

SALES ASSOCIATION PLEASES DEALERS

Employers Throughout Nation Agree to Cooperate in New Movement

WASHINGTON, D. C.—That employers throughout the country look with favor upon the formation of the National Automotive Salesmen's association, and that they are more than desirous of cooperating with the newly formed organization to the fullest possible extent for their mutual welfare and the ultimate benefit of the industry and the public, is strongly indicated in the flood of communications from automotive dealers which have reached national headquarters here during the past week.

From all parts of the United States, and from dealers in metropolitan centers as well as in small communities, have come letters and telegrams which express a united conviction that cooperation between the retail distributors and the salesmen, through the National Automotive Salesmen's association, not only is feasible but greatly to be desired as a constructive step forward for the industry as a whole.

Response to the association's earlier message which announced that the organization was "offering and seeking cooperation" among the dealers, was hailed with gratification by national officers of the salesmen's groups as a tremendous boon for all those who make, sell and buy automobiles.

According to Eugene Ochsenreiter, president of the association and a member of the sales department of the Semmes Motor Company, Washington Dodge distributors, the number of spontaneous communications which have been received indicates the vital need which has existed for a national automotive salesmen's organization which would work in close harmony with the dealers everywhere.

"Before we actually organized the National Automotive Sales-

STAR CAR MODERN CHINESE "PACK HORSE"



Star cars shipped from the Pacific Coast Star factory at Oakland are winning fame in the freight service between Tientsin, China and Urga, the capital of Mongolia. The hoods and bodies are covered with cotton padding as a protection against dents and scratches from bales and boxes carried. In addition to heavy loads of freight, passengers are also carried long distances where roads are few and those rough. Freight and passenger rates are so high that the operator of a Star car can pay for his automobile on three trips over the 680 mile route from Tientsin to Urga.

men's association," Md. Ochsenreiter says, "we felt that there was a very definite place in the automotive scheme of things for an organization which would do for the salesmen what the National Automotive Chamber of Commerce has done for the manufacturers, the National Automobile Dealers association for the dealers and the American Automobile association for the motorists. We believed that the dealers of the country would welcome a group which would labor with them to raise the level of salesmanship so that all—dealer, salesman, industry and purchaser—might benefit."

"Now that the test of our belief has come we are proud and happy to say that we were correct. In fact, we were more correct than first we allowed ourselves to think would be possible."

"The country's dealers, and others as well, have given substantial and wholehearted proof of their

confidence in our thought. They have signified their very general conviction that the N. A. S. A. is entering a field where great service and constructive work is possible, and that our basic aims are such as to warrant sincere approbation.

"That being the case, we are entering into our big task with confidence that, with the support which already has been so genuinely indicated, we cannot fail."

Scores of inquiries from salesmen over the country continue to pour into national headquarters, which have been located at 1108 Sixteenth Street, formerly occupied by the American Automobile Association, and the staff is being kept busy answering questions and checking membership applications. Final details incidental to organization have been completed, it is announced, and the N. A. S. A. now is completely launched on its career.

Only One License Plate Required in Some States

A great deal of attention has been focused on foreign license plates during the last month—due to the activity of the police in checking over cars bearing license plates from other states.

This activity has resulted in a number of complaints regarding the use of a single license plate on some cars.

The Oregon state motor association gives out the information that nine states require only a single license plate.—Alabama, Florida, Georgia, Kansas, Louisiana, Mississippi, North Carolina, Oklahoma, and South Carolina require only one number plate attached to the rear of the motor vehicle.

Read the Classified Ads

THIEVES PASS UP HUPMOBILE EIGHT

National Records Show Few Thefts of Car Equipped With Electro-Lock

National records of thefts of Hupmobile Eights built since its electro-lock was added as standard equipment early this year, show that thefts of this car have been practically nothing. As a result, owners are being saved thousands of dollars annually in reductions below average insurance rates, and other tens of thousands in uninterrupted use of their cars.

R. S. Cole, Hupmobile general sales manager, believes this lock is the closest approach to being 100 per cent theft-proof of any device yet known.

Convenience is another of its appealing features. The key is necessary only to unlock the ignition. Locking may be accomplished simply by pushing in the lock button, located on the grouped instrument panel. This shuts off the engine and automatically cuts off the ignition. It thus involves no extra effort by the driver to lock the car.

Insurance companies' records show that the majority of all cars stolen were not locked at the time. This leads to the natural conclusion, Mr. Cole points out, that adequate locking devices which will be most generally utilized are those that are the simplest.

Instead of a wire connection and switch on the back of the instrument board, this lock utilizes a cable, enclosed in a metal sheath, which leads to the instrument board from the distributor and is actually a part of the lock.

When unlocked and the engine either is running or about to be started, the lock protrudes about a half inch. The action of pushing the lock in, making the en-

gine inoperative, pushes the cable back. This, in turn, disconnects the ignition at the distributor, making it impossible to start the car or in any way make a connection that will permit the car to be operated.

The lock is so built that wiring around the switch is impossible. By further protective measures it is amply theft-resisting at all times.

It is also nationally legal. It complies with all ordinances, including those of many cities which prohibit locking cars in such

manner that they cannot be steered or pushed out of the way in the event of fire or other emergency. The danger hazard is completely eliminated under these circumstances, as it is possible to steer or shift gears should the car accidentally be locked. At the same time, the car can be locked and still be left in gear on a hillside—an important consideration in hilly or mountainous sections.

"Theft rates on Hupmobiles are among the lowest of those for any car built," said Mr. Cole. "Records of cars equipped with those

electro-locks indicate that rates may reasonably be still further lowered, affording greater savings to every Hupmobile Eight owner."

There will be a nice thing about airplane travel when it gets to be general. We won't have to detour down a cobblestone alley every time they are resurfacing a street or tearing up a sewer.

The kind of girl for a young man to marry is the one who is always as smiling and good natured as a candidate for office.

Storage
Fuel
Transfer

Crating
Social and Long Hauling
Moving

143 So. Liberty
Phone 930

They Are Comfortable

The springs under all Paige cars are unusually long, and they are matched to the type of body they are to carry. Snubbing devices further cushion the cars. Chassis are carefully balanced, with deep, well-braced frames.

Diligent care has been used in providing ample leg room. The seats are wide and buoyant, built with deep, cushion springs.

The driver will appreciate the restfulness of the easy acting clutch and gear-shift levers, the ball-bearing spindles, the steering gear specially designed for balloon tires, and the sense of balance and security evident at all speeds.

We invite you to enjoy a ride in one of the Paige sixes or eights, noting particularly the comfort of the cars. Lower prices now are in effect, including a Paige six for the first time for less than a thousand dollars. The complete line includes twenty body types on four chassis, in sixes and eights, from \$995 to \$2665, f. o. b. Detroit.

*Joseph B. Graham
Robert B. Graham
Ray A. Graham*

P A I G E

TRUMM MOTOR CAR CO.

349 N. Commercial — Telephone 959

FAIR WEEK

FAIR WEEK
September 26th to October 1
Inclusive
Salem, Oregon

OREGON STATE FAIR

ELLA SHULTZ WILSON, Secretary

Six night Horse shows.
Auto show all week.

AUTO RACES OPENING AFTERNOON MONDAY AT 2:30

Horse races balance of week on both mile and new half mile track.

County Agriculture exhibits.
Tractor Show.
Industrial exhibits.
Boys and Girls Club Camp.

Ideal Camp Ground

Come and Spend the Week

