

AUTO SUPPLY TO HOLD OPEN HOUSE

Local Manager of Western Auto Supply Co. Arranges Interesting Program

April 30th is to be a "Red Letter Day" for motorists all over the Pacific coast.

In all cities where Western Auto Supply company stores are located the managers will hold open houses from 7:00 to 9:00 in the evening and that time will be given over to entertainment of guests.

In this city W. F. Watson, who manages the Western Auto Store, located at Court and High streets, has arranged a program of speaking, music and other entertainment that will prove very interesting.

The special saving sale, which will last all through May, will start the morning following the celebration and it is reported that motorists will greatly benefit by the prices that have been placed on Western Auto's quality accessories for that month.

Mr. George Pepperdine, president of the Western Auto Supply company, in making public the plans for this month of savings opportunity for motorists, stated that he realized that if it were not for the confidence and continued patronage of the motoring public the enormous and rapid growth of Western Auto Supply company to 100 stores in the west would not have been possible, and that he had long since decided that upon

the opening of the 100th store he would give every motorist in the Western Auto territory an opportunity to share in the profits of the Western Auto Supply company through purchasing needed automobile accessories and supplies greatly reduced prices.

Inasmuch as it has always been the Western Auto policy to sell quality merchandise at prices lower than are usually found elsewhere, the further reduction that this sale will cause should bring forth some extraordinary values.

It is a hard for some people to realize how it is possible for Western Auto stores to sell standard accessories for lower prices than can be secured elsewhere. The secret is in buying. Purchasing supplies for 100 stores makes it possible to buy much cheaper than if a buyer had but one store to stock. An organization like the Western Auto Supply company, buying the enormous quantities they buy, can often afford to buy the entire output of a factory for exclusive sale in their stores.

The merchandise policy of all the Western Auto stores, from the huge main store in Los Angeles to the newest store that was recently opened, is one fair dealing, low prices and quality merchandise. Rigid adherence to this policy has undoubtedly been one of the greatest factors in Western Auto's growth.

It is very evident, from the preparations that are being made, that visitors to the local Western Auto store on the evening of April 30th will thoroughly enjoy themselves, and the ensuing sale promises to be a real event.

LEPER POPULATION GAINS

MANILA, April 26.—The annual report of the chief of the Cullion leper colony shows an increase of 213 inmates in the colony during the year 1923. On December 31, 1923, there was a total of 5445 lepers confined in the colony, distributed as follows: Men, 2687; women, 1449; boys, 802, and girls, 506.

Salem's Appleby Plan Used Car Market and Staff



The Salem Certified Public Motor Car Market building was erected especially for the Appleby Plan operators. The building is 45x165 feet and sufficient for one-half of the used car business in Salem.

Establishment of new Appleby used car markets almost daily in eastern and mid-western cities has given the local dealers much encouragement with their markets here, according to Dan Burns, president of the Salem Dealers' Association.

Within a short time similar markets will be operating in practically every section of the country, he believes, although the entire campaign covering the United States is expected to last at least three years.

Associated with James E. Appleby, originator of the market, are Mr. P. E. Chamberlain, author of the Fiat Rates system for repair work; and Mr. Paul F. Brophy, formerly secretary of the Colorado Trade Association. The headquarters for the national work are located in Detroit.

"One big benefit we will receive locally from their work," said Mr. Burns, "is the increase in support obtained from the car manufacturers." Four large factories have

500 GARDNERS FOR GERMANY

50 of This Number Now Sold — Gardner Exports Many Cars

The Gardner Motor Co., Inc., of St. Louis, reports the receipt of a cablegram from one of its representatives in Germany stating he has a market for 500 Gardners; cars to be shipped as quickly as possible. According to this representative, the demand for the Gardner in Germany is daily becoming more and more insistent, and what has long been a sales problem is rapidly developing into a production and shipping problem.

Right on the heels of this order came another from Kock-Trelleborg, Gardner distributors of Stockholm, Sweden, calling for immediate shipment of 5 Gardner cars to that country. T. D. Jacobsen, factory representative in Norway and Sweden, attributes the success of the Gardner in these countries to the exceptional economy and long life of the car.

