

WALTER P. CHRYSLER'S TRAFFIC TALKS



JAY-WALKING DANGEROUS

Have mercy on the jay-walker. When he jay-walks in the middle of the block he has to watch traffic from two directions only while at the corners he often has to watch it from four directions.

Then too on one-way streets the jay-walker has to watch traffic from one direction only. But when the one-way street jay-walker gets into a strange city where one-way streets are unknown he must take care he isn't run down because of his failure to look both ways.

Jay-walking is encouraged when pedestrians are not permitted to cross streets before cars are instructed to make turns.

Jay-walking is especially dangerous because the driver naturally does not expect to encounter pedestrians in the middle of the block in the middle of the street but accident statistics show that the pedestrian may be anywhere any time.

TRAFFIC LAWS NEED CO-ORDINATION

State laws should be co-ordinated to provide careful examination of all drivers, enforcements of laws affecting use of public highways and streets and finally there should be adequate marking of crossings and curves.

Eventually all railroad crossings must be either overhead or underneath motor vehicle highways.

Traffic officers should be so dressed at night that they can be seen easily. The use of white gloves helps. Better still a spotlight should be focused upon them. In some cities all white uniforms have been used together with lights.

Streets and highways should be patrolled by traffic officers and that fact should be made known as it is in some states with signs which read: "This road is patrolled. Please observe the law."

BULL MOOSE LOSES SCRAP WITH OVERLAND

Enjoy the Greatest Sport in the world

Motorcycling

You can afford one of these fine rebuilt



MOTOCYCLES

On our easy payment plan—only

\$50.00

Cash and small monthly payments buys the machine pictured above.

Call and see it

HARRY W. SCOTT

"The Cycle Man"

147 South Commercial Street

Superior Tire Service

When you buy your tires here you gain two money-saving features. First, we recommend only the best tire on the market; second, we back that tire up with an inspection and information service that means maximum mileage.

Into the great oversize C-T-C low inflation cord that we so emphatically recommend is hand-built more mileage and all around satisfaction than any tire you ever saw.

C-T-C's are limited in output in order to obtain finest quality. Only the best materials enter in; the best hand-craftsmanship is employed; the strongest design is used; the compounding is far improved over anything heretofore discovered; the inspections are rigid and exacting. The carcass stronger and the tread tougher.

There is also a C-T-C hand-built balloon tire for extreme low inflation, which fits any standard wheel and rim.

C-T-C Tubes add mileage to almost any casing.

Salem Automobile Co.
Valley Motor Co.
Ira Jorgenson
Vick Bros.
Columbia Tire Corporation
Factory Branch, 477 Court St.
Marion Automobile Co.



C-T-C TIRES AND TUBES

OLDS MOTOR CO. HAS BIG YEAR

Prediction Is That This Will Be Largest Year in History of Industry

LANSING, Mich., June 21.—The year 1923 was the greatest year the automobile industry ever experienced. National automobile chamber of commerce figures, just released in the annual year book, show a total of 3,694,237 passenger cars manufactured in 1923. The total registration on January 1, 1924, was 13,571,411 cars.

Predictions that 1924 business will not equal that of 1923 seems to be refuted when considering total cash sales volume and retail sales figures just made public by the Olds Motor Works of Lansing, Mich., one of the big divisions of the General Motors corporation.

The greatest cash volume of business in the history of the Olds Motor works was transacted during the first five months of 1924, company officials announce. This is doubly outstanding inasmuch as this year the Olds Motor works is selling the lowest priced car it has produced in its entire 27 years of manufacturing experience, with the exception of the famous little curved-dash "Merry Oldsmobile" of 1910. In fact the present Oldsmobile is the lowest priced six-cylinder automobile in the world.

The total volume of sales in dollars and cents was 80 per cent greater for the first five months of 1924 than it was during the same period last year. The cash business so far this year even exceeds the previous banner year of 1920 by a substantial margin. Records were also broken in the number of cars sold during the first five months' period in 1924 compared with previous years. The total number of cars sold during January, February, March, April and May this year is 51 per cent greater than for the same period last year; 155 per cent greater than in 1923; 138 per cent greater than in 1921 and 67 per cent greater than in 1920, the previous high record year in cash sales volume.

In addition to showing an increase for the first five months' period, each month's sales exceeded those of the previous month by favorable margins. May figures exceeded those for April by 9 per cent, for March 66 per cent, for February by 90 per cent, and for January by 60 per cent. May retail sales for 1924 also exceeded those for May 1923 by 81 per cent.

