

WESTERN AUTO FLOAT AGAIN TAKES PRIZE



The above was reproduced from an actual photograph of the "Western Auto" float, which won first prize (Class F) in the Tournament of Roses Pageant, held at Pasadena, Calif., New Year's day. This beautiful creation was constructed under the supervision of John Schwartz, manager of our sign department.

To give you some idea of the work and material used in the construction of this float, we give you here a brief outline of the items used together with the measurements; but mere words are inadequate to express its beauty.

Float: 40 feet long, built on a Diamond T truck.

Flowers: More than twenty thousand natural blossoms were used (artificial flowers were prohibited). Among these were red and white carnations, marigolds, sweet peas, blue corn flowers, Smilax, heather, yellow pom poms, and enormous quantities of natural foliage. Even the flag topping the eleven foot mountain was made of flowers.

Equipment: The auto shown is a Chrysler—the tent and camping equipment is from "Western Auto."

Camping Party: Mrs. Wilcox, our book-keeper; Earl Wilcox, manager of camp goods department, main store; Donald Wesley, son of Pen Wesley, our general

auditor; Shirley Scott, daughter of our San Bernardino store manager.

Special Feature: The mountain was made of burlap and plaster—a stream tumbled down the sides of the miniature mountain. The water was pumped from a ten gallon reservoir abroad the float. Besides the lettering shown in the photo, the words "Enjoying God's Country" were brought out in blue corn flowers on a back ground of yellow pom poms, on the end of the float.

Our boys are to be congratulated on their success—not only for having turned out a work of art, but for having won on merit in the face of stiff competition.

Individual Transportation Does Business of 126 Million in Year Ending August 1, 1924

Bi-ennial Survey of Motor Car Industry in Oregon Shows Huge Growth in Business Done in Past Two Years

Automobile transportation in the state of Oregon results in an annual wholesale and retail business exceeding 126 million dollars, according to the bi-ennial report on the industry made to the Automobile Dealers Association of Portland, by its secretary, Ralph J. Staehl.

Two years ago this association had made the first report on the automobile and affiliated industries in Oregon. At that time the total business was shown to be \$55,666,600.40. In the year ending August 1, 1924, the motor car industry in Oregon did a business of \$126,038,778.21. The gross wholesale and retail done through Portland in the same period increased from \$35,268,511.00 to \$55,402,350.00, more than ever clinching Portland's claim to the honor of being the automobile distributing headquarters of the Northwest.

While it is true that more automobiles are sold in Washington and more goods at retail, much of Washington territory is directly tributary to Portland and handled through this city, and many of the most important wholesalers have their Northwest headquarters in this city, all of Washington being handled through Portland or

branch houses located in Washington. The result is added to Portland's balance of automobile clearings.

An ever increasing portion of the turnover of the industry remains in the state for the total number of new cars sold in the period of survey is approximately the same as that of the period of the first survey. In addition cars have dropped in price since then from 25 to 45 per cent so that the greater turnover represents a larger business within the state resulting from servicing of automobiles, furnishing supplies and the industry's payroll.

The payroll in that same period has grown from \$11,490,239.50 annually to \$15,266,572.80 or an increase of approximately 25 per cent.

The real estate investment of the industry is shown as slightly less than that of the previous survey but that is due to the fact that estimates previously included to cover private garages and fleet homes on which no definite figures were available have been eliminated from the report. Even so those properties which are directly devoted to the purpose of warehousing, selling and repairing of automobiles in Oregon have a value in excess of \$47,900,000.00 as shown by the reports of their owners.

Again the association has made no attempt to arrive at the value of the hundreds of small filling stations which now dot the country, nor were figures furnished it regarding the value of the oil company properties and equipment devoted to distributing of fuel and lubricants to the industry. Neither is the payroll of these agencies included in the report.

Under the figures given there are included selling agencies, exclusive wholesale automobile warehouses, garages, repair shops, battery stations, accessory stores and the stocks and equipment involved in their operation.

In the past two years the commercial hauling of passengers and freight has grown at a very rapid pace. This might properly be considered a part of the automotive

industry in Oregon and a portion of the payroll and business increase in undoubtedly due to these operations as represented by the sale of parts and equipment to them as well as a portion of the maintenance work which is done in the regular shops of the industry. The commercial carriers have doubled their property holdings in the last year alone through the erection of freight and passenger terminals, but figures quoted make no allowance for them.