With nine travelers covering the export trade, and with connec-

already endorsed the plan; and two of them are urging their dealers to join in whenever possible. "Another will be the national advertising campaign which will call attention to all of the Appleby markets, featuring the orange and black color.

"One of the first big organizations in the East to approve the plan was the Michigan Automotive Trade Association. The second was the Iowa State organization. Appleby himself has been engaged since going East in establishing markets in Indiana.

"By this nationalizing methods of handling used cars, the whole industry will benefit. Our local dealers by being among the first to adopt the plan, showed their foresightedness. Washington and Oregon are comprised in the same zone, while California has a zone of its own.

"At the same time the public will benefit, inasmuch as the evils and dangers attendant upon the purchase of used cars in the past will be eliminated.

tions established in England, Australia, South America, South Africa, Norway, Sweden, Java, Japan and Germany, Gardner's export sales are rapidly increasing. In South America alone, Gardner shipments comprise 10% of all American cars imported.

WEEKLY LUMBER REVIEW

One hundred and twenty-seven mills reporting to West Coast Lumbermen's Association for the week ending April 19th, manufactured 95,913,914 feet of lumber; sold 92,951,562 feet; and shipped 100,854,711 feet.

Production for reporting mills was 11% above normal. New business was 4% below production. Shipments were 8% above new business.

Thirty-nine per cent of all new business taken during the week was for future water delivery. This amounted to 35,898,266 feet, of which 27,063,273 feet was for domestic cargo delivery; and 8,744,993 feet export. New business by rail amounted to 1726 cars.

Forty-one per cent of the week's lumber shipments moved by water. This amounted to 41,181,415 feet, of which 26,114,136 feet moved coastwise and intercoastal; and 15,067,279 feet overseas. Rail shipments totaled 1810 cars.

Local auto and team deliveries totaled 5,373,296 feet. Unfilled domestic cargo orders totaled 136,162,064 feet. Unfilled export orders, 109,054,847 feet. Unfilled rail trade orders, 4818 cars.

In the 16 weeks of the year, production reported to West Coast Lumbermen's Association has been 1,592,758,335 feet; new business 1,533,685,840 feet; and shipments 1,618,777,920 feet.

There are still over 500,000 men working for the government. This will furnish a field to permit the investigation industry to run on indefinitely.

LOWER INSURANCE ON NEW OAKLANDS

Four Different Reductions on 1924 Oakland in Insurance Rates

What the company that manufactures a motor car thinks of that car is one thing.

What the public thinks of the car is another thing.

But what the insurance companies think of the car—a cold, analytical calculation based on facts and figures—is a matter of business.

Oakland's construction has received no finer recommendation than that given by the insurance companies in reducing the insurance rates on the 1924 models. No fewer than four different reductions have been granted.

Regardless of price, there is no car with a lower fire rate, due to the fact that the Oakland is so well constructed from the point of view of fire protection.

Again, the Oakland is equipped with an approved transmission lock for which the insurance companies allow a 20% reduction from the theft rate. This equipment in the large cities saves the purchaser a \$15 to \$25 penalty charge which is added to the premium when an open car is not equipped with some improved lock.

The General Exchange corporation, the insurance division of the General Motors corporation, allows



SHOWING THE EASE WITH WHICH OAKLAND LIGHTS ARE SWITCHED ON OR OFF

two other reductions. On account of the four-wheel brakes this corporation allows a 10% reduction in collision rates.

That this same corporation considers the four-wheel brakes a safety factor of major importance is not only indicated by the foregoing reduction in collision rates but also by a 5% reduction in property damage insurance.

These low insurance rates are not based on sentiment—no more than life insurance rates are—but solely upon the fire-proof, theft-

proof and property-damage-proof features and construction of the Oakland car.

CONCRETE STREET PAVEMENT PLACED UNDER CONTRACT TO JANUARY FIRST, 1924

Mileage Equivalent 18" Wide Pavement

Table with 2 columns: State, Mileage Equivalent. Includes entries for Alabama, Arizona, Arkansas, California, Colorado.

