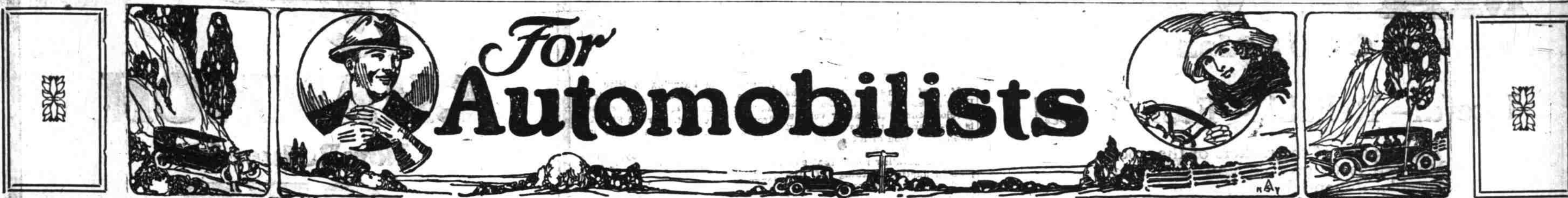


SEVENTY-THIRD YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 23, 1924

SECTION THREE



FEBRUARY WAS GOOD FOR OLDS

Sales Exceed Those of January—Sales Increasing on New Six

In the month of February the Olds Motor Works broke all previous sales records for a single month.

The figures show an increase of 340% over February 1923 and 220% over February 1919, next highest February.

During the five month period starting with October 1st, the time when the new Oldsmobile Six was introduced, the number of cars sold was greater than the total for the entire year 1923.

In fact since the introduction of the new six each month's sales have exceeded the previous month's figure by a wide margin.

LONDON, March 5.—Art dealers are said to be puzzled just now at a sudden invasion of Germans, anxious to buy expensive art books and pictures in London.

SUGGEST UNIFORM TRAFFIC RULES

A. A. A. Promote Uniform Regulations—Want Help of Motorist

Motor tourists will have a new duty to perform as they travel to and fro across the land from now on if they are willing to aid a plan evolved by the American Automobile Association to promote uniformity of traffic regulations and provide better motoring laws generally.

It appears that a main difficulty in the way of effective uniformity of traffic regulations and motor vehicle laws is the unfamiliarity of one section of the country with conditions prevailing in another, and it is the opinion of A. A. A. officials that uniformity would be several steps nearer a reality if automobilists would familiarize themselves with the conditions under which other folk operate their cars.

According to President Thos. P. Henry of the A. A. A., heads of traffic bureaus in many prominent cities are now studying conditions in other cities with a view to determining whether or not they themselves are on the right track.

"With respect to uniformity," says Mr. Henry, "the country is faced with a problem of first eliminating the sort of situation which makes the people of one city ignorant of the motor regulations in force in another.

Distances From Salem

List Provided by Oregon State Highway Commission—Clip it Out for Future Reference

Table listing distances from Salem to various locations, including Albany, Astoria, Bend, Corvallis, etc.

WILLYS ANNOUNCES PRICE REDUCTIONS

Demand Permits Production Increase of Overland and Willys-Knight Sedan

No better indication of the increased demand for Willys-Knight and Overland closed cars during the current winter can be given than the announcement from Willys-Overland headquarters that prices on two of its most popular enclosed types have been slashed as a result of a factory output in excess of all original anticipations.

According to the announcement the price affects the Overland Champion model, which has been reduced \$40, while the Willys-Knight standard sedan has been reduced \$100.

Accompanying the announcement is a brief statement from John N. Willys, president of Willys-Overland, setting forth the reasons for this remarkable action:

"January and February production has exceeded all expectations. During the first month of the new year we manufactured 22,048 cars, more than double the output of a year ago. In February we maintained an average shipping record of more than a thousand cars daily, closing the month with total shipments of 22,136.

STATE HIGHWAY MAP NOW READY

New 1924 Issue of State Department Distributed by Roy A. Klein

Copies of the 1924 state highway department map of Oregon are now available and were distributed to each member of the Realty club after this week's luncheon by Roy A. Klein, state highway engineer.

Two general tables are given, one a general table giving distances between the more important cities of the state, via the shortest route and the other table the distances of cities from the intersection of Broadway and Washington, in Portland. In addition there is a good map of Portland, showing the different routes and entrances to the city and which streets to follow in order to hit the highways.

Another section of the map denotes the places where non-residents are required to register upon entering the state and the more important of the state traffic regulations.

