

SALSBUURY MOTORS  
SCOOTER SALES  
PROMOTION

SALSBUURY MOTORS, INC.

***THE REVOLUTIONARY***  
***SALSBUURY***  
**SUPER-SCOOTER**

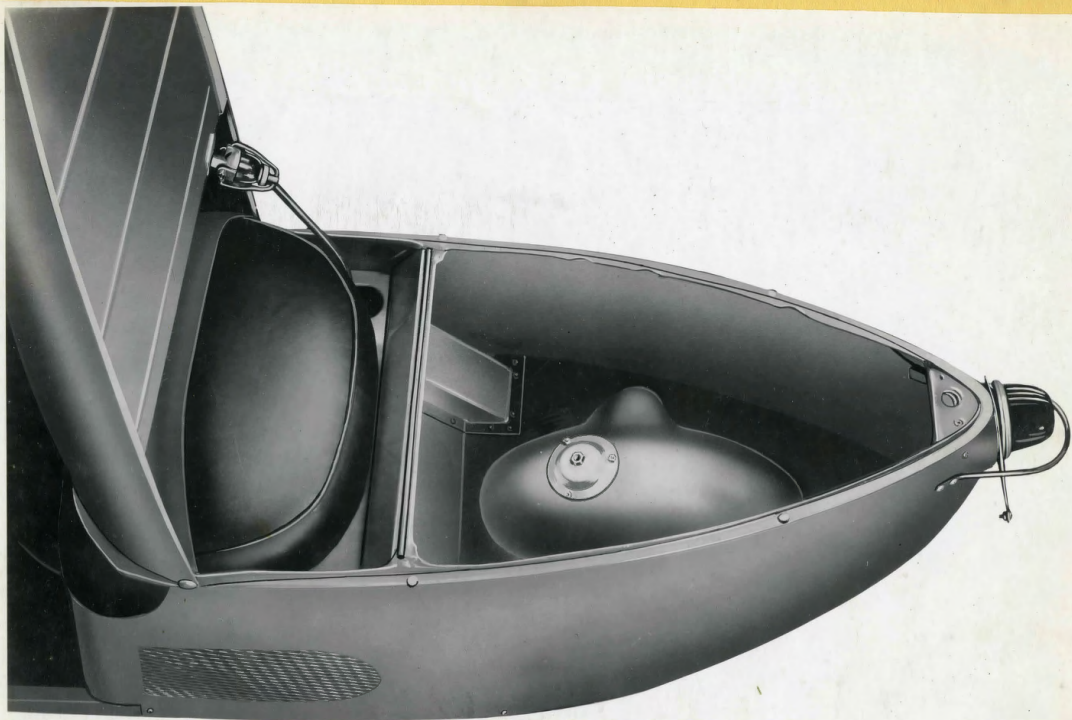
A Subsidiary of Northrop Aircraft, Inc.

[SalsburyScooterScrapbooks.com](http://SalsburyScooterScrapbooks.com)

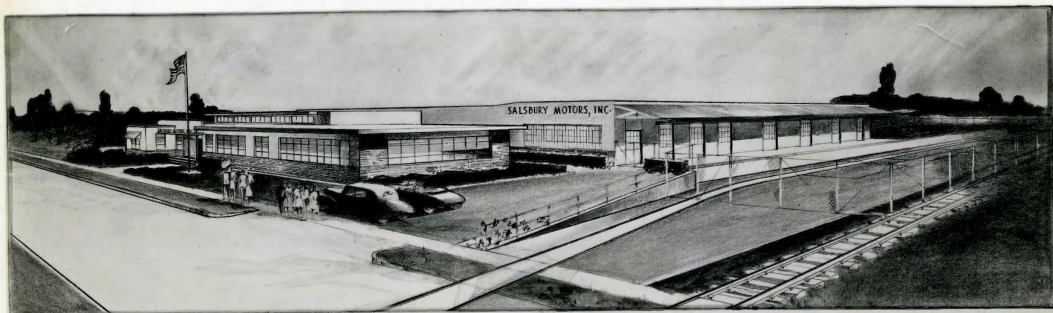
E. F. SALSBURY  
PIONEER BUILDER OF THE  
MOTOR SCOOTER  
IN AMERICA  
AND  
MANY OF HIS EARLIEST ASSOCIATES  
CONTRIBUTE  
THEIR  
LONG EXPERIENCE  
IN  
THE FIELD  
OF  
LOW COST  
TRANSPORTATION.



NORTHROP AIRCRAFT, INC.,  
WITH ITS  
EXTENSIVE RESOURCES  
IN  
ORGANIZATION,  
RESEARCH,  
AND  
FINANCE  
PROVIDE  
A  
BACKGROUND  
OF  
STABILITY IN OPERATION  
AND  
KNOWN ACCOMPLISHMENT.



ALL  
SALSBURY PRODUCTS  
ARE  
DESIGNED,  
MANUFACTURED,  
COMPLETELY ASSEMBLED,  
AND  
TESTED  
IN  
SALSBURY'S  
OWN.....  
NEW.....  
MILLION DOLLAR  
PLANT,  
IN  
POMONA, CALIFORNIA.



PLANT FOR SALSBURY MOTORS, INC., POMONA, CALIFORNIA.

KAUFMANN, LIPPINCOTT AND EGGERS, ARCHITECTS.



ON A SUNDAY AFTERNOON EARLY IN 1935  
COLONEL ROSCOE TURNER, WELL KNOWN AVIATOR,  
AND HIS FRIEND, E. F. SALSURY,  
WERE INSPECTING A SPEED PLANE.

SALSURY REMARKED:

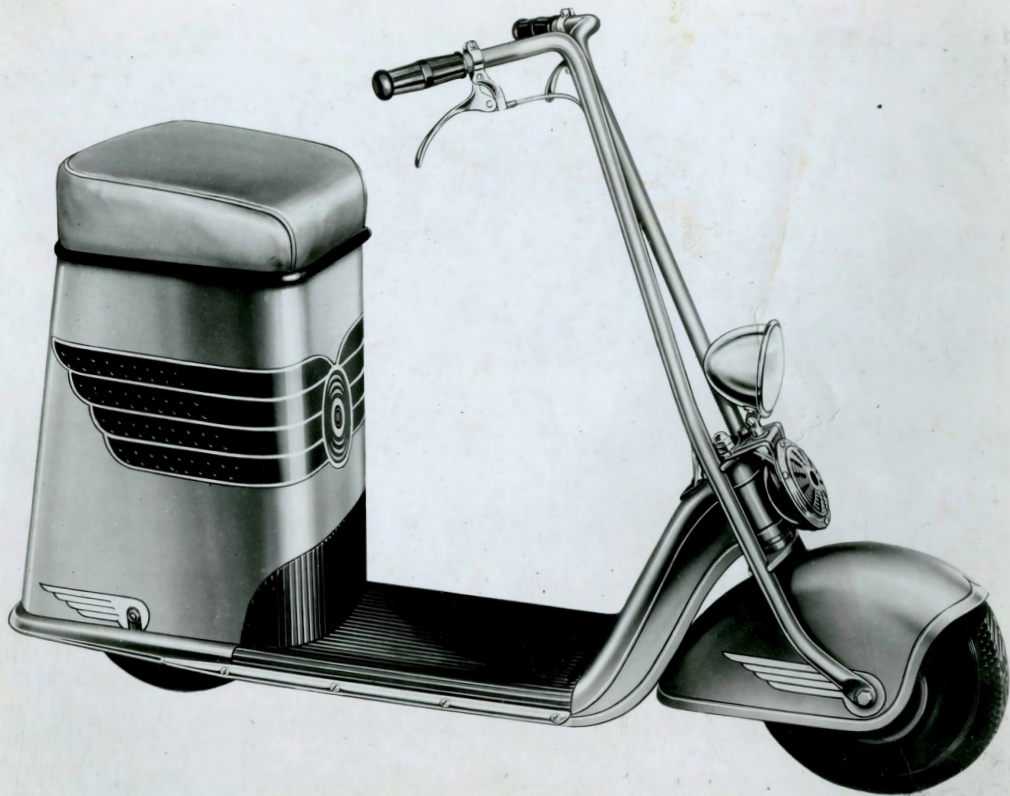
"ROSCOE, YOU SHOULD HAVE A LIGHT MOTOR WHEEL  
TO CARRY IN YOUR PLANE  
FOR RIDING TO AND FROM AIRPORTS."



[SalsburyScooterScrapbooks.com](http://SalsburyScooterScrapbooks.com)

**140**  
**SALSBURY CORPORATION**  
1161 E. Florence Ave.  
Los Angeles, California

MOTORCYCLE BUYERS  
HAD BEEN LIMITED PRIMARILY  
TO  
A RELATIVELY SMALL GROUP  
OF AMERICANS  
WHO DESIRED  
THE HIGH SPEEDS,  
THRILLS,  
AND ECONOMY OF MOTORCYCLE OWNERSHIP.....  
ONLY 25,000  
MOTORCYCLES  
ARE PURCHASED  
YEARLY  
IN  
THE UNITED STATES.



SalsburyScooterScrapbooks.com

A NOVEL IDEA !

IT CAUGHT THEIR FANCY !

THE RESULT-----

A NEW CONCEPT IN TRANSPORTATION WAS BORN-----

MONTHS PASSED BEFORE THE FIRST SALSBURY WAS  
COMPLETED AND TESTED.

COLONEL TURNER TOOK IT AWAY IN HIS PLANE  
AND

WAS GONE FOR SEVERAL WEEKS.

IT CREATED A SENSATION EVERYWHERE HE LANDED.

NEWS OF THIS STARTLING VEHICLE SWEEPED THE COUNTRY.

IT DREW CROWDS WHEREVER IT WAS EXHIBITED.

