

DEMAND FOR SMALL AUTOS INCREASING

Excellent Quantities Should Be Included in These Second Machines

"The manufacturer who places a small automobile on the market without sacrificing quality, power and comfort will be in a strong position to satisfy the ever-growing demand in America for light, economical cars."

So declares G. M. Williams, president of the Marmon Motor Car company, in discussing the modern trend in the automotive industry.

"The number of families owning more than one car is another significant feature of the modern trend," continues Mr. Williams. "In fact, the second car idea has spread rapidly and in my opinion it will become quite prevalent, especially if the owner of a large, luxurious automobile may secure a small car of unquestioned quality."

According to the beliefs held by Mr. Williams, just as much quality should be built into a small automobile as in a large one. Beauty and comfort, he believes, can be incorporated into the small car without sacrificing power and stamina. Mr. Williams has been studying the small, compact automobile for seven years and has thoroughly investigated its possibilities.

"Ever since automotive engineering has reached its present advanced stage," says Mr. Williams, "greater stress has been laid upon beauty and comfort. American manufacturers have built power, stamina, beauty and comfort into the larger types of automobiles. To my way of thinking these same qualities can be built into a small automobile. To reduce the size of an automobile does not mean that its quality should likewise be reduced."

"There are many angles to this small car idea. In the United States the motoring public is demanding the utmost good taste whether our cars be large or small. Obviously, then, it follows that when the truly fine small car is introduced in America it must meet these rigid requirements."

"The two-car idea has taken hold rather generally among families who live in the larger cities. The business man has almost quit trying to drive his large car downtown. The advent of the quality small car is going to fill a genuine need among men who drive large quality cars and who, if the market affords what they want, would like to have their second cars also reflect good taste, beauty and flexible power."

"It is equally true that a fine small car will fill a distinct need among families who own but one automobile and who want that one car to be of unquestioned prestige and quality."

Capital City Cooperative Creamery, Milk, cream, butter, etc. The Buttercup brand has no equal. Gold standard of perfection. 137 S. Com'l. Phone 299.

The Cherry City Baking Co.'s bread, pies and cake are of highest quality. One of Oregon's most sanitary bakeries. Visit it. Worth while. A Salem show place.

Eugene—Alder street will be widened and new bridge built across Amazon creek.

THIRD MOTOR CAR CASH SALES LARGE

Analysis Shows New Yorkers Use Installment More Than Nebraskans

DETROIT, Mich.—(Special)—Nearly half of the purchasers of Dodge Brothers cars pay cash, according to D. P. Fohey, treasurer of Dodge Brothers, Inc., after a statistical study of practically 40,000 recent sales made by dealers throughout the United States and Canada.

"To get an average of the prevalence of installment buying," said Mr. Fohey, "we took 29,095 sales of new cars made by our dealers over a period of several weeks and analyzed them. We found that 17,629, or 45.1 per cent of the buyers, laid down the full amount when they took delivery of their cars and trucks."

"No exact figures are available for the industry as a whole but the commonly accepted estimate is that only 20 per cent of motor car buyers pay in full at time of delivery. For this reason I think the result of our analysis will surprise a good many people, particularly bankers."

In not a single district throughout the United States and Canada did the amount of cash transactions fall below 23 per cent, and in some districts cash sales amounted to more than 65 per cent of the dealers' total business. Installment buying was found to be more prevalent in the New York district, with its large urban population, than in the Omaha district which includes much small town and rural territory. The average of cash sales reported by Canadian dealers was 51 per cent, about six per cent higher than the figure for the United States.

"The conservative policy of Dodge Brothers dealers requiring a large down payment and not more than twelve monthly installments has contributed to sound expansion of its business," said Mr. Fohey. "Dealers' total sales have in the first nine months of this year increased 41.5 per cent over the same period last year. True enough, if easier terms were permitted this increase in sales might have been larger. But the risks involved in a too-loose credit policy are not worth taking."

