

## FACTORIES WILL HOLD CONVENTION

More Help for Dealers' Service Department Will be Considered

Factory service managers of the members of the National Automobile Chamber of Commerce will hold their annual meeting in Toronto at the King Edward Hotel, June 18-19.

The program for the coming meeting, which is known as the Factory Service Managers Forum, is almost entirely made up of papers dealing with specific suggestions as to how the dealers can give customers better service and profit.

"Most motorists do not expect more of the car factory than to build the best cars it knows how and to fill promptly its distributors' parts orders," says Charles D. Hastings, Chairman of the Automobile Chamber Service Committee in announcing the meeting. "Responsibility for service, they assume, attaches almost entirely to the retailers. The factories, however, realize that their interest is bound up in both the dealer and the owner, and that a happy relationship between these two factors enhances the good name of the product. For that reason they are as much concerned over the dealers' success as a vendor of service as they are over their ability to sell cars. Hence, their desire to co-operate with the dealers in building up their service facilities."

Speakers who have made a special study of these elements of factory-dealer co-operation will explain: How to establish repair prices in advance and sell service; how to merchandise parts; importance of specialization in maintenance; how to make proper use of shop equipment; the human element in service; getting more out of service department printed matter, scientific brake testing and adjustment, and how to handle export service.

Charles D. Hastings, chairman of the board of Hupp Motor Car corporation, will preside. Other speakers will include: H. Bertram Lewis, vice-president of the Commercial Credit company; F. A. G. mensfeldt, Inc.; V. L. manager of service department; C. Tavish, general parts and service manager of General Motors Products of Canada, Ltd.; A. S. McArthur, superintendent garage department of the Toronto Transportation Commission, and A. R. Sandt, of the Sales Section of the General Motors corporation.

On Wednesday, June 20, following the meeting, inspection trips will be made to the bus maintenance department of the Toronto Transportation Commission and

## Buick Serves Uncle Sam



This Buick is the first ashore and the last aboard when Admiral Henry A. Wiley's flagship, the U. S. S. "Texas," enters port. With car, in insert, is Frank S. Harvel, chief machinist's mate, who praises its performance warmly.

FLINT, Mich., June 2.—Yo-ho, and a seagoing Buick.

The subject of this salt water ditty is the official car of Admiral Henry A. Wiley, commander-in-chief of the Atlantic and Pacific fleets of the United States navy. First ashore when the anchor is dropped, and last aboard when the chain is hoisted is the Admiral's Buick sedan, a veteran of two years' service.

When the fleet visited San Francisco recently, just before the start of its Hawaiian trip, the Admiral's Buick became a familiar sight about the city. Before the engines of his flagship, the Texas, had fairly ceased throbbing, a lighter hove alongside, deck winches whirred above, and the Buick slid overboard to the waiting barge. Ten minutes later the car was speeding up Market street on an official call to the city hall.

Frank S. Harvel, machinist's mate first class, who has long been Admiral Wiley's chauffeur, drove around to the Howard Automobile

the General Motors Works at Oshawa.

The local arrangements for the meeting are in the hands of the following committee: C. E. McTavish (General Motors) chairman; G. McPherson (Gottfredson); R. H. Parsons (Studebaker); H. J. Moore (Durrant); D. E. Froudford (Dodge Brothers); J. H. Hickey (Chrysler); J. G. Bruce (Willys-Overland); W. E. Gillett (General Motors) and A. S. McArthur (Toronto Transportation Commission).

Dodge dealers throughout the country are of the opinion that performance, appearance and quality are the chief requirements of the buying public when the purchase of a new car is considered. These same dealers declare the Standard Six, the Victory Six and the Senior Six completely fill the bill.

The Great Northern Railway, through a subsidiary, uses 195 motor buses.

## ARRAY IN THREE MODELS OFFERED

Demand for Colors on Automobiles Continue to Grow Stronger

The demand for color on automobiles continues to grow throughout the Pacific Coast and manufacturers have, some time ago, felt the clamoring cry and have answered it.