Table with 2 columns: State, Mileage Equivalent. Includes entries for Connecticut, Delaware, D. Columbia, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, N. Hampshire, N. Jersey, N. Mexico, N. York, N. Carolina, N. Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, R. Island, S. Carolina, S. Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, W. Virginia, Wisconsin, Wyoming.

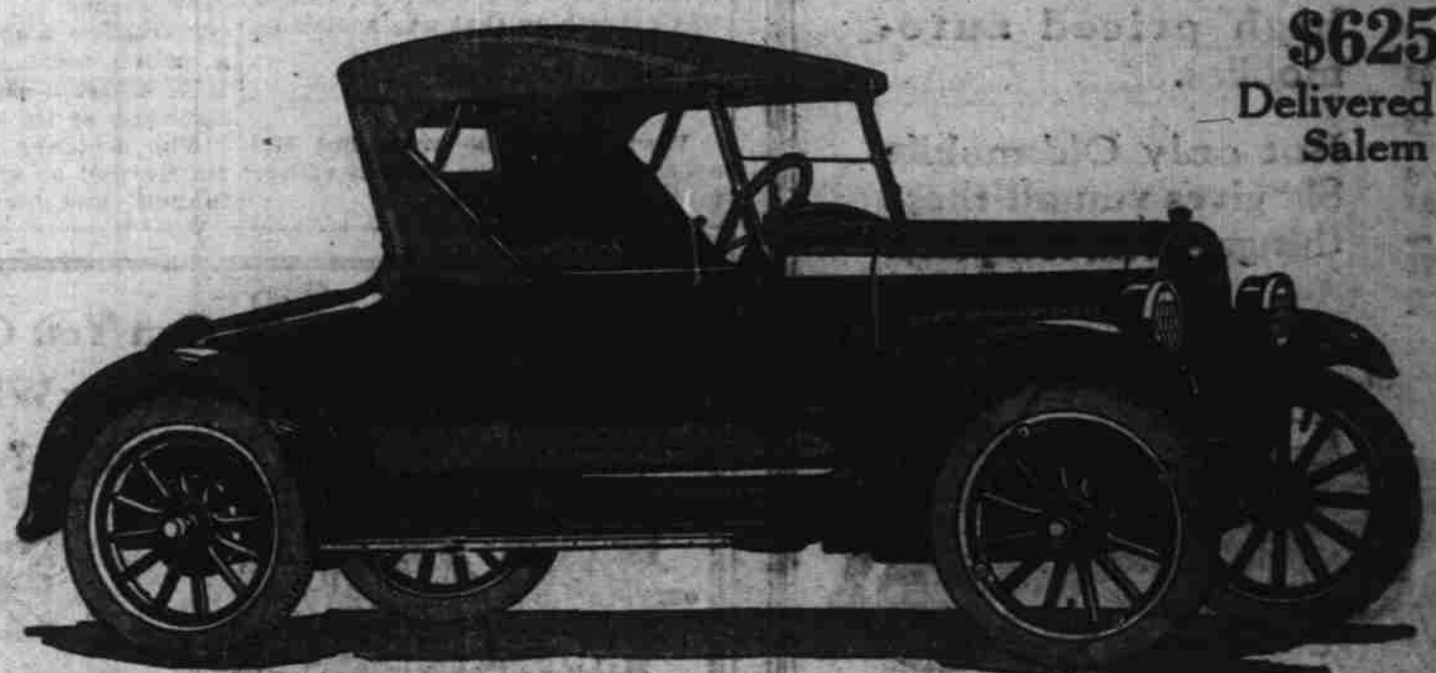
FOR ECONOMICAL TRANSPORTATION



THE 1924 SUPERIOR ROADSTER

Here is the most economically operated car made with style, finish and equipment that completely outclasses all competition in the low-priced field. With single seat for two, ample rear compartment, low price and lowest maintenance it is the ideal car for daily use by business people, salesmen, students, farmers, and all who want the most economical transportation for one or two people.

Nothing Compares with



\$625 Delivered in Salem

Terms if Desired

NEWTON CHEVROLET CO.

227-231 North High Street

Telephone 1000

Trail 'em to Salem

Western Auto now have 100 Stores in the West. See Tuesday's Paper for Celebration and Sale Announcement. Western Auto Supply Co. Court and High Streets Phone 796