

EYE APPEAL STRONG FACTOR IN SELLING

Success of New Car Depends to Great Extent on Beauty of Model

ST. LOUIS, Oct. 24.—As one of America's most important industries, and as a fundamental part of our economic structure, the automotive industry is indeed a barometer forecasting future prosperity or depression periods in American life. With this thought in mind, Russell E. Gardner, Jr., president of The Gardner Motor company, reviews tendencies in this industry which indicate that the future outlook for great prosperity in the automobile business is better than at any previous time. Mr. Gardner states there are four factors contributing to this condition:

First, a lowering of operating costs, resulting in a continuance of excellent products at much less than pre-war prices. As a matter of fact, products far superior to those of pre-war times are now being sold for 30 per cent less than 1913 prices, while commodity prices are about 67 per cent higher and labor about 60 per cent higher.

Second, the continuance of good road building. Third, the stimulation to business caused by the refinements in driving and riding performances and a continuance of changes in body lines, interior trimmings and exterior painting.

As a matter of fact eye appeal has probably more to do with the success of a new car than any other single factor. Price alone is certainly less a factor now than ever before. The difference in the first payment between two cars in same general price field is so small that a great majority of buyers will pay \$100 or \$200 more in order to get something that appeals to their individual pride of ownership.

Henry Ford recognized this when he definitely gave up the conventional black and began using colors and nickel radiators. The tremendous success of the Gardner eight-in-line during the past season, I believe, has been directly attributable to the fact that it has that strong eye appeal; those driving and riding refinements that the great American public is willing to pay for according to their individual tastes.

WALTER P. CHRYSLER'S TRAFFIC TALKS

BOTH MOTORISTS AND PEDESTRIANS HAVE RIGHTS

Every motorist is at some time a pedestrian.

Most motorists are pedestrians most of the time.

Pedestrians will always outnumber motorists.

Motorists have rights; pedestrians have rights. Motorists must respect the rights of pedestrians. Pedestrians should likewise respect the rights of motorists.

When motorists are signalled by traffic officers to go pedestrians should not try to cross. Pedestrians for their own safety should observe traffic signals.

When motorists are required to stop they should not stop their cars in the line of march of pedestrians.

Motorists should be careful in rounding corners not to frighten

pedestrians who have the signal to go.

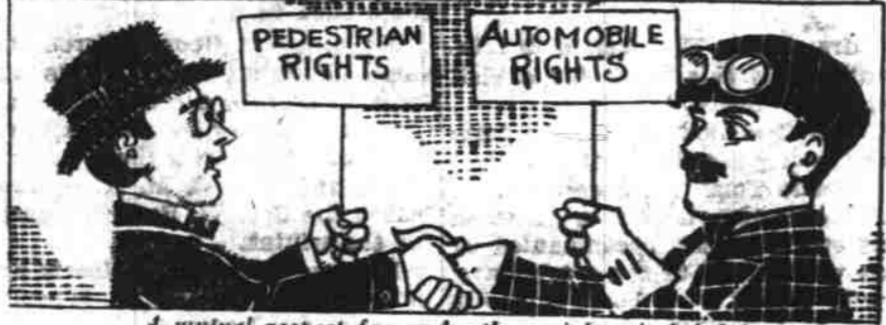
Pedestrians just like motorists should not take chances.

Pedestrians should cross streets at crossings.

Motorists should be careful in using their horn not to frighten pedestrians and not to come upon them unexpectedly.

What is needed is thoughtful consideration of the motorist by the pedestrian and equally thoughtful consideration of the pedestrian by the motorist. Both should be constantly careful. Both should be constantly thoughtful. Both should never take chances.

The burden of responsibility of course rests upon the motorist because a pedestrian cannot exchange bumps with a motor car.



MARVELOUS DEVICES USED IN FACTORIES

Wonderful Machines Weighing Many Tons, Have Sensitiveness of Finger

The marvels of modern automotive precision and production methods are depicted in a series of 42 enlarged photographs now being shown to the public at the salesrooms of all American and Canadian Chevrolet dealers.

The photographic series covers the same interesting operations in the manufacture of Chevrolet cars which would be shown a visitor at the factories.

One of the most spectacular pictures shows a huge drop forge hammer weighing 14,000 pounds. Hammers of this type are used to make the Chevrolet crankshaft. The falling weight is lifted by steam. It is so respon-

sive to the touch of the skillful operators that they are able to place a watch on the bottom die block and strike it with the hammer so delicately that the crystal remains unbroken. Each hammer will forge 880 crankshafts during a 10 hour day.

