

36 Per Cent of Today's Cars are Ready for Replacement

CHEVROLET SALES CHIEF IS SPEAKER

"Price on Delivery" Slogan is New; Means Lower Differential

Four hundred Chevrolet dealers, salesmen and newspapermen listened for over two hours Friday at the Multnomah hotel in Portland to William E. Holler of Detroit, who is general sales manager for the Chevrolet Motor company.

His talk was full of enthusiasm and gave a vivid picture of the Chevrolet industry and its expansion program. He spoke with optimism of the coming season and anticipated that many cars would be sold this year.

Mr. Holler announced the new deal in the pricing of automobiles. He stated that he was out to make a going to get the "pads, the necks and chisels" out of the automotive business. His new plan is known as the p. o. d. (price on delivery), and he stated that he would make the old slogan f. o. b. "as out of date as hoop skirts."

Approximately 580,000 cars sold and delivered in 1933 was the figure for Chevrolet by Mr. Holler. He said that they were behind with their orders at the present time but were rapidly getting into production. He stated that they expected to build 85,000 cars during February and a total for the year was placed at 700,000.

The factory and delivery prices given by Mr. Holler were as follows: Chevrolet, factory \$585; delivery, \$770.

Mr. Holler assured the dealers that as soon as he was finished with cutting the differential between factory and delivered prices, he was coming back "after the financing department." He said that there were three people interested in automobile sales, namely the manufacturer, the dealer and the public. He said that the public had been getting a raw deal and he was out to give them a new square deal.

Mr. Holler said that there are 5,300,000 Chevrolet owners at the present time, he also stated that 36 per cent of the cars driven today are old cars. He spoke very highly of President Roosevelt's program and stated that he thought the recovery program was working and there was strong evidence of prosperity.

Some interesting facts accompanied Douglas McKay, Salem dealer, to the meeting were C. D. French, James S. Davis, Cecil Rhodes, William Rush and E. T. B. Hill. The new models are now on display in Salem and some deliveries are being made.

Northwest Wins Sales Trophy



W. H. Bohling, above, left, is shown receiving the special trophy awarded the northwest district of Western Auto stores for the highest percentage gain in sales made in 1933 over 1932, by any of the five divisions of the company. Hal R. Baker, general manager of the company, is shown, right, congratulating Bohling. The local store directed by Willis Clark, played a substantial part in bringing the trophy to the northwest.

TWO CWA CLASSES SLATED, JEFFERSON

Relief Supply Station Opened For Southern End on Thursdays

JEFFERSON, Feb. 3.—Twenty-six adults met at the school house Monday night to discuss organizing study classes under the CWA. It was decided to organize two classes, one in public speaking, and the other business training. As soon as teachers are secured for the classes, the organization will be perfected, and work will begin. The classes are to meet three times a week, with two hours class period.

Open Supply Station Thursday morning a relief supply station was opened up in the old Reunion building on North Main street. This will cover relief work in Marion, Jefferson and rural route cars. The station will be opened every Thursday to distribute supplies. Miss DuBoise, from relief headquarters in Salem was in charge of the station Thursday assisted by Mrs. W. H. Sherman. Miss DuBoise has been contributing supplies in her car, and with the station located in Jefferson for this district will save time and expense, by having those getting relief get supplies here.

The supplies brought here by truck included flour, butter, eggs, salt pork, fresh beef and canned goods such as prunes, beans and tomatoes.

LUMBER ORDERS EXCEED PRODUCTION

SEATTLE. — A total of 497 down and operating mills in Oregon and Washington which reported to the West Coast Lumbermen's association for the week ending January 27 produced 72,355,462 board feet of lumber. This was a decrease of approximately 600,000 feet under the preceding week. The average production of this group of sawmills in 1934 has been 68,892,706; during the same period in 1933 their weekly average was 52,193,671.

The new business reported last week by 487 mills is 97,629,650 board feet, against a production of 72,312,462 feet and shipments of 53,842,287 feet. Their shipments were under production by 25.6 per cent and their current sales were over production by 35.1 per cent. The orders booked last week by this group of identical mills were over the preceding week by 12,500,000 feet or 14.73 per cent.

The aggregate inventories of 130 mills are 1.5 per cent less than at this time last year.

