

# NEW SALES ROOMS TAKEN BY COMPANY

R. N. MacDonald Company Now Located at Cottage and Ferry Streets

The MacDonald Auto Co., are now back at their old home at the corner of Cottage and Ferry streets. They are now better equipped than they ever were to take care of their customers. Their many friends are calling and congratulating them on the improved appearance of their new home. The sales room has been refurnished, and two big electric signs are to be installed.

The repair work is in charge of Skipper and Vincent, experienced repairmen who formerly did business at 645 Ferry street. They are as well equipped as any one to do all kinds of repair work.

The wash rack is in charge of Tom Leatherwood. His long experience in this line has made him one of the best of car washers.

The wash rack and repair shop is open the entire twenty-four hours.

E. A. Dunning is now in charge of sales. He has had many years of experience in California.

Mr. McCluskey and Leo Fixmer, both of whom were formerly with the Wm. Powell Auto Co., and Bill Ireland are now on the sales force. They invite their friends to drop in and see them.

Besides the Marmon, Chandler, and Cleveland cars, the MacDonald Auto Co., also deals in used cars of a high-grade quality.

With their well-equipped building the MacDonald Auto Co., is able to give the public better service than ever before—and that's saying something.

### MOTORCYCLE RACES

August 23rd there will be motorcycle races at Independence. The track will be reconditioned and there will be riders entering from all parts of the northwest. It is expected that some fast time records will be seen. Cody Evans, riding for Harry Scott, local Harley Davidson dealer will take part in the races, which will have the sanction of the A. M. A.

The earth seems to be shivering a lot lately, but it certainly can't be on account of the weather.

Loose Wheels Repaired at MIKE PANEK'S BRAKE STATION 275 South Commercial

### PUBLIC WELL PLEASED WITH NEW OAKLANDS

NUMBER OF ORDERS RECEIVED SAID TO SET RECORD

Price Reduction, Coupled With Improvements, Increase Car Sales

Never in the history of the Oakland Motor Car company has such a deluge of orders poured into the factory during the first week after the showing of a new car as occurred the week following July 25, when the new Oakland Six with Harmonic Balancer was introduced to the public for the first time. The substantial price reductions, ranging from \$70 to \$250, which were announced by Oakland, have caused a near sensation among automobile buyers, resulting in a prompt increase in retail sales.

As a result of the demand for the new cars from every section of the country, the Oakland factories at Pontiac, Michigan are going at it to speed to satisfy the requests of dealers who want their allotments doubled.

The daily production schedule was at a higher peak when the cars were announced this year than at the announcement of any previous Oakland cars. Production of the new cars was well under way early in July. More than 700 cars were driven away from the factory just the week before the announcement, for dealers in the mid-western states, the far distant dealers having already received cars.

In spite of this, three days after the new cars were announced, it was found necessary to increase the daily schedule.

"Oakland has never produced a car which has received such spontaneous welcome," stated Mr. Matheson, president. "And probably the most gratifying feature was the large number of sales made before the cars were shown, proving that Oakland quality at the new low prices offers a value without parallel.

"The beauty of the new body lines and external features are apparent, yet most of the 100 improvements and refinements are in the vital parts of the chassis. The Harmonic Balancer, oil filter and air cleaner are mechanical features that caused much comment. We believe that the Harmonic Balancer will stand out as the great engineering development of the year, comparable to such automotive achievements as four wheel brakes and balloon tires."

### SALEM MOTORCYCLE RIDERS TO SILVER CREEK FALLS

About thirty Salem motorcycle riders left this morning for a days outing at Silver Creek Falls.

### SALE OF USED CARS INCREASES STEADILY

Fred M. Powell Reports Excellent Demand for Good Used Machines

Possibly the most severe test of motor car activity and prosperity is in the market for used cars. Observers often notice that at seasons when the new cars are enjoying their greatest activity the used ones are in slow demand—and that is one indication to men who know that all is not well.

The present season, however, is unique in that the public is buying good used cars at an unprecedented rate, according to Fred M. Powell, who as Hudson-Essex distributor is in touch with hundreds of sales every month. The Hudson-Essex new wear business of course is breaking records every month; and Mr. Powell reports an equal activity in his used car department.

"Never have used cars sold as readily as during the present season," according to Mr. Powell. "Right now we could use a good number of high-grade used cars, and in fact would like to make some trades on Hudsons and Essex used cars.

"We are really as proud of the success of this part of our business as in the record we have made selling new cars. Anyone could sell Hudson and Essex automobiles this year while used cars for years have been the bane of dealers everywhere. We handle used cars a bit differently here. In the first place, we buy only certain kinds which we know from experience will stand up.

"Each car is given a thorough inspection when it first comes in. Sometimes we decide to thoroughly overhaul it—always in case of a Hudson or Essex. Again we feel that the expense of a complete repair job would not be justified, and then only the most necessary repairs are made. Often some mechanical minded man likes to pick up a car like this at a low price and do the needed work himself.

