

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, OCTOBER 19, 1924

SALES CONTEST PROMISES MUCH

Several Sales Already Made in MacDonald's Auto Sales Contest

The MacDonald salesmanship contest is progressing rapidly. Each day a few more students call at the MacDonald Auto company and sign up for the contest.

Several sales have been made during the past week giving several of the young salesmen a good lead. However this lead is not so great but what it can be overcome by those entering the contest late. Robert Flourney reported late this week and is working hard to place himself at the head of the list. The complete list of entrants and their standings will be published later in the week.

SELLS 26 FORDS RADIUS OF BLOCK

Used Car Corner Have Sold Large Number to Those Near Their Location

Vern Anderson of the Used Car Corner opposite the Marion hotel reports that the firm has sold a total of 26 cars within the radius of a block of their place of business. "Many people who we have sold cars to were so well pleased that they told their friends about us," said Mr. Anderson. "A satisfied customer is the best advertisement we can have. It is the service that we give that makes our business successful."

Six out of the above mentioned 26 cars were sold to employees of banks, two to the United States National Bank employees and four to employees of Ladd & Bush. "Bankers are good judges of values that's why they buy from us," added Mr. Anderson. The Used Car Corner have been in business here for about two years and make a specialty of nearly new Fords.

BUICK IS FIRST FOR 7TH TIME

Popular Car Awarded First Choice of Space in New York Auto Shop

Spaces for the National Automobile shows in New York and Chicago were drawn by the manufacturers on Thursday afternoon, October 2, at the National Automobile Chamber of Commerce offices, 366 Madison avenue, New York.

The Buick Motor company for the seventh consecutive year was awarded first choice of space by reason of the fact that Buick did the largest volume of business in dollars and cents during the past year.

"Winning of first place for the past seven years," says E. T. Strong, general sales manager, "is conclusive evidence of the fact that Buick holds the position of leadership in the minds of the

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\$10.00 Cash

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Harry W. Scott

"The Cycle Man" 147 So. Com'l St.

general public. If this were not so, the public would not continue to buy Buicks after year in such quantities as to enable Buick to continue to have first at the shows."

"Buick has long been the standard of comparison," says Strong, "largely due to the constant efforts of Buick engineers who for a period of over twenty years have constantly improved Buick, adopting each year all those advanced features that are found desirable and practical after exhaustive experiment. It is the general opinion that the National shows this year will be the most important for the trade and public in the history of the business."

"As this will be the Silver Jubilee of the industry more than usual attention will be paid to beautiful decorations which will help to make the events memorable."

In New York the show will be held from January 2 to the 10 in the big armory where last year's successful show was held.

Additions to the Coliseum in Chicago mean that the show this time will be under one roof.

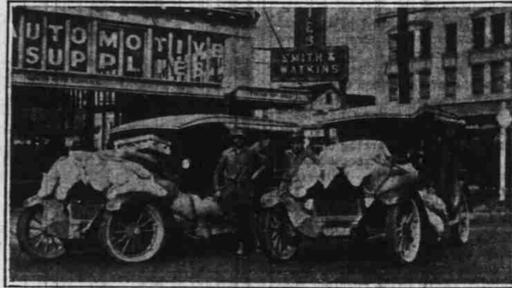
"Buick is fully aware of its responsibility as a leader," says Mr. Strong, "and will bend every effort to continue to serve the motoring public as it has in the past and thus maintain its present enviable position in the industry."

CARBURETOR TEST SAVES GASOLINE

Smith & Watkins Receive Interesting Data on Test of Stromberg Carburetor

Smith & Watkins, local Stromberg carburetor dealers, have just received a communication from the Bay City Lumber company at Aberdeen, Washington, giving the figures made on a test of the Stromberg carburetor adopted by the Fordson tractor.

City Delivery Uses McClaren Autocrat Cords



Dean Shomaker and his two city delivery cars.

The proverbial "straw that broke the camel's back" may still hold good away off in Asia, where that prohibition animal is still in active service for haulage problems. With the up-to-date merchant it is quite different.

The automobile delivery car of today is required to do a hard day's work delivering goods by day, while after store hours, the same car may be called upon to perform the hard work which would fall to the lot of a whole herd of camels on the basis of load ratings recognized by the carriers on the Sahara Desert.

Photographed here are two of the cars operated by Dean Shomaker, City Delivery company, Salem. Shomaker carries loads as depicted above, as a common occurrence, and when he drove up to Smith Watkins store, corner Court and High, recently, the two cars were

On a fifteen day test the Fordson tractor with the regular Fordson carburetor consumed 233 gallons of gasoline, or 15 1/2 gallons a day. During the same period the Fordson equipped with a Stromberg carburetor consumed only 111 gallons of gasoline or an average of only 7 1/2 gallons per day, cutting the gasoline expense to less than one-half.

Stromberg Windshield Wiper An electrically driven windshield wiper, manufactured by the Stromberg Motor Devices company is now on display in the window of Smith & Watkins, corner Court and High streets. Radically different in principle—electrically driven from the storage battery without carburetor interference—dependably continuous and easily installed, the Stromberg windshield wiper represents a decided improvement in windshield cleaning devices.

SEPTEMBER OUTPUT FIGURES 274,000

First Nine Month to Show a Gain Over Same Period Last Year

Estimated production of cars and trucks for September is 274,300, according to figures submitted to the directors of the National Automobile Chamber of Commerce at their meeting in New York, October 1. This total was two per cent lower than the output of 279,115 in August. The production of September last year was five per cent under August, according to the NACC figures. September's output is compared with 227,542 cars and trucks in the corresponding month of last year.