The above figures pertain to actual sales by dealers to customers and make the Oldsmobile one of the outstanding cars in the industry.

Making More Millions

Millions of dollars of increased sales could be effected by the use of research and scientific tests applied to advertising copy prior to its use in a campaign, according to Dr. Daniel Starch, of the Harvard Business school. He places the responsibility for returns upon the advertisement as such rather than doubting the medium used.

In a large number of cases he has checked up the results of these tests with the actual returns brought by individual advertisements and found the percentage of agreement to be very high. Through actual proof in numerous cases, he has established the certainty that the pulling power of an advertisement can be determined in advance to a high degree.



You Won't Be Left Behind

on the Saturday or week-end bicycle hunt to the woods or lake if you ride a Columbia. That's the wheel that takes you there and brings you back.

Columbias are built for long, hard rides. They run and balance so easy the miles fairly glide by.

We are showing guaranteed Columbias carrying such essential equipment as Federal lens, Mercuro coaster brake, Westfield complete aluminum fenders, etc. in the following selections.

The Motorbike \$47.00
The Roadster \$43.50
The Ladies Model \$46.00
Boys' or Girls' Juvenile \$39.00

\$10 down buys any model—balance terms

LOYD E. RAMSDEN

287 Court St.

of accuracy. This is a very important development in advertising, for through this means advertisers can determine in advance which ones of a given series of advertisements in a campaign will "pull" the best returns.

There is a surprisingly large difference in effectiveness between the various advertisements which make up a given series," says Dr. Starch. "For example, in a series of 15 advertisements for a player piano which appeared in a recent campaign, the best advertisement brought 258 replies, while the poorest one brought only one reply. If each of the advertisements in that series had been made as effective as the best one the total number of replies brought by these 15 advertisements would have been 3,870 instead of only 796 replies, which they actually did bring."

"Through this method of scientifically testing advertisements, the poor or ineffective advertisements can be weeded out in advance, and each of the advertisements in a campaign can be made to conform to the ones found to be the most effective according to the tests. If advertisers throughout the United States would apply this method to the advertisements in their campaign, prior to their use, the increase in sales would run into the hundreds of millions. The cost of such testing work is negligible compared to the expenditure for space used for these advertisements."

"The average advertisement appearing in the better-grade mediums," says Dr. Starch, "has only about half the effectiveness possessed by the best ten per cent of the advertisements in those same mediums. Many of the advertisements in publications are only about one-fourth as effective as the best advertisements appearing in the same issues. In our large national advertising campaign, the same piece of copy often appears in a total amount of space in various mediums at a cost of about \$100,000. It is therefore highly important in avoiding waste and increasing sales that every detail of the plan and the advertisements themselves be as effective as possible."

WILLARD BATTERY LIKED IN RACES

Joe Williams, Local Dealer, Gives Statesman Readers Some Interesting Facts

An outstanding side light on the recent Indianapolis speedway race in the fact that all of the 10 drivers that sped into the money had Willard threaded rubber storage batteries in their cars. In fact, from the winner, Joe Boyer, down to the driver that finished seventeenth, all carried this make of battery.

Preference of veteran race drivers for Willard batteries is becoming a matter of speedway tradition. Seven cars, including the winner in the race, last year carried them. The winner the year before last had one.

Much of the credit for winning goes to the battery in a racing car because it has to stand the burden of firing the motor without the aid of a generator to keep it charged. Generators mean added weight to carry and their operation necessitates an extra cam shaft, bearings and moving parts, all draining power from the motor that could be better used in driving the car. So the battery has to stand the strain alone.

It is estimated that the Willards in the race each gave out more than 5,000,000 sparks in covering the 500 mile course.

HOPS LOOKING FINE

Hops on the Wigrich ranch are in a very satisfactory condition, according to Maj. W. Lewis Ross, the ranch manager. Due to intensive cultivation and a liberal use of fertilizer, the hops are making excellent progress, arming out much better than last year. He reports that very little trouble has been experienced from aphid or red spiders so far this season. As a precautionary measure, however, the sprayers have been started.

The ranch has added six new Bean sprayers to its equipment and is getting very satisfactory service from them. Major Ross estimates that he is saving fully 50 per cent of the spraying cost by the use of these new machines.—Independence Enterprise.

FLAX CROP ALL RIGHT

The Star office has some samples of flax grown on the A. E. Bradley farm south of town. The samples were taken just before the last rain and the longest stalk is 40 inches, the shortest 18 inches, and it is said that the 50-acre tract will average 30 inches. This is pretty good considering the crop has had only one rain. The rain of Tuesday night will add materially to our flax and other crops.—Aumville Star.

