



### Huge Accessory House Result of One Man's Enterprise

Western Auto Held 100-Store Celebration Sale.

The celebration, commencing April 30th, of the opening of the 100th Western Auto Supply company store stimulates curiosity as to the methods followed in order that an accessory business might grow from a comparatively humble start until in eight years it is the foremost business of its kind on Pacific Coast, if not in the entire United States, and did a gross business in 1923 of over \$8,000,000.

The Western Supply company opened its first store in Los Angeles in 1916. George Pepperdine, the founder of the company and its present head, had just arrived in Los Angeles for his health after selling out the controlling interest in a prosperous chain of accessory stores in the middle west. He realized that the west, with its network of splendid highways and its wealth of unsurpassed scenery, would eventually prove a mecca for automobile tourists from all parts of the North American continent and shrewdly surmised that a chain of accessory stores, properly managed with a liberal sales policy, would prove an almost immediate success.

Time has proved him to be right in his belief. The first Los Angeles store had not been long in operation until it was deemed wise to open a second store in San Francisco. A third opened at a later date in Phoenix, Arizona, and since then the expansion of the Western Auto Supply company and the consequent rise of the Pepperdines in the business world has read like a volume of Horatio Alger.

Mr. Pepperdine is an expert judge of merchandise values and is also possessed, very fortunately, of the knack of knowing just what accessories will sell rapidly and which will not. The keynote of Western Auto Supply company's success has been to stock rapidly moving merchandise, bought in enormous quantities in order to get the best prices, and sold at a price that barely allows for store expenses and a small unit profit.

Mr. Pepperdine is active in the management of the Western Auto Supply company and dictates all its policies. It is his insistence that no merchandise be carried in the stores that the store cannot absolutely recommend and his iron-clad policy of giving the best to be had in automobile accessories at the lowest possible price that has promoted the growth of the organization to an enviable strength among the merchandising institutions in the west. Western Auto has never started into a new year without a definite program for expansion. In the past year there was completed in Los Angeles a magnificent four-story and basement home that houses the main store and general offices of the concern. In addition to this upwards of twenty-five new stores were opened.

It is ample proof, then, of the favor in which Western Auto is held by the motoring public, when it is known that in the face of this expansive program of building and growth the company paid to its common stockholders annual dividends of 14 per cent after first paying 8 per cent on a large issue of preferred stock. During the month of May this company is due to make new friends. Starting May 1st every Western Auto Store will feature quality accessories at greatly reduced prices in a Special Savings Sale, which will last the entire month. Mr. Pepperdine has stated that if it were not for the friendship and continued patronage of the motoring public the enormous growth of Western Auto would not have been possible, and that during the month of May he intended to give every motorist an opportunity to share in the profits of the company through lowered prices on accessories and automobile supplies.

In view of the fact that Western Auto prices have always been extremely low for the high quality of merchandise handled this announcement seems to promise many agreeable surprises for motorists needing accessories and supplies for spring and summer automobile tours.

**Silverton Opens Season**  
SILVERTON, Ore., May 2.—(Special to The Statesman.)—The baseball season will open at Silverton Sunday when the Seniors' team will meet that of Silverton.

Final proof of spring's arrival is afforded by white shoes on the window sill.

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Our shop is equipped with modern brake equipment designed for brake service.

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### CHEVROLET SALES MANAGER RETURNS

1922 Banner Month in Industry—Increase 50 Per Cent 1923-1924 Looks Good

C. Earl Dawson, general sales manager of the Chevrolet Motor company, has just returned to Detroit headquarters from a two months' trip, visiting the various



C. Earl Dawson

sales zones of the company from New England and the east down to Texas, and as far west as the Pacific coast. He was accompanied on the western half of the trip by R. H. Grant, assistant to W. S. Knudsen, president of Chevrolet Motor company, and A. R. Kroh, manager of the retail development division.

"One thing that impressed us

all most forcibly on this coast-to-coast trip," said Mr. Dawson, "is the very marked change in make-up of the men selling our cars. Increased sales are coming not because prospective buyers are necessarily more numerous or more read or more willing to buy than in the past; they are coming because the salesmen are going after them, with an intelligence fully equal to their energy.

"The salesman today is showing a very real desire to know everything he can about his product. He wants the 'straight' of it—the what, the how, the why of it, and we are helping him to get it all. With such a combination as this—can you wonder that we are confident of record sales for 1924?"

Mr. Dawson stated that he expected Chevrolet to go over the top this year with the biggest sales in the history of the company.

