

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, DECEMBER 7, 1924

Something for the Car For Christmas



By Ralph H. Kletzing

What could make a more appropriate Christmas gift than something for the car? What better way than to present him with some gift for the very car that has afforded you so much pleasure? A gift for the car is one that will be useful and also a constant reminder of the giver. There are so many things that might be given. To in-

merate all the things that might be useful and appropriate would be a big task, especially for one not in the accessory business, so the writer has asked "Jim" Smith of Smith & Watkins to furnish the list. If "Jim" has omitted anything it surely isn't worth mentioning for Jim is thoroughly familiar with accessories.

Christmas Goods That Can Be Sold for \$1.00 or Less Retail
 Ash receivers.
 Flashlights.
 1 lb. cans Veedol grease.
 Tire locking chains.
 Pedal pads.
 Tire patches.
 Spark Plugs.
 Windshield hand cleaners.
 Midget cigar lighter.

Air gauges.
 Car heaters.
 Auto jacks.
 Parking lights.
 Keystone bar locking caps.
 Tire locking chains.
 Luggage carriers.
 Rear sight mirrors.
 Veedol oil—1 gal. can.
 Foot pumps.
 Bar caps.
 Stop signals.
 Step plates.
 Bell timers.
 Tire covers.
 Tool kits.
 Vases.

Christmas Goods Can Be Sold From \$3.00 to \$5.00
 Clocks.
 Flashlights.
 Car heaters.
 Klaxon and Aermore Horns.
 Auto jacks.
 Radiator locking cap.
 Spotlights.
 Luggage carriers.
 Rear site mirrors.
 Motometers.
 Spark plug kits.
 Stop signals.
 Tire covers.
 Vase-flower.
 Windshields cleaners-automatic.

Christmas Goods That Can Be Sold For \$5.00 and Over
 Bumpers.
 Weed chains.
 Clocks.
 Couteaus—muffler.
 Fire extinguishers.
 Car heaters.
 Klaxon and Aermore Horns.
 Auto jacks.
 Spotlights.
 Radiator locking caps.
 Luggage carriers.
 Motometers.
 Veedol Oils—5 gal. cans.
 Globe radiator shutters.
 Auto robes.

Christmas Goods That Can Be Sold for \$3.00 or Less
 Ash receivers.
 License plate frames.
 Clocks.
 Drivers cushions.
 Bulb kits full of bulbs.
 Extension levers for gear shifts.
 Flashlights.
 Foot accelerators for Fords.

Stop signals.
 Step plates.
 Bell timers.
 Tire covers.
 Tool kits.
 Vases.
 Vulcanizers Shaler 5 Min.
 Windshield hand cleaners.
 Cigar lighters.

C. & L. Tubes.
 Sets of Walden Wrenches for car owners.
 Cigar lighters.
 C & L Tubes.
 Walden Wrenches—car owner sets.

Speedometers.
 Steering wheels.
 Camp stoves.
 Visors.
 Water circulators.
 Stromberg Electric Windshield cleaners.
 Cigar lighters.
 Windshield wings.
 C & L Tubes.
 Walden wrenches—car owner sets.

SAYS FREE SERVICE COSTLY TO BUYERS

Dodge Dealer Says Owners of Cars Readily Understand Fair Charges

There is a certain magnetism in the word "free," and a natural human gravitation in the direction of anything that appears to be free, but in spite of this it is not difficult to convince the average automobile buyer that paid service is usually preferable to so-called "free" service, according to Russell Bonesteels, of the Bonesteels Motor company, local Dodge Brothers dealers.

"Doubtless we are helped materially," he added, "by the fact that Dodge Brothers have publicly announced repeatedly that they do not believe in so-called 'free' service. It is not simply a local pol-

icy of our own, but a principle laid down by headquarters and adhered to, I believe, by every dealer in the United States. The public has learned that Dodge Brothers conduct their business along sound lines and that anything they do benefits the purchaser as much as it does the factory.

"Consequently the man who seems inclined to talk about 'free' service usually begins by saying that there must be some good reason for not giving 'free' service, or Dodge Brothers would not take such a definite stand against it.

"Whereupon it becomes a simple matter for us to explain how Dodge Brothers assumed that when a man set out to buy a car he was interested primarily in getting a good car, the most car, in fact, that he could get for a given sum. What might be thrown in with the car in the way of 'free' accessories and 'free' service was of secondary consideration. In fact, these items were of such absurdly minor consequence, compared with the chief that represented real dollar-for-dollar value—that they deserved no consideration whatever.