American imports of foreign cheese have trebled since 1923. But why should they when this country leads in the manufacture of mild, wholesome, nutritious cheese?

GARDNER SAYS CARE FOR CAR

Proper Attention to Details Will Add Much to Long and Profitable Use of Car

"The span of useful service of a motor car can be greatly increased by a little care on the part of the car owner," says Fred W. Gardner, vice president in charge of production for The Gardner Motor Company, Inc., of St. Louis. "By that I don't mean that it is necessary to 'babu' a car. A car that is built from the ground up will stand a lot of punishment without wilting. But after all, a car is a piece of machinery and, like all machinery, needs frequent oiling, occasional adjustment of nuts, bolts and bearings. The crankcase should be drained every 500 miles or so, spark plugs cleaned frequently to prevent fouling, and care used in the selection of oil and gas."

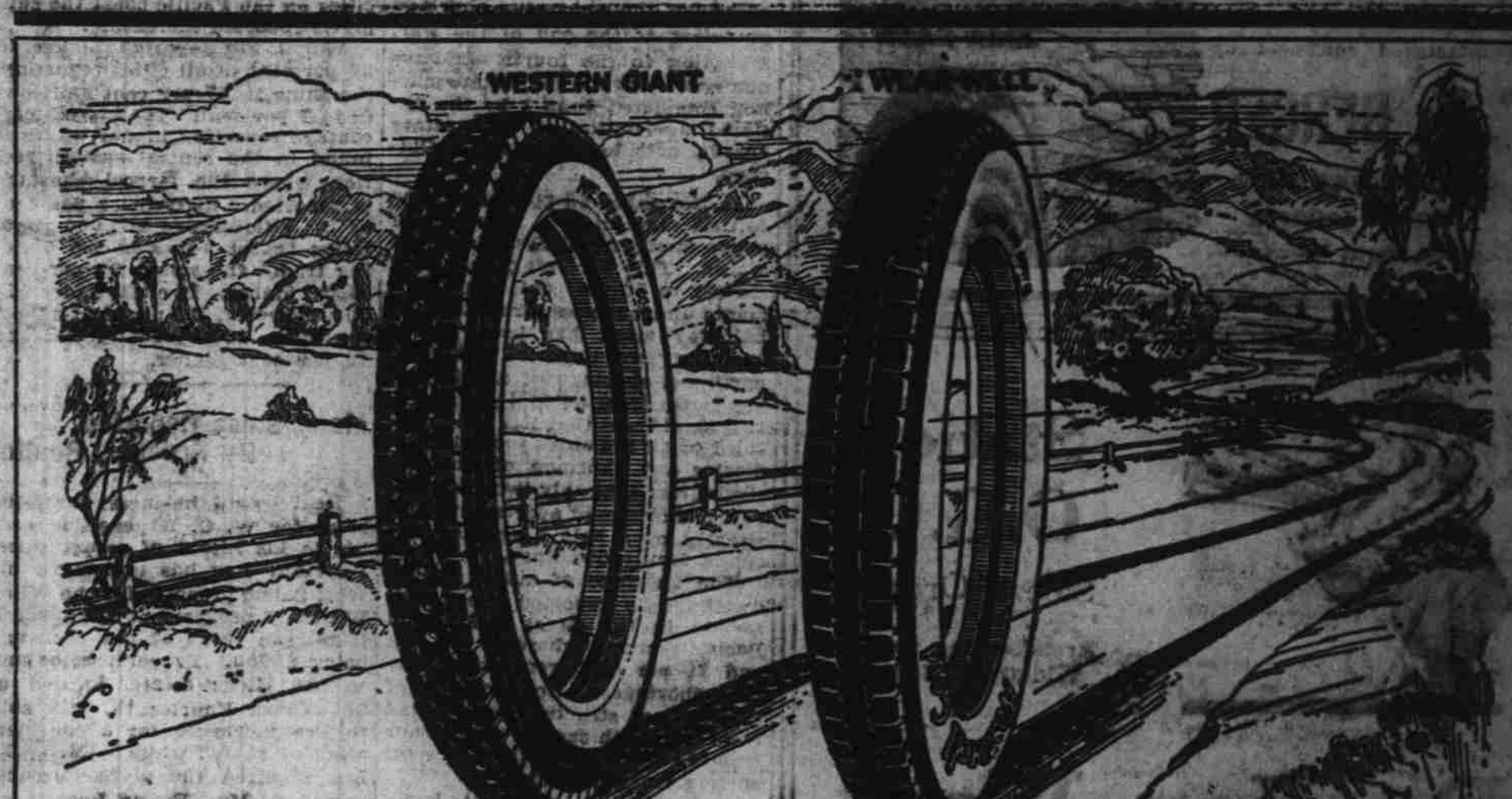
"It has always been the Gardner policy to follow up a Gardner

owners for a long period after they have bought one of our cars. We do not consider a sale completed merely because we have gotten the purchase price of a Gardner and delivered the car to its owner. We want that owner to get such satisfactory service from his car that he will become a Gardner booster.

