

FRIENDLY RIVALRY KEYNOTE OF SALES

Chevrolet Company Introduces Contests and Bonus System for Men

Friendly rivalry between the sales forces of various districts intensified through the contest and bonus system is generally considered an excellent method of keeping a sales force on its toes and of high morale.

This system has been in use for sometime by the Chevrolet Motor company through its zone sales contests, based upon a percentage system, according to F. N. Coats, regional sales manager in charge of the Pacific coast territory. In announcing the winners for the month of September Mr. Coats said:

"Bonus systems based upon volume are quite common, but Chevrolet has always considered this somewhat unfair to the salesman in a small town or city and our bonuses are based upon a specified allotment determined by the experience and length of service of the salesman and the district in which he may operate. September was an exceptionally good month for Chevrolet here on the coast and we had ties for both first and second place in our Zone Nineteen, which comprises western Montana and Idaho, Washington and Oregon. The prizes in this case were not divided, but each place winner received the same amount as if he had been alone in attaining the high percentage of sales for his zone.

B. L. Sanders of the Pierce-Harrison Motor Co., of Medford, Oregon, and H. George of the Nugent Motor Co., Everett, Wash., tied for first place in their zone with a percentage of 325 each of their quotas. A. D. Martin, of the Fields Motor Co., Portland, and C. Alexander of the Mt. Hood Motor Co., of Hood River, tied for second with percentages of 275.

In Zone 6, which includes northern and central California and all except the extreme southern part of Nevada, C. R. Dickson, of the

WARNING POSTER IS POPULAR



Enthusiastic endorsements from the heads of more than one thousand public schools in Pacific coast states have been received by the Union Oil company of California as a result of its displaying 1500 full size bill boards carrying the message "Children Will Play. Be Careful."

Convinced, after a complete investigation, that the accident situation on the Pacific coast has

reached a crisis, the company decided several months ago to do its share in the national effort which Herbert C. Hoover, Secretary of Commerce, is directing. The result was the granting of all display locations controlled by the organization on the coast to the safety cause.

The "Children Will Play" poster, which is the first message

in the extensive campaign planned will remain on display for one month, and will be followed by a second design, the subject of which will be the closer observation of traffic regulations by motorists. Subsequent messages will strike at other vital phases of the general necessity for greater safety of streets and highways.

FEDERAL ROADS ARE DISCUSSED BY BOARD

System of 50,000 Miles Talked Over at Road Builders' Convention

WASHINGTON, D. C., Nov. 14.—The perfection of a national highway system embracing 50,000 miles of improved roads and connecting all the states and the larger cities, preliminary steps toward which were taken at a recent conference of federal and state officials in Washington, will be one of the matters fully discussed at the convention and machinery exposition of the American Road Builders' association to be held in Chicago, January 11 to 15, next. The new national highway system is to be perfected by the government in conjunction with the states through federal aid. The routes will be marked and operated by the states.

On account of the great number of federal, state, county, township and city highway officials, engineers, contractors and machinery and material men attending the convention, President W. H. Connell of the American Road Builders' association, has divided the program of the convention into two divisions, one especially attractive to engineers and highway officials, and the other to contractors and machinery and material manufacturers and dealers. Frank Sheets, state highway engineer of Illinois, and treasurer of the American association of State Highway Officials, is in charge of the program for highway engineers and officials and S. M. Williams, vice president of the Autocar Sales and Service company, is in charge of the contractors' program.

SALES RECORDS FOR OAKLAND BROKEN

Eight Thousand Cars Are Sent to Dealers During Month of October

PONTIAC, Mich., Nov. 14.—The Oakland Motor Car company broke all previous monthly sales records during October when 8003 cars were shipped to dealers.

As the factory has not yet caught up with dealers' unfilled orders these figures are practically synonymous with retail sales.

The production at the factory was 8038 cars, a single car more than the production quota set for October. The factory sales for October beat the previous high monthly sales record of February 1924 by 14 1/2 percent. It also was more than 146 percent greater than the sales in October of last year and represents a 62 percent increase over September of this year.