"When needed we put in a new battery or replace other parts, including tires. We can buy these things much cheaper than the driver, and thus save him a little money. His satisfaction is worth the extra effort required.

"Such a general policy enables us to handle used cars on a real business basis, and to make hundreds of new friends through our used car department."

Earthquakes re-establish California in the public limelight—but send more tourists to Florida

### NEW MOON CARS GIVEN HEARTY WELCOME HERE

ENTHUSIASM EXPRESSED BY PUBLIC IN ALL STATES

Orders For New 1926 Machines Declared to be Exceeding Expectations

The enthusiastic public reception given the new Moon cars for 1926 which were announced last week, followed by an unusually large number of orders from distributors and dealers throughout the country, has made necessary a drastic revision upward in the present Moon Six production schedule according to Frederick H. Rengers, general sales manager of the Moon Motor Car company.

Rengers further said "This unprecedented demand for the new Moon cars for 1926 is unequalled by any previous record of this organization and it means day and night work at our plant at full capacity in order to take care of the rush of orders on the new Moon 1926 models. We are daily receiving by wire, phone and mail urgent requests from our distributors and dealers all over the country to have their orders filled, many of them stating that their stocks on hand are exhausted even now one week after the introduction of the new Moon cars for 1926. Many of our dealers in anticipation of the big demand for the new Moon cars for 1926 had previously stocked extra cars on these new models but in a large number of cases this precaution has failed to take care of the demand. During the past week we have had at the plant an unusually large number of dealers, nearly all of whom urgently requested us to fill their orders so that they could drive the cars out at once. Our production schedule has been stepped up so that we will do every thing humanly possible to take care of all orders as quickly as possible.

Following closely upon the Diana 8 the introduction of the new Moon cars for 1925 has simply taxed the factory's ability to produce enough cars and at the present time there are a large number of unfilled orders on hand for both the Diana 8 and the new Moon cars for 1926.

There are seven body styles in the new Moon cars for 1926 and featured among these models is the new Moon Coach DeLuxe priced at \$1495.00 at St. Louis. In bringing out this new Moon Coach DeLuxe for 1926 the Moon Motor Car company has entered the Coach field with a Coach DeLuxe having the equipment usually found in cars of a much higher price.

The equipment of the new Moon Coach DeLuxe includes four wheel hydraulic brakes, balloon tires, new patented steering gear of the cam and lever type, one piece vertical ventilating windshield with a nickel regular just above the steering wheel within easy reach of the driver, light control lever located on the steering wheel, luxurious tan corduroy upholstery, hardware of a special design. The new Moon cars for 1926 are available in the following models: touring, coach DeLuxe, Sport roadster, Standard sedan, Cabriolet roadster, DeLuxe Brougham and DeLuxe sedan.

### REDUCTION NOW EFFECTIVE ON CLOSED MODELS

DETROIT, Mich., Aug. 8.—Announcement of a price reduction effective August 1 on Chevrolet closed models was made today by R. H. Grant, general sales manager of the Chevrolet Motor company. The coupe reduced \$40, coach reduced \$40 and the sedan reduced \$50.

"The record production and phenomenal sale of Chevrolets during recent months enables the company to reduce prices at an earlier date than at first had been contemplated," said Mr. Grant. "It is the result of quantity production permitting quality manufacture at lower cost."

Mr. Grant pointed to the fact that the Chevrolet Motor company will have exceeded by August 20 its total production for the year of 1924 after having established production records for three successive months. The company will make its two millionth car early this fall, and will be the first manufacturer of three-speed gear-shift cars to reach that production mark.

"The largest producers gain an advantage by effecting substantial savings through enormous purchasing power," continued Mr. Grant. "The Chevrolet Motor company is passing this advantage on to the car buyer."

### SPECIAL OFFER MADE AT LONE STAR STATION

The first 50 ladies purchasing \$1 of gasoline at the new Lone Star Service Station No. 2, 2035 Fairgrounds at the intersection at Capitol, will receive a quarter-pound box of chocolates as a souvenir of the opening of the station.

The new station was open for business Saturday and is open after 5 o'clock in the morning. It is one of the largest of its kind in the city and four kinds of gasoline are available.

Those purchasing \$1 or more of gasoline yesterday and today are receiving a coupon good for two gallons of gasoline free.

### OLD TIRES MADE NEW NOW IN SALEM

Reconstruction Process Proving to Be Popular. Details Given

The Capital Tire Manufacturing company have been busy this week making new tires out of old ones by the use of the Leo Jacobsen molds which they have recently installed at their place of business at 215-245 Center street. The tires are not merely re-treaded but are remolded, the process giving to the tire a new tread, new sidewalls and a new name. They have all the appearance of new tires when mounted on the rims.