"So at regular intervals, we follow up each Gardner owner with letters advising proper care of the car. We urge them to drive their cars to the nearest Gardner dealer's shop at regular intervals for inspection. And Gardner dealers cooperate with us in this work. They go over the car from top to bottom, tightening up loose nuts and bolts, adjusting brakes, etc."

"Although there is no charge made for this work, we find that it is a profitable policy both for the Gardner factory and Gardner dealers. For the owner gets such satisfactory service from his car, and finds his cost of operation and upkeep so low, that he helps us sell other Gardner cars to his friends and acquaintances."

The annual cost of gasoline and tires in the United States is estimated at \$2,500,000,000. That would more than pay the bonus straight off.



"Western Auto" Tires - give more for your money!

—because of the quality. These tires are manufactured for us according to our strict requirements and sold direct to you through our 100 stores at pleasing prices. Into the construction of "Western Auto" tires goes the best material that money can buy—built by expert workmen under the supervision of some of the best tire men in the country. You have an absolute guarantee of satisfaction. Last year about 150 carloads of "Western Auto" tires were sold. This year there will be still more. They give satisfaction—that's the reason.

Western Giant Cords

The greatest care has been exercised in building Western Giant Cords. Extra quality—extra weight—extra service—a sure non-skid tread.

30x3 1/2 Western Standard Cord \$10.75

WESTERN GIANT—Extra Heavy
12,000-Mile Guarantee

SIZE	PRICE	SIZE	PRICE
30x3 1/2	\$12.65	34x4	\$21.90
32x3 1/2	15.80	32x4 1/2	26.55
31x4	18.85	34x4 1/2	28.15
32x4	20.65	35x4 1/2	29.20
33x4	21.30	35x5	34.30

ASK FOR PRICES ON OTHER SIZES

Wear-well Cords

Just what the name implies

Standard Quality—Standard Weight—Standard Overize

Equal to other well-known brands of tires that sell at prices 10% to 80% higher. Wear-wells are made to give long service and all our 100 "Western Auto" Stores are back of them.

30x3	\$ 8.55	33x4 S. S.	\$16.95
30x3 1/2 Reg.	8.80	32x4 1/2 S. S.	20.40
30x3 1/2 O. S.	9.90	33x4 1/2 S. S.	21.20
31x4 S. S.	15.55	34x4 1/2 S. S.	21.85
32x4 S. S.	15.90	33x5 S. S.	25.70
		35x5 S. S.	\$26.50

Tire Carrier

The Duplex Auxiliary (illustrated) enables you to carry two or more spare tires. It is quickly attached or removed—can be used in all sizes of rims—it can be used as a rim spreader or contractor and permits the easy mounting or demounting of tires on all split rims. Price, each, \$4.45.

Perfection Side Tire Carrier \$1.15

On the Road—

Before starting on your trip it is well to check up on your tire sundries—find out what's lacking—step into a "Western Auto" store and purchase it. Some of the articles listed below will come in handy.

Standard tire pumps—85c.
Master pumps—\$2.45.
Rose pumps—1 1/4-inch size, \$2.30; extra large 1 1/2-inch size, \$2.65.
Jacks—priced from 95c to \$4.35.
Rim tools—\$2.85 and \$4.25.
Demountable rim wrenches—65c.
Tire iron and rim wrenches 20c and 25c ea.
Pump hose—each 45c.
Genuine "Schrader" Tire Gauges—\$1.05.
Genuine "Schrader" Valve Insides—per box of 5—25c.

Tire Cover

Extra tire should be protected from sun, dust, mud and gasoline. You know a tire that is protected just as well as you would use as a spare as it would on the wheel. These covers are of durable waterproof black canvas duck. 2 1/2 months' wear and tear—priced \$1.50 to \$2.50, according to size.

100 Stores in the West

Western Auto Supply Co.

Order by Mail
Our Guarantee Protects You

Salem Store Corner Court and High Phone 796

For Your Convenience Open 24 Hours a Day Saturdays