"Having come to this conclusion Dodge Brothers determined to base the price of their cars wholly on actual value, with a fair profit to themselves and dealers. To enable them to 'give away' accessories and 'free' service, it would be necessary to make the margin of profit on the car large enough to absorb these extra costs. That

Increased Comfort And Greater Power In New French Cars

Annual Exhibit Shows Many New Features; Drivers Have More Room

PARIS, Dec. 6. (AP).—France is at grips with the automobile fever. The annual exhibition with its 1,000 cars, 30 of which are American has stirred an interest and the far-sighted are worrying over the traffic problems of the future.

Better automobiles for the average driver are presented this season, although no revolutionary ideas are offered. Freak mechanisms are fewer, but the general common sense keynote of the show has not stopped the development of recent improvements, such as four-wheel brakes, the "servo-frein" mechanism for them, and the long sought substitute for differential and gearshift.

More comfort in reasonably priced stock bodies and better power are, perhaps, the salient points to the buyer. French cars long have been cramped for any man taller than 5 feet 6 inches, but the foreign trade and the trade of foreigners here have re-

inforced the demand of the French themselves for little leg room, and this year they are getting it.

The typical, up-to-date French automobile, corresponding to the American \$1,200 to \$2000 classes, now has four wheel brakes, a fairly high-compression motor, about two-liter piston displacement, balloon tires, and a silence of operation that many of the best makers heretofore thought of no great importance.

Prices, as usual are higher. They went up with a bang last spring when the franc tumbled and stayed up, and many factories gave them another little boost to celebrate the show. However, on a gold basis, the best cars seem cheaper than in the United States but their operation is far more expensive because of the higher cost of gasoline, oil repairs, and the Frenchman's failure to look after his car himself.

France now has about 400,000

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GIFTS

That Bring Health and Happiness

MERRY CHRISTMAS TO OLD AND NEW FRIENDS



Bicycles

- LAMPS
- TIRES
- CARRIERS
- PEDALS
- HORNS
- LOCKS

Velocipedes

- AUTOS
- SCOOTERS
- COASTERS
- HAND CARS
- TOY-BIKES
- KIDDY KARS

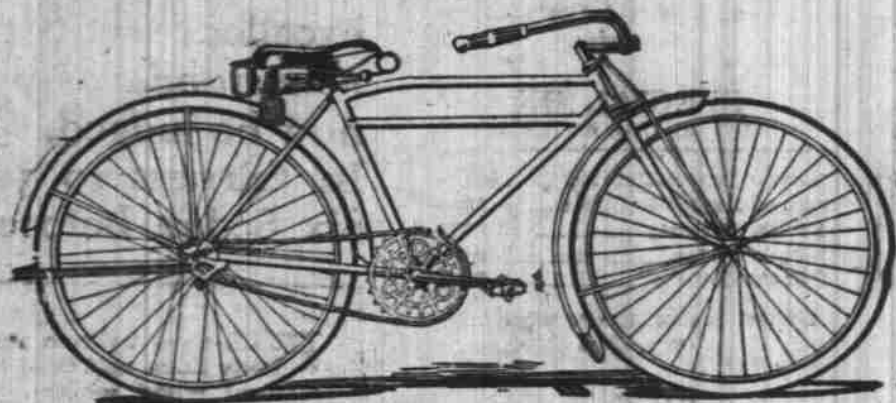
The Gift of His Dreams

To deny them the wonderful fun and health building advantages of bicycle riding is to cheat them out of hours and days of pleasure they can get in no other way—

REMEMBER DAD—WHEN YOU WERE A BOY?

Christmas Bicycle Special

- Double Bar Frame
- Truss Forks
- Motorbike Saddle
- Best Equipment



\$35.50

We invite you to call and let us show you this high grade Bicycle—A small deposit will hold one until Christmas.

Other Models Priced From \$25.00 to \$52.00.

We extend convenient terms

Regular \$3.50
CORD BICYCLE TIRES
 Special at \$2.50 Each

HANDLE BAR MUFF
 Keep your hands warm. We just received some new type handle bar muffs.

HARRY W. SCOTT

"THE CYCLE MAN"

147 South Commercial Street

Salem, Oregon



Here Are Many GIFTS That Will Bring Health and Happiness To Your Child

Take advantage of our "SPECIAL PRICES" offered at this time. Look over this list and then come to our store, you are welcome to look over the complete line. May we have the pleasure to show you.

\$2.75 to \$17.50

EXTRA SPECIAL!
 Disc wheels—Rubber Tires—Roller Bearing—36 inch bed.
 \$5.95

\$2.75 to \$6.50

KIDDIE KAR
 \$2.25 to \$5.50

Greatly Reduced
 \$9.75 to \$19.50

\$6.00 to \$15.00

SADDLES
 \$2.50 to \$3.50

75c 60c to \$1.00

Extra Special \$1.50 pair
 Regular \$2.50 value, Ball Bearing—High Quality Skates—Girls or Boys
 \$1.25 pair

\$1.00 to \$2.25

Pay a small deposit now and we will hold any article until Christmas