

PACKARD PREDICTS CHANGE IN BUYING

Future Purchasers Expect to Keep Cars for Genuine Service and Comfort

The business of marketing automobiles has grown beyond the stage of thumping the tom tom and beating the bushes to get people to give up their old cars for new ones. Car owners are beginning to realize the folly of making presents of about half the real value in their motor cars to utter strangers. They are awakening to the cost of trading their machines for new models.

Questionnaires conducted among all of the buyers of new Packard cars show that a majority expect to keep their new machines at least twice as long as they held the cars they formerly owned. They are through with annual birthday parties.

More and more motor car purchasers are beginning to apply the same good business judgment to the buying of automobiles that they would exercise in any other investment. Packard, before the war, foresaw the wisdom of a change in the general automobile merchandising plan. Plans then made were interrupted by the war but at its conclusion it stepped out as a pioneer in the new order. Basing its appeal on good business it has been making thousands of converts from the ranks of those who trade out the miles in their cars rather than ride them out. It stepped in and pre-empted a new field. Packard has been selling an idea, a money saving idea.

On the face of things it would appear that we are trying to cut off our own nose when we tell a man who has just bought a new car from us "here take this car and drive out all the miles we have built into it." We don't want to see you on the matter of any new car years.

However, our questionnaires from all over the country have proven to us what we already believed true that the public would rally around the maker who would build

a car with years of useful and desirable life, at a fair price and then refrain from making changes in it each year solely for the purpose of intriguing its owner to turn it in for a new model.

Improvements have been made in Packard cars as they have been found necessary and possible and in the last year the Packard Motor Car company spent \$7,000,000 for improved machinery so that it could build better. We do not, however, change our cars each year to induce owners to buy new cars annually at a great depreciation loss.

This substantial and very definite merchandising policy has been a big aid in a work Packard has been carrying on for years, that of lifting the entire distributor and dealer organization up to the standard of the car.

In former years in the automobile industry for a new car distributor to be successful he had to be something akin to the old time horse trader in his dealings for used cars. More and more the public now is demanding that the man from whom it buys its motor cars shall be a business man of the highest type and more and more the automobile buyer is finding this type of merchant selling automobiles.

The Midget Meat Market never fails to give you the finest meat and fish. There is but one place in Salem to get the finest fish. The Midget Market has it for you. (*)

The Marion Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime, with care. Standard coach \$1510. (*)

Save Threads of Bolts When Drilling for Pin

In drilling a hole through a bolt so as to make it possible to use a cotter pin, it frequently happens that the threads are injured, so that it is difficult to put the nut on. This may be obviated by first running the nut well up on the bolt and then drilling the hole for the cotter pin. After the hole is made, back the nut off, and in passing over the place operated on the nut will restore the thread. This applies also to sawing or cutting off a bolt which is likely similarly to injure the threads.

HORSES RULED FROM MEXICO CITY STREET

Flood of Orders for Automobiles and Trucks Come as Result of Ruling

While most large cities still allow traffic in congested districts to be slowed down to the plodding walk of draft horses, Mexico City has ruled them off the streets. The capital of Mexico has become one of the world's most completely motorized cities.

This results from a law that recently went into effect which forbids the use of any metal tired vehicle on the city pavements. The metal shoes of horses, of course, come under the ban. Public demand for the law grew out of heavy expense for upkeep of pavement which was said by engineers to be due to metal shod hoofs and wheels. The speeding up of traffic was also sought.

News of this progressive move was brought to Detroit by James G. Shirley, general manager of Cia Unidas de Ventas, S. A., Mexico City dealer for Dodge Brothers cars and Graham Brothers trucks, who is visiting Dodge Brothers and Graham Brothers plants here.

Mr. Shirley brought with him orders for unprecedented numbers of Graham Brothers trucks and Dodge Brothers cars. "The immense volume of these orders which have poured into our office since the law was passed a few weeks ago," Mr. Shirley says, "are convincing evidence of the good name which these sturdy cars and trucks enjoy in the Mexican capital. During a single week recently orders were received in Mexico City alone for 50 Graham Brothers trucks.

"These trucks are by far the most popular commercial transportation equipment in this section of Mexico. In Mexico City the government uses upwards of 100 Graham Brothers units for ambulances, police patrols and practically every other municipal activity. Graham Brothers trucks are used also by a majority of our large Mexican and American fleet owners.

"At El Oro, a mining town near Mexico City, out of a total of 38 cars and trucks, 36 are Dodge Brothers and Graham Brothers make, while at Pachuca, the world's largest silver mining camp, producing 60% of all silver mined, Dodge Brothers cars and Graham Brothers trucks outnumber all other makes combined.

