

FAMOUS SALESMAN TELLS ABOUT WORK

R. H. Grant, Widely Known Executive, Speaks of Good Salesmanship

Salesmanship is stripped of all its mystery by R. H. Grant, vice-president and general sales manager of the Chevrolet Motor company, internationally recognized as one of the world's outstanding sales executives.

Intelligence, adaptability and in industry are combined in what the world today terms "high powered salesmanship," according to Mr. Grant.

"A great many automobiles are sold as the result of advertising, show-room display and the reputation of the dealer," said the Chevrolet sales chief in a recent address.

"All well-conducted companies enjoy about the same advantage in this direction. But there is another way to add to the general trend of trade, and that is with a well educated sales force that has the courage to go out into the highways and byways and come into contact with many people, convincing a portion of them that they should come into the show-room and get a demonstration.

"The sales force which combines these two things, giving equal attention to both angles, is the one that gets the most business when backed up by a good product.

"The automobile salesman, to be a good one, must have the ordinary attributes—pleasant manner, tact, and such qualities, and must add to these by study, acquiring such knowledge of his product that he can talk convincingly, entertainingly and enthusiastically.

"Good salesmanship is largely made up of hard work, which is interpreted in many contacts and explanations of the product to be sold. But work can only be made to pay proper dividends when the salesman really has a deep knowledge of what he is talking about."

"Greater utility has been woven into the average passenger car, according to Mr. Grant, so new people are buying automobiles for different reasons than they did a decade ago. "It used to be that one bought an automobile for pleasure, or for business," he explained.

"Now, they are bought for both purposes. The average man, by putting an automobile into his life, has speeded himself up to such an extent that others have had to do likewise to keep pace with him. That is why the saturation point is still a myth."

"Last year Chevrolet passed the 2,000,000 mark and the year's record was more than half a million cars and trucks, a figure never before approached by any manufacturer of gear shift automobiles. Indications are that 1926 will establish another high mark. April was the greatest month in the company's history and retail sales for the first four months of the year were more than 80 per cent higher than during the same period in 1925. This remarkable increase, the greatest percentage gain recorded by any motor car manufacturer, is due to the great appeal of the product, increased efficiency in the dealer organization, increased advertising and the training of salesmen. Through simplification of engineering details, curtailing overhead and increasing production, the Chevrolet Motor company was able to cut prices and yet build a better product than in 1925. This "improved" product, with its greater appeal, is giving Chevrolet another record-breaking year.

Twin Sons of Gov. Ross Pay Their Way by Summer Work

LARAMIE, Wyo.—(By Associated Press.)—The principle of American democracy rules in Wyoming—even in the family of Governor Nellie Ross. Her two sons, students in the University of Wyoming here, for the sake of an independent income, work each summer vacation to earn part of their expenses of college.

The sons of Governor Ross are twins, 21 years old, George T. and Ambrose. George Ross graduates this spring and recently was awarded the Rhodes scholarship for Wyoming in England. Ambrose is a junior, having missed a year of college.

George Ross has been a ranger for the last three summer vacations in the Yellowstone park, earning a tidy sum in guiding tourists through the park. Ambrose for two summers was a ranger, but he also has taken a liking to being a cowpuncher and broncho buster and for a time worked as a brakeman. He has won several prizes in broncho busting at Wyoming rodeos.

Hamilton Furniture Co., 240 Court St., are daily supplying Furniture and Rugs for the new houses going up in Salem. See them before buying.

Vacation Time

Here you will find a reliable guide to Tillamook and Lincoln county beach resorts. Distances, road conditions and full information is given here in news and ad form.

Surf Bathing, Fishing, Hunting, Claming, Mountain Climbing, Boating

LEAVING Salem from corner of Commercial and Chemeketa street and crossing the bridge that spans the Willamette river; entering Polk county, Rickreall is 10 miles from Salem.

From Rickreall take the west side Pacific highway and travel north to Amity. This road is all paved with the exception of a quarter mile where the road crosses the Southern Pacific electric line. Amity is 23.4 miles from Salem. At Amity you have four choice of traveling 14 miles by pavement or 6.6 miles by gravel road to Bellevue. If you wish the pavement route, head straight north on the highway from Amity for 6 miles where a paved road forks to the left. Distance from Salem 29.6 miles. From here you travel west for 8 miles to Bellevue. If you wish to take the shorter but gravel road from Amity, turn west and you will find a fair gravel road which will lead you to Bellevue, which is just 30 miles from Salem. This is the more direct route and all distances from Salem to the coast will be figured by this route. From Bellevue to Sheridan a distance of 4.4 miles there is excellent pavement. On entering Sheridan you cannot but help note the sign: "You Name It—We Grow It." Sheridan is 34.4 miles from Salem.