The interest on \$70 will amount to \$14,000,000 if you can afford to wait 300 years for it.

virtually blocked by reason of the fact that the motorist from Oregon thinks his regulations are the best that can be provided for him. Likewise the man in New York. Neither may suspect that somewhere in between their respective states there may be methods of regulation superior to those in the west or the east.

"But how are the bulk of the Nation's motorists to know what is going on in other sections of the land unless the tourists themselves who have intimate touch with the subject make their observations known?"

"Traffic officials are making some important discoveries in their tours of investigation, but the motor tourist could do even more for the Nation's motoring."

"The motorist is the party who knows whether the laws are working properly, and when he tours he has a unique opportunity to get an entirely new viewpoint on the whole subject. When he returns from a trip on which he has discovered important improvements in traffic regulation, he should report the facts to his local automobile club immediately. The information would then be tabulated and forwarded to A. A. A. headquarters in Washington."

"I am of the opinion that useless or even dangerous laws and regulations exist in many parts of the country without the local public being fully aware of it, and that same ideas which should be standardized have not been brought to the fore."

"With the opening of the travel season it is hoped that automobile tourists will assist the A. A. A. in the work of 'clearing' these facts by studying traffic conditions as they find them and by speaking up."

What will they do in Washington when they run out of officials to be investigated?

Now Sir Oliver Lodge is worried about the world, indicating he is getting along in years.

ASSISTANT MANAGER

Howard Ackerman has been employed as Assistant manager of the Certified Public Motor Car Market. Because of Mr. Ackerman's years of experience in the automobile field as a salesman, factory representative, and dealer, he has a very accurate knowledge of sales conditions as they exist today.

The Certified Market now is in a position to make quick and accurate appraisals on all cars brought in for attention. Formerly, if the manager was away on other business customers were often caused a delay which was more or less annoying.

The Market is doing a thriving business which is evidenced by the fact that the new building has been filled and the stock moved out twice over, in the two and one-half months of operation. People are buying good cars at a fair price. The banks realize the value of this kind of merchandising and

are giving the same rates of interest on a buyers note when made for a Certified car, which they give

on a new machine. This is the cheapest rate of interest to be had in Salem for used cars.

on a new machine. This is the cheapest rate of interest to be had in Salem for used cars.

on a new machine. This is the cheapest rate of interest to be had in Salem for used cars.



You too will like this wonderful—

SIX at \$795 F.O.B. Factory

Roadster . . . \$ 785
Sport Touring . . . 915
Cab . . . 985
Coupe . . . 1075
Sedan . . . 1135

The G. M. A. C. extended payment plan makes buying easy. All prices f. o. b. Lansing. Tax and spare tire extra.

Genuine Oldsmobile parts can be purchased from any Oldsmobile dealer in any part of the United States, at a standard price established by the factory, without the addition of any wear tax, handling, or transportation charges. Every Oldsmobile dealer has a money-back guarantee on parts, which is always open for owners' inspection.

Oldsmobile SIX is a great success. It's good looking and roomy, weighs 2300 pounds, and the supple springs are extra long. It has a 110-inch wheelbase; powerful and smooth six-cylinder engine (40 H. P.); body finished in black enamel, a lustrous finish baked on to last the life of the car; oversize cord tires all around, and the finest chassis units, such as Delco ignition, Harrison radiator, and Borg & Beck clutch.

All this is made possible through the cooperation of Oldsmobile and General Motors. You, as the purchaser, reap the benefit.

F. W. Pettyjohn Co.

219 N. Commercial St.

OLDSMOBILE SIX

PRODUCT OF GENERAL MOTORS

NINETY DAYS SERVICE

ON OUR Nearly New FORDS



Here's the Secret



How We Get the Nearly New Ones

We pay cash for our cars and take only the cream of the market. Oft times people need money and need it badly and are willing to sacrifice a great deal for ready cash, that's where we buy our Fords. Our buyer takes only the late model ones that have been driven only a short distance and are practically as good as new. While we do not take unjust advantage of people who must sell we do buy at a price that will enable us to go over every car and put it in shape so that we can guarantee it for ninety days (the same guarantee as is given with a new Ford) and then sell it with a small margin of profit to our customers at a price \$100 to \$150 lower than a new Ford. Many of our cars have cord tires and other extra equipment which the buyer gets advantage of.

USED CAR CORNER

Ferry and Commercial

1924 LICENSE ON OUR NEARLY NEW FORDS

EASY TERMS OPEN SUNDAYS