"Dodge Brothers have developed some very pleasing color combinations," said Ernest Bonesteel of the Bonesteel Motor company, Dodge Brothers dealers for Salem, "which have been well received.

"In the Victory Six line the special brougham and the new four passenger coupe have been produced in several different styles of outside dress.

"The use of various shades of greens, blues and deep wine, have been handled by Dodge Brothers in a fashion that has gone a long way to make its sturdy line of sixes popular." Mr. Bonesteel went on to say.

Only a few years ago, the first consideration given by a buyer was mechanical quality. If a motor car were of a sturdy de-

sign it sold, regardless of paint or appointments. Today, this selling angle has changed. Along with performance and long life the car purchaser demands beauty, style and comfort.

Dodge Brothers have made every effort possible to meet these new requirements and dealers everywhere are reporting sales which indicate that they were justified in their belief and effort. Along with the style and comfort, Dodge Brothers continue to build a sturdy and powerful car that will stand long, hard usage.

## OREGON HIGHWAYS MODEL FOR OTHERS

(Continued from page 5.)

cent increase in the gasoline gallonage. This was the first year that New Mexico had had a five cent gas tax and this increase was rather surprising to a great many people.

The Oregon State Motor association, in investigating this increase in the tax from 2 to 5 cents per gallon, found that there had been considerable opposition from those who felt that there would be a reduction in gasoline sales under the previous year. It was claimed that tourists would avoid going through New Mexico and would choose routes through other states where the gas tax was less.

After practically a year of operation under the new law which went into effect March 4, 1927, figures show that these surmise-

were without foundation since the actual increase in sales over 1926 amounted to \$666,246.90.

The effect of this tax upon the road building program of New Mexico is astounding. In anticipation of the returns from this tax provisions were made for the issuance of \$1,250,000 in debentures as a yearly construction and maintenance fund for the state highway department. This revenue, together with that derived from motor vehicle license and a property levy is being used to

maintain a state road system consisting of 5,042 miles, to construct 250 miles of secondary highways annually and to meet the state's share on the proposed improvement of 195 miles of Federal Aid highways.

As a result of this law, New Mexico now has some of the best roads in this part of the country. Tourists, rather than avoiding the state on account of the highway gas tax, are making it a point to route themselves by way of these improved highways. This is due

to the fact that the actual cost of operating a car is considerably less when driving over good roads. The increasing number of motorists inquiring regarding state parks which are usually located scenic points has caused the Oregon State Motor association to note all state parks on road maps. Oregon occupies very favorable position in the acquisition and development of state park lands, number of which have been donated to the state by private individuals.



# USED CARS

*"with an OK that counts"*

Look for the Red Tag!

This Car has been carefully checked as shown by ✓ marks below

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK

**Priced for Quick Action**

Due to the tremendous popularity of the Bigger and Better Chevrolet in this community—we have on hand a large number of specially fine used cars which we want to move at once.

These cars have been thoroughly reconditioned by our expert mechanics, using special reconditioning tools—and will provide thousands of miles of dependable, satisfactory service. Come in today while our selection is complete!

**DOUGLAS McRAE CHEVROLET CO.**  
430 N. Commercial Street, Tel. 745

Associate Dealers:  
Dallas Chevrolet Co., Dallas—Ball Bros., Turner—Geo. Dorr, Woodburn—Hallady's Garage, Monmouth, Wm. Prodeck, Mt. Angel

**QUALITY AT LOW COST**

## Vick Brothers

# Used Cars

Late 1927 Oakland Coupe, like new, equipped with bumpers, spot light, cigar lighter, dash motometer, 90% new rubber and in A1 condition ..... **\$825.00**