"The reason for this outstanding leadership," Mr. Shirley says, "is the dependability and mountain climbing ability of these cars and trucks. So powerful is the Dodge Brothers engine that more than 50 rail cars of the interurban type have been equipped with Graham Brothers power units. These are operated on former steam railroad lines leading out of Mexico City in all directions."

Paige-Detroit Reports Strong Export Increase

DETROIT, Mich.—(Special.)—Gains in export business in 1926 are reported by the Paige-Detroit Motor Car company, the increase over 1925 being 30%. As compared with 1924, last year's exports showed a gain of 150%. About 80% of the exported cars were closed models, the foreign preference for open cars, formerly so marked, having yielded to the opportunity to obtain sedans at no more cost than touring cars.

These figures do not include Canadian shipments, which gained 144% in 1926. The greatest European gains for the year were in France and Sweden. Australia continues to demand American cars in preference to all others. A new outlet is Java, which has begun to buy briskly.

The largest single European market for the Paige in 1926 was Sweden. Comparing Paige exports with cars of its own price class, the company says that it supplied 18% of the American cars shipped to France; 17.6% to Sweden; 17.8% to Holland, and 11% to Germany.

Everything in the book store line, books, stationery, supplies for the home, office or school room, at the Commercial Book Store, 163 N. Com'l. (*)

Our Ads Business Getters

FINE EXPORT RECORD BY DODGE BROTHERS

British Government Uses Dodge Cars High Up in Himalaya Mountains

Dodge Brothers, Inc., surpassed all previous records in sales of passenger cars and trucks abroad last year with an increase in business of 14.9% over 1925, according to figures just announced.

Foreign demand for Dodge Brothers and Graham Brothers vehicles has now reached such proportions that nearly one-eighth of the company's entire output of 331,764 cars and trucks in 1926 was shipped to buyers in all parts of the world. This increased demand has resulted in the extension of foreign dealers' activities into ever country of the civilized world.

Dodge Brothers gain in export shipments is especially noteworthy when compared with the accomplishment of the industry as a whole last year. Preliminary estimates of the National Automobile Chamber of Commerce for 1926 show that 550,000 motor vehicles were exported from the U. S. This is a gain of 3% over 1925. Dodge Brothers final figures for 1926 show exports of Dodge Brothers passenger cars and Graham Brothers trucks totaling 39,016, which is a gain of 14.9% over the preceding 12 month period.

Exports of cars and trucks, excluding Canada, totaled 32,874, an increase of 7.6% over 1925. Exports to Canada totaled 6142 vehicles, a gain of 81.8% over the previous year.

Graham Brothers, the truck manufacturing division of Dodge Brothers, gained 191.9% in its Canadian business last year while exports, exclusive of Canada, gained 38.7%.

From Alaska to Cape Horn; Spitzbergen to Cape Town and Siberia to India, Dodge Brothers cars are to be found in operation, oftentimes subjected to the hardest possible usage.

In the remote districts of Tibet, high up in the Himalaya mountains, Dodge Brothers cars are carrying mail for the British government twice a week. A sedan and two three-fourth ton commercial cars are traveling over a route 168 miles long. There is no road but a track has been marked out with white stones. This track passes over low peaks, undulating hills and unbridged rivers. Dodge Brothers cars are the first and only motor vehicles in Tibet.

Artists to Give Radio Concert From New York

NEW YORK.—(Special.)—Miss Mary Garden, soprano, of the Chicago Opera company, Emilio De Gogorza, baritone, and Hans Barth, pianist, are announced as the artists who will present the fourth 1927 radio concert of the Victor Talking Machine company, on the evening of February 18.

These distinguished artists will be heard through stations of the "blue" network of the National Broadcasting company, and four southern stations. The eight stations to be included in the network are: WJZ, New York; WBZ, Springfield and Boston; KDKA, Pittsburgh; KYW, Chicago; WHAS, Louisville, Ky.; WSB, Atlanta; WMC, Memphis and WSM, Nashville.

The artists will be assisted by the Victor Concert Orchestra, under the direction of Rosario Bourdon. The program will be one hour long, beginning at 9 p. m., Eastern Standard Time.

Parker & Co., 444 S. Commercial. Don't fail to see Parker about repairing your car. Expert mechanics at your service. All work guaranteed. (*)

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

Cabny.—Local growers will ship 2,500,000 strawberry plants this spring.