SHERIDAN

IDEAL CAFE SHERIDAN, OREGON A Good Place to Eat Prices Right

At Sheridan you leave the pavement but there is an excellent gravel road to Willamina, a distance of nearly 5 miles. Willamina registers 39.3 miles by the speedometer from Salem.

Cross the Willamina river and start traveling about 6 1/4 miles you will come to a fork in the road. The main highway turns to the right here but those wishing to see New Grande Ronde should take the road straight ahead which joins the highway again in 3 miles and makes the total distance no farther. Two miles from this fork of the road you will arrive at Grande Ronde which is 47.9 miles from Salem.

Going north from Grande Ronde 1 1/2 miles you will again be on the highway. This place is the Old Grande Ronde and is 49.3 miles from Salem.

GRANDE RONDE

Grande Ronde Auto Park Good Eats and Camp Grounds Service Station Good Fishing Ground

After leaving Old Grande Ronde the road leads gradually upward through timber and over a well graded and well kept highway to the summit of the Coast range mountains which is 885 feet above sea level. The summit is 57.7 miles from Salem. A few miles further and you enter Tillamook county and in less than another mile you arrive at Dolph which is 61 miles from Salem.

DOLPH

Dolph Sulphur Springs HOTEL AND RESTAURANT Good wide front porch Served at all hours. Under New Management. CHARLES McFARLAN, Prop. All Patrons Treated With Courtesy

BROOTEN'S BATH H. H. BROOTEN, Prop., KELPORE



"NATURE'S HEALTH GIFT FROM THE OCEAN"

One mile off main road to Pacific City. Watch for sign three miles this side of Pacific City. We have the only Magnetic Eozean water in the world.

Cottages for Rent Handy to Butter Clams, Flounders and Salmon Fishing. One mile to ocean. Wonderful View. ADDRESS CLOVERDALE, OREGON

From Dolph to Hebo, a gradual downward grade, you will find good gravel roads. Hebo is 72 miles from Salem.

HEBO

Ott's SERVICE STATION

Standard Union Shell GASOLINE

Free crank case service!

Oils, Tires and Accessories

Auto repair shop in connection Acetylene Welding, Towing, Expert Repairing

TELEPHONE 8X12

HEBO CONFECTIONERY AND RESTAURANT

Meals Served at All Hours Confections, Candies, Ice Cream, Magazines, Papers, Cigars and Tobacco. Just around the corner on Roosevelt Highway Road. MRS. ANNA MYERS, Prop.

From Hebo we will first give directions to the closest beaches. Turn to your left at Hebo and take the Roosevelt highway which runs south and west 2 1/2 miles to Cloverdale which is 74.5 miles from Salem.

Two and one-half miles from Cloverdale take the right hand road, leaving the Roosevelt highway, for Pacific City. In a quarter of a mile from this point you will note a sign, "Brooten's Baths," which is located off the Pacific City road about a mile and up quite a steep grade, but the road is all planked. Brooten's Baths is 78.5 miles from Salem. Continuing on the Pacific City road you reach Woods which is 80 miles from Salem.

WOODS

GOOD FISHING AT NEEL'S PLACE Confectionery Light Lunch 3-Mile from Pacific City on Kootenai River Boats—Cabin—Fire Camp—Grounds From Neel's Place at Woods, Oregon

Arriving at Pacific City you will find that you have traveled 80.6 miles from Salem and that you are at the nearest beach.

PACIFIC CITY

Edmunds Hotel PACIFIC CITY, OREGON Dining Room in Connection Sea Foods Our Specialty Telephone Cloverdale 2P7

Pacific City Beach

Salem's Nearest Beach by Auto Stage leaves terminal three times daily for Pacific City via McMinnville. This beach possesses more natural attractions than any other beach on the Oregon coast.

A scenic beach paralleled within 500 feet, by the beautiful Neskowin river, teeming with every variety of fish, salmon, trout, clams, crabs, etc. Accommodations: Hotel, Cottages, Apartments, Tent Houses—Spacious, protected camp grounds—wooded hills.

Note this unparalleled combination. An ocean beach and river fishing, boating and bathing. All within three minutes walk.

Baseball games, concerts, dancing, children's playgrounds and other amusements.

For Particulars Write F. R. Beals, Pacific City, Ore.

Going back to the Roosevelt highway 3.8 miles from Pacific City you again travel west and south for 8.2 miles and you arrive at Neskowin, a new resort right on the ocean and 86.2 miles from Salem.

NESKOWIN

Neskowin Garage CARL WHITE, Prop. Shell Gasoline, all kinds of Oil, Tires, Tubes, Repairing and Storage Reliable Service

Continuing south from Neskowin for 16 1/2 miles, over a well-graded mountain road, you arrive at Delake, which is 101.8 miles from Salem.

