

Are Pioneers in the Automobile Business

Vick Brothers, Distributors of Quality Cars—Home of Overland, Willys Knight and Oakland Cars—Moreland and Federal Knight Trucks

More replacements of present automobiles and fewer introductions of new cars is predicted by Charles H. Vick, eldest of the four Vick Brothers, pioneer automobile firm in Salem. Mr. Vick bases his prediction upon his years of experience in the business. Improvements along various lines, particularly toward permanent tops, glass enclosures and permanent finishes will also be features of automobile designers and producers in the next few years. The present day trend is toward the closed type of vehicle, whether this be sedan, limousine, coach or coupe are the special glass-enclosed type, he declares. The other three members of the firm are George E. Vick, B. W. Vick and Alfred J. Vick.

Vick Brothers are located in commodious quarters at the corner of High and Trade, a building they built a few years ago and designed for efficiency and display purposes. The building has three floors, the first, or basement, housing the machine shops, wash racks, battery and tire repair departments and the heating plant. The second floor is devoted to large, decorated and spacious display rooms, where the latest type of models are on exhibition. The main offices, a private office for the president and rest rooms are also located on this floor. The third floor, or storage room provides ample space for stock cars and the paint department. The building occupies a ground space of 83 feet by 150 feet, is fireproof and of re-inforced concrete construction.

It was in 1911 that Vick Brothers located in Salem at the Capital Garage on Liberty street, between State and Ferry, having the agency for the Ford automobile. In 1913 the firm was located on High between Court and Chemeketa, in the present building occupied by the Valley Motor company, which purchased the agency and building from Vick Brothers a few years later. Vick Brothers retained the state distribution for the Fordson tractor for a few years and later took the agency for the Sampson tractor.

Believing in the future of the automobile industry, a careful

survey of the field was made, with the result that they obtained the Salem agency for the Willys-Knight, Oakland and Overland automobiles and later added the Federal-Knight and Moreland truck line. Business has steadily increased until today there are 25 employes on the payroll.

Open and closed models of all the automobiles handled by the firm are on display at all times.



Interior View of Vick Bros. Automobile Sales Room

with a reserve stock of 15 machines on the average. This number is sometimes depleted by a few rush sales and again the reserve stock, immediately following a shipment of new cars, is somewhat increased.

One of the greatest improvements made by the firm is the addition of an up-to-date and modern equipped paint department, where paint jobs of all kinds are turned out. A feature of this department is the Duco finish, a permanent surface that defies the weather, grease and polishes that easily mar and dim the luster of other kinds of finish. The paint is applied by means of an air brush and from four to five coats are given before the vehicle is returned to the owner. When a

machine is placed in the department for painting all paint and rust is carefully removed and when the machine is claimed by the owner, it is almost impossible to tell the car from a new one unless the model is carefully looked over. The finished product can hardly be told from the factory finish.

In addition to high priced paint jobs, Vick Brothers are prepared

for cheaper and less durable paint work which is offered at a lower cost. Paint jobs are turned out from \$20 to \$150, depending upon the type of finish desired and the size of the automobile. Naturally, a large sedan requires more work and care because of the upholstery than does a small and ancient roadster, whose owner is desirous only of having a coat of paint applied in order to prevent further rusting of exposed metal parts. The owner of the vehicle may claim it after a few days in the paint shop. A large drying room enables the paint to dry rapidly and smoothly, and the vehicle is available for use after two or three days, though it takes a little longer for a machine that has received five coats of paint.

as each coat must dry before the next is applied.

Many improvements in the 1925 models are announced by Vick Brothers, chief of which is the arrival of a 6-cylinder Willys-Knight automobile, a departure from the 4-cylinder type that has proved popular in the Salem district. This model will be more luxurious than the present type and is designed particularly for the man whose financial condition enables him to spend more money for his automobile. This model will fill the present gap between the Willys-Knight and automobiles several thousands of dollars more expensive. The 4-cylinder model will not be discontinued and several minor improvements are to be made this season.

Land of Diversity, Opportunity

Salem is the Center of a Growing Number of Basic Industries That Challenge Universal Attention, and Bring Money from Markets of World.

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trees in California have sold for \$3000.

From the above, the readers may get an idea of the intrinsic value of a large walnut orchard; or even of a few trees, in the coming years. It will commence bearing the sixth year here, and increase rapidly thereafter.

It has been stated that if all the shade trees in Salem were bearing English walnut trees of the right varieties the sale of the nuts would pay all the taxes of the owners of city property.

Walnuts can be produced here cheaper than in California (a good deal cheaper); and they are worth more—sell at 2 cents a pound higher for the best grades in the discriminating markets. And land prices are a good deal lower here.