IT WAS SENSATIONAL.

IT WAS A NEW METHOD OF TRANSPORTATION....

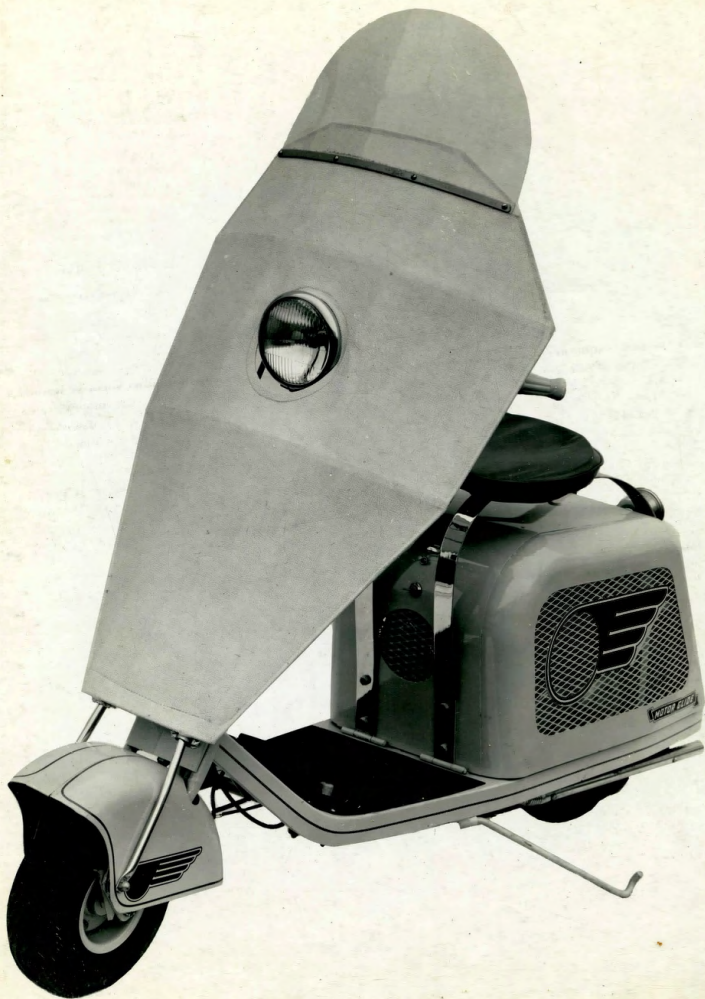


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THE BICYCLE HAD DEMONSTRATED A GREAT NEED  
FOR A TWO WHEEL VEHICLE  
FOR QUICK PERSONAL TRANSPORTATION  
WITHIN LIMITED DISTANCES .

APPROXIMATELY  
7,000,000  
BICYCLES  
ARE OWNED  
IN  
THE UNITED STATES  
TODAY .

MANY ENGINEERS  
HAD TRIED TO ATTACH A MOTOR  
TO MEET THE "MOTOR" DEMAND OF CYCLISTS,  
BUT  
THE BICYCLE WAS NOT BUILT STRONGLY ENOUGH  
TO SUPPORT  
THE ADDED WEIGHT  
OR TO STAND  
VIBRATION ABUSES.....



Windshield

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SALSBUY CORPORATION  
1161 E. Florence Ave.  
Los Angeles, California



NEITHER  
THE BICYCLE  
NOR  
THE MOTORCYCLE  
FULLY SATISFIED  
THE DEMAND  
FOR  
REAL UTILITY TRANSPORTATION  
PERSONALIZED....

SO-----



PREVAR MODEL 72 WITH PASSENGER SIDECAR

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THE  
SALSBURY  
IDEA  
HAS GROWN UP.

IT HAS  
CHANGED  
THE AMERICAN  
TRANSPORTATION PICTURE.....

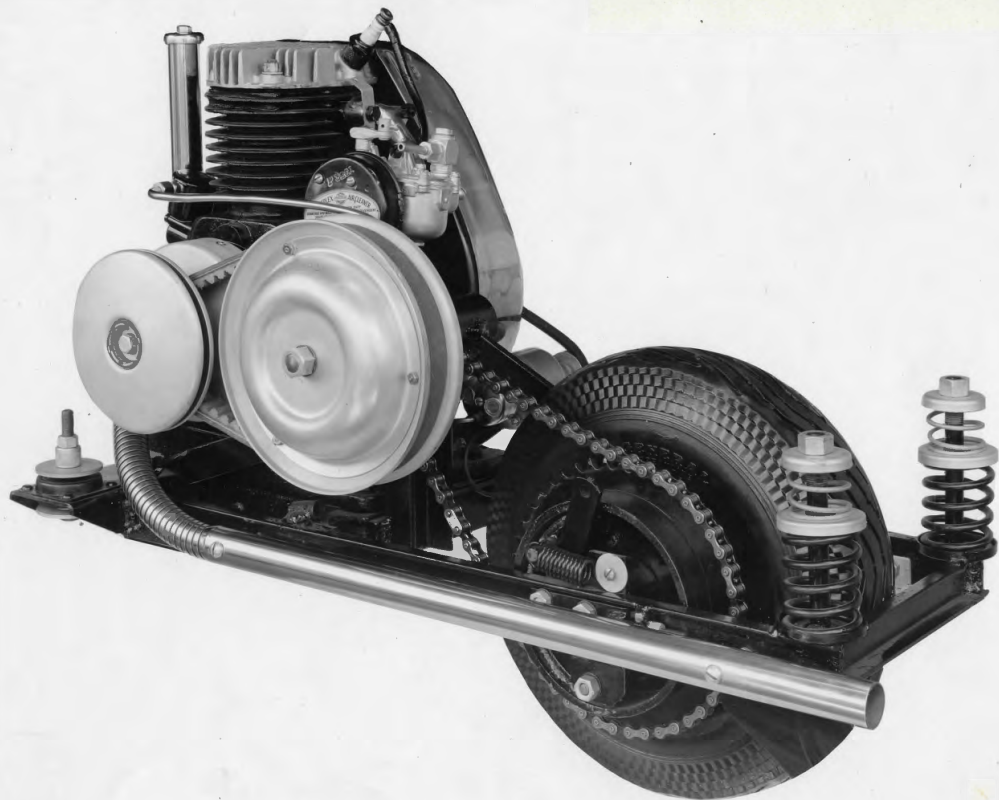
BECAUSE-----

SALSBURY  
IS  
CONSTANTLY MINDFUL  
OF  
THE NECESSITY  
TO  
ADVANCE THE STYLING,  
INCREASE THE COMFORT,  
IMPROVE THE PERFORMANCE,  
OF  
EVERY NEW MODEL OFFERED....

THEREFORE-----

TODAY'S  
PRODUCTS  
ARE THE  
RESULT  
OF  
TEN  
DRAMATIC YEARS  
OF  
TESTING  
DEVELOPMENT  
AND  
CONSTANT  
DESIGN IMPROVEMENT  
OF  
AN  
ORIGINAL IDEA.....

IT STARTED-----



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1161 E. Florence Ave.  
Los Angeles, California

B<sub>3</sub>

At S.C. 9/1/68  
Walter James  
" " "

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Salsbury Scooter Scrapbooks.com  
Ringed Hood in Forward Position,  
Showing Fuel Tank & Power Plant.

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Los Angeles, California





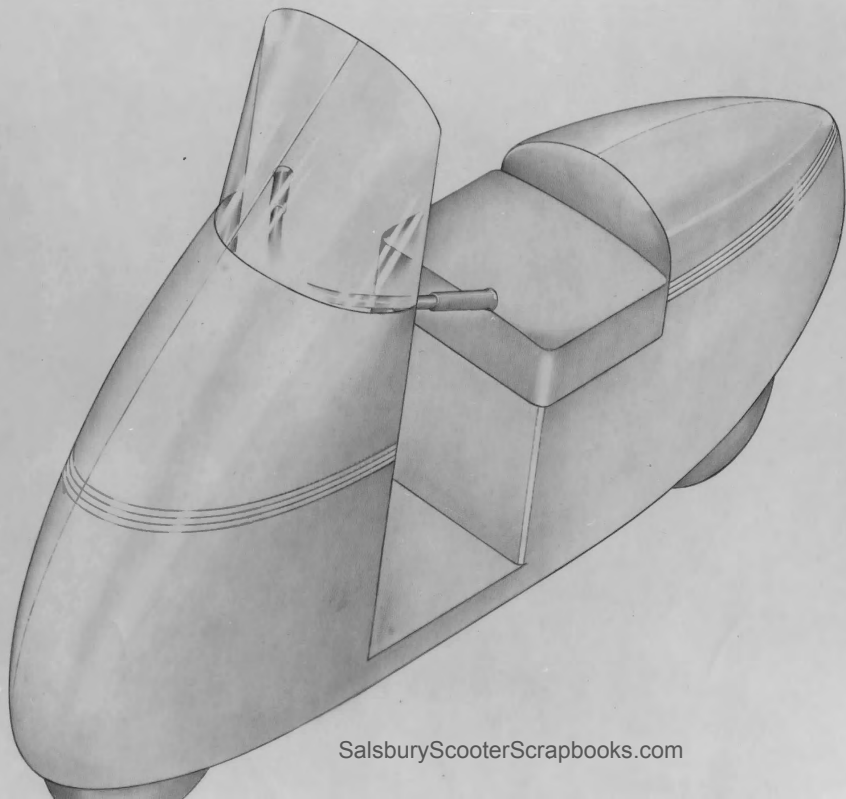


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THE MONO-AMBULANCE CORP.  
6253 HOLLYWOOD BLVD.

