

MOTOR CAR IS LESS THAN 1913

Dollar Will Buy More Automobile Now Than It Would Ten Years Ago

"The motor car is one of the very few commodities that can be purchased today for less than in 1913, before the war.

"This fact has never been brought home to the public, yet it explains in great measure the sale of more than 4,000,000 vehicles in 1923, which is 50 per cent ahead of any preceding year," points out C. J. Nephler, general sales manager of the Oakland Motor Car Company.

"The striking fact of the low price of automobiles today has been brought out through figures supplied by the National Automobile Chamber of Commerce, which show that automobiles, tires and gasoline actually cost less today than before the war.

"Today you can purchase 111 cents worth of automobile, 101 cents worth of gasoline and 123 cents worth of tires with your 1913 dollar, despite the fact that you can get only 61 cents worth of general necessities.

"Today you can purchase 140 cents worth of Oakland with the 1913 dollar, as the models we put out then were 40 per cent higher in price than the greatly improved new Oakland.

"The pre-war dollar is worth today only 51.6 cents in clothing, 66.5 cents in food, 61.2 cents in rent, 45 cents in frame and 46.3 cents in brick buildings.

"Furthermore, the current models of motor vehicles and the present type of tires are far better than 10 years ago, even at the lower prices prevailing today.

"The motor car industry has met the problem of higher labor, materials and tax expenditure by the economics of large scale pro-

duction, reducing prices in confidence that the public would respond to the exceptional value. That the public has actually done so is a matter of automotive history."

REFINEMENTS MARK WILLYS-KNIGHT SEDAN

Finishing Touches Put on Five and Seven-Passenger Types

"Never satisfied" is the working slogan of Willys-Overland engineers and designers, who, after considerable experimenting have added new distinctions to the Willys-Knight five and seven-passenger sedans.

These two conspicuously illustrious models of closed car workmanship have been undergoing further treatment in the factory "beauty parlors" at Toledo and have emerged bearing traces of the master designer's handiwork that sets them apart from anything yet produced in their particular class.

Most noticeable of the outstanding innovations in the new Willys-Knight sedans are the lighter lines sweeping back from the radiator. These lines have been perceptibly increased in length, giving the car a lower, racier appearance. Certain well defined interior body changes have added room to both the front and rear compartments, giving more comfort to both driver and passengers.

The windshield, with a lower division that swings open for ventilation, a sunshade and a windshield wiper, are other examples of the complete study for every little convenience that has been made by the designers. All of the various instruments, the speedometer, oil gauge and switches, are grouped closely together on the dashboard for greater symmetry, and all of these seemingly small items serve one ultimate purpose—to give, nearly as possible, perfect pleasurable motoring.

Plus these little fastidious finishes, the front door windows lower to a point beneath the lower sills, which allows freedom of elbow movements and an opportunity to rest one's arm in comfort.

The steering wheel is raised to

give the driver greater ease in entering and getting out of the car and facilitating the handling of the machine.

Inside of the car are further indications of the designers' thoughtfulness and final aim. The seats and backs are well pitched to provide more agreeable and untrifling traveling.

Baker Fextex velour is used exclusively in the interior decorating scheme of the Willys-Knight sedans, making them distinguished for super-refinements that appeal to discriminating motorists.

The close-fitting doors are wider and so also are the windows, which are provided with silk curtains, and each door has a wide, roomy pocket for carrying packages, books and "what-nots," while a silk rope robe cord is in keeping with the elaborate fittings.

Heavy drumhead lamps, black with nickel trimming, and parking lights, are part of these perfectly equipped sedan models, the bodies for which are built by the C. R. Wilson Body Co. of Detroit, Mich.

A firm that has specialized in motor coach building since the days of the old curve dash roadster, and before that time built family carriages noted for their easy riding qualities.

About 10,000,000 pounds of copper and brass are used every year at the Willys-Overland factory.