The industry is celebrating this year its 25th anniversary, the three national shows at New York, Chicago and San Francisco, held under the auspices of the National Automobile Chamber of Commerce, being devoted to the event. The Northwest Regional

Motor Show at Portland, January 31 to February 7, will follow the leadership of the national shows and will be decorated in honor of the silver anniversary.

A building with double the capacity of the Portland Municipal auditorium was turned over to the show management and decorators a month ago so that the work of preparing for the motor exposition could be completed by February 1.

The motif for the decorations was patterned after the Alhambra, a royal pavilion in the Granada district of Spain. Rich in colors, brown, red, blue and gold, the whole will make a wonderful setting for cars and an inspiration to those interested in the color and artistry of Spain, for the reproduction has been carried out with extreme fidelity.

The figures on the industry in Oregon, as shown by returns from more than 320 dealers of Oregon and more than 1000 garages, repair shops and service stations, are the following:

The Automobile Industry in Oregon, total capital invested:	
Real estate	\$29,454,608.00
Equipment	3,946,140.15
Stocks, cars, parts and equipment	14,065,991.53
	\$47,466,740.68
Annual Payroll	15,266,572.80

The chief interest in life with some people is the 8 per cent they get on their money.

FOREIGN STUDENTS NOW TOTAL 350

Students Return to Own Country After Graduating

Under tutelage of the school department, in the Ford organization, 350 special students from foreign lands are learning the assembly, repair, and marketing methods of Ford products, also the efficient methods and system used for mass production.

Practically all of them are high school graduates of their own countries. Some of them are graduates of the different universities of this country or in their native lands.

Among the most recent additions to the enrollment are 25 students from Italy chosen by the Italian ambassador at Washington, Prince Caetani. These men, all graduate mechanical or electrical engineers in Italy, have already established excellent records.

One hundred students are from China. They were selected by Dr. Joseph Ballie, a former professor of the Peking University. India contributed a quota of one hundred students who were chosen by a fellow countryman, Prem Mathur, metallurgist in the Ford research laboratory. Thirty are from Mexico. In addition, there are a few from the smaller countries in Europe, a dozen or so from the Philippine Islands and two from the Isle of Cyprus in the East Mediterranean.

Every morning, all of these men many of whom would consider manual labor impossible for themselves, put on their overalls and go to work in the shop or on the farms.

During their enrollment in the school, they receive a standard wage of \$6 a day.

Under supervision of a special department, known as the Ford service course, they are started on comparatively simple jobs from which they are gradually led by their instructors into more intricate work until they are 'at home' on the final assembly line or in the motor repair shop, when they are graduated.

The uppermost thought of their instructors is to teach them the



A Trial Will Convince That Our Service Satisfies

Automobile Electrical Work of All Kinds

Joe Williams The Battery Man Phone 198



34596 miles on my route

Spokane, Wash. Nov. 6, 1924

Western Auto Supply Co. 1201 First Ave. Spokane, Wash.

Gentlemen:

It gives me a great deal of pleasure and satisfaction to tell you about the wonderful service your Western Giant tires are giving me.

On buying my last one I left with you tire #210101 (30 x 3 1/2) which has run over a period of forty weeks and has made 34,596 miles on my route. This is figured from a total of twenty-five days per month for thirty-five months, five months being deducted for time as a spare. No evening or Sunday driving was taken into consideration. This, I think, you will agree, is exceptional service for any tire being used thru three winters of mud and frozen roads.

I have more of your tires and feel sure that they are making an average of 25,000 miles per tire. I certainly am a booster for Western Giants.

Sincerely,
J. W. Bowman
Carrier R.F.D. 8.

Western Giant Cords
Extra quality—extra weight—extra service—
—a sure non-skid tread.

30x3 1/2	Western Standard Cord	\$9.70
30x3 1/2	Giant Oversize	\$11.40
32x3 1/2	Giant Str. Side	13.85
32x4	Giant Str. Side	16.95
32x4	Giant Str. Side	18.60
33x4	Giant Str. Side	19.20
34x4	Giant Str. Side	23.90
34x4 1/2	Giant Str. Side	24.65
34x4 1/2	Giant Str. Side	25.35
35x5	Giant Str. Side	30.90

Ask for Prices on Other Sizes

Wear-well Cords
Just what the name implies: Standard Quality
—Standard Weight—Standard Oversize.