"Theoretically, Dodge Brothers, Inc., has no interest in whether the dealer sells for cash or on installments; or whether the installment contracts are paid. This is because Dodge Brothers, Inc., gets its money from its dealers before cars are delivered. Out of sales exceeding a billion and a half dollars, its loss from bad debts has been less than \$33,000. Nevertheless, under practical conditions, the company has a vital interest in the installment plan methods adopted by its dealers; for if the dealer obtains volume sales by unsound credit extensions it would eventually result in losses and curtailment of sales affecting both dealer and manufacturer."

"All of our studies indicate that properly safeguarded installment selling has a real place in the automotive industry," continued Mr. Fohey. "Our cars are today utilized by owners to such an extent in their business and have become so essential that the employment of conservative credit extension by dealers is both constructive and fundamentally sound."

EUROPE USING U. S. TRANSPORT METHOD

Bauer Visits 11 Countries Finding Better Traffic Control Coming

American methods are being applied to all phases of European motor transport, according to a report to directors of National Automobile Chamber of Commerce made by George F. Bauer this week, who as manager of the foreign department, has just concluded a trip to eleven European countries.

"Industrially, U. S. has never enjoyed greater respect and admiration in Europe than now," Mr. Bauer says. "Manufacturers in all kinds of businesses are studying the principles by which mass production was made successful in America, and endeavoring to apply them to their purposes."

"The benefits of cooperation in mass selling are being more and more realized. The Royal Automobile club of Sweden has made great progress in this regard and is actively interested in furthering all work of highways and intelligent legislation. Similarly in Switzerland petty jealousies are abandoned and through co-operation between the Swiss Automobile Club, the Touring Club and the Traffic League, definite strides are being made to advance motor transport to a stage where it can economically help agriculture and commerce."

"Chiefs of police seem anxious to learn of innovations in traffic control. So one can see several traffic towers in Berlin, and attend safety congress in Vienna that are based on principles enunciated at Hoover conference in Washington."

"In Genoa, Italy, pedestrians are compelled to walk in the direction facing motor traffic. The object is to prevent accidents in narrow streets. In this city more parking space is also being provided by moving the statue of Garibaldi."

"Many unique methods of advertising are also being employed. In Barcelona, one can see a large advertisement that covers the banister along steps of an electric street car of two deck type, devoted to extolling the merits of an American automobile."

"Advertisements of the different uses of the automobile are given in certain French theaters where domestic manufacturers use lantern slides to point out the various economic benefits of motor transportation."

"The farmer in Norway has become an enthusiast of the auto-

mobile similar to those in the U. S. In Denmark, it is now customary to see at the flower markets in Copenhagen light delivery automobiles so constructed with glass enclosed bodies as to facilitate without trouble the display of wares to possible buyers.

"There is a definite movement toward adoption of gasoline taxes in Germany, Denmark and even England instead of present arrangements. There is an increasing recognition that lower taxes usually mean increased volume of returns and larger total revenue. With its application to European motor transport will increase greatly."

Convention Delegate Arrives in Airplane

VANCOUVER, B. C.—(Special)—For the first time in the history of Vancouver, a convention delegate arrived in his own private airplane.

Thomas Robinson of Oakland, Calif., arrived in Vancouver in his private monoplane flying all the way from his southern home to attend the Pacific Logging Congress, held here the latter part of last month.

Mr. Robinson, whose firm uses airplanes to deliver tractor parts, believes in the development of commercial flying and his company has a fleet of several machines. Mr. Robinson believes in using the airplane as the ordinary business man uses the automobile.

WHIPPET PERFORMS STRONGLY IN TEST

Run of 620 Miles in Bad Weather Made on 21 Gallons of Gasoline

In a driving rainstorm during the past week, an Overland Whippet sedan again demonstrated its economy, road stability and stamina under almost terrifying weather conditions, making a record run from Philadelphia to Pittsburgh and return, a distance of 620.9 miles, in less than one day, averaging 29 1/2 miles per gallon of gasoline. The trip was made under official observation.

Economy of fuel consumption was one of the major features of this trip. A careful check was made of the gasoline and oil used in the journey and showed that 21 gallons of gas and three quarts of oil were used.