Radio Program

- EGW—PORTLAND—820 Kc. Sunday, Feb. 4, 1934.
- 9:15—Cordon String Quartet, NBC.
 - 10:30—National Youth Radio Conference, NBC.
 - 11:00—Gene Arnold and Commodores, NBC.
 - 11:15—Orchestra.
 - 11:30—Oregon State Board of Optometry, NBC.
 - 11:45—Grand Hotel, NBC.
 - 12:00—Catholic Hour, NBC.
 - 12:15—Mark Daniels, baritone.
 - 6:00—Manhattan Merry-Go-Round, NBC.
 - 6:30—American Album, NBC.
 - 8:00—Major Sharp and Minor, NBC.
 - 9:00—Soloist.
 - 10:15—Weather report.
 - 10:15—Bridges to Dreamland, NBC.
 - 11:00—Palace Hotel Orchestra, NBC.
- Monday
- 7:00—Breen & De Rose, NEC.
 - 7:15—Organ concert, NBC.
 - 7:30—Donald Buck.
 - 8:45—Eddie King, piano.
 - 9:30—Cooking school.
 - 10:45—Portland Public Market.
 - 11:30—Woman's Magazine, NBC.
 - 11:45—Weavers of Dreams.
 - 11:45—Ford and Music, NBC.
 - 12:15—Western Farm and Home Hour, NBC.
 - 1:45—Nicholas Arenstein, cellist.
 - 2:00—Al Pearce and His Gang, NBC.
 - 3:05—Waldorf-Astoria orchestra, NBC.
 - 4:00—Dance Masters, NBC.
 - 5:00—Campana, NBC.
 - 6:15—The Barocovis, violin.
 - 8:00—Amos 'n' Andy, NBC.
 - 9:45—Edgewater Beach Hotel orchestra.
 - 10:15—Weather report.
 - 10:15—Cole McElroy's orchestra.
 - 10:45—Hotel Stark Hopkins orchestra.
 - 11:00—Ambassador Hotel orchestra, NBC.
 - 11:30—12—Stringwood Ensemble, NEC.

- KEX—PORTLAND—1160 Kc. Sunday, February 4, 1934.
- 8:00—Sacred music.
 - 8:15—Dance music.
 - 9:15—Musical Gems.
 - 10:00—Radio City Concert, NBC.
 - 10:30—Leo Reisman's orchestra.
 - 11:00—Symphony Hour.
 - 11:30—Grenadier Guards band, NBC.
 - 11:30—John Gray's orchestra.
 - 1:00—Christian Endeavor Union.
 - 2:00—National Vespers, NBC.
 - 2:30—John McCormack.
 - 2:45—Ted Weems' orchestra.
 - 3:00—Four Square Cathedral service.
 - 4:00—Fritz Kreisler.
 - 4:15—Paul Whiteman's orchestra.
 - 8:00—First Church of Christ, Scientist.
 - 8:00—Hotel Commodore orchestra, NBC.
 - 10:00—First Presbyterian Choir.
 - 11:00—12:00—Midnight Melodies, NBC.
- Monday
- 7:45—Band music.
 - 8:00—Bing Crosby.
 - 8:15—Paul Whiteman's orchestra.
 - 9:30—Melody Mixers, NEC.
 - 10:15—Donald Buck.
 - 10:30—Manikin Tea.
 - 11:45—Jolia Hayes.
 - 12:15—Master Music Makers.
 - 12:20—Weather, wheat market and financial reports.
 - 12:25—Movie Club.
 - 12:30—Movie Club.
 - 12:45—Forum Luncheon.
 - 1:45—Lady Next Door, NBC.
 - 2:00—World Bookman.
 - 3:00—League of Nations Association.
 - 3:45—Buddy Valier.
 - 4:00—Pickens Sisters.
 - 4:30—Mary's Garden, NBC.
 - 8:00—News Flash.
 - 8:30—Professor Bellea.
 - 9:30—The Orchestra, NBC.
 - 11:30—12:00—Organ concert, NEC.