NEW STYLE OVERLAND SEDAN IS SOLD

Vick Brothers had no more than unloaded the first of the new series Overland Model 91 Sedans when George W. Hug, city superintendent of Salem schools came in and bought it. Mr. Hug was not hard to sell after seeing the improved features, the extra large seats and the powerful new motor.

The new series Sedan has several new features that appeal at once to the motorist. Chief among them is the added space in the front seat as well as the rear seat. It is now amply roomy for 5 large persons to ride in comfort.

The new motor, which is larger, is a wonder for power. All hills are now high gear hills. All glasses on each side of the new sedan now open and all door glasses drop out of sight, the doors having been shaped differently to allow this. The back of the front seat is higher which adds to the driving comfort.

SCHEDULES FOR 1924

Numerous automobile producers in Detroit, Mich., have announced schedules for 1924 on a larger scale than in 1923. This report shows production to be at the rate of 5,000,000 cars a year, or an increase of 25 per cent over the output for 1923.

STAR PRESIDENT RETURNS TO OAKLAND

New Models Being Received Everywhere with Enthusiasm Is Claim

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 standardized 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 1 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 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 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 DeVaux and Arnold declare that the Oakland Star factory will be in capacity production throughout the year 1924.

NO "BLIND SPOT"

There is no "blind spot" in Willys-Knight closed cars. All pillars of the windshield or door are two and a half inches wide. The driver can see around both sides of pillars of this width.

"Two million miles of tests already conducted prove that by no means must the car owner sacrifice motoring economy in order to obtain the many advantages of Balloon Gum-Dipped Cords."

If they keep on discovering political issues, Atlanta and Leavenworth will be crowded.

BALLOON CORDS ARE ECONOMICAL SAYS EXPERT

Distributor Calls Them Good Investment; Mileage-Fuel Consumption Shown

"So far, Balloon Cords have appealed to most car owners, through their desire for greater comfort and safety in driving," says Mr. Alfred Vick of Vick Bros. local Firestone distributor.

"While the most striking characteristics of these tires are safety and comfort, I believe that the day is not far off when the economy of these tires will be recognized as one of their chief advantages. From my own experience I think they are a real business investment that pays for itself in the course of a very few months.

"Their pronounced cushioning qualities, which result in such supreme comfort, naturally protect the car from wear and tear. Up-keep and replacement expense are lessened. Car depreciation is reduced.

"Although the carcass of the Balloon Gum-Dipped Cord is necessarily thinner and more supple than the standard tire in use today, carefully kept records show that these tires return just as long mileages. Punctures and blowouts are no more frequent. And many causes of tire failures are entirely removed.

"To make the flexible Balloon Gum-Dipped Cord durable and long-wearing, Firestone employs the well known Gum-Dipped process, which has proved so successful in giant truck pneumatics and

in regular Firestone passenger car tires. By means of gumdipping, the cords in body of the tire are impregnated and insulated with rubber and thus protected from internal wear. This gum joins the component parts of the tire into a strong, inseparable union. Gum-Dipping has actually made the Balloon Cord practical for everyday use.

"Two million miles of tests already conducted prove that by no means must the car owner sacrifice motoring economy in order to obtain the many advantages of Balloon Gum-Dipped Cords."

CENTRAL CALIFORNIA TO START COTTON PLANTING

MERCED, Cal., March 7 (By Mail).—Central California has joined the extreme southern part of the state in bidding for cotton production. Cotton is becoming a major crop in the San Joaquin Valley, which stretches for more

than 250 miles east and south of San Francisco.

During 1924, it was announced here during the recent visit of W. B. Camp of the United States department of agriculture, more than 50,000 acres will be planted to cotton in this section. Land in the San Joaquin Valley, he said, produces an average of a bale of cotton for each acre planted. In 1923 10,000 acres were planted in Kern county, producing 12,000 bales.

The boll weevil, which is reducing cotton production in many sections of the country, does not thrive in the irrigated sections of the San Joaquin Valley, according to local experts, and the quality of the cotton is declared to be above the average.


A little wisdom may give you a new idea, but it is wiser to keep it to yourself until the people get it 40 years later.



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