

CHEVROLET COMPANY PLANNING BIG YEAR

Dealers Open Campaign to Carry Out Plans Made by Home Office Men.

Visiting most of the principal cities of the Pacific coast and with banquets and special sales meetings in Portland, Oakland and Los Angeles, the annual inspection tour of the executives of the Chevrolet Motor company for 1926 is over so far as the coast is concerned and dealers and officials are left to carry out the many suggestions and plans for the coming months presented them by members of the factory executive staff during these conferences.

Because of his prominence in the automotive world and his keen judgment on matters affecting the industry, R. H. Grant, sales head of the great Chevrolet organization, is always sure of an interested audience when he chooses to speak on matters relating to his own firm or to the industry as a whole. Asked yesterday his opinion on foreign trade conditions as they affect the automobile market, Mr. Grant said:

"The United States will continue to dominate the foreign market as long as other countries are unable to compete with us in scientific volume production of a quality product, at a price within reasonable range of our own."

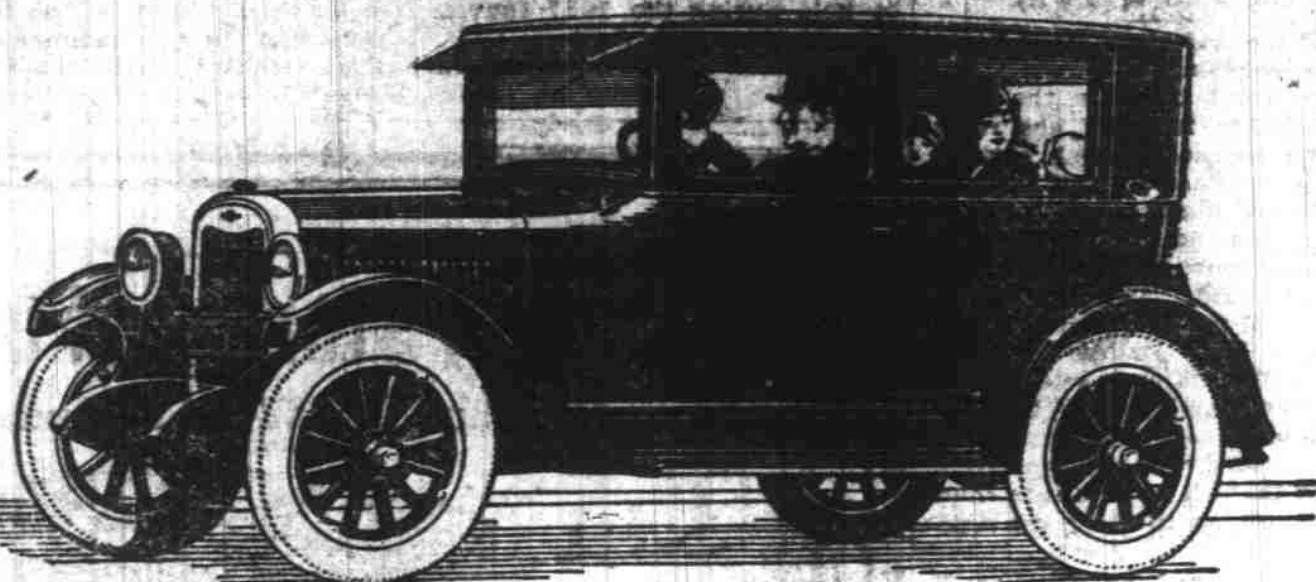
"Citroen, a small French car, comes nearest to us in price, but it probably will be a long time, if ever, before Citroen sales will affect our own even in France. There, of course, the home product idea and the resistance to an American car because of its foreign origin are factors to be considered, but this situation is not at all serious and probably never will be."

"As a result of the improvement in four cylinder cars, the field for the smaller car is so strong that the tendency toward light six cylinder cars will not result in displacing the better quality light fours. This is even more definitely the case in the United States than overseas."

"We feel that with the smooth operating cars we are now building, a car that has given satisfaction to tens of thousands of owners at a price within the reach of large numbers of buyers, the light four-cylinder will always lead in volume of sales."

