor knows his patients or a postmaster knows the faces of those who get mail from him year after year. It's an intimate, friendly relation that they have with all these mechanical members of the great Ford family.

The company treatment of its employees is close to the model on which such service can be idealized. Men almost never "quit" the Valley Motor company employ; they might be taken ill, or their wives want to go to California or to Broadway, New York; but the man on the job finds conditions good enough to want to stay. The company has its department rivalries, in which the parts department and the sales force and the mechanical division fight it out for the best service.

Regular meetings are held every Tuesday evening at the local YMCA where games are played between the different departments and where the men get together and talk over their problems of administration. Some excellent suggestions come up out of these man-to-man meetings; suggestions that better the service to the patrons, and that make every man a better salesman or mechanic.

company could build a dozen complete new cars, and still have oceans of used parts left, from its parts stock. It is believed that there is no other company in Oregon, representing any car or machine of any kind, that has so large a stock for replacements.

A large number of people are placing their order for cars through the Ford Weekly Purchase Plan, making an initial payment of as little as \$5.00 and making weekly payments to suit their convenience. This puts them on the preferred order list and insures delivery of their car at a time to be determined by them. This money draws 6 per cent interest and is credited to the purchaser's account when the car is delivered to them.

near the top in the whole list of Ford dealers in the state. Their business for the year 1923 was one of the biggest years in the history of the Valley Motor company, making an increase of 300 per cent over 1922, with a total sales for the year of over 900 units. There are now over 5,500 Fords and more than 400 Fordsons in this territory they serve, and outside of this they are serving a larger number of tourists than ever before.



Plant of Valley Motor Co., Ford Dealers

ing this period which placed the Valley Motor company as second largest Ford distributor in the state of Oregon.

There are at the present time 50 employes on the payroll, which includes a shop force of 31 skilled Ford mechanics. This entails an outlay of approximately \$75,000 a year.

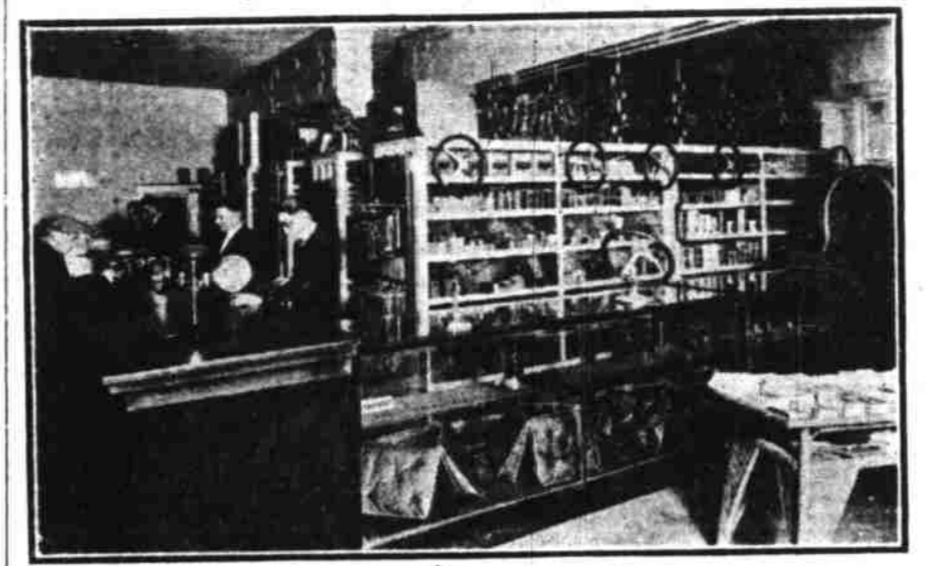
The Valley Motor company plant occupies approximately 45,000 square feet of floor space, with an up-to-date equipment of special Ford machinery, which enables them to do any and all work pertaining to Ford cars, at a minimum cost.

Due credit to the expansion of the business is due to the entire organization and the present managers, Mr. W. L. Phillips and Mr. F. A. Elker are the active executives of the firm.

ple directly and solely dependent upon its wages.

There are more than 5500 Ford cars, and more than 400 Fordson tractors within the Marion-Polk county territory covered by the Valley Motor company agency. That's a big and interesting family. The Valley Motor serves most of them and many others from the outside.

The Valley Motor company specializes on Fords. To do this the company has installed one of the most complete Ford repair shops in the west. There are 31 skilled employes in the machine shop alone. The company has specialized Ford machines for every kind of repair operation; so that it is able to give practically a factory service. Several of the mechanics and superintendents have had Ford factory training; others