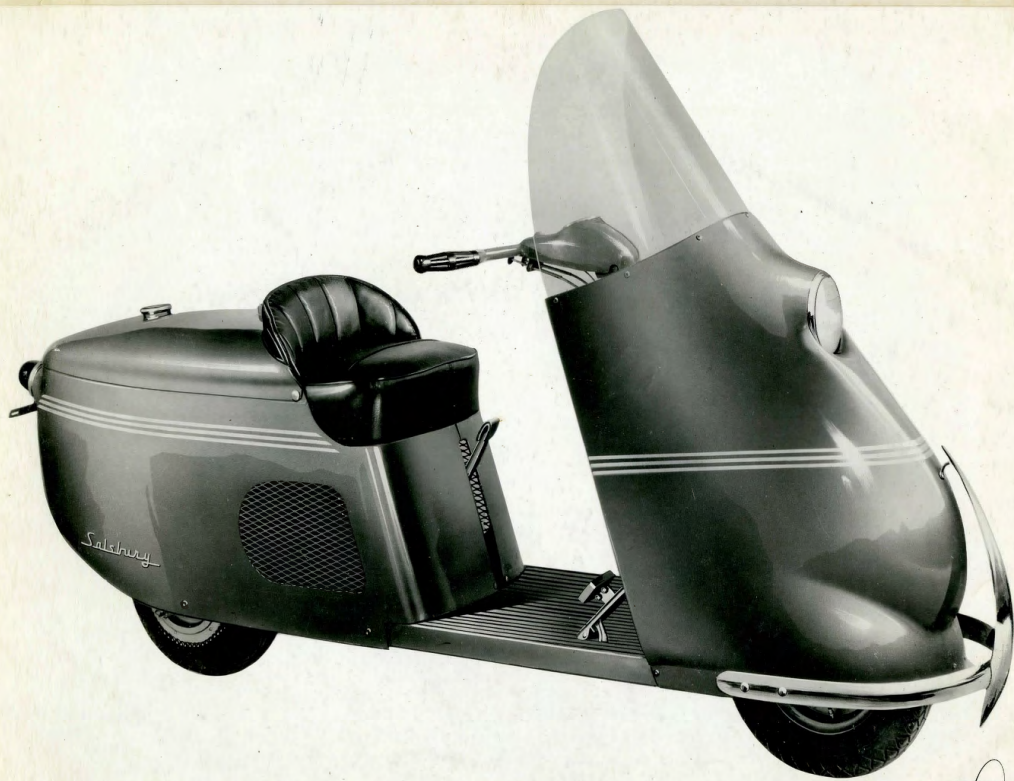


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TODAY'S  
SALSBURY "85"  
IS  
POWERED  
BY A  
6 HP  
4 CYCLE,  
SINGLE CYLINDER,  
AIR COOLED  
ENGINE  
WITH A  
COMPLETELY  
AUTOMATIC CLUTCH  
AND  
AUTOMATIC TRANSMISSION----  
ALL  
ESPECIALLY DESIGNED AND BUILT  
FOR  
THIS VEHICLE....





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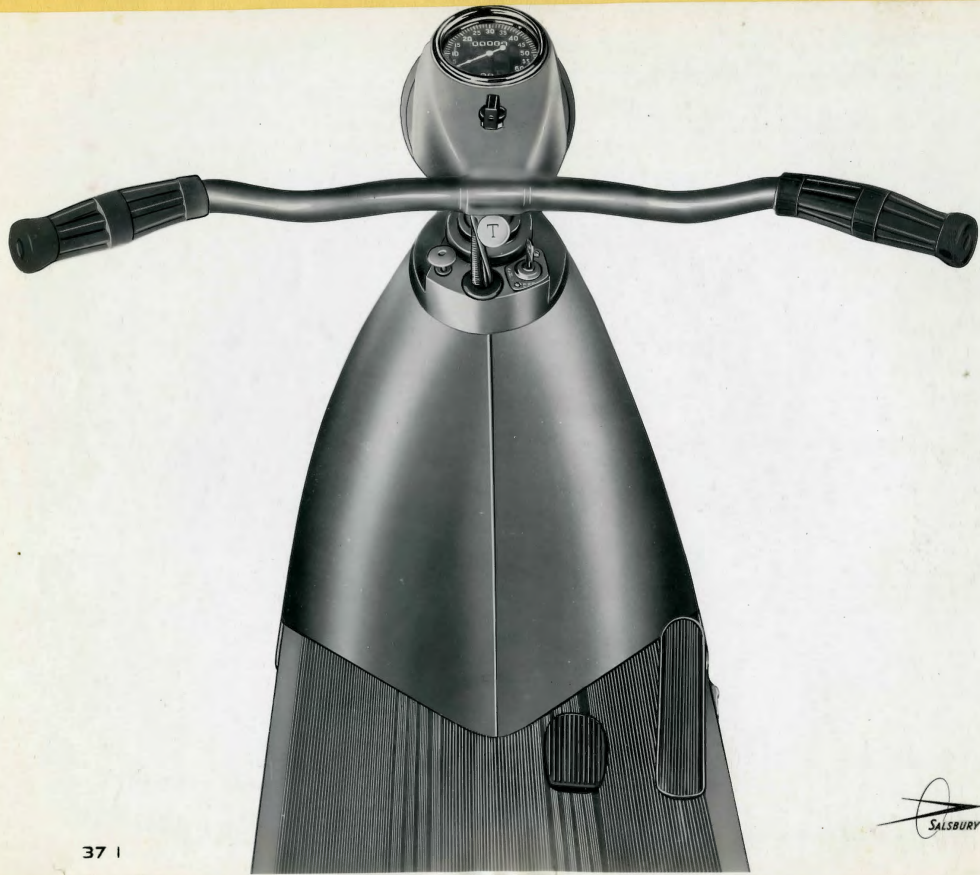


THE  
SALSURY "85"  
HAS  
ONLY TWO OPERATING CONTROLS....  
-----THROTTLE--THROUGH FOOT PEDAL  
-----BRAKE-----THROUGH FOOT PEDAL

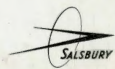
NO  
CLUTCH PEDAL--  
NO  
TRANSMISSION GEAR SHIFT LEVER--

CONTROL IS AUTOMATIC....





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THE  
SALSURY "85"  
AUTOMATIC CLUTCH  
ENGAGES SMOOTHLY  
WHEN  
YOU "STEP ON THE GAS"----

DISENGAGES  
WHEN YOU COME TO A STOP----

ALLOWS MOTOR TO IDLE....

VELVET-LIKE ACTION  
PREVENTS STALLING  
OR  
OVERLOADING OF MOTOR....



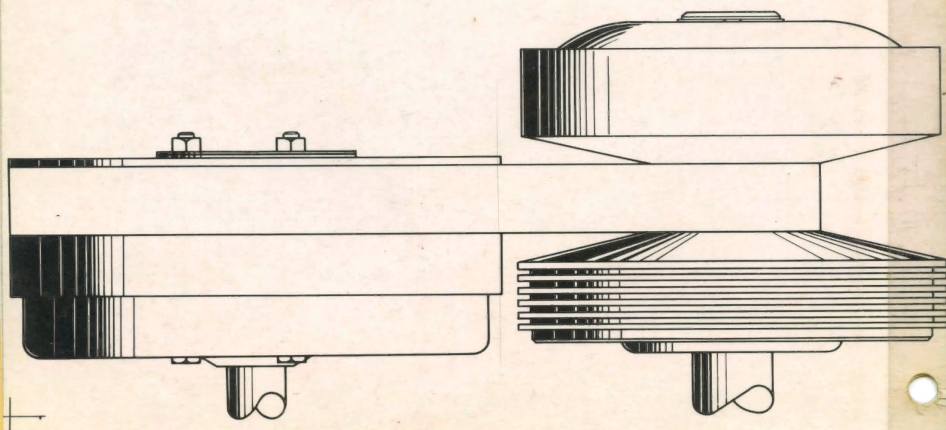
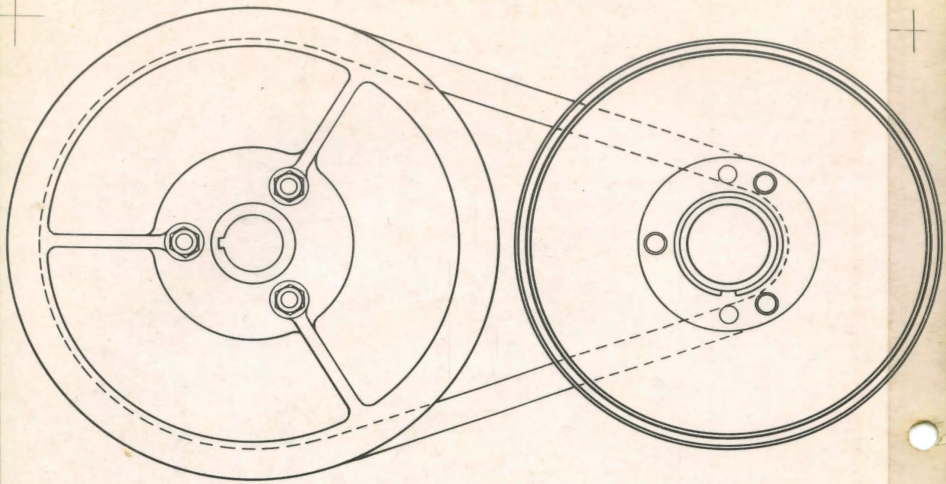
THE  
SALSBURY "85"  
AUTOMATIC TRANSMISSION  
CHANGES DRIVE RATIOS  
SILENTLY--EFFORTLESSLY--AUTOMATICALLY....