"The light six market has already hit its peak and is now declining, and we feel that the economy, power and increased durability, together with the smooth riding qualities of the new Chevrolet will continue our present strong market, necessitating the

WINS CHEVROLET COACH



Mrs. Charles Goodwin, daughter of C. T. Pomeroy, of Pomeroy & Keene, Salem jewelers, is the winner of the Chevrolet coach, offered as first prize by the Oregon theatre in its contest that closed last week. The car was purchased from the Newton-Chevrolet company, local Chevrolet dealers.

operation of all our factories at full capacity from now on until fall, in fact our production schedule for the next three months has, within the last few days, been boosted far beyond our most sanguine anticipations of sixty days ago."

Grant also outlined an elaborate program tending toward a solution of the so-called used car problem, in which Chevrolet dealers are to be universally equipped to refinish used cars in genuine DuPont Duco, and to renew the cars and give them a definite guarantee that will relieve the purchaser of the necessity for buying "a pig in a poke" and will bring him back to buy another Chevrolet when he gets ready for his new car.

The Chevrolet sales executives maintain a much closer contact with the Chevrolet dealer family throughout the country than most factory officials. The dealers all like him tremendously. They say he can be severe at times, yet kindly ways, his human side, make him a friend at court, rather than a "dictator" of sales destinies of the world's largest producer of gear shift motor cars.

A graduate of Harvard, class of 1901, Grant carries with him the poise of a college man; the self-possession necessary to the good speaker, and a command of English equalled by only a few in the great automotive industry.

His keenness of mind is never so evident as when a difficult problem arises. He can concentrate well. He goes right to the heart and will give his decision quickly, logically, forcefully. The sentences come out clear-cut and every one with a punch. It is that punch that has brought him to leadership in one of the greatest manufacturing concerns of this twentieth century.

Show pedestrians the same courtesy that you want other drivers to show members of your family, urges the National Safety Council.

GREATER SAFETY ON HIGHWAYS IS URGED

30,000 Engineers and Officials Seek Methods to Prevent Accidents

WASHINGTON, March 5.—A nationwide movement for greater safety in the construction of highways will follow in the wake of the American Road Builders' convention held recently in Chicago, according to H. G. Shirley, president-elect of the organization and chairman of the Virginia State Highway commission.

"It was the general consensus among the 30,000 engineers, contractors and highway officials assembled at the convention that something should be done to check the enormous loss of life in automobile accidents. As a result, safety is now one of the principal things taken into consideration in the construction and location of highways," Mr. Shirley said.

"Perhaps the most prolific of accidental death to motorists is the grade crossings," according to Mr. Shirley. "In a few cases such crossings cannot be removed without an unreasonable expenditure of money. The majority, however, will be eliminated from the nation's highways, while the scientific location of routes will make a complete abolition of grade crossings possible on the newly built roads."

"Nearly one thousand people were killed in and near Chicago last year by automobiles. A great many of these deaths were the result of careless driving and speeding, but a large number were also caused by the roads too narrow to handle the traffic. Highways leading into the large cities are now being planned wider than ever before. Modern safety signals and devices are being adopted in the cities and along the national routes. Curves are scientifically constructed to reduce the possibility of accident, and steep grades removed where possible to eliminate the dangers of such places.

"This movement in behalf of safety is not confined to the United States alone," said the Virginia highway official. "It was learned from hundreds of delegates from Canada, Mexico, Panama and the South American countries at the American Road Builders' convention, that such a movement was fast growing in these nations. For that reason it is believed that the 1927 meeting of the highway organization will show great progress along safety lines. Detailed reports of deaths caused by improperly constructed and routed highways will be greatly decreased."

In speaking of the 1926 road building program of the nation, the president-elect was very optimistic. "The United States registers approximately ninety percent of all the automobiles of the world. The country should, therefore, possess a highway system of comparative extent. Of the three million miles of highways in the country a small portion is improved. The program of 1926 will not only greatly increase the system of hard surfaced roads, but will greatly decrease the death hazards on the present highways."