"Our production schedule for 1924 is one the most pretentious basis we have ever had. This has been brought about by greater values put into the cars, the increasing demand for economical transportation, the greater purchasing power of the public due to the higher value today of the Chevrolet automobile dollar—155 against 100 in 1913—and the enthusiastic cooperation of our more than 6000 dealers and 11,000 service stations throughout the country to give the maximum of service and satisfaction to our customers.

"While it is still too early to estimate accurately just what the year holds for us in view of our tremendously increased production, there is this much that can be said: Sales are already running 21 per cent better than during the corresponding period in 1923—1 understand the general average for the same period for all makes of cars is 15 per cent less than last year's sales—and to meet the heavy spring and summer demand,

which we have never been able adequately to meet in the past, is still ahead of us.

"The year 1922 was the banner year in the automobile industry. Nevertheless, Chevrolet went ahead by more than 50 per cent in 1923. The outlook is quite satisfying that in 1924 we will break all previous records."

**Mrs. Simms Is President Of Silverton P.-T. Club**  
SILVERTON, Ore., May 2.—(Special to The Statesman.)—The Silverton Parent-Teachers association held its annual election of officers Thursday afternoon. Those elected were Mrs. H. M. Simms, president; Mrs. John Hobbit, vice president; Miss Wright, secretary, and Miss Olga Johnson, treasurer.

The treasurer's report showed a balance of \$150.48. The apron offering committee reported the receipt of \$81.58. Mrs. H. B. Latham presented a picture of the girls' champion basket ball team to the high school. The program consisted of songs given by the grade pupils and the address of the day, which was given by Mrs. Lyda King, county nurse.

**Mayor Baker Will Speak At Silverton Monday Night**  
SILVERTON, Ore., May 2.—(Special to The Statesman.)—Hon. George L. Baker, mayor of Portland, will speak at Silverton Monday evening at the Palace theater on "the issues of the campaign." Special music will be furnished by the Palace theater organist and special feature pictures will be shown.

### Crowning Highway Feat

Colorado Engineers Finishing a Two-Mile-High Mountain Road in the Rockies on an Easy Grade

All roads lead to California, and "every day and in every way they are getting better and better." Only a few years ago a trans-Atlantic auto trip was considered as hazardous as a "Covered Wagon" trip in the '49s. Highways to the south have long been in favor, for thickly populated territory is in position to provide by tax the sinews of road building. Little by little, however, the roads to the north have been improved to such an extent that travel to and from the Pacific coast is crowding through Colorado, especially during the heated term.

Colorado, as a road builder, is proud of its highways, notwithstanding obstacles encountered which prairie states do not have to contend with. Getting the first lessons in building jack trails to mountain peaks and mines above timber line, this practical experience has done much in building safe and scenic highways. In past years good highways building through the mountains has been spasmodic, owing practically to insufficient surfacing, drainage conditions, and other handicaps. But these defects are being remedied and the traveler can negotiate the highest passes with absolute safety and comfort.

Of all the highways passing

east and west through Colorado, the crowning feat of engineering will find its goal in the completion of what will be known as the Colorado-Midland highway.

August 8, 1918, the Colorado Midland railroad, 221 miles in length from Colorado Springs to Glenwood Springs, was discontinued, and later sold and junked. This road bed with its steel bridges, 16-degree curves and a grade not to exceed 4 per cent, and only a total of about fifteen miles of that, will, for the most part, be made into an automobile highway. The Pike's Peak Ocean-to-Ocean highway will be part of this route. Starting at Colorado Springs, where all highways east, north and south connect with it, the traveler is taken from the shadows of Pike's Peak through Manitou, up Ute Pass on a thirty-mile decomposed granite-and-gravel road twenty-two feet wide not exceeding a 3 per cent grade, alongside and through scenery of unequalled grandeur. Then on through eleven-mile canyon and the grass and cattle country of South Park; over a splendidly surfaced dirt-and-gravel road. Thence to Buena Vista, where mountains, Yale, Harvard and Princeton stand at "attention" with their snow-covered peaks. Leadville with its inexhaustible mines

grooms the tourist as he climbs up to over 10,000 feet over no grade to exceed 6 per cent. Everybody is your friends there. While the old-time haunts are gone, the real red-blooded, two-listed men are still in evidence.

See  
**DODGE BROTHERS**  
Four Passenger Coupe

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- 1920 Ford Light Delivery, in dandy condition..... 215.00
- 1922 Ford Touring..... 280.00
- 1920 Ford Roadster..... 165.00
- 1919 Ford Touring..... 125.00
- 1918 Ford Touring, a dandy car 85.00
- 1917 Ford Light Delivery..... 65.00
- 1916 Ford Light Delivery..... 75.00
- 1916 Ford Touring..... 65.00
- 1915 Ford Touring..... 45.00

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