The Strawberry Industry

This is a great strawberry district. For some growers, strawberries have been a bonanza crop. There have been yields here reaching as high as 34,000 pounds to the acre, but the average under the old methods has perhaps been a ton and a half to the acre. It is expected, with new methods and varieties, and perhaps some irrigation, to bring this up to two to four tons to the acre.

The Marion county canneries packed 117,939 cases of strawberries in 1923; a big increase over 1922, when the Salem canneries packed 60,000 cases. Besides great quantities were sold fresh, cold packed and disposed of in other ways. The totals for last year have not been made up.

The Salem district is going fast towards a 10,000,000 pounds annual crop of strawberries, and our manufacturing and marketing interests must prepare to take care of such a crop. Oregon produced

the Southern Pacific, which owns the Salem street railway system, decided to replace the North Summer and Seventeenth streetcar lines with motor busses, they selected the Moreland truck for the chassis as the truck best adapted to their needs. The busses, three in number, were designed for the traffic in Salem, and are 16-passenger each.

5 per cent of the strawberries grown in the United States in 1919. Marion county is the leading strawberry county in Oregon, and Polk, adjoining, is a close second. Salem surely has the true strawberry mark; and her pre-eminence as the strawberry center of the world will depend only upon the facilities for property handling them keeping up with the growing of them in this district. The Salem district also produces annually great quantities of strawberry plants for sale at home and for shipment to outside markets. We ship them in carloads.

The Apple Industry

Apple growing has been successfully carried on in the Salem district since the settlement of the country. There have been many apple booms. There is an apple tree on the Egan farm below Salem, of the Delicious variety, that is 76 years old; center stem 50 feet high; 50 feet limb spread; bears 50 bushels of apples a year. Nearly all varieties of apples do well in the family orchards here. But, for commercial purposes, nothing should be grown in which we do not excel. We can excel in the Ortle, the Rome Beauty, the Winter Banana, the Grimes, the Delicious and others, and we raise as fine Gravensteins as the world can show.

Speaking from the commercial standpoint, it would be well for the Salem district if nearly every apple tree in all this section were of one of the above varieties. We can top the market with these and that is where the big money is in any industry.

The Raspberry Industry

The Salem district is a good raspberry country. It produces as good red raspberries as any grown. But it has a franchise on the black raspberry; or what amounts to a franchise; for the black raspberry persists here. We have bearing vines over 20 years old. This is not true of any other district in this part of the world. It is not true of western Washington, the great red raspberry country. The jam and jelly trade demands a lot of black raspberries;

and there is no bush fruit line that is more certain of continued success here in the Salem district than is the raising of black raspberries; the blackcaps of commerce. Our cannery pack of black raspberries climbed from 1200 cases each of reds and blacks in 1922 to 25,133 cases of reds and 14,431 cases of blacks in 1923. The pack of last year will show another increase.

The Booming Mint Industry

The mint industry is on a boom and Salem is going to be headquarters for growing and marketing the crop of peppermint oil. Dan J. Fry, the Salem druggist, the largest buyer of crude drugs in the state, is in touch with one firm that will want 50,000 pounds annually—and the Salem district, from present indications, will soon be ready to furnish that much; and a great deal more.

The Oregon Mint Growers Cooperative association is active, and it proposes to build a refinery, to secure a larger benefit and a better standardization of the Oregon product, which now stands very high, and which sells to what amounts to a premium of \$1 or more a pound over the eastern product, owing to its superior quality.

So Salem is bound to be the center of the leading peppermint oil district of the world—because the finest and richest mint oil in the world is produced here; an oil with 51 per cent of menthol content, against 36 per cent oil produced in Michigan, Indiana, and New York; and an oil that ranks at the top in flavor. Besides, our growers get more pounds of oil to the acre. It has gone to \$5 pounds to the acre; and 50 pounds to the acre is common. The present price is around \$8.50 a pound. The price at which most of our crop was sold last fall was \$4.10; and that was very remunerative.

Mint is as good as clover for the soil—some say better; and the mint hay makes good feed, and it is a safe crop.

The White Mechem variety does well here; and no where else excepting in England, Saxony and Syria.

and in drugs, etc., with the industry forward. The Salem district is headed towards a million dollar a year peppermint oil crop; and it will not be long in arriving; and it will go just as much farther as there is a demand for the oil at remunerative prices—because we have the peppermint oil soil and climate and know how, and organization. The acreage will be largely increased in this district this year.