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CAKE CEREMONY IS PART P-T CEREMONY

Session Honors Founders' Day For Association; Program Given

SILVERTON, Feb. 3.—A beautiful ceremony of lighting 37 candles on a huge "birthday cake" as a part of the February Parent - Teachers' association meeting held at the Eugene Field auditorium Thursday night. The birthday cake was in honor of Founders' Day which was particularly observed. Mrs. John Hoblitt, first secretary of the local group, lighted the large candle on the cake which was representative of the Founder's day anniversary.

Others taking part in lighting the remaining candles were Mrs. Rude Bentson, Mrs. H. B. Lathrop, Mrs. C. W. Keene, Mrs. Ernest Palmer, Mrs. Carl Specht, Mrs. R. E. Kleinsorge, Mrs. J. B. Ballantyne, Mrs. J. W. Jordan, Mrs. L. L. Stewart, Mrs. Ben Gifford, Mrs. E. Jay Mall, Mrs. Arthur Dahl, Mrs. Warren Crabtree, Mrs. J. Reed, Mrs. E. W. Vearyer, Mrs. George Center, Mrs. W. H. Schuster, Mrs. L. R. Neal, Mrs. J. J. Palmer, Mrs. Fred Baker, Mrs. Gladwyn Hamre, Mrs. Guy Aydtott, Mrs. Roy Hayes, Mrs. Mary Andrews, Mrs. Frank Powell, Mrs. Mary Aycock, Mrs. Marie Tokstad, Mrs. Henry Overloss, Mrs. Milton Thostrud, Mrs. C. W. Moffitt, Mrs. M. C. Mouch, Mrs. L. C. Eastman, Mrs. Mae Simmons, Mrs. George Christenson, Mrs. Helmer Broke, Mrs. J. Johnson.

Mrs. Hoblitt gave a short resume of the early history of the local organization, founded here in April, 1917.

Plan Benefit Tea

During the business hour Miss Hannah Hubbs reported and announced that a tea would be held in the near future to raise funds. Roll call disclosed that Olga Johnson's room won honors for having the largest number of parents present of the Eugene Field group. Blanche Hubbs and Katherine Slauson tied for second place. In the junior high school Elaine Clower's group won first and in the senior high school room 13 was the leader.

A program was given by Olivia DeGruis's TA social science group and included: Three plays, "Difficulties in Raising Money During the Revolutionary War," "How Oregon Was Saved for the United States," and "America for Americans," a piano solo by Thelma Olsen, and a guitar solo by Myron Dirckson.

Mrs. Martin Hannan, president, presided.

CHEEK AND ASHBY IN NEW LOCATION

Monroe S. Cheek and William E. Ashby, in the automotive service business, Cheek being recognized as one of the foremost lubrication experts in this section. He will be in complete charge of the lubrication and battery departments.

Ashby specializes particularly in tires and gasoline sales and will head those departments.

Both have had more than 10 years experience in the automotive service business.

Community Clubs

HAZEL GREEN, Feb. 3.—Friday evening the community club gave an interesting program of music and readings. Program: orchestra; Helen Ralph, Arthur Clemens, sax; Ross Miles, Leonard Faust and Glen Looney, cornets; Mrs. Ellen Clemens, piano. Talk, "The Need of Parliamentary Law," Mrs. Clifton Clemens; a group of cowboy songs, Ward and Frank Miles, Alexander Sharp and Marvin Van Cleave; readings, Mary and Charlotte Massie; vocal solo, "To His Son," Miss Helen Ralph, and a lullaby for a c o r e; reading, "When Marriage is a Failure" and "How Mickey Died in the War," J. H. Wortman; oration, "The Long Awaited Handclasp," Glen Looney; community sing.

Ben Claggett, ex-game warden, gave a talk urging conservation of game. He told of great herds of buffalo 50 years ago. When his father crossed the plains the train had to wait two days in Dakota for a herd to cross the road. Buffalo tongues were sold for 25 cents a dozen, the bodies were often left to rot. He saw wagon loads of deer skins come into Portland, having half as many skins as were deer killed in all Oregon last year. Mr. Claggett is visiting community clubs to urge a committee be appointed from each to meet with Rod and Gun club to consider what the farmers wish concerning hunting on their property. Ralph Gilbert was appointed for this district. Mr. Gilbert will choose other members of committee.

Charlotte Van Cleave was elected secretary to fill vacancy caused by Miss Eva Smith's moving to Middle Grove.