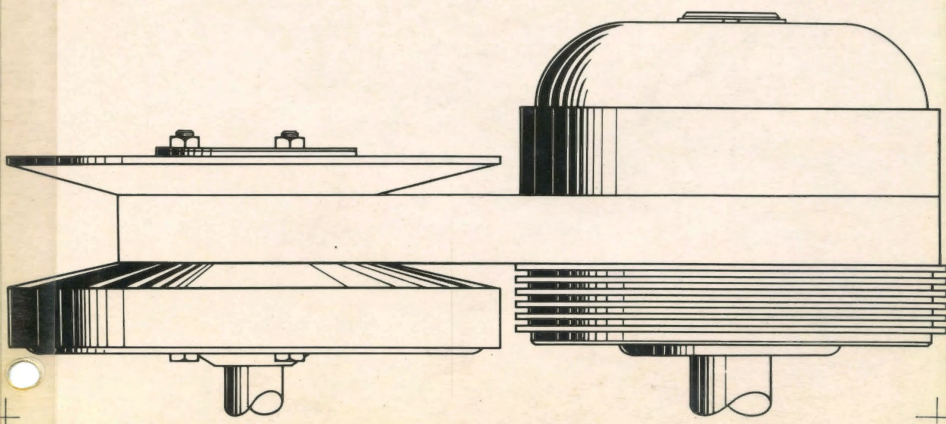
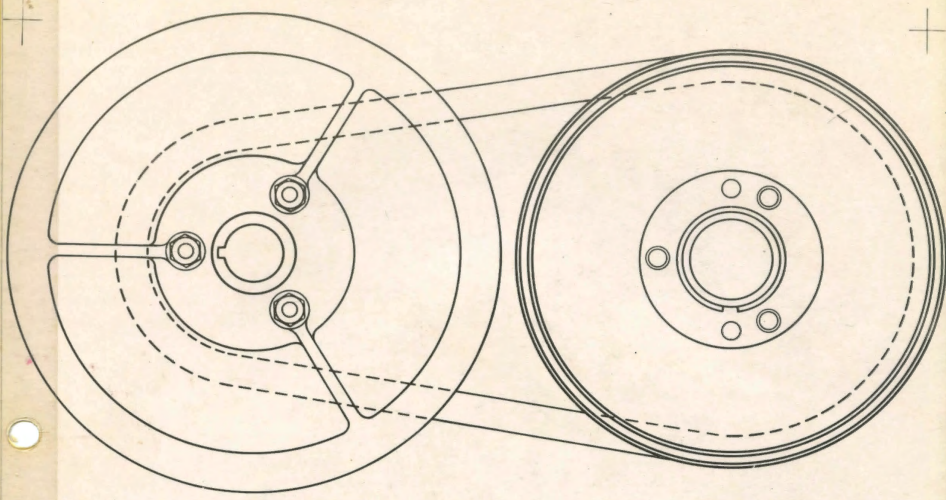
PROVIDES AN  
INFINITELY VARIABLE RANGE  
OF RATIOS  
FROM  
14 TO 1 IN "LOW"  
TO  
3 TO 1 IN "HIGH"....



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TODAY'S  
SALSBURY  
PRODUCTS  
ARE  
WELL PROTECTED  
BY  
MANY PATENTS  
AND  
PATENTS PENDING....



SALSBURY PATENTS

Salsbury Patent Structure is composed of 22 patents, 18 of which are United States patents and 4 foreign, including Canadian patents, French and Belgium patents. Ten patents are pending in the United States and foreign countries.

The following patents are issued in the United States:

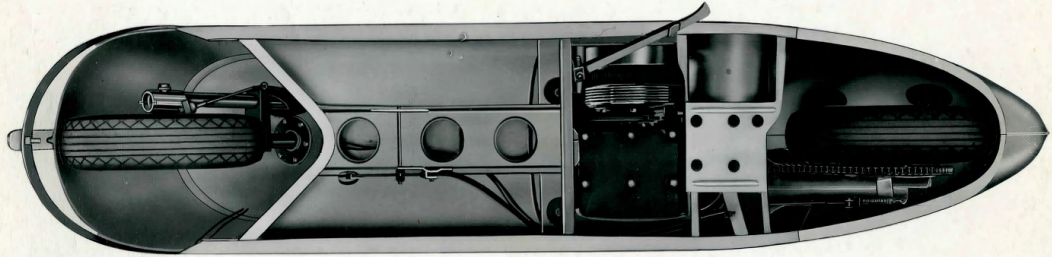
	<u>Number</u>	<u>Issue Date</u>	<u>Invention Covered</u>
1.	D-124,783	Jan. 21, 1941	Motor Glide Design
2.	1,832,018	Nov. 17, 1931	Self-Propelled Scooter
3.	1,872,142	Aug. 16, 1932	Basic Cycle Construction
4.	2,111,691	Mar. 22, 1938	General Power Cycle Construction
5.	2,225,914	Dec. 24, 1940	Enclosure and Seat over Engine
6.	2,230,293	Feb. 4, 1941	Automatic Transmission
7.	2,237,677	Apr. 8, 1941	Hood for Motor Vehicles
8.	2,258,778	Oct. 14, 1941	Chain Adjustment
9.	2,260,795	Oct. 28, 1941	Variable Speed Transmission
10.	2,260,796	Oct. 28, 1941	Automatic Clutch
11.	2,260,797	Oct. 28, 1941	Starting Clutch
12.	2,260,798	Oct. 28, 1941	Clutch and Transmission
13.	2,271,805	Feb. 3, 1942	Spring Seat Support
14.	2,275,050	Mar. 3, 1942	Sub-Frame for Motor Vehicles
15.	2,275,046	Mar. 3, 1942	Automatic Clutch
16.	2,286,461	June 16, 1942	Automatic Clutch for Motor Vehicle
17.	2,289,661	July 14, 1942	Parking Stand for Vehicle
18.	2,370,866	Mar. 6, 1945	Industrial Truck

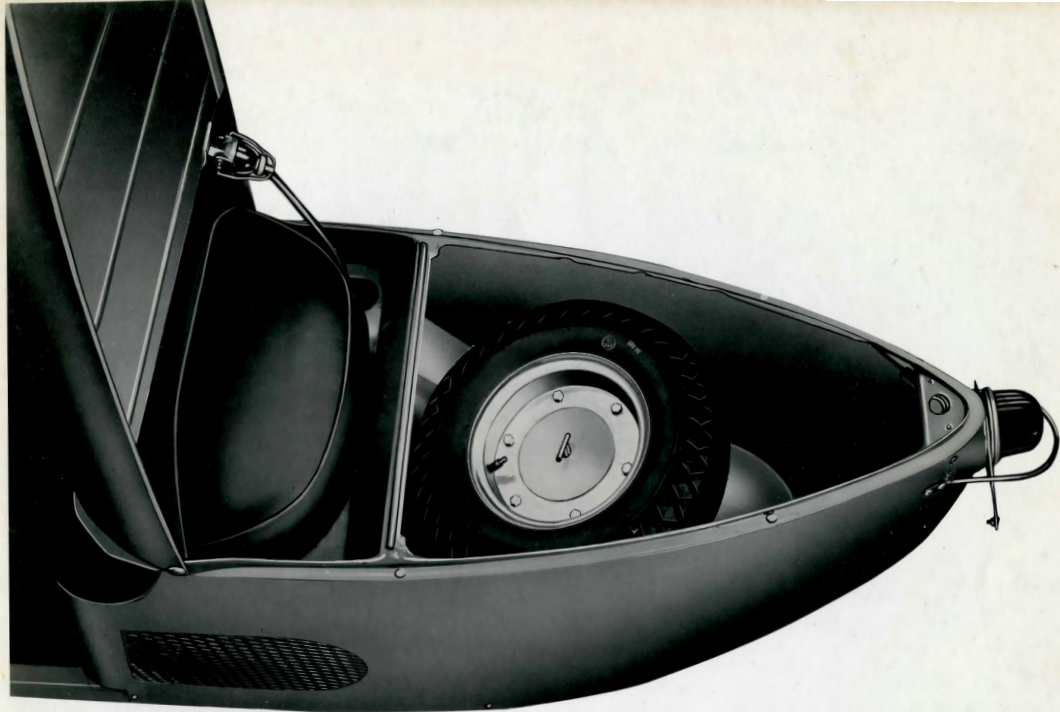
Other U. S. Patents Pending.

SALSURY "85"  
TIRES  
ARE  
CHANGED  
EXACTLY  
AS YOU WOULD AN AUTOMOBILE TIRE....

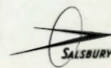
FRONT AND REAR  
AXLE STUBS  
PERMIT  
REMOVAL OF WHEEL AND TIRE  
WITHOUT DISTURBING WHEEL HUBS....

