

### INTER-SECTIONAL CLUBS WILL JOIN

Pacific Coast and Inter-Mountain Organizations to Enter AAA

WASHINGTON, D. C. — The forthcoming conference at Salt Lake City of Pacific Coast and Inter-Mountain automobile clubs affiliated with the American Automobile Association will have as its first order of business a thorough canvass of the new alignment of motor tourist travel as developed within the last three years.

So declared a statement from A. A. A. national headquarters here today, which at the same time, called attention to the tremendous interest that the entire northwest and the Pacific coast has taken in the outcome of the motoring program that is expected to grow out of the deliberations at Salt Lake City on September 24 and 25.

In the past few years, said the A. A. A. statement, Canada has opened a great new territory to motorists and the summer tourist traffic is swinging into the north country at a pace seldom equaled in any human migration. This is the motor travel that the western affiliations of the A. A. A. are trying to catch and still further develop for the wonderful scenic displays of Northern California, Colorado, Utah, Washington, Oregon, British Columbia, Wyoming and Montana.

The contacts of the Pacific and Inter-Mountain automobile clubs affiliated with the 800 A. A. A. clubs in the east insure a national, standardized service to trans-continental motor tourists that will result in causing additional thousands to turn northwest and to stay longer in the favorite regions toward which the summer tourist tide has definitely set, officials of the national motoring body declared.

"The winter playground of America is unquestionably the

southeastern territory," Thos. P. Henry, president of the association, declared. He continued:

"Last winter our clubs reported an 800 per cent increase in motor travel to states south of the Ohio river and east of the Mississippi, with an average 50 per cent decrease in motor travel to the southwest.

"Travel into the Pacific Northwest and into the Rocky mountain states has shown a marked increase during the summer months. This country contains the scenic marvels of the west. The national association is working closely with our Pacific coast clubs to develop business into northern California and the northwest during the summer, and the road and information services these wonderful clubs have established appeal to our members and to the millions routed by our clubs.

"The modern motorist is often an investor and he brings a stream of gold into and through our territory. Our forthcoming conference in Salt Lake City will develop ways and means for increasing the traffic. Toward this end there will be made available for the conference an enormous amount of tourist information developed by our National Touring Board and by the Research and Club Service Departments of the Association."

The following clubs will participate in the conference:

California State Automobile Association, San Francisco, Calif.  
Oregon State Motor Association, Portland, Ore.  
Inland Automobile Association, Spokane, Wash.  
Automobile Club of Washington, Seattle, Wash.  
Utah State Automobile Association, Salt Lake City, Utah  
Idaho State Automobile Association, Boise, Idaho.  
Montana Automobile Association, Helena, Mont.  
Automobile Club of British Columbia, Vancouver, B. C., Canada.  
Rock Mountain Motorists Incorporated, Denver, Colo.

Ira W. Jorgensen, 190 S. High St. Parts for all makes of cars. Best equipped auto accessory store in this section. Prompt and reliable service the rule. (\*)

### WILL TOUR CANADA FOR CAR INDUSTRY

Automobile Chamber Sends Reeves to Study Dominion Problems

With a view to learning of Canadian needs in motor vehicles and to review motor activities in the states, Alfred Reeves, general manager, National Automobile Chamber of Commerce, will make a tour of Canada beginning on Monday, September 20, at Windsor where his topic will be "The Automobile Outlook."

He will speak at meetings in Hamilton, Toronto, Oshawa, Ottawa, Montreal and Quebec.

W. G. Robertson, secretary-treasurer, Automotive Industries of Canada, is managing the trip, which has for its purpose a better understanding of marketing and use of cars, trucks, buses and cabs. Particular attention will be given to methods of sales, service and financing by dealers. The meetings will also consider taxation, traffic, and other factors in the use of motor vehicles by the public.

L. A. Scheelar Auto Wrecking Co., oldest in the Willamette valley. New and used parts and equipment. Low prices and quality service here. 1085 N. Com'l. (\*)

### OAKLAND MOTORS OUT TO DOMINATE

(Continued from page 1)  
duced on the first of this year. In the first eight months up to September 1, 50,585 Pontiacs were built and sold, a record never before approached by any new car. The greatest number, in fact, ever built and sold by a new company in its entire first year was 32,900 cars. At the present rate of production, more than 85,000 Pontiacs will be sold by the end of 1926, while our total production of Oakland Six and Pontiac Six should reach the schedule of 160,000 cars which we originally planned for 1926.

"With the new factory produc-

tion available the combined Oakland-Pontiac production is expected to reach 490,000 cars for 1927, which figures, if achieved, will rank as third largest manufacturer in the industry."

"One object of my trip over the United States is to see that the Oakland-Pontiac dealers are prepared to keep pace in their organization with our factory expansion plans. It is very gratifying to me to find that this is the case, especially in this section where dealers are enjoying a prosperous year."

"In my study of business conditions, I recently completed a trip to the principal eastern cities. My present journey has taken me to Chicago, Oklahoma City, Kansas

City, El Paso, Phoenix, Los Angeles, San Francisco and Sacramento. At all these points the business outlook for the balance of the year appears to be much better than the original forecast, and in fact the best from coast to coast in several years.

"After my arrival here I called at the Chamber of Commerce to acquaint myself with facts regarding agricultural and industrial conditions here. I was surprised to note the improvement in the

figures received for this year against last year. There is every evidence of quickened business in this territory, and of a very definite increase to be expected straight through until next spring."

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When you bring your car to the Salem Super Service Station for greasing you can depend that every part is oiled and greased. We do not guess at it. We go over your car systematically and see that grease is forced to every part.

### SALEM SUPER SERVICE STATION

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We have a modern machine for blowing out and re-establishing radiator circulation.

You are invited to inspect the new equipment

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See us for children's Velocipedes, Wagons, and all wheel goods.

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Then, in the crucial test of trial-by-miles, they found it asked no favors, feared no road. Their judgment stands confirmed.

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### Newton Chevrolet Company

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## Cadillac Business Principles Protect the Used Car Buyer

With the Cadillac dealer, the used car is neither a "problem" nor an "evil". It is a business, conducted according to sound business principles having to do with the reliability and the value of the merchandise.

Many dealers regard the used car as an "evil", because they lose sight of used car values in desperate efforts to make new car sales.

The tendency in every such case, is, of course, to ask the used car prospect to pay back to the dealer the unjustified high price for the used car, which the dealer has allowed the man who traded it in.

The universal recognition of Cadillac is not only the finest of fine cars, but also the greatest value in the fine car field, enables the Cadillac dealer to allow for a used car a price that is fair—and to sell it at a price that is equally fair.

When you buy from a Cadillac dealer, you know that these sound business principles are operating in your favor.

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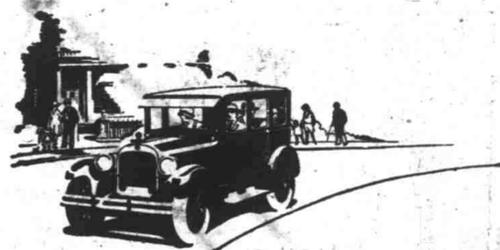


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