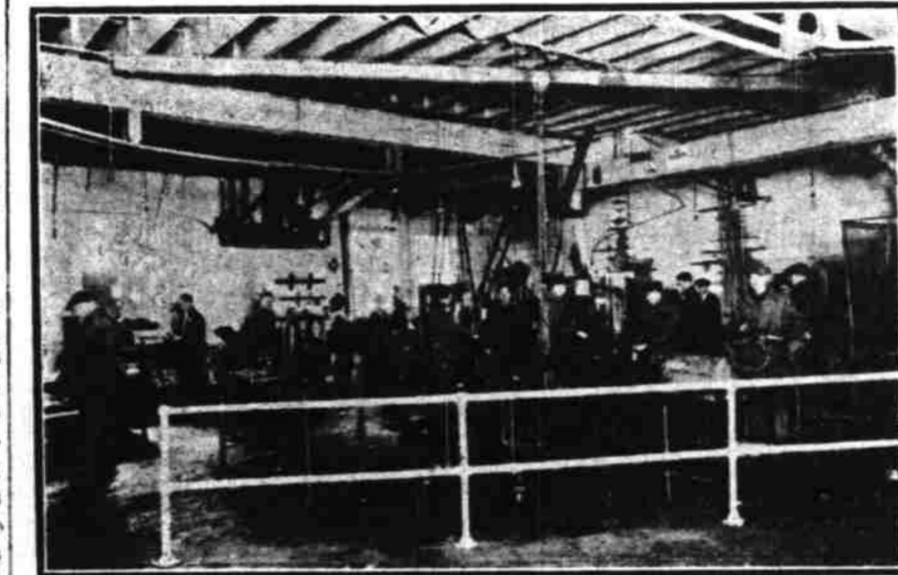
Parts and Accessories Department

The Valley Motor company stands near the top in the whole list of Ford agencies in Oregon. A Ford agency in Portland, an old, wonderfully well managed company, usually ranks first; but the Valley Motor people are a close second to their very best. They lead by a wide margin, over most of the other Ford agencies of the state.

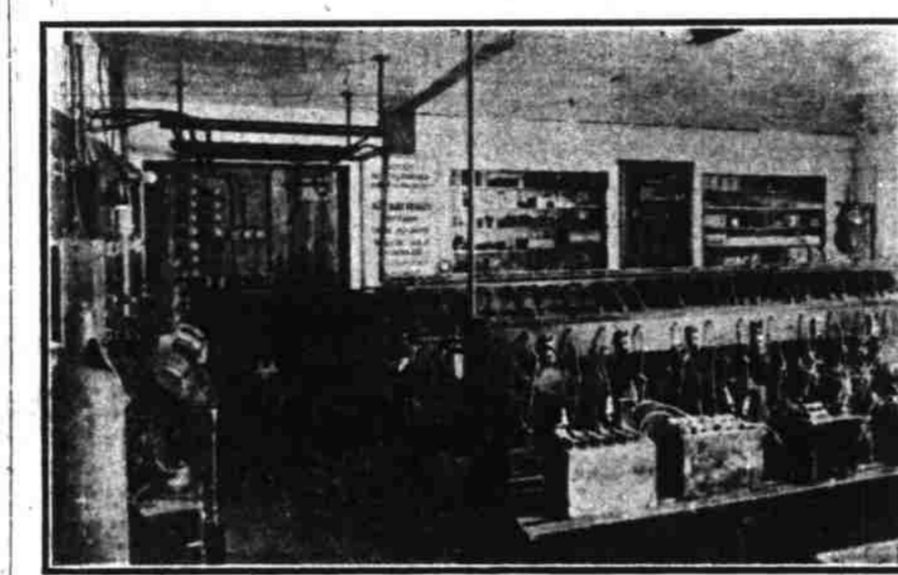
"Service" is a terribly abused word; it is almost like the French patriot said of liberty, as she was going to the guillotine: "Oh, liberty, what crimes are committed in thy name!" But the Valley Motor people really give "service." There is a man whose only duty it is to see that every one gets exactly what he wants.

Today, with higher hood and radiator bringing improved appearance, the Ford car represents at its present low price an even greater value than ever before. And the sturdy dependability, the simplicity, economy of operation of the Ford, are opening the new hours of pleasure as well as convenience and satisfaction to millions of people.

An immense stock of parts is constantly carried, so that the



Section of Repair Department



Section of Battery Department



Used Car Department

Roadster, starter 427.20
Roadster, starter, dem. 448.00
Touring, regular 390.80
Touring, starter 458.40
Touring, starter, dem. 479.60
Sedan, Tudor 697.60
Sedan, Fordor 796.40
Coupes 630.00
Chassis, regular 323.20
Chassis, starter 390.80
Chassis, starter, dem. 411.60
Trucks, regular 461.28
Trucks, starter 527.84
Tractors 509.60
Ford all steel cab, body and chassis, complete.. 584.16

and its economy of operation, the Fordson tractor, though primarily built for the farm, has proven practical for hundreds of uses in the city. It supplies traction power for hauling and belt power for operating machinery—it is an all-around power plant. Merchants use the Fordson for hauling lumber, coal, brick and other material, and for switching loaded freight cars; manufacturers use it for transporting trailers loaded with stock or refuse; cities, villages and counties build roads and parks, haul garbage wagons, clean streets and remove snow from sidewalks with the Fordson; contractors have put it into service for excavating, hauling equipment and construction material, and for operating stationary machinery. The Fordson has been used as an industrial locomotive; with runners replacing front wheels, it

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Valley Motor Company Offers Unique Facilities to All Ford Car Owners

1

Day and Night Service

Every day in the year Sufficient trained Ford mechanics in our shop to do your work and do it right

2

We carry one of the largest Ford Parts Stock in the state, also a large stock of tested

Auto Accessories Oils and Tires

3

We handle all our tradesmen without a middleman, giving you the highest possible valuation on your old car.

We have just opened our New Service Building which is operated in conjunction with our Repair Department, giving us one of the largest and best equipped Ford Service Stations in the state

ENTRANCE ON CHEMEKETA STREET

Reasons 6 Reasons

WHY



THE UNIVERSAL CAR

OWNERS ARE SATISFIED

with

VALLEY MOTOR COMPANY SERVICE

4

We make no charge for inspection and adjustments on your car, for you buy this service when you buy your car.

6

We occupy our own \$100,000 home—Your guarantee of the permanence of our company.

Our annual payroll of over \$75,000.00 is an asset to the community

5

Our shop is equipped with special Ford machinery, which enables us to do any or all of your repair work at a minimum cost.

VALLEY MOTOR CO.

FORD LINCOLN FORDSON

260 N. High Street, Salem, Oregon

HOME OF RELIABLE SERVICE AND SATISFIED CUSTOMERS