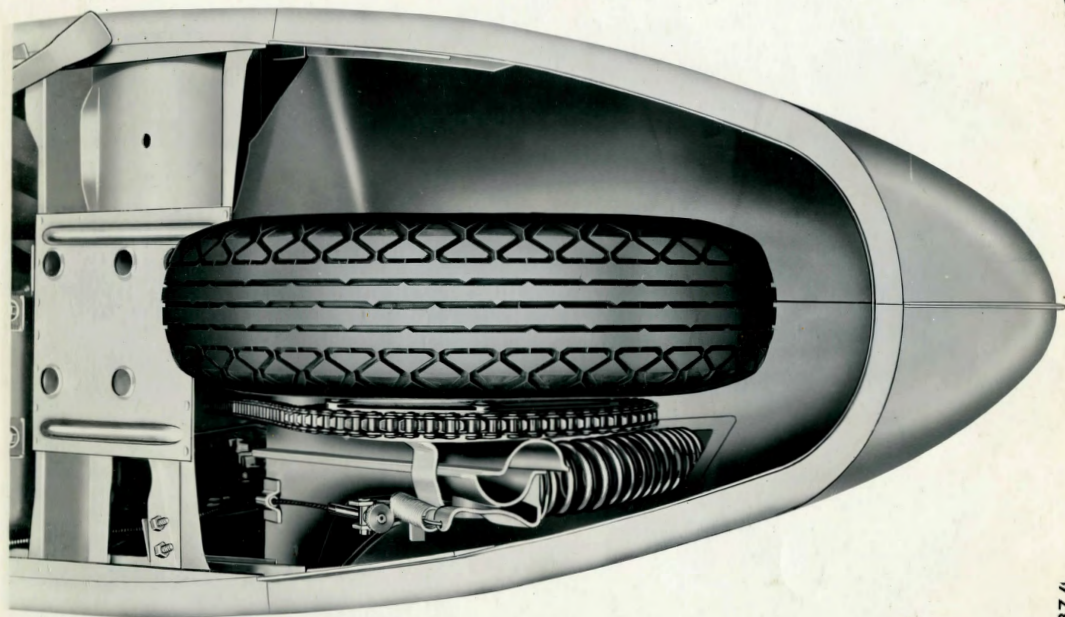
FOR  
THE FIRST TIME  
THE CYCLIST  
CAN CARRY AN INFLATED SPARE TIRE  
AND  
CHANGE IT  
QUICKLY  
WITHOUT REMOVAL OF CHAIN,  
HUB,  
OR  
BRAKE CABLE....





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SALSBUURY

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TODAY'S  
SALSURY "85"  
IS  
ATTRACTIVELY STYLED.  
IT IS  
BIG,  
ROOMY, AND  
COMFORTABLE,  
YET  
EXTREMELY LIGHT  
IN  
WEIGHT....



37 5

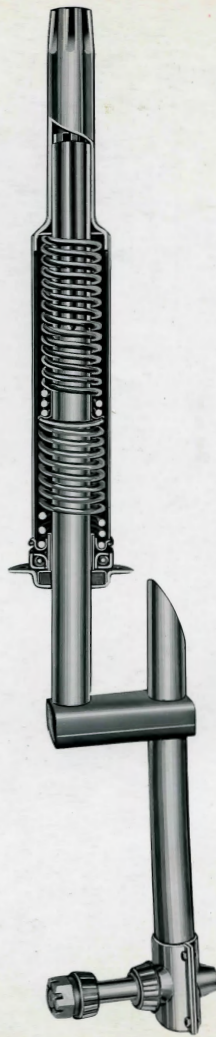


SALSURY "85"  
FRONT WHEEL SUSPENSION  
IS BY  
A COMPRESSION COIL SPRING  
USING  
TELESCOPIC ACTION  
WITHIN FORK HEAD....

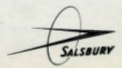
REAR WHEEL FLOATS  
ON  
LARGE COIL SPRING  
TO  
CUSHION ROAD SHOCKS....

FOUR INCHES OF TRAVEL  
IN  
FRONT AND REAR SPRINGS  
GIVE  
FLOATING RIDE  
OVER  
ALMOST ANY KIND OF ROAD....





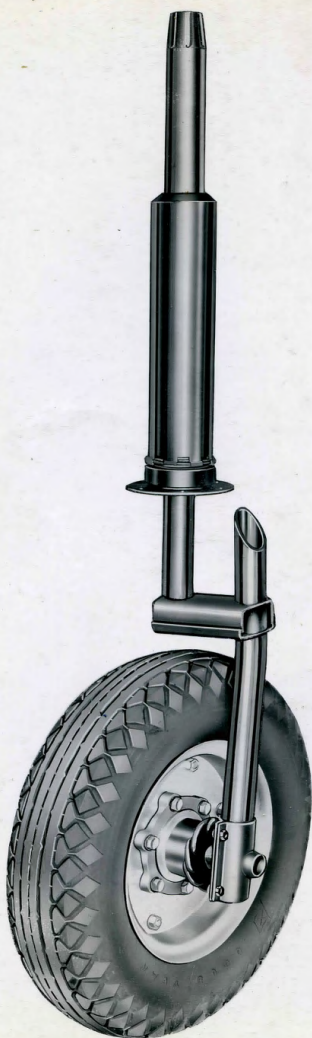
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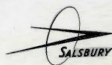


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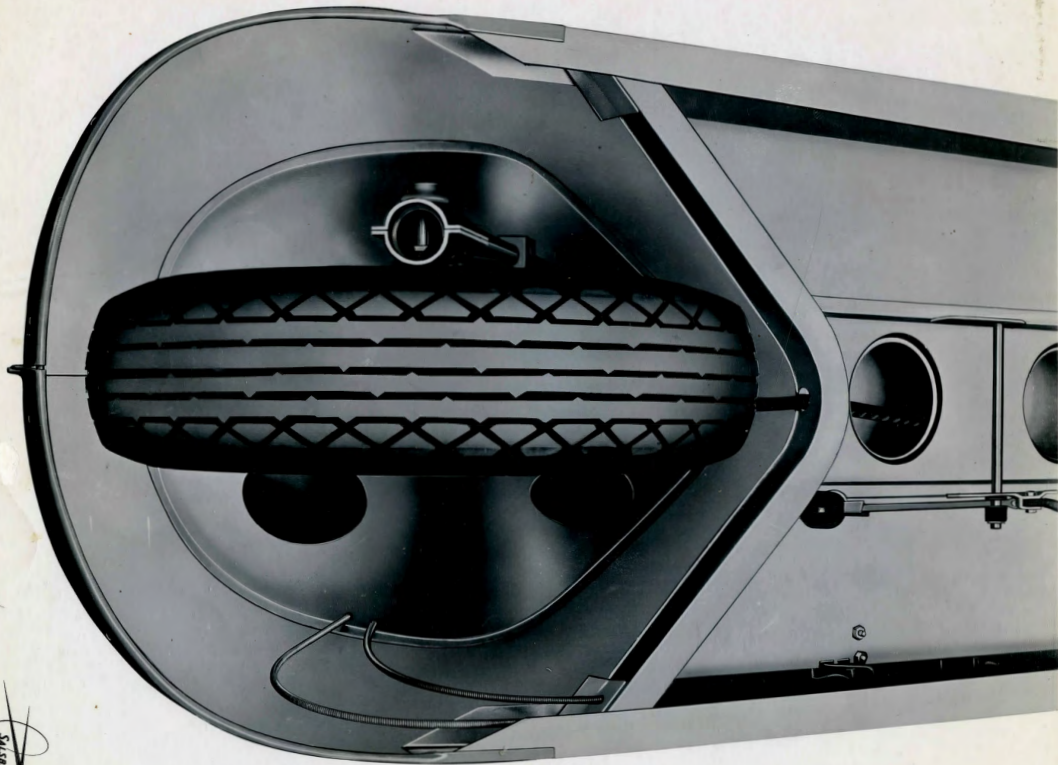


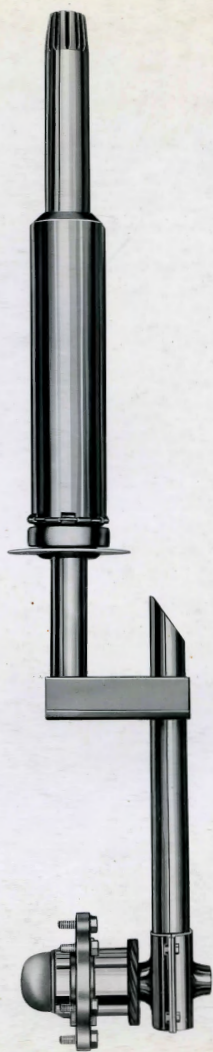
372



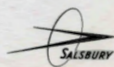
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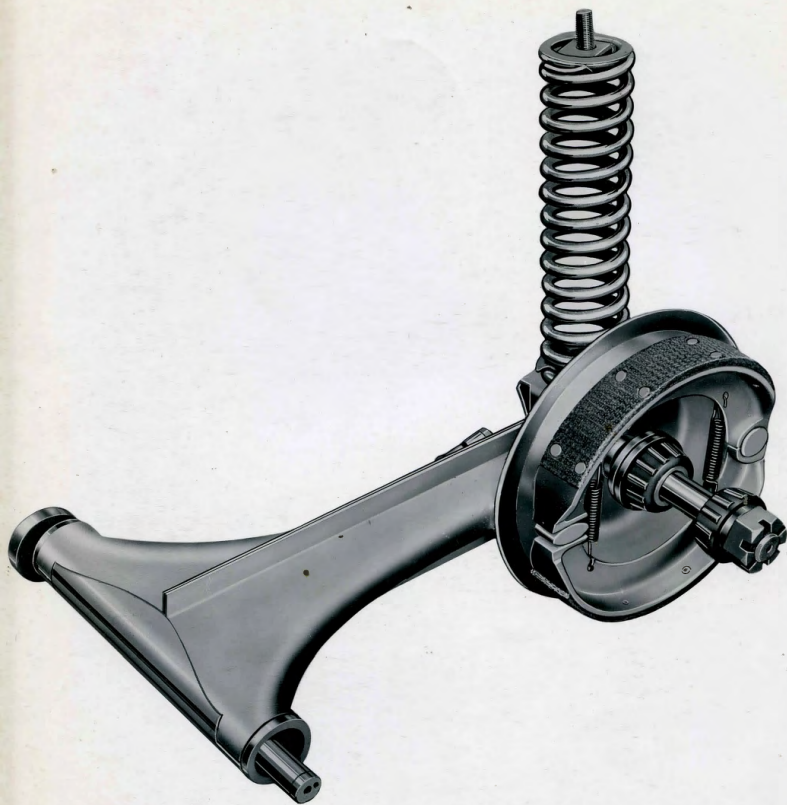
*AMINISTY*