Mr. Shirley was elected to the presidency of the American Road Builders' association during the convention in January. He will succeed W. H. Connell, engineering executive and acting secretary of highways of Pennsylvania whose term expires in May. Mr. Shirley was secretary of the Federal Highway Council before accepting the chairmanship of the Virginia commission.

The most remarkable automobile road in the world extends along the Pacific coast from Tijuana, Mexico to Vancouver, B. C.

PAIGE-JEWETT FIRM DOUBLES 1925 MARK

First Six Months of 1926 Will See 45,024 Machines Made by Factory

DETROIT, Mich., March 6.—The Paige-Detroit Motor Car company will produce 45,024 cars in the first six months of 1926, comprising 20,934 Jewetts and 24,090 Paiges. The total is 5910 more than the production of both models in the entire 12 months of 1925.

The new Paige line, announced February 20, is starting out to make a production record, having already reached quantity figures. The new cars were exhibited at the leading automobile shows, and the advance orders received were far in excess of present possible production. It was possible to build only 2000 Paige cars in February, yet this is an increase of 500 per cent over the Paige output of the same month last year.

The general announcement of the new Paige, and its showing by dealers throughout the country, brought a flood of orders, with the result at least 5000 Paiges will be produced in March, making a total of 7000 cars in the first forty days after the Paige was put on the market.

The Paige-Detroit company's "new-day" policy has given it two quantity production models instead of one. The New-Day Jewett introduced December 12, is running ahead of the old Jewett, and the new Paige is exceeding the production of the former Paige and Jewett combined.

Increased plant facilities have been put in operation, and the company is operating two parallel assembly lines, each 850 feet long, one devoted exclusively to the Paige and one to the Jewett. Production will increase as the supply of bodies, always slow when new designs are adopted, becomes adequate.

PACKARD MAN BACK FROM FACTORY TRIP

(Continued from page 1.)

school, one of four to be held from all over the United States and Canada. One man came all the way from Coblenz, Germany.

The students were housed at Webster Hall, one of the finest hotels in Detroit and were taken to the plant each morning and given 8 hours of hard study and trips through the plant. In the evening it took from 7 to 12 or 1 o'clock to get notes taken during the day straightened up so that they could be read.

This school cost the Packard plant \$40,000 but they felt it has been well spent; that by training those men in Packard principles, construction and repairing that they will go to their various homes and be able to give better Packard service than ever before.

The Packard factory was born in a barn in Marion, Ohio, in 1899.

They moved to Detroit in 1903. The present plant covers 58 acres, 31 1/2 acres are covered by buildings from 1 to 7 stories high. The balance is storage space. The class covered this plant from one end to the other and saw everything there was to be seen.

There are around 10,000 men employed of whom 433 are inspectors who test various parts of the production of the plant.

Packard also makes aircraft and marine motors.

Packard has 2 1/2 million dollars invested in buildings in different parts of the country used as distributing points and also to study the performance of their product in each part of the country.

Packard has a very large export trade also.

Mr. Bartlett made a very careful study of repairing while there in order that Fred M. Powell Motor Cars may give the best of service according to Packard principles.

Brunswick and Dunlop TIRES
For Sale at Barrett Bros. Garage 1999 North Capitol

Lovers of Robert Burns in Atlanta Have Own Cottage

ATLANTA, Ga.—The memory of Scotland's famous bard, Robert Burns, is commemorated here by a club formed of admirers and lovers of the great Scotch poet.

An exact replica of the cottage at Ayr in which Burns lived, was built by the club where it holds

monthly literary meetings. The cottage walls are covered with ivy brought from Scotland. The interior, plainly furnished to show how Burns lived, contains numerous relics, mementos and pictures. The club first came into existence in 1896.

Vernonia — Oregon — American Lumber company orders 27 steel logging trucks.



On March 22, 1923, Buick celebrated the building of the millionth Buick. Approximately eighteen years were consumed in the accomplishment.

On December 16, 1925, Buick reached the million and a half mark. A million Buicks in eighteen years—the next half million in two years and nine months.

At the present time, public demand calls for more than 20,000 Buicks every month. This means the next half million in the hands of Buick owners, within two years.