Carload shipments, according to the preliminary figures, amounted to 262,876 during September. A total of 28,670 cars were driven away from the factories of members of the chamber during the month and 7,130 cars were shipped by boat. Final shipping figures are expected within the ensuing 10 days or two weeks.

Representative distributors and dealers in all parts of the country reporting sales and merchandising conditions to the NACC directors said that the prospects for fall business are much better than they were at the same time last year. Sales of passenger cars are ahead of last year at this time, it was declared, and truck sales are approximately even with those of last year at this time. This condition is especially true as regards the sales of cars and trucks in the farm districts.

Time payment transactions are more prevalent this year in passenger car sales, the merchants declared but they appear in about the same proportion to the total of truck sales. Establishment of a large number of new bus lines for urban and interurban service in widespread parts of the coun-

try since last September has resulted in increased bus sales in many sections, it was reported. Following is the output of cars and trucks for the past three months together with the corresponding months of last year:

	1924	1923
July	262,876	328,105
August	279,115	345,203
September	274,300	327,542

1 Estimated.

Certified Car Market Has Dealers Backing

"Back of every used automobile is the local dealer," says Fred Delano of The Salem Automobile company, "and it is not always easy to visualize him when one is looking over used cars in the various places where they are sold."

"Sometimes the dealer has more to do with the suitability of a car than the make of the car you buy. Especially is this true of cars whose owners exact an unusual measure of performance. The degree of dealer responsibility for local satisfaction in used car ownership is as important to the car owner as good materials and careful workmanship in the car. This firm stands 100 per cent back of the Certified Public Motor Car Market. Our personality as well as that of our associate dealers is merged into that market. There the biggest stock and variety of reconditioned used cars in the state, outside of Portland, may be seen."

French Car Exports High

Approximately one-half of the automobile production in France is sold at export, according to advisers received this week from Paris. Production in the first six months of the current year, according to the most reliable figures, was 22,304 as against 12,261 in the same months of last year. Total output for last year by French manufacturers was about 28,261, against 14,011 for all of 1922. Belgium, Great Britain, Germany and Spain are the principal customers of French car makers.

CHEVROLET GETS SECOND POSITION

Display Position in New York Auto Show Is Decided By Volume Sales

G. L. Newton, of the Newton Chevrolet company, has just received word that the Chevrolet cars have received second in the drawing for position in the New York automobile show which will take place in New York city January 2-12. The order for drawing for position is based on volume of sales. The car with the largest volume getting first choice. The

first five places are as follows: Buick, first; Chevrolet, second; Studebaker, third; Dodge, fourth, and Overland, fifth.

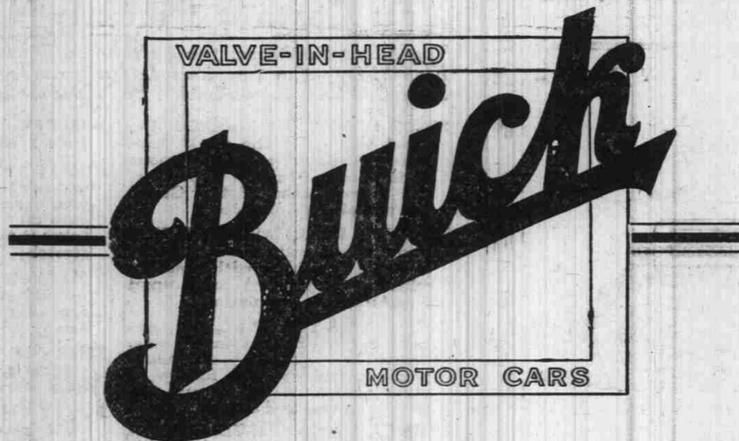
ADVISE TO THE YOUNG SALESMEN

By R. N. MacDonald
There are thousands to tell you it cannot be done, There are thousands to prophesy failure; There are thousands to point out to you one by one, The dangers that wait to assail you, But just buckled in with a bit of a grin, Just take off your coat and go to it; Just start in to sing as you tackle the thing That "cannot be done" and you'll do it. (From poem by Edgar A. Guest)

SEE THESE CARS BEFORE YOU BUY

1921 FORD TOURING— Motor overhauled, good tires	\$165.00
1920 CHEVROLET TOURING— Cord tires, new top, some extras	\$190.00
1920 CHEVROLET TOURING— Motor overhauled	\$175.00
1923 CHEVROLET TOURING— Good condition, looks & runs like new	\$425.00
SPECIAL—FORD 2-PASSENGER— Speedster	\$60.00

NEWTON-CHEVROLET CO.
Opposite City Hall
Phone 1000



Every one of the twenty-three new Buick models

embodies all of the features and qualities that have made Buick famous. At the new prices you can afford to own the Buick you want

OTTO J. WILSON

388 NORTH COMMERCIAL STREET

When better Automobiles are built—Buick will build them

All You People Who Have Been Asking for NEARLY NEW FORDS



You will find many bargains in nearly new Fords. Some can hardly be told from new. Remember we give 90 days free Service on all Nearly New Fords we sell—the same as is given on new cars.

Look over this list then come in and look over these cars

1924 Coupe, has \$150 worth of extras; would cost new \$750; our price	\$550
1924 Touring car, cannot be told from new	\$425
1924 Roadster	\$375
1923 Touring car	\$425
1922 Touring car, in best of condition	\$290
1922 Touring car, a dandy buy	\$240
Ninety days' free service on all above cars	
1921 Touring	\$190
1920 Touring	\$160
1920 Dort Touring	\$100
1917 Light Delivery Ford	\$ 85

USED CAR CORNER

Corner Commercial and Ferry Streets
Opposite Marion Hotel