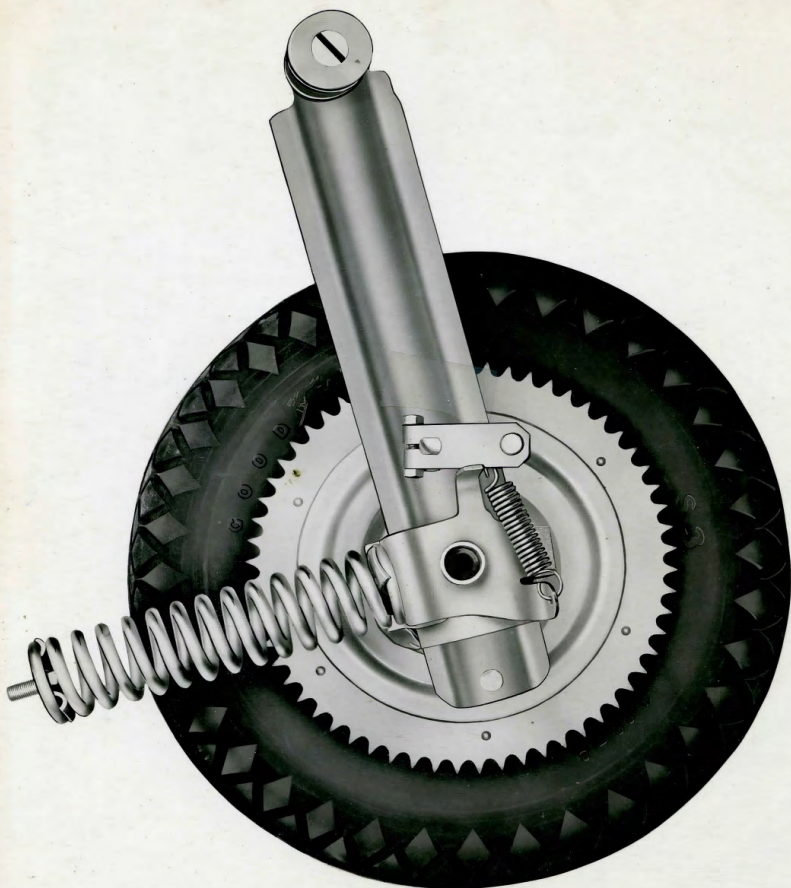
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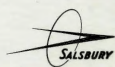


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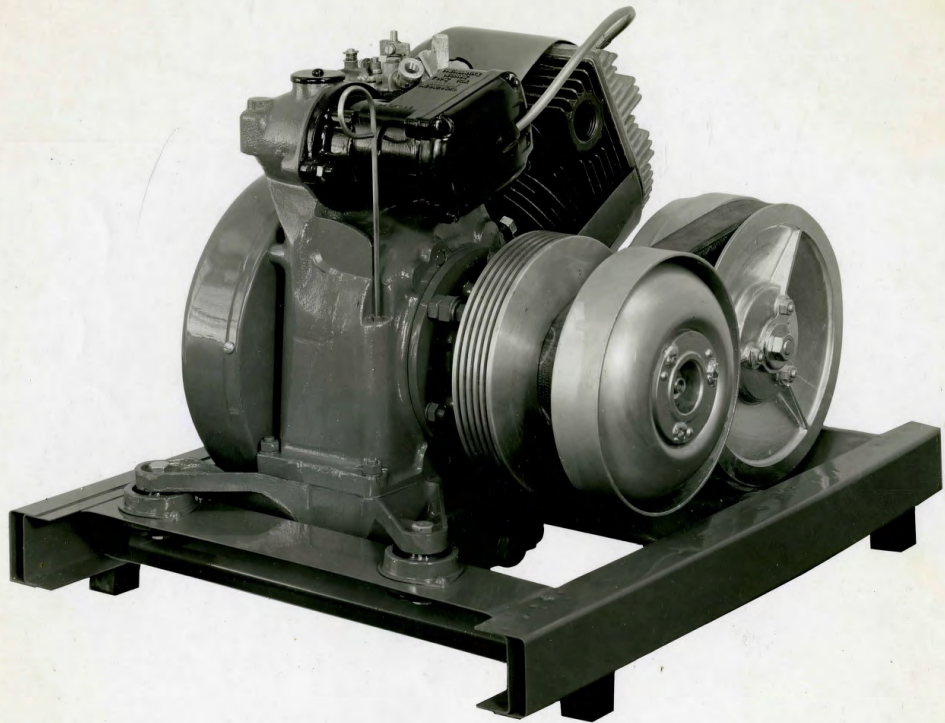
EXCLUSIVE FEATURES  
OF THE  
SALSBURY "85"  
RUBBER MOUNTED  
ENGINE  
ARE....

"STRAIGHT SHOT CARBURETION"....  
FORCE FEED LUBRICATION....  
WITH GEAR TYPE OIL PUMP  
AND

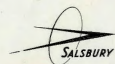
A WEIGHT OF ONLY  
56 POUNDS--

EXTERNAL MAGNETO--  
DETACHABLE CYLINDER--  
REPLACEABLE VALVE GUIDES--  
AN ENGINE  
DESIGNED FOR LONG LIFE  
IN  
HEAVY DUTY  
HIGHWAY OPERATION....

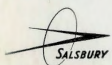




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MODERN  
ENGINEERING TECHNIQUES,  
HIGH  
PRODUCTION METHODS  
AND  
POWERED  
ASSEMBLY LINES  
ARE  
EMPLOYED.



A  
RECENT MARKET SURVEY  
BY  
A NATIONALLY KNOWN ANALYST  
SHOWS  
FOUR BIG MARKETS  
ARE  
READY FOR SALES  
THE ADULT MARKET  
THE BOY MARKET  
THE SERVICE TRADES MARKET  
THE INDUSTRIAL MARKET....

THE TYPICAL ADULT OWNER IS

- A MAN 20-40 YEARS OLD
- EARNS \$2,000-\$4,000 A YEAR
- IS A WAGE EARNER OR SMALL PROPRIETOR
- WORKS WITH HIS HANDS AND IS  
MECHANICALLY MINDED
- MARRIED AND HAS CHILDREN
- OWNS A SECONDHAND AUTOMOBILE
- BUYS A MOTOR SCOOTER FOR UTILITY REASONS
- RIDES IT FOR TRIPS 10 MILES OR LESS EACH WAY
- IS ENTHUSIASTIC ABOUT IT AND INTENDS  
TO BUY ANOTHER BECAUSE:

- IT MAKES THE CAR AVAILABLE TO THE FAMILY
- IT IS ECONOMICAL TO RUN AND MAINTAIN
- CONVENIENT TO PARK
- PERSONALIZES TRANSPORTATION....

IN THIS AGE GROUP  
THERE ARE MORE THAN 6,000,000 BOYS  
IN THE UNITED STATES  
AND  
IT IS IMPORTANT TO NOTE  
THAT  
THIS MARKET IS COMPLETELY RENEWED  
EVERY FOUR YEARS....



A THIRD AND HUGE MARKET  
FOR THE SALSBURY  
EXISTS  
IN THE SERVICE TRADES....

AS OF JANUARY 1, 1946  
THERE WERE APPROXIMATELY 800,000  
OF THESE SMALL BUSINESS ESTABLISHMENTS  
IN THE UNITED STATES----

ALL  
POTENTIAL PROSPECTS FOR  
ONE TO ONE HUNDRED  
SALSBURYS  
FOR COMMERCIAL USES....

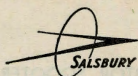
AS AN EXAMPLE---

THE CURTIS PUBLISHING COMPANY REPORTS  
THAT IN THE CITY OF ROCHESTER, NEW YORK,  
THERE ARE  
1611 HOUSE TO HOUSE DELIVERY AND REPAIR AND SERVICE FIRMS  
WITH LIGHT DELIVERY PROBLEMS  
AND  
A GREAT MANY OF THESE ARE PROSPECTS FOR FLEET SALES....

ADDITIONALLY,  
THERE ARE 250,000 MANUFACTURING CONCERNS  
IN THE UNITED STATES  
WHO ARE PROSPECTS FOR  
THE SALSURY  
FOR USE IN INTER-PLANT AND OTHER SERVICE  
WHERE  
QUICK, CONVENIENT TRANSPORTATION IS REQUIRED  
FOR SHORT "HOPS"....

BUT  
THIS IS NOT THE WHOLE STORY---  
SALSBURY  
MOTOR SCOOTER DEALERS  
HAVE  
INCLUDED IN THEIR FRANCHISE  
ANOTHER  
VALUABLE SALES ASSET....

A DEFINITE SALES POLICY  
HAS BEEN ESTABLISHED  
BY THE COMPANY  
CLEARLY SETTING FORTH  
THE OVER ALL POLICIES  
GOVERNING  
THE OPERATIONS OF THIS COMPANY  
AND  
ITS DEALERS....



## SALSBU'Y MOTORS, INC.

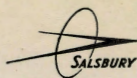
### Motor Scooter Sales Policy

Salsbury Motors, Inc., is proud of its products and the reputation which they have earned for high quality and satisfactory performance. It pledges its resources to the protection of that reputation. In that purpose it subscribes to the following business practices and expects those who buy its products for resale to do the same.

