

## McCLAREN



Large Shipment  
of High Grade

Chamois

90c to \$1.50

Large Shipment  
Just Received  
Sponges from

35c to \$1.50

SEE THESE SPONGES

CORD  
HAS NO EQUAL

"JIM" **SMITH & WATKINS** "BILL"  
Use Our Flivver Phone 44

## STAR HAS MADE RAPID PROGRESS

New Models Are Meeting  
With Favor—Out-  
look Bright.

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 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 volume he offered the Little franchise in the Pacific Coast territory to De Vaux. This car, the records show, later grew into the Chevrolet.

When the "490" Chevrolet was introduced, De Vaux startled the motoring public of California by flashing the news in double page advertisement, 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 interest 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 afterward.

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% while in December the same state shows a 35% 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 established, 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.

### Government to Abolish Ancient British Sinecure

(By Mail)  
LONDON, March 5.—The ancient and honorable—and useless—office of master of the horse to His Majesty will be the first to succumb to the new Labor government. The Marquis of Bath, the holder, has resigned and it has been unofficially announced the office will be abolished.

In the past the holder of the title has ranked as the third great officer of the Kings court and the appointment has always been regarded as a high honor. The master had to be a peer, a privy councillor and a member of the government, which entitled him to a salary of \$12,500 a year.

The office is of great antiquity predating the invention of the carriage. The master of the horse then claimed the privilege of holding the horse for his sovereign to mount. Nominally he had control of the equestrian, pages, grooms and stable servants. Since the king and queen took to motors his labors have lost even their nominality.

## You Can't Saw Wood With a Hammer

It is impossible to do this, but there are a lot of people trying it every day.

We owe a lot of commissions to so-called salesmen, that are doing this very thing every day, and if they will call at our office we will pay them for their services.

It goes without saying, that when a line is knocked, some one's toes are being walked on, and it hurts.

The Star Car is the worst-knocked car on the American market today, which plainly shows that some one is getting hurt, for the fact remains that the Star is the most popular car in the low-priced field, and is fast approaching the top notchers, in sales, and only a few months remain till it will occupy a position at or near the top where it belongs, and it has only been on the market about seventeen months.

We make this unqualified proposition to any fair-minded man that knows the essential units that go into an automobile. Go into any other car selling around the price of the Star, or even three hundred dollars more, and if we can not prove, clearly and conclusively, that the Star contains the best and highest class of standard units compared with any other car, we will make that party a present of the Star car.

The only man that does not like a Star car is the man that does not own one



## Salem Automobile Co.

F. G. DELANO

A. I. EOFF

### Oil Men, Gathered in Chicago to Open Campaign

CHICAGO, March 22.—The week of March 24-29 has been announced as "Petroleum Week" by the American Oil Men's Association, during which time it will hold its convention here and begin a campaign for the purpose of "informing the public of the facts regarding the oil industry." Filling stations and garage associations, as well as automobile clubs are cooperating.

A parade of rolling oil equipment of various companies operating in and near Chicago, led by three hands, will be one feature. At the annual banquet, U. S. Senator Medill McCormick of Illinois will be the principal speaker. E. W. Marland and E. C. Jordan, president of the Jordan Motor Car company, will be two of the speakers at the general sessions.

Cutlery of Late Czar Now  
Used in London Restaurant

(By Mail)  
LONDON, March 5.—Cutlery which was once the property of the late Czar and which adorned the tables of the royal palace, is now in public use in an obscure restaurant in one of the slum districts of London.

There are 600 knives at the establishment each bearing the royal arms engraved upon the blade. Some of them have the device filled in with gold, but these the proprietor is not using in the restaurant.

The history of the knives since they left the Russian Court is not known, but when they came into the hands of the previous owner of the restaurant they all had massive handles of solid gold. These were replaced, however, by more conventional and less tempting ones, and although the cutlery is used daily by customers it is seldom that these historical relics are recognized.

### Cutlery of Late Czar Now Used in London Restaurant

(By Mail)  
LONDON, March 5.—Cutlery which was once the property of the late Czar and which adorned the tables of the royal palace, is now in public use in an obscure restaurant in one of the slum districts of London.