Other striking features of the exhibit are pictures of a monster machine which uses 300,000 amperes of electricity to weld the Chevrolet one-piece banjo-type rear axle housing; a machine which drills 32 holes simultaneously in the bottom of the Chevrolet cylinder blocks, and a 62-ton press which forms a Chevrolet fender at one stroke.

The individual grinding of valves, the delicate balancing of pistons so that every piston in each motor weighs the same and many interesting micrometric inspections also are illustrated in the remarkable exhibit.

THE SALESMAN HERE

P. C. Speer, representative of the Selberling Rubber company of Akron, Ohio, with offices at 473 Hoyt street, Portland, was a Salem visitor Thursday. The Zosel Tire shop, corner Commercial and Ferry street, are the Salem Selberling dealers.

McDONALD AUTO CO. OPENS NEW BRANCH

Plant at Commercial and Ferry Stocked With Used Cars and Supplies

The McDonald Auto company has opened up a new branch at Commercial and Ferry for their used cars, and will also carry tires, gas and oil there. Mr. R. C. Anderson is in charge of this department, and Mr. Bruegger of Boise, Idaho, is in charge of the repair shop. Mr. Bruegger has been foreman of the leading garage at Boise for a number of years, and is an expert mechanic, being familiar with all makes of cars.

Owing to the number of high grade new cars—Marmon, Locomobile, Flint and Cleveland—which the MacDonald Auto company are carrying and the limited amount of space at the present location, the need of another location was felt for used cars.

Business has been at its best since October 1, according to F. R. MacDonald, many new cars have been sold. A carload of Marmons, and also a carload of Cleverlands are on the way to Salem, and will be disposed of upon their arrival here as orders have already been placed for them.

Courtesy and service is gladly extended by the efficient sales force, which includes R. C. Anderson, R. C. Farrell, William Ireland, J. H. Milsom, H. Tarpley and D. Fellers, said Mr. MacDonald.

The company offers demonstrations at any time from their salesroom at Cottage and Ferry Sts. Skipper and Vincent will remain in charge of the service department at the Cottage and Ferry street location, and Tom Leatherwood will attend to the washing of the cars.

NEW AUTO WILL BE BUILT BY OAKLAND

Production of General Motors Product Will Be Started Soon, Said

PONTIAC, Mich., Oct. 24.—Orders for special machinery and equipment totaling nearly \$3,000,000 have already been placed to build the new car announced recently by the General Motors Corporation. This car will be produced and distributed by the Oakland Motor Car company as companion to the present Oakland six.

A. J. Brandt, works manager at Oakland, states that already 20 per cent of the new equipment has arrived and is being installed in the Oakland factories.

Twenty-five tool designers have been engaged since early in June drawing up plans for the new machinery, tools and special equipment and 125 more men have been engaged in rearranging the layout of the factories for the production of the new car.

Mr. Brandt reports that 500 new machines have been ordered as part of the additional equipment necessary to build the engine alone. First production of the new cars will be handled on an assembly line paralleling the present Oakland assembly. Additional assembly lines will be placed in operation as production gets under way.

Speaking of debt settlements, the best plan we know to settle is for the debtor to pay up.

\$5

Makes the first payment on a new

Columbia Bicycle

and

\$1.50

Per Week

takes care of the balance

Come in and see them this week

LLOYD E. RAMSDEN
387 Court Street

Repairing, Accessories, Children's Wheel Goods

RADIO CHATS WITH POWEL CROSLBY JR.

THE radio industry offers another example of America's leadership in commercial enterprise. Most of the truly scientific developments in radio came from the Old World. It was in America, however, that broadcasting and broadcast reception was developed. American influence has dominated this field so strongly that Great Britain and other countries found it necessary to place restrictions on the importation of radio equipment to protect their own manufacturers. Announcement has just been made of the removal of these restrictions. Open competition between British factories and American factories would have resulted in the foreign plants having to close.

FOREIGN broadcasting is organized on a very different basis than in the United States. In many of the foreign countries, the listeners have to pay a fee to hear the concerts, although there are "boot-leg" or non-payers who take advantage of the officials' inability to control the situation. Contributions to the upkeep of broadcasting comes through the system of taxation. Listeners in this country are fortunate in not having to pay directly for their radio entertainment. The entertainment offered in the United States is superior in every way to what is paid for in foreign lands.

FIVE million dollars worth of American-made radio equipment was sent to foreign countries in 1924. Many radio manufacturers in this country have established their own foreign outlets through export departments and indications point to a tremendous volume of business for this year.

PRODUCTION OF CADILLAC KEEPING HIGH LEVEL

Production at the Cadillac Motor Car company plant continues at a high level, both on domestic and on export business. The company is reported to be 650 cars behind on export orders. Most departments are working on an overtime schedule.