DEVIL'S LAKE

Lots and acreage overlooking Devil's Lake adjacent to Roosevelt Golf Club, which will be open to play by May 29, if weather permits.

Really a Wonderful Place to Enjoy Your Vacation For Further Particulars See BECKE & HENDRICKS 189 N. High Telephone 161 Salem Oregon

LAKE-OCEAN LAND COMPANY

One mile farther on is Camp Roosevelt: 2 1/2 miles south of Camp Roosevelt is Nelscott beach.

NELSCOTT BEACH Ocean Front and Highway HOME SITES Cottages Write for Illustrated Circular to NELSCOTT LAND COMPANY 2099 E. State St., Portland, Oregon

One mile further south is Taft which is 106 miles from Salem. The end of the completed road is 1 mile south of Taft.

TAFT

Siletz Bay Trading Co. GENERAL MERCHANDISE Cottage, Camp Ground, close to an excellent beach. Salt water fishing, crabs, rock oysters, etc. F. C. Robison, Taft, Oregon

For the Tillamook beaches at Hebo turn west on the highway and in 4.6 miles you will reach Beaver and pavement. Beaver is 76.6 miles from Salem. This pavement lasts for 5 miles

PLEASANT VALLEY

Pleasant Valley Store General Merchandise, Groceries, Oil, Auto Repairs, Notions, Candies, Cigars and Tobacco, Ice Cream and Cold Drinks on Ice. C. F. and R. D. Godfrey

TILLAMOOK

Just after leaving Pleasant Valley you again strike pavement, which lasts all the way to Tillamook. Tillamook is 93 miles from Salem.

Todd Hotel

Mrs. Hazel Vining, Prop. "Comfort Not Style," our motto. Good, clean comfortable beds, steam heat, hot and cold water, family rooms.

Rates 75c and up 101 First St. Tillamook, Oregon

NOW

is the time to exchange property. We have what you are looking for. What have you! See A. C. EVERSON "The Man That Sells His Service" TILLAMOOK, OREGON

Those wishing to reach the beaches west of Tillamook, turn west on 3rd street. The road is paved for two miles where you cross the Tillamook river. After crossing the bridge take the left hand road. There is good gravel road for 1 1/2 miles then 1 1/2 miles of plank road through some big timber. At a distance of 5.8 miles from Tillamook there is another fork in the road. Take the right hand road here. Two miles further and you arrive at Netarts, which is 100.7 miles from Salem or 7.7 miles from Tillamook.

NETARTS

SILVER SANDS Beach NETARTS, OREGON COMFORTABLE COTTAGES and Camp Grounds Amidst Beautiful Shade Trees SPRING WATER Piped to Cottages MODERN GROCERY STORE No Advanced Prices Fishing—Boating—Hunting Clams—Crabs Bathing The first camp grounds at Netarts

CHILDREN'S VACATIONS Accommodations and personal supervision for children unaccompanied by parents. Write for Particulars

RAY'S PLACE

NETARTS, OREGON Service Station—Auto Repairing Store and Restaurant Clam Chowder and Sea Foods A Specialty

TERIMORE CAMP

The Home of Clams and Crabs Furnished cottages and Tent Houses—Fine View of Bay and Ocean—The Finest and Cleanest Camp on the Coast. M. R. Terry & Chas. Terry Proprietors Telephone for Reservations

Davies Netarts Camp Electrically lighted cottages. Tent house and camp grounds. Close to Beach. With good view of ocean and bay—pure mountain water piped to cottages and all parts of grounds. Clams, Boating, Bathing, Crabs, deep sea fishing. "The Farmers' Beach Resort." A. N. DAVIES, Netarts, Oregon Phone 912

CAMP EDNER

NETARTS, OREGON Cottages and Apartments Boats for clamming, crabbing or fishing. Right on the beach. Protected from northwest winds. Rates reasonable. Clarence Edner, Proprietor

Two miles further north after winding over a rather steep but well-graded road you arrive at Oceanside, the end of the trail. Oceanside is 10 miles from Tillamook and 103 miles from Salem.

OCEANSIDE

Oregon's most scenic Beach Resort. 9 miles from Tillamook. Rugged mountains, caves, sandy beach and wonderful scenery. Pure mountain water, health giving air and modern sanitary conditions. Bathing, deep sea fishing, dancing, store, postoffice, restaurant, crab and clam market, children's playgrounds. A paradise for the summer vacation. Furnished cottages and tent houses. Don't miss seeing the sea lions on the rocks at Oceanside and windbreak game and animal park. Write Allen & Fleming for Reservations Reservations for General Information, Lots, etc.