The present daily production will be gradually increased through November, December and January, and to this end three quarters of million dollars have been spent in providing the necessary equipment to make possible the expanding Oakland Six production program.

Particularly impressive records of retail sales were made in the large metropolitan cities of the country where competition is keenest. Among the large cities, where Oakland enjoyed the greatest retail sales in its history and ranked exceptionally high in new car registrations are included Chicago, Detroit, Cleveland, Pittsburgh, Indianapolis, Buffalo, Rochester, Syracuse, Youngstown, Wichita, and St. Louis.

OVERLAND SIX MADE TO STAND HARD USE

Chassis, Body Construction and Heavy Axles Provide Safety Features

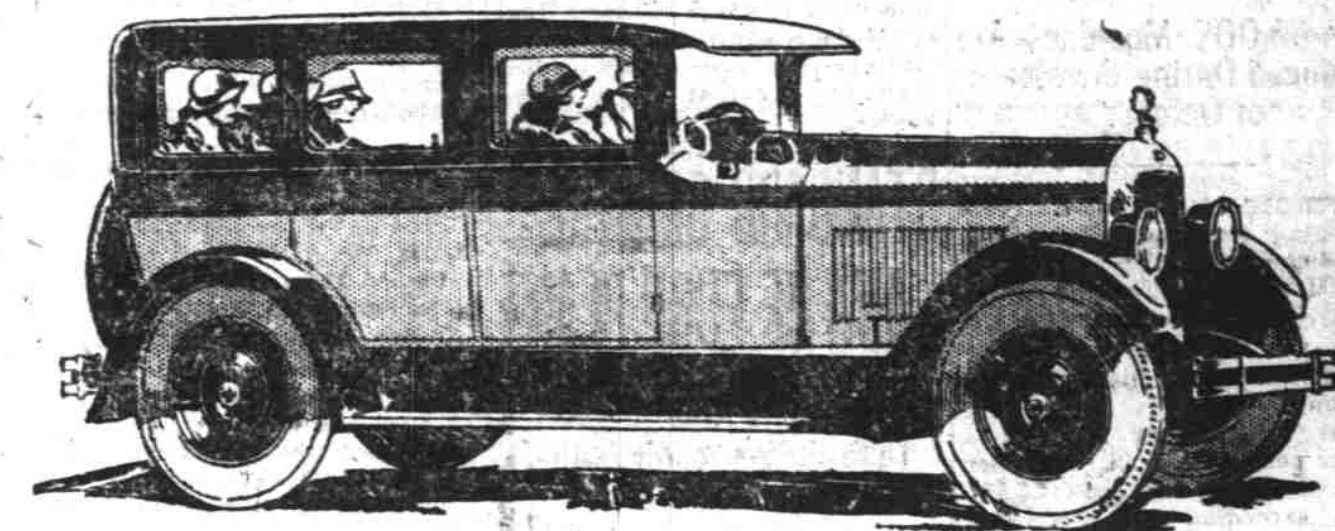
Bearing out the contention of designing engineers in constructing a car of maximum safety in all kinds of driving, hundreds of enthusiastic letters from new owners of the Overland Six provide authentic proof of the roadability of this car in all parts of the country.

Willis-Overland engineers, in designing the Overland Six, spared neither time nor expense in developing a perfectly balanced chassis which, combined with the nicely hung spring suspension, would provide no sideways or driving fatigue. To accomplish this, the chassis was divided into several parts, and the staying or bracing of these individual parts taken separately to secure perfect road poise. Specially designed cross members at the front of the chassis rigidly stay the frame members. These were so balanced that all possible ensnarement was eliminated in the forward end of the chassis which, in connection with the heavy and channeled engine suspensions, provide a rigid bracing for the chassis.