The Country of Great Cows

The noses of Dionysius and Bacchus are out of joint; enter the bovine goddess, wet nurse of the human race, and in this western the Salem district will have the premier place of all the earth.

Near Salem, at Marion, Marion county, Ore., was produced Vire La France, the greatest dairy cow of any age, any breed, living or dead. The Salem district has produced two-thirds of the world record Jersey cows, and all but one in recent years.

Western Oregon is the best cow country on earth; because we have the feed and the climate and the natural conditions that conserve the highest qualities, and make for the highest production in the domain of dairying—and we have the dairy brains—and the dairy will to excel.

The 1200 (annual butterfat production) Jersey cow is on the way; and she will be produced in the Salem district, and future competition for world's records will be between Salem district Jersey cows. The 150 to 200 pound common brindle cow is going; the 1000 to 1200 pound purebred cow is coming; and the Salem district is leading and will lead the way.

The Evergreen Blackberry Industry

Salem is the center of the great and evergrowing Evergreen blackberry industry. Marion county has over half the acreage of the state, with Polk, Yamhill and Linn, second, third and fourth—so the Salem district has nearly all the Evergreen blackberries in Oregon, and nearly all the market for these great pie berries of commerce.

The importance of the industry lies in the great American appetite for pie—and the Evergreen blackberry is the commercial pie berry par excellence; also in the great production to the acre. There have been yields of 23,000 pounds to the acre—and how

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WILLYS KNIGHT

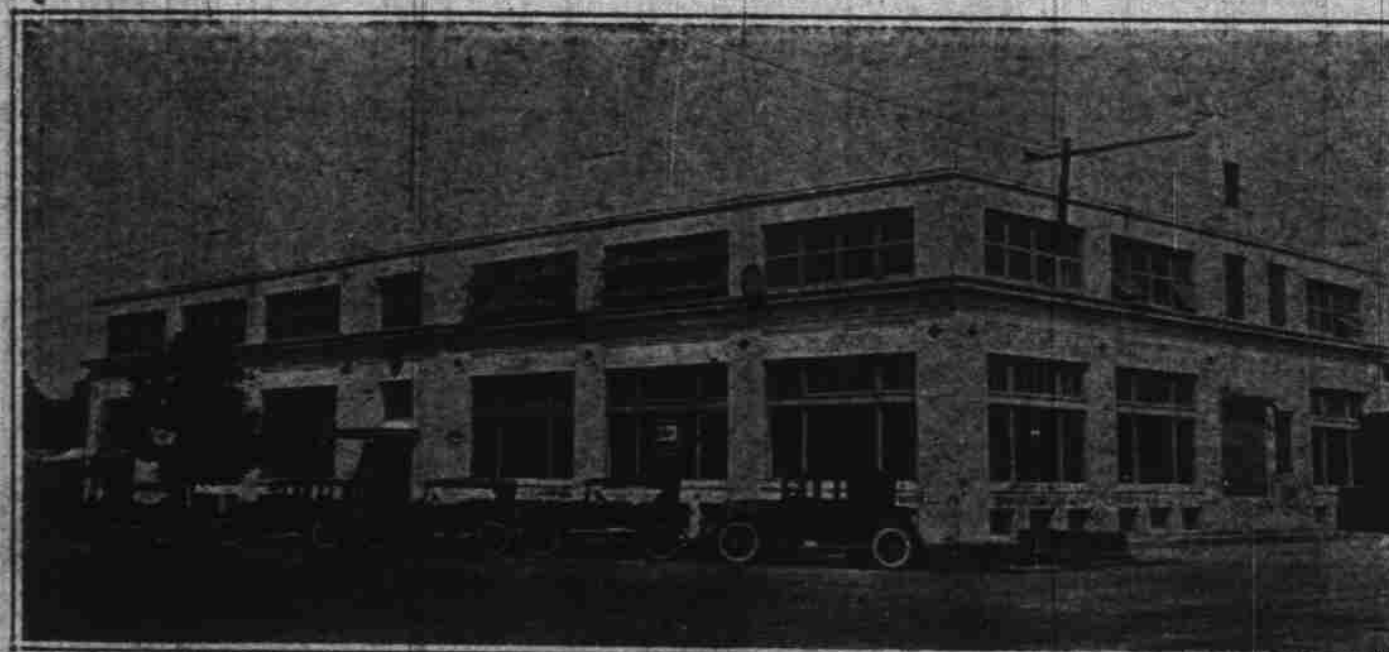
OVERLAND

GREETINGS

FROM

Vick Brothers

QUALITY CARS



Start the Year Right With One of Our Quality Cars

OAKLAND
Auto Painting

Federal Knight Truck
Moreland Truck