

AUTO DEALERS SAID WORKING FOR RENT

Too Many Distributors Try to Locate on "Main Street" Writer Says

DETROIT, Mich., Dec. 12.—"Too many automobile dealers are working for the landlord and not enough for themselves or in the interests of the customer," says R. T. Hodgkins, general sales manager, Rickenbacker Motor company. That dead weight of overhead in the form of rent for fancy show rooms on "Main Street" crushes most automobile dealers is Mr. Hodgkins' contention.

"Disregarding all economic laws and all experience, many automobile dealers feel they must have a salesroom located at the corner of 'Main Street' and 'First Avenue,' in their town and the building must be an architectural gem. Now experts in these matters will tell you that while drug and cigar stores can afford to pay as high as ten per cent. of the gross turnover, in rental; stores which sell fancy men's furnishings or women's wear, five per cent; and other lines of business can pay percentages ranging between these two; the automobile cannot afford more than two per cent for rent.

"Difference is in the fact that the drug store, for example, depends almost entirely on pedestrian trade and the casual drop-ins. 'Count the people who walk past a certain corner between eleven and twelve any day and you can compute pretty accurately how many will drop in for some one of the 37,000 articles carried by a modern drug store.

"The automobile buyer seldom walks; and never does he drop in casually.

"He drives; and when he is looking for a car he goes wherever cars are sold.

"If the advertising has done its work as it should, he has become prepossessed in favor of a certain make of car.

"He has not decided to buy it perhaps; but he has resolved to see that car before he buys any other.

"Such a customer will go round the corner—or even on 'Second Street.'

"Especially if an attractive electric sign marks the location and makes it easy to find.

"I do not mean by this that the dealer should, in selecting his location, entirely ignore the location of 'Automobile Row.'

"But I do mean that when 'Automobile Row' means Michigan avenue in Chicago, Broadway in New York, Van Ness in San Francisco, or Figueroa in Los Angeles; and when rents on those streets have gone to an altitude that doubles the two per cent allowance—the 'I'd start a new 'Automobile Row,' and spend the difference in advertising to induce customers to beat a pathway to my door—wherever it was.

"But 'Automobile Row' in any large city no longer means one street.

"It may mean several streets or several sections in any city.

"Since the motor car has become a commodity of every day use—a veritable staple of transportation—people no longer go on long excursions when in search of a new one.

"Ninety per cent of cars are now bought within six or ten blocks of the home of the customer.

"People like to trade with people they know—so the neighborhood automobile dealer, like the community drug store, is coming into his own.

"Here rents are more reasonable. A better show room can be had for less than a hole-in-the-wall on 'Main Street.'

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"Similarly with service stations. 'In order to render quick service at a reasonable price, the dealer cannot afford a big overhead in the form of rent based on downtown land values.

"A block or two from his salesroom invariably he can find plenty of space for a first class service station at a still lower rental rate.

"Here he can meet his customers often. From these, provided his service is right, other prospect will develop while he is nursing his best of all prospects—the present owner.

"From every standpoint the automobile dealer who is located in the kind of residence section where live that class to whom his particular car appeals, has a greater chance to get business and a much better chance to show a net at the end of the year.

"On the other hand, the dealer who prides himself on his expansive and expensive front on 'Main Street,' and spends his time in admiring the monument he has erected for himself while still alive will be working mostly for the landlord.

"If he would keep in close touch with demand and deliver the best service to owners, every large city distributor should have several regional dealers or branches in the various residential sections of his metropolis.

"High main office, may just as well be in one of these as in a side street down town.

"A distributor for a popular make of car who, because he can't get rid of the long-time lease, maintains a big place on Michigan avenue, Chicago, tells me customers seldom come in there and his small branch stores on the north, south and west sides sell more cars.

"It is from these the revenue must come to maintain the 'Main Street' show place.

body designs and the two great developments in automotive industry in the last five years. Duo-co finish and four wheel brakes, besides air filter, oil

cleaner, automatic spark and other sound accepted engineering advancements," explains Mr. Vick. "That the cars have many years of unused transportation in them

is readily apparent when it is considered by the best authorities that the average life of cars built within the last three years is seven years. Therefore, these 61 per

cent of used cars advertised are good for from four to six years, judged by the mileage of the average car owner per year.

Statistics indicate that the new car buyer today gets for 70 cents the same value that he paid a dollar for in 1913. So, likewise, is the dollar for dollar value of the used car greater today than ever before. The unused transportation for sale in the majority of used cars today affords the lowest personal transportation cost ever offered.

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Tires—a Real Gift

If you owned a car—and perhaps you do could you think of any Gift that would please you more than a SEIBERLING TIRE? We know the other fellow feels the same way about it.