Owners, in commenting on the fine road balance of the Overland Six, mention that the spring suspension of the car provides ideal riding comfort. This was accomplished by the use of special constructed chrome vanadium steel springs of the semi-elliptic type, 34 1/2 inches long in front and 52 inches in the rear, providing a buoyancy because of the alloy's toughness. Extra heavy cross members in the rear complete the heavy bracing of the car, which, together with the unusual strength of the chassis frame members, provide an exceptionally sturdy and yet easy riding car.

About the time congress votes a reduction in the automobile tax, watch the price of gasoline advance.

Seek in Vain for the Jewett's Equal!



—as always, Jewett has far surpassed all expectations in this Wonder Sedan

Only \$1680
For This Great Car

And \$1680 buys a completely equipped car. Five balloon tires, disc wheels, bumpers front and rear, rear-view mirror, combination stop and tail light, automatic windshield wiper, heater, ash trays and arm rests, nickel plated radiator and all the sensational recent Jewett mechanical improvements.

New lower prices on all improved models as follows: Coach \$1245, De Luxe Touring \$1920, De Luxe Coach \$1400, De Luxe Roadster \$1500, De Luxe Sedan \$1680. Prices f.o.b. Detroit, tax extra. Page-hydraulic 4-wheel brakes at slight extra cost.

Always Making Them Finer
Harry M. Jewett

Surprise after surprise is in store for you in Jewett's improved De Luxe Sedan.

Knowing Jewett quality, you will naturally expect a great deal—but you will find even more!

First, there's dashing appearance, with the new two-tone coloring in bright and enduring lacquer.

Extra Room That Means Extra Comfort

There's more space for easy, relaxed riding than in numerous bigger, longer closed cars.

Upholstery of fine velvet mohair means that the richness you see when you swing open the big doors for the first time will outlast long, hard use.

Interior paneling and the dash are walnut finish. Arm rests are built in. De Luxe fittings, even including smoking equipment, are provided.

And Jewett Performance

"When once you have learned what "Jewett performance" means, every

question you may want to ask about power, speed, sturdiness, reliability and long life will be answered!

You can take the wheel of this Jewett with the comfortable assurance that the car under you will be equal to anything you may demand of it. You can pass automobiles that boast of their speed, you can climb where scarcely any car can follow—you quickly realize that you have only to ask with the touch of foot or hand and your Jewett will eagerly respond.

Now \$120 Less

With all its improvements—with all of the fineness that 17 years of Jewett experience make possible—Jewett De Luxe Sedan is now priced \$120 lower. A great car and a wonderful value always, it is now an almost inevitable choice, for any comparison you make will only further emphasize its superiority.

A Jewett Sedan is awaiting your inspection. Come in, or let it call for you.

TRUMM MOTOR CAR COMPANY

349 North Commercial Street

Telephone 959

Slippery and Muddy?

"I'll say it is, and your Bicycle should be in good mechanical condition and equipped with mud-guards, too."