- 1** One fair price for merchandise and/or services to all buyers alike under like conditions of sale; likewise, a fair profit on all merchandise and/or services sold.
- 2** Truthful statements only in all salesmanship and all advertising, written, printed or oral.
- 3** Strict avoidance of any statements of any nature reflecting upon the integrity of any competitor or the quality of any competitor's product in order to gain an unfair advantage or to sell the Corporation's product upon the deficiencies of a competitor's product. (It is, of course, permissible to point out the superiorities of Salsbury Motors products when such superior qualities are actual.)
- 4** A thorough knowledge of the product; a sincere effort to make that knowledge effective to the benefit of the purchaser; a true desire to render a service with every sale so that the customer shall receive not only fair value, but maximum value from his expenditure.
- 5** A real and continued interest in the product and in the purchaser after the sale.

**First on the Road . . .**

**. . . Foremost in Performance**



DISCOUNT SCHEDULE

April 1, 1947

CONFIDENTIAL

For Master Dealers

SALSBU'Y MOTOR SCOOTER DISCOUNTS

Master Dealer's  
Monthly Sales Quota  
25 or more

Discount from  
List Prices  
25%

**Accessories:** 25% except when net prices are quoted.

PARTS DISCOUNTS

All parts, except engines made by others and parts therefor, 40%.

Other makes of engines and all magnetos, carburetors, and other parts therefor, 30%.

TERMS

**Motor Scooters:** Cash on delivery or sight draft against bill of lading. Unless a satisfactory credit balance is maintained with Salsbury Motors each order must be accompanied by a 10% deposit or evidence of credit responsibility acceptable to Salsbury Motors.

**Parts:** All parts are C.O.D. unless Dealer maintains cash deposit with Salsbury Motors equal to approximately monthly parts sales. Minimum deposit \$100.00.

**Export Orders:** Cash or irrevocable letter of credit with all orders.

**Fleet Discounts:** Dealers are authorized to extend discounts to fleet operators on the following basis: Single purchase of 10 to 49 machines, 5%; single purchase of 50 or more machines, 10%. Salsbury Motors reserves the right to sell national fleet buyers at their headquarters and thereafter allocate to each dealer his proportionate interest in any such sale based upon deliveries in his territory by Salsbury Motors or the national fleet buyer.

Prices and terms subject to change without notice.

**SALSBU'Y MOTORS, INC.**

A subsidiary of Northrop Aircraft, Inc.

1201 EAST LEXINGTON STREET, POMONA, CALIFORNIA

FORM 4-5

MAINTENANCE OF SERVICE ON  
AND  
SALE OF PARTS  
AND ACCESSORIES  
FOR  
SALSURY PRODUCTS  
ADD IMPORTANT VALUES  
TO  
THE DEALER FRANCHISE....

EXPERIENCE  
DURING THE PAST TEN YEARS  
PROVES  
THE RELATIONSHIP OF SALES AND PROFITS  
ON THIS BUSINESS  
PARALLELS  
THAT  
OF  
THE AUTOMOTIVE TRADE....

REGARDLESS OF HOW GOOD  
ANY PRODUCT  
OR LINE OF PRODUCTS  
MAY BE,  
OR WHAT SALES POLICY  
MAY BE ESTABLISHED,  
NO DEALER FRANCHISE  
CAN BECOME  
REALLY VALUABLE  
UNLESS  
IT IS BACKED UP  
BY A COMPREHENSIVE DEALER SALES PROGRAM  
WHICH  
TAKES INTO CONSIDERATION  
ALL THOSE FUNCTIONS  
CONTRIBUTING TO  
SERVICE  
AND  
PROFITS....

HERE IS SUCH A PLAN....



## The Salsbury Dealer Sales Plan

Today there is a growing list of enthusiastic and successful Salsbury Motor Scooter dealers. These dealers are successful because:

1. They sell a *high quality* item. The Salsbury is a beautiful precision machine—the only motor scooter engineered and built like an automobile.
2. They sell a *practical* item. Unlike a kid's scooter, the Salsbury is a powerful, comfortable, dependable vehicle that is being rapidly accepted as ideal transportation to and from work. In fact, the Salsbury is becoming the "second car" for thousands of moderate-income families.
3. They sell a highly *profitable* item. Aggressive advertising and merchandising keep the Salsburys moving fast. And for every motor scooter you sell there's a *generous profit!*

### **BUT THE GREATEST PROFITS ARE TO BE MADE BY DEALERS RECOGNIZING THESE FACTS:**

4. A Salsbury dealership is a business worthy of exclusive operation!
5. Actual sales records prove that best sales results have been obtained from *exclusive* motor scooter dealerships!
6. But . . . it is also an ideal companion line for dealers in automotive equipment, accessories and supplies; motorized farm equipment; electrical and mechanical appliances; motorcycles; bicycles; outboard motors and other similar lines. However, it must be remembered that the Salsbury is a specialty item which requires specialized effort. The *big* profits are made through *exclusive* Salsbury sales and service departments.

### **SALSBURY MOTORS PROVIDES THESE SELLING HELPS TO ASSIST YOU:**

7. **Personal Consideration and Assistance:** When you become a Salsbury dealer, you are given personal and continuing consideration of your specific problems.
8. **Sales Promotion Aids:** When you step into a Salsbury dealership, you are backed immediately with such sales aids as advertising, publicity releases, posters, signs, bulletins and other aggressive, competitive sales helps. New and revised sales aids will be made available to dealers from time to time. A quantity of sales promotion material is given to each new dealer free of charge. Additional sales and promotional material is supplied at cost—following standard automotive practice.

**9. Developing a Live-Wire Sales Organization:** All the experience of the Salsbury organization is yours to help you select and train good salesmen. And a sales manual for use by your salesmen will be available to you.

**10. Building a Highly-Trained and Profitable Service Organization:**

- a. *A free service school* at the factory, continuously operated. Here small classes provide highly-specialized individual instruction in the operation and maintenance of the Salsbury scooter line. Dealers are urged to send their service men for training prior to beginning operations—and every six months thereafter.
- b. The factory provides a complete, *modern parts department plan* based on the most successful automotive parts department experience. With this plan—showing arrangement of lines, minimum parts required, etc.—you keep inventory investment down to a minimum, thereby increasing turnover and profits.
- c. The parts line plan is coordinated with the arrangement of parts in the catalogue, which simplifies the handling of parts by inexperienced personnel.
- d. A complete *owner's service guide* is supplied with each scooter. It contains detailed operating instructions and essential service information. However, this manual does not take the place of dealer service, and all owners are urged to visit the dealer regularly to obtain the benefit of dealer's trouble-preventing service.
- e. *Available also are service manuals* for dealer service men plus frequent bulletins on improved service methods as developed by the factory service department.
- f. *Special service tools* to reduce service costs and increase profits.

**11. Sales Helps That Never Stop:** While you are a Salsbury dealer you get continuous help in the form of:

- a. National advertising will be carried on by the factory at its own expense. This advertising increases consumer identification and preference for Salsbury Motor Scooters. It will do a hard-hitting, pre-selling job which will naturally increase the selling effectiveness of your own staff.
- b. Free mats of prospect-producing advertising for dealer use.

- c. Sales-compelling circulars and descriptive folders, window and wall posters, direct mail selling pieces, prospect-selling letters.
  - d. New methods and ideas for developing prospective "leads."
  - e. Constant promotion by the factory to develop new user fields . . . including the plan for rental operation, profitable in itself, which quickly popularizes the machine in any territory.
- 12. Direct Factory Contact:** Every Salsbury master dealer has direct contact with the factory. There are *no* distributors. Factory sales representatives and service specialists are always in the field to provide helpful assistance.
- 13. A Time Payment Plan:** Salsbury has a suggested time payment plan to be used with your local bank or finance company. This comes complete with insurance data.

**GENERAL REQUIREMENTS FOR THE APPOINTMENT  
OF SALSBUURY DEALERS:**

- 14. Master and Associate Dealers—**Dealerships are divided into two classes—master and associate. Master dealers operate larger establishments capable of maintaining a substantial volume of sales. Associate dealers usually begin on a more modest scale with a more limited capital investment in merchandise and facilities, affording themselves a growing business based largely on personal effort. All dealers enjoy the same basic protection and privileges under the Salsbury standard franchise.
- 15. Franchise Protection—**Master dealers are fully protected in their assigned territory by a factory agreement not to appoint any other dealer within such territory. There is no 30-day cancellation clause. The dealer has the right to terminate agreement at any time. Only the factory has the right of termination when quota requirements are not met.
- 16. Sales Quotas—**Dealers are assigned definite monthly sales quotas of machines based upon size of territory and estimated potential volume. The minimum quota for a master dealership is 25 machines a month. There is no minimum requirement for an associate dealer.
- 17. Service Requirements—**Dealers are required to maintain a service department competently staffed and able to render efficient

service at reasonable rates. A flat rate schedule of repair charges for dealer use is planned; also a factory reconditioning and exchange service for major units such as engines, clutches, transmissions, etc.

**18. Publicity Program**—A continuous publicity campaign, designed to excite product-awareness and consumer-desire, is provided by Salsbury.

Carefully prepared stories and photographs are serviced to:

- a. National consumer magazines, such as LIFE, COLLIER'S, LOOK, etc.
- b. National and Regional Trade Magazines, such as WESTERN MACHINERY, TRANSPORTATION, etc.
- c. National Specialized Magazines, such as POPULAR SCIENCE, POPULAR MECHANICS, MECHANIX ILLUSTRATED, etc.
- d. Daily Newspapers, both metropolitan and in smaller communities.
- e. National and Regional press wire services, such as Associated Press, United Press, International News Service, Western Newspaper Union, etc.
- f. National and Regional Photo Syndicates such as AP Wire-photo, ACME-NEA, Central Press, etc.
- g. Network and Individual Radio Outlets.

In addition, a Dealer Press Book service is maintained. After receiving his Press Book, dealers will be sent publicity stories, press releases, photographs and promotional aids periodically. These are for use by the dealer in his community press.