Mr. Leo Jacobsen, the inventor of the tire mold, has been in Salem the past week assisting Mr. H. Steinbock with the work getting started here. The process of making a new tire from an old one includes the following steps: First, the old rubber is taken off the old tire; then the carcass is thoroughly washed and a new interlining is placed on the inside of the carcass. One coat of pure rubber cement is then given the tire and this is followed by one thickness of curing gum. Then comes one thickness of cushion stock and then a breaker strip is applied. Next comes the tread stock and the carcass is then placed on a large machine and rolled to eliminate all possibility of air causing blisters. The carcass is then placed in the Jacobsen mold weighing from 1000 to 1800 pounds. The tire is heated in this mold to a degree that causes the rubber and cement to run together and into the carcass. The tire is then turned out complete and ready for use.

### OLDS WILL CUT PRICES

RADICAL ANNOUNCEMENT TO BE MADE SOON, REPORT

LANSING, Mich., Aug. 8.—A radical announcement concerning the Oldsmobile will soon be made, according to reports which indicate a sharp reduction in prices together with numerous engineering and body improvements. Officials of the Olds Motor Works decline at this time to confirm reports of new prices.

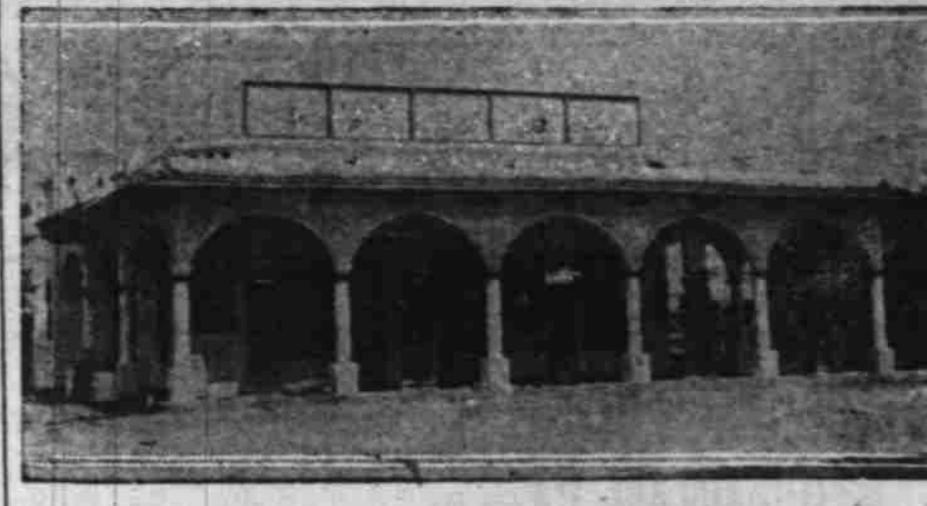
Both the Olds Motor Works and the Fisher Body Corporation plant which adjoins the Olds factory and manufactures all Oldsmobile closed bodies, have been working at top speed recently.

There seems to be no doubt that there will be a substantial reduction

tion in the price of Oldsmobile. Such action will be in line with the policy of three other automobile companies in the General Motors group which have announced lower prices within the last week.

It is learned from unofficial source that if a downward price revision of Oldsmobile eventuates, it will be made in spite of material improvements in the car. These improvements are said to include mechanical changes that will result in quicker acceleration, more power and smoother operation. In addition it is practically certain that the bodies will be given additional grace and beauty by changes of line and finish. It is likely that two color effects in Duco will be used on some, if not all, of the models.

GRANTS PASS, Ore., Aug. 8.—A Chrysler automobile agency has been established in Grants Pass in the building formerly occupied by the W. S. Maxwell company. E. L. Churchill has secured the Grants Pass territory which includes the city and vicinity. Dunlap McAdams will be associated with Churchill in the enterprise.



### FREE FREE FREE

August 8, the Lone Star Service Station No. 2, located at 2035 Fairgrounds road at the intersection of Capitol street, will open for business, and on Saturday and Sunday, August 8 and 9, by buying \$1 worth or more you will receive a coupon good for 2 gallons of gas free, and on Sunday in addition to this the first fifty lady drivers purchasing \$1 worth will receive a 1/4 lb. box of chocolates. Come early and avoid the rush. Station opens at 5 a.m.

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Overhauled by men who know how.

We give authorized electrical service on 19 different makes of cars

We are now an Official Light Testing Station

And can adjust the headlights of your car so they will comply with the new Oregon law, effective September 1.

Come in this week! Avoid the last of the month rush

### E. H. BURRELL

Battery and Electrical Service

236 North High Street Phone 203

## DODGE BROTHERS SPECIAL TYPE-A SEDAN

Its beauty is particularly appealing because it distinguishes a vehicle of sturdy worth.

You are afforded the satisfaction of driving a car that actually lives up to its smart appearance.

Five Balloon Tires

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474 SOUTH COMMERCIAL STREET PHONE 423



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