1927 Oakland Sport Roadster, completely overhauled, 80% new rubber, fully equipped and a fine car ..... **\$750.00**

1925 Overland Six Deluxe Sedan that has had the best of care and has every appearance of a new car, well equipped, and a real buy ..... **\$575.00**

1925 Ford Coupe overhauled, new Duco finish 95% new balloons, priced at ..... **\$265.00**

1925 Ford Coupe in A1 condition, 70% new rubber. Priced at ..... **\$225.00**

1924 Tudor Sedan that has run but very little, 75% new rubber, best of equipment and a fine car for ..... **\$195.00**



The House That Service Built

280 So. High St. Phone 1841



**In More Than 2900 Departments**

—AND NOW AGAIN

**THE OREGON STATE TRAFFIC DEPARTMENT CHOOSES THE NEW 1928 HARLEY-DAVIDSON MOTORCYCLES EQUIPPED WITH**

## GOOD YEAR

BALLOON TIRES

More than 2900 state, county and municipal police departments have adapted the fast, dependable, economical Harley-Davidson Motorcycles for patrol duty—curbing speeders—pursuit work—emergency calls—and controlling traffic.

So it is natural for the State department to continue to use this famous motorcycle to help give us all better traffic protection.

For the special safety of the officers all machines are equipped with Harley-Davidson Front wheel brakes and GOOD-YEAR BALLOON TIRES.

As Harley-Davidson Dealers we maintain ever-ready service and a complete stock of parts, also a complete stock of GOOD-YEAR motorcycle balloon castings.

## HARLEY-DAVIDSON


Motorcycles

Come in and see us

### Harry W. Scott

"THE CYCLE MAN"

147 South Commercial Salem, Ore.



## Judge a USED CAR by the Integrity of the Dealer

Your Buick dealer's high business standing in his community—his solid, long-established reputation for fair dealing—safeguard your used car investment when you buy from him.

He offers you a wide choice of used cars—including practically all makes and models, and covering practically all price classes.

He will give you an honest description of any used car in stock. He wants you to be satisfied with the car you buy for he wants to keep you as a used or new car customer.

Judge the used car you purchase by the integrity of the dealer who sells it to you. Go to the Buick dealer. You can rely upon his word.

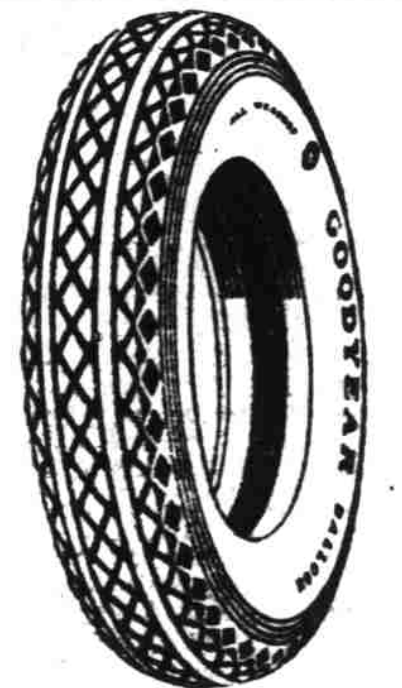
## BUICK MOTOR COMPANY

FLINT, MICHIGAN—DIVISION OF GENERAL MOTORS CORPORATION

### OTTO J. WILSON

388 North Commercial Telephone 220

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM



## Is Santa Claus in the Tire Business?

We lose a sale occasionally because of a long trade, and we always ask the buyer if his old tires were worth what he got for them.

Invariably he says, no. We ask you, what's the answer? Is Santa Claus in the tire business? Is the dealer merely practicing? Or did his big, tender, overflowing heart just get the best of him?

No foolin' now—what's the answer? Is Christmas a continuous event, or is someone keeping the doughnut and selling the hole?

We allow you for your old tires only what they're worth. We charge you for our fine new Goodyears only what they're worth. You get a square deal and so do we. And as long as we're in our right minds nobody'll get anything different.

## G. W. DAY

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