NASH
Leads The World of Motor Cars

The New
SPECIAL SIX SEDAN, \$1510
ADVANCED SIX SEDAN, \$1755
4-wheel brakes, full balloon tires and 5 disc wheels are included at no extra cost. Prices f.o.b. factory.

The reason for the record-breaking sales success of this Sedan is right here in this sentence—it offers far more for the money—in QUALITY and in VALUE.

KIRKWOOD MOTOR COMPANY
Corner Commercial and Chemeketa

"A 25% cut in overhead puts \$50,000 a day back into the public's pocket!"

Intelligent economy . . . Sensing and adopting, in advance of anybody else, the newest and most efficient equipment and methods have made this low price possible.

For Extra Good Measure—over and above

. . . many major features—one patented, exclusive—91 all told—that come to you with this superlative among light cars!

Rhythmical Riding
In this great light automobile you ride buoyantly, in cradle-smoothness. **TRIPLEX SPRINGS**—patented, exclusive. That is what does it . . . 30 inches more spring-supported area—that is the source from which this super-riding-comfort comes! . . . the Triplex Spring of the Overland pull—they do not push, as do all other types of spring. Attached to the frame, 15 inches in front of the wheels, they lift their load gently, smoothly, over any obstruction.

Easier Riding—Easier Parking
30 inches more spring-supported area, with 30 inches less wheelbase to park!

. . . It is much easier to handle a small car than a big car. In traffic you weave in and out, where your big, long car has to have plenty of space.

. . . take parking. Your Overland Standard Sedan parks "in between" a close-packed line of other cars—it can be "sandwiched in" almost anywhere!

. . . but how hard the average small car rides compared with your Overland. It's a case of 100-inch

wheelbase against 150-inch spring-base. All easy riding is a question of springs.

Overland engineering the most advanced in the industry

. . . and Overland engineering has found the answer to that difference in wheelbase, absolutely . . . **TRIPLEX SPRINGS!** . . . This patented and exclusive Overland principle gives longer life to every mechanical part—easier operation to the car itself. Spring troubles are cut to a minimum. 100-inch actual wheelbase—that's easy parking! 130-inch spring-base—that's easy riding!

Observe the smart, clean-out lines of this car

—it is rakish, low—plenty of room in it—unequaled in comfort for driver and passengers—body finished in polished lacquer, a rich deep blue with glistening jet-black trimmings.

Wider seats—big windows
—the widest of any light car built—new, single-piece, undivided front seat, 30 inches wide, 19 inches deep; wider back seat, 45 inches wide, 18 inches deep.

John D. Corliss
President, Wm. Overland, Inc.



A Full Size 5-passenger Sedan for **\$595**

—more than 20 square feet of window space.

Extra wide doors, too
—easy entrance and exit to both front and rear seats. No discomfort to anybody getting in or out.

Very latest one-piece windshield
—especially valuable in night-driving. Gives clear, unobstructed vision. More easily adjusted—you don't have to fuss with it. Adds greatly to the car's appearance. Easier to clean and to keep clean.

And new cool ventilator
—a comfort any late model big car gives, new in the light car. Lets fresh air circulate continuously through the lower part of the car. Then add to all these things a 27-horsepower engine, fast, sturdy, reliable. . . . Three speed, selective sliding-gear transmission. . . . Borg and Beck disc type clutch, one of the finest clutches made. . . . Auto-Lite starting, lighting and ignition. A wonderful rear axle system, equal to that used in cars of double the weight. Axle shafts of Molybdenum steel, the toughest steel known to engineering. . . . A Chassis of remarkable strength.

ESSEX is a "SIX"

Built under the Exclusive Super-Six Patents
\$795 for the Coach
Freight and Tax Extra

Everyone knows the superiority of six cylinders. Those who know are not content with less than Super-Six performance. It increases power, smoothness, flexibility and car life without adding to weight or motor size. Its principle is patented and exclusive to Hudson and Essex. And Hudson-Essex are the world's largest selling sixes.

That volume makes possible the lowest prices in history.

In Essex there is a big saving in cost, a greater economy in operation, and a finer satisfaction from the ease and comfort of riding and driving.

Owners gladly tell you this. Everyone says fine things for Essex. Sales prove its leadership.

Everywhere it is regarded with Hudson as the

World's Greatest Value

HUDSON COACH \$1195
Hudson Brougham \$1495 Hudson 7-Pass. Sedan \$1695
All Prices Freight and Tax Extra

FRED M. POWELL MOTOR CARS
350 N. High, Salem, Oregon

Standard **OVERLAND** Sedan
VICK BROTHERS
High Street at Trade