CREAMERY HOLDS ANNUAL MEETING

MONMOUTH, Feb. 3.—The annual business meeting of stockholders and officers of Monmouth's Cooperative Creamery and Warehouse association, Wednesday, resulted as follows: G. A. Peterson, Sr., president; N. C. Anderson, Edward Vieth and William Riddell, directors. The annual report presented by Manager F. E. Mardock contained many facts of interest to farmers, in general, including these excerpts: "The volume of sales in the warehouse department shows an exceptional increase over the 1932 figures. Storage capacity of the warehouse was so overtaxed during the 1931 crop, that an annex was erected to handle the 4284 ton of grain, as compared to the 1932 figures of 3210 tons, (an increase over the 1931 crop), yet the warehouse expenses show a decrease of 2 per cent.

"Fees paid for grains were higher in 1933 than in 1932. Beginning January 1, 1934, all grain stored in the warehouse will be insured by the company at the market value at no cost to the patron.

"During the year the creamery made 679,848 pounds of butter which was 54,796 fewer than in 1932; which sold for \$135,774, a decrease of \$11,125 below the business of 1932. Net earnings of the warehouse were \$2348, an increase of \$2098 over 1932. Wages paid at the creamery totaled \$8149, a decrease of \$1832 for the year. At the warehouse wages totaled \$7845, a decrease of \$398 from 1932."

SWEGLE, Feb. 3.—Swegle community club held its regular meeting Friday night. Mrs. Knight sponsored the following program: a play, "Waiting for the Tram," put on by the high school pupils of the community; solo by W. Biggerstaff, accompanied by his son, Warren, on the cornet; reading by Paul Burson; song by the school quartette, Carl Schaffer, Charlotte Knight, Bill Kroplin and Elby Sizemore, and a very interesting talk on some of the historical buildings and monuments he visited in the east by Henry Leavenworth.

LABISH CENTER, Feb. 3.—A capacity crowd attended the community club meeting Friday night when the men started off the program competition by presenting two mirth provoking comedies "April Fools" and "An Evesless Eden" were given, as well as a dramatic monologue by Clyde Boehm; Wayne Isham sang two

WARNER ON HIS WAY

PENDLETON, Ore., Feb. 3.—(P)—Harold J. Warner, commander of the Oregon department, American Legion, left yesterday to hold a series of legion conferences at Salem, Albany, Roseburg and Medford.

WOODMEN PLANNING MEMBERSHIP DRIVE

SILVERTON, Feb. 3.—J. Wright of Salem was made captain of the contest team to be known as the Bushwackers, while F. M. Powell of Silverton will captain the Guerrillas in the Western Woodmen of America district membership campaign which will terminate with a banquet at Salem on March 26. This is one of the biggest events of its kind that this district has yet attempted. F. M. Powell of Silverton is the district manager.

Over 100 attended the district conference here Wednesday night. Guss Herr of Silverton was toastmaster at the banquet preceding the business meeting. Responding to the call were Otto Dahl, Edwin Overlund and Dr. A. J. McCann of Silverton, and R. Bunn and Mr. Corsey of Salem as visitors. The Corsey string orchestra also furnished music for the occasion.

The committee in charge of the local arrangements Wednesday night was Bert Green, Herman Naegle, S. M. McClung, Wilbur Moffett and C. Nesheim.

TO ATTEND CONFERENCE HAYESVILLE, Feb. 3.—Carl Ramseyer, president of the Salem Ad club, will leave Tuesday for San Francisco, where no will represent Salem at the mid-winter conference. Mrs. Ramseyer and Mrs. E. M. Bailey will accompany him.

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N-W DISTRICT WINS TROPHY

The northwest district of the Western Auto Supply company organization has recently been awarded the attractive annual trophy, presented annually to the territory making the greatest percentage in sales increase over the previous year. Willis Clark, manager of the local store which participated in the gain, said the showing of the store here and of other stores in the northwest in 1933 was "highly gratifying."

The northwest district consists of all Western Auto stores in Oregon and Washington and in sections of Montana and Idaho. There are four other districts in the Western Auto chain.

Rapid recovery in northwest business in general is reflected in the store's gains, according to W. H. Bohling, district manager.

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