You'll find here

The Best Repairing—Good Accessories
New Bicycles
Children's Wheel Goods

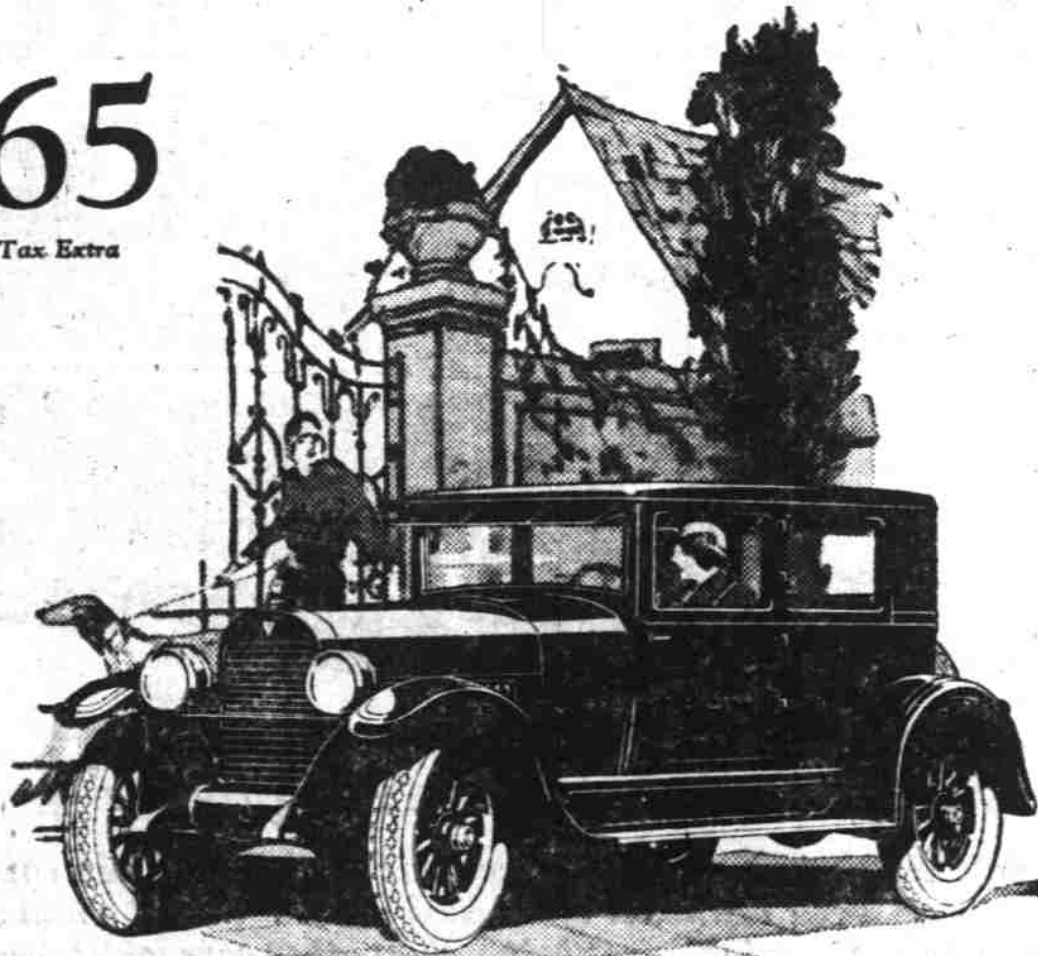
LLOYD E. RAMSDEN

387 Court Street

HUDSON COACH

\$1165

Freight and Tax Extra



Now You Get Its
Famous Qualities for

\$295

Down Payment
Convenient Terms on Balance

WORLD'S GREATEST BUY

Everyone Says It—Sales Prove It

FRED M. POWELL MOTOR CARS

350 N. High, Salem, Oregon

Outselling

in this community
and all over America

The following new car registrations in Salem for October show how the new Oakland Six has passed car after car in its uninterrupted march towards leadership in its field:

Marion County

Dodge	10	Rickenbacker	3
OAKLAND Six	8	Willis Knight Four	3
Overland Six	8	Chrysler Six	2
Essex	8	Chrysler Four	2
Buick Standard Six	7	Flint	1
Studebaker Light Six	5	Hupmobile Eight	1
Nash Special	4	Hupmobile Six	1
Nash Advance	1	Moon	1
Oldsmobile	4	Hudson	0
		Jewett	0

These figures taken from Oregon Motor Register

The above significant registration figures only reflect the fast growing favor for the new Oakland Six throughout the entire country.

For example, factory sales for October show a 146% increase over October 1924—a 63% increase over September 1925—and an increase of 14 1/2% over the best previous month in Oakland history.

New Prices \$70 to \$350 Lower, plus savings of as much as \$40 to \$60 on the GMAC Time Payment Plan.

VICK BROTHERS

High Street at Trade

WINNING AND HOLDING GOOD WILL

OAKLAND SIX

PRODUCT OF GENERAL MOTORS