30x3 1/2	Wear-well Reg. Size	\$7.90
30x3	Reg. Size	\$ 7.75
30x3 1/2	Oversize	8.90
31x4	Str. Side	13.65
32x4	Str. Side	13.95
33x4	Str. Side	14.70
32x4 1/2	Str. Side	18.40
33x4 1/2	Str. Side	19.10
34x4 1/2	Str. Side	19.65
35x5	Str. Side	23.15
35x5	Str. Side	23.85

Ask for Prices on Other Sizes

Jacks

Be prepared for an emergency. A good jack is one of the most important accessories to be carried in the car. We have a varied selection from which to choose.

All-steel Jacks..... **95c**

Ball-bearing long-handled Jacks..... \$3.75

De Luxe "Jumbo" Jacks..... \$3.90

Truck Jacks..... \$4.25

Duplex Tire Carrier

This auxiliary carrier while light in weight is very strong and durable. Can be used on all sized rims; can be locked, thereby preventing theft.

Price..... **\$4.45**

Perfection Side Tire Carriers for small tires..... **\$1.15**

3-Point Rim Tool

"Hercules"

Mounting and dismounting tires on split rims becomes easy with this tool—adjustable to any size rim. The price is **\$4.25**

"Lawyer" Rim Tool for dismountable rims..... **\$2.85**

More Than 100 Stores—All Over the West

Order by Mail Our Guarantee Protects You

Western Auto Supply Co.

Salem Store (Corner High and Court)

Open Saturday Night Until 9 o'Clock

It takes a good tire to make the record the

McClaren Cord has made

"Jim" "Bill" Smith & Watkins Snappy Service. PHONE 44

Found at Last--

A way to make a neat and durable **GLASS CLOSURE** at a lower price than most. Aluminum Frame—No fabric to wear out.

—ALSO—
General Top and Upholstery Work

W. R. McALVIN J. H. 545 NORTH CHURCH STREET

DISTINCTION

The word "DISTINCTION" is very applicable to the two prime essentials for serious consideration in the purchase of any automobile, namely

First— That it is possessed of distinction in design and finish, and not obsolete.

Second—And of the greatest importance, that it has the POSITIVE distinction of being built of very high grade materials, the utmost in contributory engineering features, and with all of these is most economical of operation and service.

Being the product of the GENERAL MOTORS CORPORATION, the only manufacturer in the Automotive Field possessed of so highly a concentrated and extensive purchasing power, is the ONE FACTOR in the OLDSMOBILE SIX which makes possible the PURCHASE OF SO MUCH QUALITY IN EVERY RESPECT AT THE PRICE.

IT IS especially well designed and finished.
IT IS very sturdily built of the best materials.
IT IS very economical of operating costs.
IT IS, particularly in comparison with other cars, in and above its class, economical in replacement and service charges.

In other words, comparative to cars in its class and many more far above its class in price, the OLDSMOBILE SIX takes a position decidedly exclusive in the Automotive World.

See It. Compare It. Have It Demonstrated. You Will Be Convinced.

"AFTER WE SELL WE SERVE"

F. W. PETTYJOHN COMPANY
219 North Commercial Street, Salem, Oregon
Phone 1260

Ford idea of systematic work, which facilitates quantity production while maintaining of high quality in the manufacture of the Ford products. The students quickly assimilate the basic ideas of the Ford methods of division of labor and application of special machinery designed to minimize manual effort and multiply production. The Ford organization serves as an "eye opener" to those of the East whose angle of vision had hitherto been restricted mostly to intellectual matters.

On their return to their native countries, if the students so desire, they may work for the interests of the Ford Motor company there. Many of the graduates have already returned home and opened Ford Sales and Services stations. There are others who have gone into various phases of the great work of solving the transportation problems of their country.

There Are No Melancholy Days

SINCE the advent of the automobile poets have ceased to sing of the "melancholy days." There's no such animal. In these days of unusually low prices for such remarkably good used cars everybody can afford a car. You don't have to sit on the sidelines any more.

Won't you let us show you some of our gloom destroyers?

Certified Public Motor Car Market

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