There are 600 knives at the establishment each bearing the royal arms engraved upon the blade. Some of them have the device filled in with gold, but these the proprietor is not using in the restaurant.

The history of the knives since they left the Russian Court is not known, but when they came into the hands of the previous owner of the restaurant they all had massive handles of solid gold. These were replaced, however, by more conventional and less tempting ones, and although the cutlery is used daily by customers it is seldom that these historical relics are recognized.

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 afterward.

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

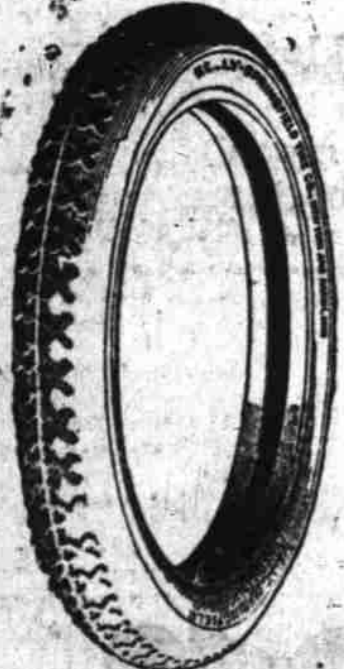


DAYTON  
and  
COLUMBIA  
BICYCLES  
  
COULSON  
LINE OF  
JUVENILES

Wagons—Scooters—Velocipedes

**LLOYD E. RAMSDEN**  
387 Court Street Phone 1687

## Keep Smiling with KELLYS



Because the Kelly Kantslip Cord combines the features of the safest non-skid tread with the greatest possible wear it is the ideal tire.

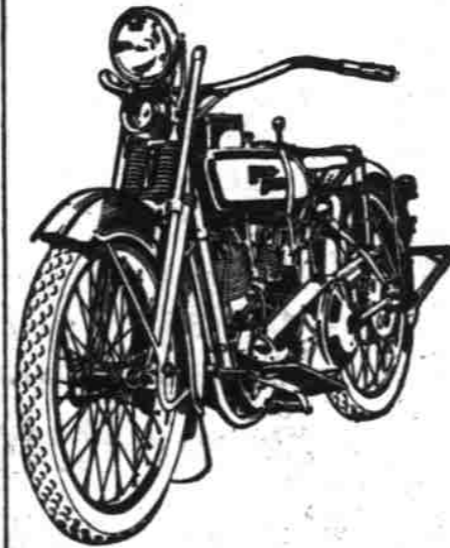


We have a Kelly Tire for your car or Truck.