Those who desire to go to Bay City, Garibaldi, Saltair, Rockaway and Lake Lytle, keep on the highway going straight north from Tillamook. Bay City is 7 miles from Tillamook and 100 miles from Salem. From Bay City there is boat service to Bay Ocean, only a few minutes ride.

The next place beyond Bay City is Miami where the road forks, the road to the right leading to Seaside and to the left to Garibaldi, which is a mile further on. Garibaldi is 104.4 miles from Salem.

BAR VIEW Furnished Cottages and Tents We have furnished or partly furnished 4-room bungalows, with bath and 2-room cottages for you to select from, at prices to suit your wishes. We advise bringing top covers and silverware when convenient. Bar view located on P. O. general store, life guard station, salt and fresh water natatorium, bowling, skating, road and sea going boats making daily excursions. For information and reservations phone or write THE WISE DENTAL CO. 211 Falling Bldg. 34 at Wash. Falls, Ore. BR. 7029 THE WISE WAY Barview, Tillamook County, Oregon

Traveling from here along the shore line passing through Barview, and Twin Rocks, you arrive at Saltair which is 109 miles from Salem.

SALT AIR

DAVIES STORE W. A. DAVIES, Proprietor SALT AIR, OREGON Groceries, Hardware, Gasoline and Oil

Rockaway is less than a mile further north or 109.7 miles from Salem.

ROCKAWAY

BEACH VIEW ROOMS Opposite Natatorium and Depot ROCKAWAY, OREGON Clean comfortable rooms. Hot and cold water, all conveniences. Nettie E. Post, Prop.

Johnson's Garden Cottages Light, Water and Wood Furnished Rates: 3 room cottages, \$18; 2 room, \$12.50; 1 room, \$10 per week FREE SHOWER BATHS Plenty of Hot Water John Johnson, Rockaway, Oregon

Information Regarding OCEAN VIEW COURT

ROCKAWAY, OREGON G. E. Turner, Prop. Phone 27-F-18 During July and August the prices for apartments in Ocean View Court range from \$18 to \$25 per week. Individual cottages are \$20 per week each for July and August. During May, June and September the rates are \$10 to \$15. The balance of the year apartments for \$10 per week or \$35 per month. Each apartment and cottage has individual lavatories and all cottages are equipped with running spring water and electric lights. Everything furnished, two double beds, pillows and mattress, with the exception of bedding and linen. We cater to transient trade with an extra charge being made for bedding and linen. Good parking place for your cars. Bring your auto tarpaulin to cover your car. Full view of ocean. Half block from new \$75,000 natatorium. Deposit required on all reservations, unless personally acquainted.

Watch this paper each Sunday for resort news

Lake Lytle Hotel

Mrs. George Watt, Mgr.



Twixt Lake and Ocean The largest and most modern hotel on Tillamook Beaches STRICTLY MODERN Surf and lake bathing, boating, sea and lake fishing, clam digging, hiking and hunting. Open All Year POPULAR RATES Post Office Rockaway, Oregon

One mile further north is Lake Lytle which is a distance of 110.4 miles from Salem.

Another half mile and you arrive at Manhattan which is 111 miles from Salem.

Coming back to Miami and taking the road north for 15 miles turn to the left following this road for 3 miles you will arrive at Nehalem which is 121.8 miles from Salem.

Two and four-tenths miles west of Nehalem over a good road is Manzanita Beach which is 124.2 miles from Salem.

MANZANITA

MANZANITA BEACH 1 1/2 miles north of Nehalem. Just 25 miles either way—North to Seaside or South to Tillamook over Roosevelt Highway Daily Stage Service to Tillamook or Seaside. MANZANITA is different; unexcelled for scenic beauty—quiet, restful resort. All the enticing beach sports, wonderful fishing, beautiful hikes. Well stocked store. Postoffice. Fine Camp Grounds Cottages and tents for rent. Make reservations by phone or write: MISS GELSBEEK Manzanita, Oregon Don't Buy That Site for a Beach Home Till You Have Visited Manzanita

MANZANITA INN

MANZANITA, ORE. Manzanita Beach is one of the beauty spots of the Oregon coast. An interesting place to spend your vacation. Good hotel accommodations. Reasonable rates. L. E. ROGERS, Prop.

NEAH-KAH-NIE

Three miles west and north of Nehalem is Neah-Kah-Nie. NEAH-KAH-NIE See Cliff Drive and Stop at the Tavern OPEN JULY 1 Write or Telephone Mrs. E. G. Reed Nehalem, Oregon.

The Oregon Statesman will be glad to furnish any information regarding any Oregon resorts.

Call for pamphlets, maps, road information, etc.