These bare figures tell a graphic story of Buick's continuous advance in public regard. The great acceleration of demand, at the present time, speaks strongly of the increased value and desirability in the Better Buick.

Leadership belongs to Buick because a nation familiar with many motor cars has given it to Buick.

The American public wants "finer transportation at lower cost", and Buick provides it!

BUICK MOTOR COMPANY
FLINT, MICHIGAN
Division of General Motors Corporation

The Better Buick
Otto J. Wilson
388 N. Commercial Telephone 220

You can't stay where you are

YOU turn through a kodak album and smile at old-style clothes. Skirts cluttering the ankles . . . hats perched high up on hair . . . wasp waists . . . awkward sleeves —odd how your taste has changed!

Yet day by day your taste changes in all you wear and do. You don't like the same books, enjoy the same movies, choose the same underwear, prefer the same soap you did a short while ago. You are so used to the better, you wonder why you liked the old. Advertisements make you know the better as soon as it's proved to be better. They tell of good things accepted as good taste in the best homes. The hosiery, glass-curtains, lighting fixtures other moderns use; why their use is preferred. Advertisements influence so many around you, sooner or later you'll feel the change. Even if you never read an advertisement, you'll use in time some of the conveniences which advertisements urge you to use today. Advertisements form a tide of taste that sweeps you forward; you can't stand still. Since you'll enjoy what they advertise anyway, why not begin enjoying it now?

Read the advertisements to be alert to the best today

Oversold!

\$1595
DELIVERED
Tax Included
Four-Door
Full Five-Passenger Sedan
Four-Wheel Brakes
Balloon Tires

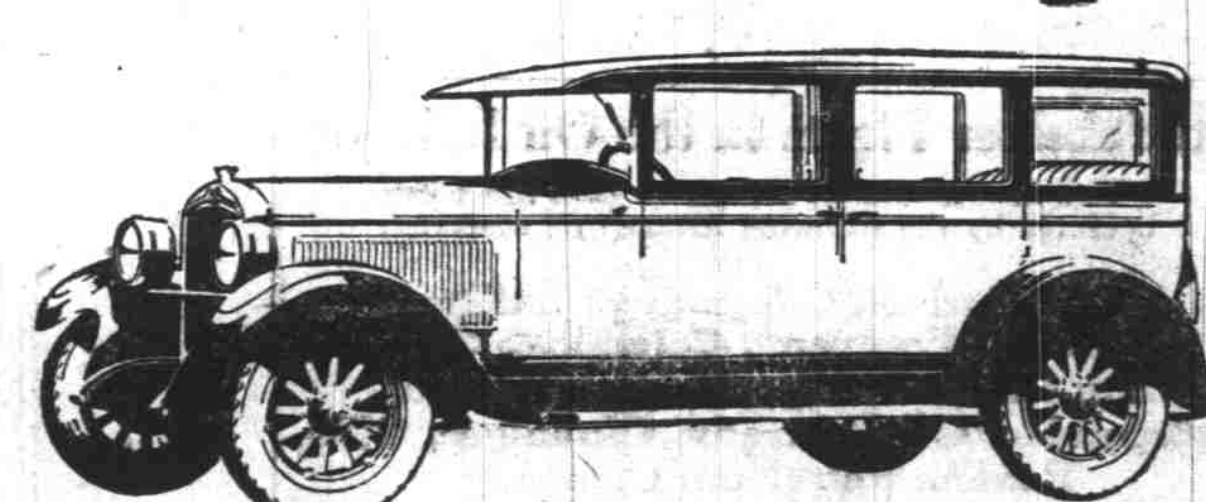
Sweeping the country!
And the one great reason is the fact that this is the first Six that brings really fine six performance down to where the average American family is justified in buying it.

Velvety smoothness, a world of speed, flashing acceleration, genuine, in-built beauty.

—and built like Hupmobile always builds, for long life and low upkeep costs.

A great motor car buy—a car that wise buyers are insisting upon.

The New Hupmobile



Kirkwood Motor Company

311 North Commercial

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