It Costs no More to Buy a Kelly

**MARION AUTOMOBILE CO.**  
SALEM'S LARGEST GARAGE

235 S. Commercial Open Day and Night Phone 362



Here is some real

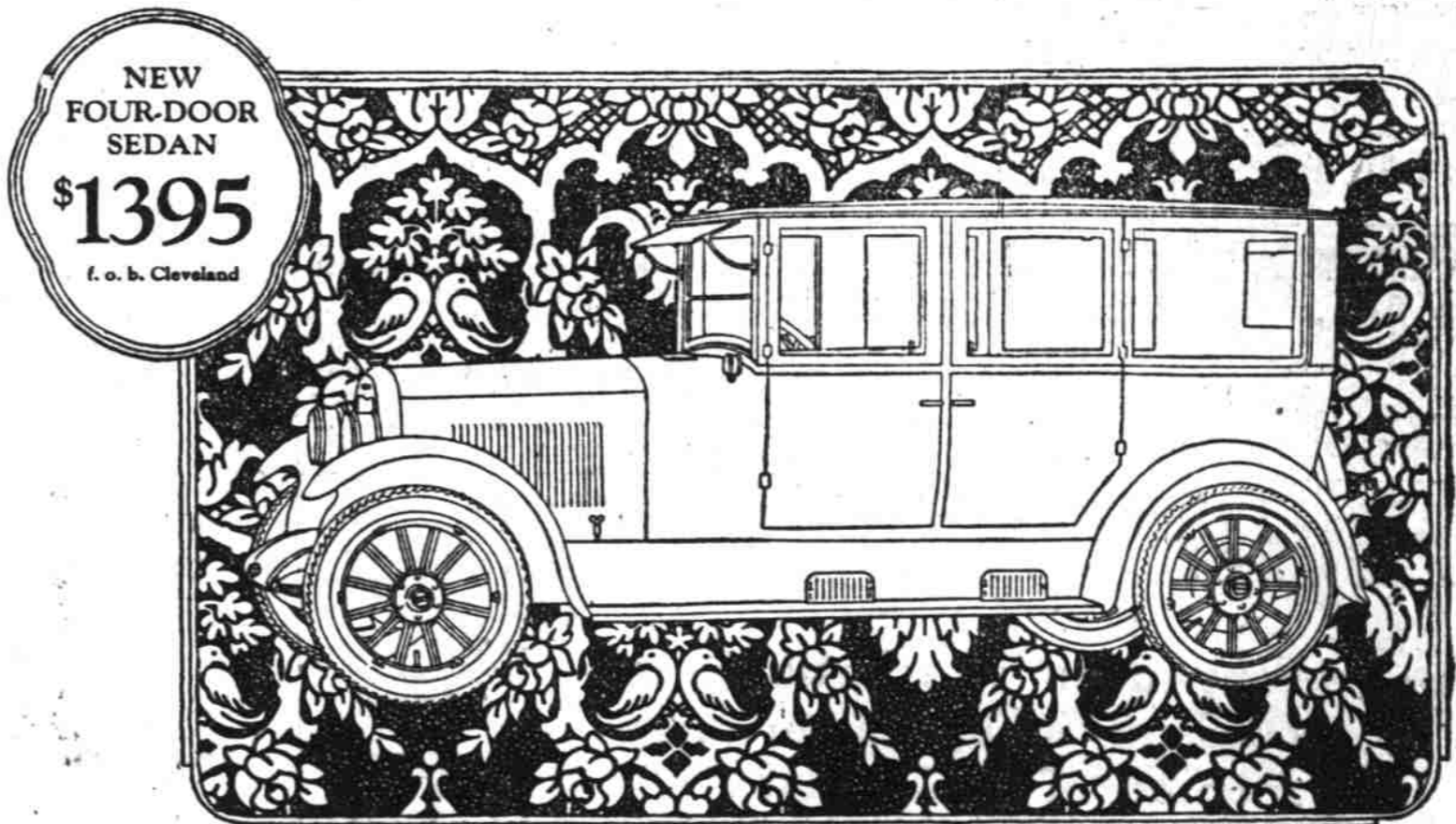
**SPEED  
and  
POWER**

This fine late model 74 Harley-Davidson completely overhauled, repainted, new tires, speedometer, saddle, etc.—

Special This Week \$245  
**\$85.00 Cash**

Balance on easy payments.  
Come over and see it.

**HARRY W. SCOTT**  
"The Cycle Man"  
147 South Commercial Street  
Write for Free catalog



## Luxuriously Smooth and Silent at Every Speed!

WHEN they set out to design this new 4-door model, Cleveland engineers knew that noise, vibration, and drumming were distinctly noticeable in most moderately priced closed cars.

They also knew that in such a car, scientific engineering could produce the luxuriously smooth and quiet operation that is characteristic of the heaviest and most expensive sedans.

In collaboration with Fisher, they produced a body that is a marvel of structural rigidity.

The framework is clear second-growth ash, carefully seasoned and solidly reinforced. The body proper is built up of heavy, securely anchored sheet steel

panels. The soft ceiling has no acoustic properties.

Thus were drumming and rattling and squeaking eliminated.

Vibration was conquered at its source—in the power plant; conquered so completely and absolutely that even the driver is never conscious of it.

Nowhere between the traffic crawl and the full throttle gait is there a speed which is not luxuriously smooth and free from labor—particularly so on the hills.

Arrange for a demonstration. We promise you a ride which for sheer unblemished luxury, literally cannot be duplicated except in the heaviest and most expensive closed cars.

Genuine balloon tires (31x5 1/2) optional, \$70 extra. Cleveland chassis design permits their use without affecting road, frame, or fender clearance.

**F. W. PETTYJOHN**  
219 North Commercial Street

**CLEVELAND SIX**  
CLEVELAND AUTOMOBILE COMPANY CLEVELAND