Long Distance Driver Missed All Billboards

The manager of the Paige branch at San Francisco recently noticed a car bearing a New Hampshire license plate in his service station. Naturally interested in a car that had traveled so long a distance, he approached the owner, and according to the Paige house organ, the following conversation resulted. "You've toured a long way," said the Paige manager. "I imagine that, on that cross-country trip, you saw lots of interesting things?" "Gosh, no," replied the tourist. "I was doing the driving!"

INSIST ON HOUPERT PISTONS IN YOUR CAR

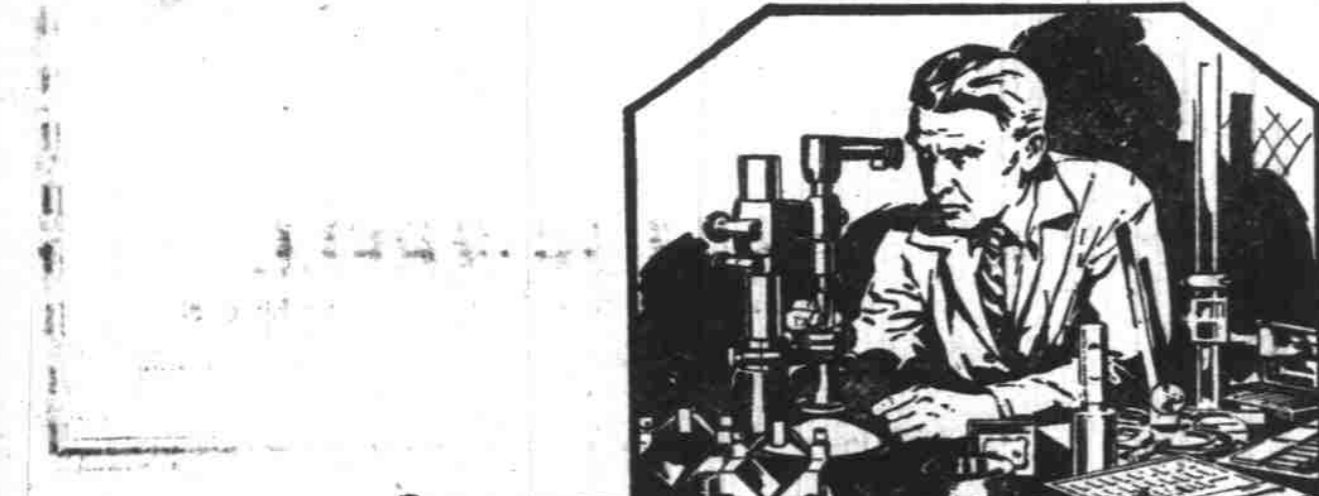
You'll be surprised at the difference it will make in your motor

W. E. BURNS — DAN BURNS
(NOT BROTHERS - THE SAME MAN)
High Street at Ferry Salem, Oregon

The Secret of the Life of a Car Lies in the Care It Is Given

Keep your auto washed, polished and lubricated regularly at a minimum cost

FIREPROOF STORAGE GARAGE
252 South Liberty Street
DAY STORAGE BY MONTHLY RATES



"... because the Oakland Six is built to a degree of precision previously unknown in cars of its price"

You need not make any extended comparisons to understand why the Greater Oakland Six is so emphatically preferred by those who demand of their cars not only satisfying beauty and performance but also unusually long life and reliability.

The answer lies in the fundamental principle of Oakland construction—because the Oakland Six is built to a degree of precision previously unknown in cars of its price!

True, Oakland provides unexampled beauty and style by the use of superior Fisher bodies; and an extraordinary agility, smoothness and silence by employing such advanced engineering features as the ex-

\$1095
SEDAN

clusive Rubber-Silenced Chassis and the Harmonic Balancer. But by working to limits that once typified the hand-built car, by following such extraordinary practices as diamond boring all piston pin bushings and balancing all rotating parts from transmission to rear axle—

—Oakland achieves a resistance to wear, tear and road shock that actually borders on the unbelievable!

You need only to talk to veteran Oakland owners—or observe veteran Oakland Sixes in action—to understand why the trend of fine car buying continues to swing so strongly toward the Greater Oakland Six.