SEIBERLING ALL TREADS

Vulcanizing and Retreading All kinds of Tire Repairing

Zosel's Tire Shop

WALTER A. ZOSEL, Prop.
Corner Commercial and Ferry
Telephone 471

McDONALD COMPANY CLOSES FINE YEAR

Up-to-Date Equipment and Enlarged Sales Rooms Make Best Plants

R. N. Mac Donald of the MacDONALD Auto company is one of the most optimistic auto men in Salem and he is closing one of the most successful years of his twenty-five years in the automotive business, having done nearly \$250,000 worth of business since coming to Salem two years ago. Since coming into his present location Mr. MacDONALD has remodeled the building, having one of the best display rooms in the city, together with an up-to-date repair shop in charge of Mr. Bruggger, who has had years of experience in factories.

A sheet metal department and many other features which go to make up one of the best equipped sales and service on the Salem "Automobile row," has been opened.

FRED DELANO RETURNS

Fred Delano of the Salem Automobile company, local Star, Moon and Diana dealers, returned Friday from a trip to Oakland, Cal., where he attended a conference of Star dealers. He was accompanied by Andrew Fischer, Salem farmer, who has property interests near Oakland. Mr. Delano viewed one of the new Star sixes but is keeping the details of the new machine a deep secret, until the plant is ready to announce the car to the world. The trip was made in a Star touring car.

A giant hammer, weighing 140,000 pounds makes 880 Chevrolet crankshafts in a 10-hour day.

During the past year Chevrolet has created six new zone offices in its national organization.

PRESENT VALUES IN CARS HIGHEST EVER

Never in History Have Such Good Buys Been Offered, Dealer States

Never before in the history of the motor car industry has such exceptional value been offered in used cars as today.

A recent analysis of used car advertisements in the Sunday classified section of a typical large metropolitan newspaper showed that 61 per cent of these advertisements were for the sale of used cars less than three years old. The city selected was taken as a typical example of the trend in other cities because it is considered a very steady market.

The fact that 61 per cent of the used cars were 1923, 1924 and 1925 models, indicates that these cars are both modern and advanced in engineering design, points out Alfred Vick, local Oakland Six dealer, and have years of unused transportation in them.

"A large percentage of these cars, therefore, embody the late



New Model 31 \$975 Coupe

What a Buy!

Business men are buying it; professional men are buying it; small families are buying it; bachelors are buying it—and they'll tell you one and all, it's the finest Coupe value they've ever seen!

It is the new Cleveland Six Model 31 Coupe . . . 2520 pounds of beauty, power, durability and comfort, with a price that actually figures at less than 40 cents per pound!

It seats three passengers with full regard for comfort—and it rides on buoyant balloon tires. You have your choice in upholstery of either leather or smart gray corduroy. The finish is

Duco—real du Pont Duco. The large rear deck compartment is water-proof as well as theft-proof.

As to power, you've got all the power in this fine Coupe you'll ever need to keep a leading place in traffic—to set a pace on the open highway—or to show your heels to many higher-priced cars wherever your way leads over the hills.

Equally popular among buyers is the big new Model 43 Special Coupe, at \$1175; the new Model 31 Four-Door Sedan at \$995 and the new Model 43 Four-Door Special Sedan, at \$1295. Prices f.o.b. Cleveland. Easy payments. Bring in your old car.

"One-Shot" Lubrication System

All Cleveland Sixes offer the incomparable advantages and benefits of "One-Shot" centralized chassis lubrication. To flush every part of the entire chassis with fresh, clean lubricant, you merely press a plunger with your heel—and it's done! "One-Shot" is licensed under Bowen patents.

CLEVELAND SIX

MacDONALD Auto Company

Corner Cottage and Ferry Streets

Surprise the Family Christmas Morning

with a MARMON, LOCOMOBILE or CLEVELAND

MacDONALD AUTO COMPANY

Marmon

\$3295 to \$5000

Locomobile 90

\$5000 to \$15,000
Locomobile Jr. 8
\$2100 to \$2700

Cleveland Six

\$1275 to \$1985

ALL PRICES DELIVERED IN SALEM

MacDONALD AUTO COMPANY

CORNER COTTAGE AND FERRY : TELEPHONE 409

YES! RIGHT NOW!

Have your car painted before Christmas. Make the holidays more cheerful.

DON'T WAIT UNTIL SPRING

The luster and beauty of our Bakall finish is unharmed by rain.

WE GIVE TERMS

Reliance Auto Painting Co. 217 State Street, Salem

Will Your Brakes Pass

POLICE INSPECTION

Don't take chances—let us make your brakes safe by correct adjustment or relining—that's our business.

MIKE PANEK BRAKE SPECIALIST

275 S. Commercial St.