The Whippet sedan left City Hall, Philadelphia, on minute after midnight and arrived in Pittsburgh at 10:40 a. m. After an hour's rest the driver left Pittsburgh on the return trip and arrived back at Philadelphia's City Hall at 11:14 p. m. The total driving time for the round trip was 22 hours and 19 minutes. This run was not in any sense a

speed test. In fact, a police officer accompanied the driver all the way to certify that at no time was the legal speed limit exceeded.

Over the mountain roads, down steep grades with 4-wheel brakes functioning perfectly despite the slippery, rain-swept highways, sped the Whippet, maintaining an even, smooth-riding balance the entire distance, at all speeds.

Up the mountain sides the 4-cylinder engine responded to every demand without a strain, and despite the long sustained drive, with the throttle wide open on the steep grades, the radiator did not boil at any time, demonstrating the cooling efficiency of the Whippet motor.

Throughout the perilous journey the Whippet hugged close to the road, sharp curves were taken with perfect safety, had stretches of road were covered comfortably—a tribute to the low center of gravity of the Whippet.

The driver held the Whippet at a steady pace during the daring run through the rain and there was no stage of the journey when the car was not under perfect control, slowing down or picking up rapidly as the driver met the various road conditions.

At the end of the return trip the Whippet was given a thorough inspection and was declared by ex-

erts to be as fit as when it started its dash, which would have taxed the stamina and road ability of many larger cars.

Famine Greatest Menace in China, Says Ritchey

ST. LOUIS.—The greatest menace in China is famine, says Geo. E. Ritchey, who has been a missionary of the Disciples of Christ in that country for several years.

He is now in the United States on a furlough and will attend the international convention of Disciples of Christ at Memphis, Tenn. November 11-17.

Mr. Ritchey points out that Chinese history records 1828 famines in a period of 1996 years, an average of nearly one famine a year. Their immediate causes are flood and drought, with contributing factors plant and animal diseases, the growing of low yielding types and varieties of crops.

Power -- Speed Endurance

Is your car ready to give you service when you want it?

Our High Pressure Lubrication Service reaches every part and assures that service and long life you expect

SALEM SUPER SERVICE STATION

Yung & Eckerlen

S S S S

High and Ferry Streets

November 27th the last day of "Western Auto's"

2 Weeks of Special Values

Just a few more days and this opportunity will be gone—There's something in this sale that every motorist needs, either for safety, comfort or convenience, and the price reductions make every article a tremendous bargain. There are many others not shown below, at equally low prices. Even if you do not need these things right now—for yourself—it would be a good idea to do a little Christmas shopping early, and save on very useful gifts.



"Kay Bee" Ruby Ray Stop Signal

A necessary precaution against rear-end bumps. Throws very strong light. No holes to drill—quickly clamped on. Comes complete with wire and switch. This regular \$1.75 value during sale for only... **\$1.35**

Drum Type Stop Signal
Very sturdy and durable. Visible from great distance. Dust-proof case. Complete with necessary wire and switch. Clamp-on type. Reduced from \$2.49 to... **\$1.88**



The Genuine "Boyc" Moto-Meter

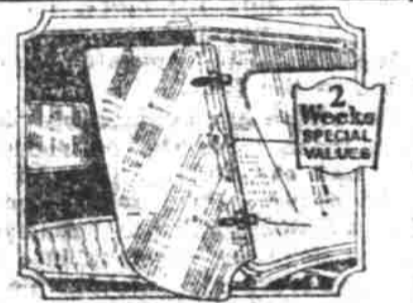
The genuine "Boyc" is universally accepted as providing the safest protection against overheated motors. Standard equipment on many cars.

The Midget for Fords. Reduced to... **\$2.47**

The Universal, for medium sized cars. Only... **\$5.25**

The Standard—large size. Reduced from \$7.90 to... **\$6.95**

Plan to Give Auto Accessories For Christmas
They are permanent reminders of your thought.