Oakland Six, \$1025 to \$1295. Bodies by Fisher. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

VICK BROTHERS
High Street at Trade Telephone 1841

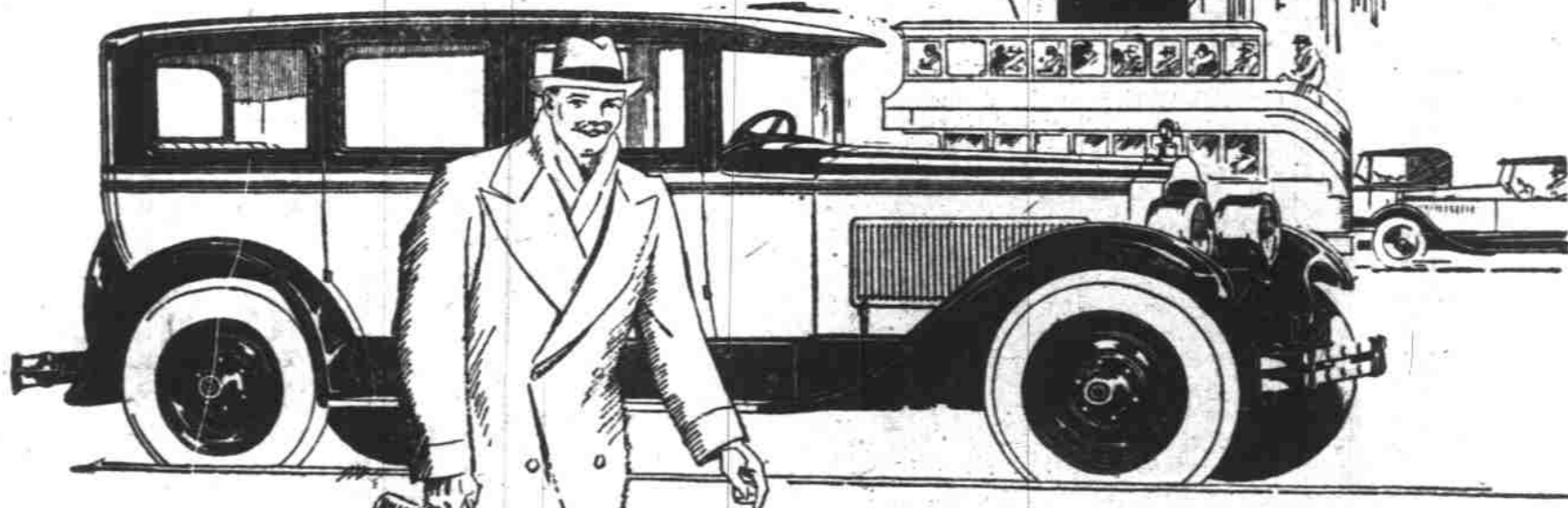
ASSOCIATE DEALERS
Silverton Motor Car Co., Silverton, Oregon; Johnson Motor Sales Co., Corvallis, Oregon; Byerley Motor Co., Albany, Oregon; Fred T. Bilyeu, Scio, Oregon; Bones Brothers, Turner, Oregon; T. D. Pomeroy, Independence, Oregon; C. J. Shroove & Son, Dallas, Oregon; F. G. Havemann, Woodburn, Oregon; F. L. Miller, Aurora, Oregon; Henry C. Hollimon, Harrisburg, Oregon.

The Greater OAKLAND SIX

PRODUCT OF GENERAL MOTORS • WINNING AND HOLDING GOOD WILL

The Packard Six
a supreme combination of all that is fine in motor cars

The Packard Six may be had in a wide range of tasteful color combinations. One of these harmonious effects—each the conception of an artist—is sure to please your personal preference.



THE exercise of good taste in the selection of your personal motor car, as in many other things, need cost no more. Those who have experienced the satisfaction of Packard ownership know the truth of this.

The Packard Six, like all fine and genuine things, costs more—more than he who wants mere transportation at a price need pay. But if you are one accustomed to think of motor cars in terms of comfort, of beauty, of performance

—in short of cars priced above fifteen hundred dollars—you may select a Packard Six and your pocketbook need never know the difference.

The secret is simple. Mechanically supreme, designed and created with superlative talent, with precision protected by inbuilt engineering improvements, the Packard Six retains its comfort, its distinguished appearance, its quiet smoothness of performance throughout an unusually long life.

Owners want to keep this car! They feel no urge to trade it in for "new models." Infrequent service require-

ments and long life then prove again that buying the best is after all the truest economy.

These assertions are based on the collective experience of thousands of Packard Six owners.

The improved Packard Six five-passenger Sedan is but \$2911 delivered at your door, freight and tax paid. To buy out of income you pay \$800 on delivery and \$12 a month, including interest, insurance and all other charges. The value of your present car is deducted from the first and monthly payments.

CAPITAL MOTORS INC.
350 North High Telephone 2125

PACKARD

ASK THE MAN WHO OWNS ONE