Wind Wings

The "Comfy" — High grade crystal glass—with adjustable black japanned brackets. Reduced from \$4.55 to... **\$4.05**

"All Angle" — Heavy plate glass with beveled edges. Nickel plated brackets have double adjustment that permits setting at any angle. \$7.85 value for... **\$5.25**

"Standard" Closed Car Wings — Heavy beveled plate glass with either nickel or black enameled brackets. \$9.95 regularly—Special... **\$6.95**

"Superior" Closed Car Wings — Heavy beveled plate glass with either nickel or black enameled brackets. \$9.95 regularly—Special... **\$6.95**

"Fancy Wing Cap" — A beautifully designed, heavy nickel plated bronze wing cap with theft-proof lock. Reduced from \$7.75 to... **\$4.25**



Genuine "Schradler" Tire Gauges

Frequent testing of the pressures will save you much tire grief. The Schradler is accurate and durable—the old standby. For High Pressure tires—with leather case... **99c**

For Balloon tires—\$1.13 leather case... **\$1.13**

Valve Insoles
Prompt replacing of leaky valve cores will save many a tube, and make your tires last longer. This handy box of five is just the thing. Only... **22c**



"Handy" Cigar Lighter

A great safety asset and a wonderful convenience to smokers. They fasten on dashboard—within easy reach—Lighter tip is on self-winding cord.

Clamp-on Model—No holes to drill. Fastens by two screw clamps. \$1.75 value for only... **\$1.31**

Regular Model—Only one hole to drill—fastens permanently with screw collar. Reduced during this sale from \$2.50 to... **\$1.90**



Pyralin Visor

Protect your windshield from rain, and your eyes from glare—Made of green Pyralin, with strong frame. Because of its light weight, it is very popular for open cars. Only... **\$3.90**

Electric Motor Horn

A good horn is essential to safe motoring. This electric horn is large and durable—loud but agreeable tone. Splendid value at our reduced price of **\$2.76**



Windshield Cleaners

Automatic Windshield Cleaner—Operates from intake manifold or vacuum tank. Positive button control. Fully guaranteed. Special Value at... **\$1.60**

Automatic Windshield Cleaner—A very well known vacuum-operated cleaner like illustration. Specially reduced from \$2.78 to... **\$2.78**

HAND CLEANERS
29c AND 90c

COMFORTS AND CONVENIENCES THAT MEAN SO MUCH

When you get behind the wheel and discover such facilities as special deep-sprung seats, set at the angle of greatest ease, and genuine mohair upholstery...

Adjustable steering wheel, handy gear shift lever and easy shifting...

VV windshield, quick-acting window lifts, and twin-beam headlights, controlled from the steering wheel...

You will realize why preference for Oldsmobile spreads to ever-increasing thousands!

It gratifies their finer tastes as well as satisfies their every need.

It provides, in overflowing measure, the comforts and conveniences that mean so much.



THE STANDARD SEDAN BODY BY FIFTEEN 1025

Capitol Motors, Inc.

370 North High Street Telephone 2125

OLDSMOBILE

Another Whippet Achievement

Canada-to-Mexico, averaging

29.3 miles per gallon of gasoline
29.7 miles per hour
1845 total miles traveled
62 hrs. 8 min. total driving time

DRIVEN by a representative of the Automobile Club of Washington... an absolutely stock Whippet Sedan left the Canadian border at 8 a. m. on Friday, October 1st, for Mexico.

All conditions of traffic were encountered... storms in Oregon... fog in the Sierras... snow in the high mountains... city traffic... desert heat... traveling over

the poorest of dirt roads and the very finest of pavements—never exceeding the speed limits—driving as you would drive.

Without mechanical adjustment of any kind, the Whippet arrived in Tia Juana, Mexico, at 2:17 p. m. on Tuesday, October 5th, indicating the definite superiority of Whippet construction.

\$695 WHIPPET SEDAN
Over Whippet prices are Coupe \$685 Touring \$641, prices f. o. b. factory. Prices and specifications subject to change without notice. The Willys-Overland Plan offers annually attractive credit terms. Willys-Overland, Inc., Toledo, Ohio.

OVERLAND Whippet

MacDonald Auto Co.

Corner Cottage and Ferry Telephone 409

Our new reduced tire prices offer still greater savings on guaranteed tires.

More than 150 Stores in the West—**Western Auto Supply Co.**
Salem Store Corner Court and High Telephone 796