**19. Capital Requirements** — Minimum capital requirements for operation of a master dealership are estimated by the factory to be \$10,000. Master dealers usually stock a \$500-\$1000 parts inventory; associate dealers, a \$100-\$250 parts inventory.

Dealers accept delivery of machines on the basis of cash with order or sight draft against bill of lading. Unless suitable credit is established, dealers place a 10% deposit with orders.

**20. Profits** — A master dealer, on selling his quota of 25 machines a month, will show gross profits in excess of \$2000; an associate dealer, selling 10 machines a month, will show a gross profit in excess of \$800 per month. And, in addition to these grosses, there are profits to be made from the sale of accessories, parts and service which further assure a highly profitable operation.

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SALSBUARY MOTORS, INC.  
(A SUBSIDIARY OF NORTHROP AIRCRAFT)  
POMONA, CALIFORNIA

ACCESSORY LIST  
FOR  
SALSBURY IMPERIAL

<u>PART NO.</u>		<u>LIST PRICE</u>	<u>MASTER DEALER DISCOUNT</u>	<u>ASSOCIATE DEALER DISCOUNT</u>
9038	Windshield & Windshield Apron	\$17.95	40%	25%
8997	Windshield	12.90	40%	25%
8995	Apron for Windshield	7.50	40%	25%
8994	Tandem Seat	7.50	40%	25%
9037	Tandem Seat Hand Rail	4.25	40%	25%
8996	Rear Bumper	12.50	40%	25%
6580	Speedometer Assembly	22.85	25%	20%

These Salsbury accessories are available as stock items in Service and Parts Department, and orders should be directed to this department, located at 3rd & Elm Streets, Pomona, California.

Spare Wheel and Tire Assembly is available only as Salsbury original equipment accessory on factory order (add 7% Federal Excise Tax).

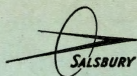
5965	Spare Wheel and Tire Assembly	12.90	25%	20%
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SALSBURY MOTORS, INC.  
1201 E. Lexington  
Pomona, California

July 22, 1947

First on the Road . . .

. . . Foremost in Performance



DISCOUNT SCHEDULE

CONFIDENTIAL

April 1, 1947

For Associate Dealers

SALSBU'Y MOTOR SCOOTER DISCOUNTS

Associate Dealer's Monthly Sales Quota	Machines Purchased on Single Order	Discount from List Prices
1 to 24	3 or more	20%
	1 or 2	15%

**Accessories:** Discounts on accessories are the same as on new machines, except when net prices are quoted.

PARTS DISCOUNTS

All parts - - - - - 25%

TERMS

**Motor Scooters:** Cash on delivery or sight draft against bill of lading. Unless a satisfactory credit balance is maintained with manufacturer or master dealer each order must be accompanied by a 10% deposit or evidence of acceptable credit responsibility.

**Parts:** All parts are C.O.D. unless Dealer maintains cash deposit with manufacturer or master dealer equal to approximate monthly parts sales. Minimum deposit \$50.00.

**Export Orders:** Cash or irrevocable letter of credit with all orders.

**Fleet Discounts:** Dealers are authorized to extend discounts to fleet operators on the following basis: Single purchase of 10 to 49 machines, 5%; single purchase of 50 or more machines, 10%. Salsbury Motors reserves the right to sell national fleet buyers at their headquarters and thereafter allocate to each dealer his proportionate interest in any such sale based upon deliveries in his territory by Salsbury Motors or the national fleet buyer.

Prices and terms subject to change without notice.

**SALSBU'Y MOTORS, INC.**

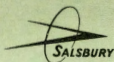
A subsidiary of Northrop Aircraft, Inc.

1201 EAST LEXINGTON STREET, POMONA, CALIFORNIA

FORM 4-6

# SALS BURY M O T O R S , I N C .

1 2 0 1 L E X I N G T O N • P O M O N A , C A L I F O R N I A



## MOTOR SCOTER DIVISION PRODUCTS PRICE LIST FOR MASTER AND ASSOCIATE DEALERS

### Discount Schedule

	Discount from List Prices
Master Dealers (Contracting for 25 or more machines per month) _____	25%
Associate Dealers (Contracting for 1 to 24 machines per month)	
Deliveries of 3 or more machines at one time _____	20%
Delivery of 1 machine only _____	15%

### Price List

Salsbury Imperial

	-Master Dealers- 25% Discount	-Associate Dealers- 20% Discount	15% Discount
List Price	\$ 359.00	\$ 359.00	\$ 359.00
Trading profit to dealer	<u>89.75</u>	<u>71.80</u>	<u>53.85</u>
Net Price at Factory	\$ 269.25	\$ 287.20	\$ 305.15
Federal Excise Tax 7%	<u>18.85</u>	<u>18.85</u>	<u>18.85</u>
Net cost to Dealer at factory	\$ 288.10	\$ 306.05	\$ 324.00
Dealer profit	<u>89.75</u>	<u>71.80</u>	<u>53.85</u>
Dealers retail price (transportation, sales taxes and license fees not included.)	\$ 377.85	\$ 377.85	\$ 377.85

**Note:** All prices are F.O.B. factory in Pomona, California, and are subject to change without notice. All orders are accepted subject to prices in effect at date of delivery or shipment.

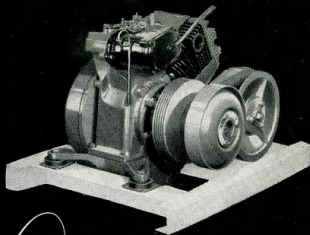
**Dated:** April 1, 1947

SALSBURY  
MOTOR SCOOTERS

ANGELL'S ENGRAVING CO.



# A NEW LIGHTWEIGHT POWER UNIT THAT'S COMPLETELY AUTOMATIC



THE

**SALSBU**RY POWER PACKAGE

**6 hp Engine, Automatic Transmission and Automatic Clutch—all in one efficient, compact unit.** Because it is unusually light, compact and efficient, because it eliminates clutch lever, gear box and gear shift lever; because it provides automatic idling and infinitely variable drive ratios, the Salsbury Power Package has thousands of applications. It will drive anything within its power range, whether stationary, semi-portable or vehicular.

#### UNUSUAL FEATURES OF THE SALSBU

RY POWER PACKAGE

##### The Salsbury 6 hp Engine (Model 600)

**LIGHT:** weighs only 56 lbs. **COMPACT:** 1¼ cubic feet. **EFFICIENT:** *straight shot* carburetion — pressure lubrication through drilled passages. **PERFORMANCE:** sustained high torque.

**The Salsbury Automatic Transmission**  
Automatically changes "gear ratios" according to load. Gives you the power you need when you need it.

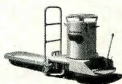
##### The Salsbury Automatic Clutch

Takes hold automatically as engine speed increases. Smooth, gentle, yet positive action. Eliminates clutch lever. Permits idling.

#### Salsbury Power Package Has Many Applications



Ideal for many farm uses. Transmission automatically "gears down" to deliver power according to the load.



Drives the Salsbury Turret Truck up ramps with operator and 4000 lb. load.



Power Package is the heart of new Salsbury 83—personalized transportation for less than carfare. Speeds up to 40 mph; climbs the steepest hill. Stop and go pedals are only controls.

For more information, write for Bulletin 4601

## SALSBU

RY MOTORS, INC.

A Subsidiary of Northrop Aircraft, Inc.

4464 DISTRICT BOULEVARD, LOS ANGELES 11 • PLANT AT POMONA, CALIFORNIA

Salsbury Scooter Scrapbooks.com Time Magazine--May 13, 1946--5

REPRINT

Largest Daily Circulation in the West's Largest City

LOS ANGELES EVENING  
**HERALD EXPRESS**  
PUBLISHED DAILY EXCEPT SUNDAYS AND HOLIDAYS

Registered United States Patent Office  
The Evening Herald and Express Grows Just Like Los Angeles

**2 FRONT PAGE**  
HERALD EXPRESS HAS TWO FRONT PAGES DAILY

VOL. LXXVI Two Sections Section B SATURDAY, MAY 18, 1946 \* NO. 46

### 'Scooter' Try Out Auxiliary 'Family Auto'

A perfected motor scooter designed to fill the "second car" need of the average family and for utility passenger and parcel service was unveiled here today by Salsbury Motors, Inc., of Pomona, Calif., in a demonstration for Southern California newspaper and magazine writers.

The steepest hill in Los Angeles, the 32-degree paved grade of Fargo street near Glendale boulevard, was used as a grueling proving ground for the new vehicle, called the Salsbury "85." The machine pulled the incline with ease, even when ridden double by two passengers. A standard make automobile in ordinary condition, owned by one of the spectators present, was able to pull the grade only after a second attempt with running start.

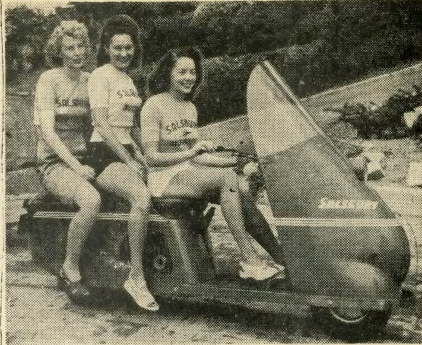
The Salsbury Co., a subsidiary of Northrop Aircraft, Inc., expects to attain a mass production peak of 2500 vehicles a month before end of this year, with approximately 1000 employees to work in the Pomona factory by that time.

### Dog Show Big L. A. Summer Event Opens

Dogdom's elite from all parts of the country welcomed the public with the opening today of the Los Angeles National Summer Dog Show, to continue through tomorrow, in Gilmore Stadium.

Bright colored umbrellas, awnings and tents created gala atmosphere in the stadium for the judging of dogs of 70 breeds by four eastern ring experts, with a huge array of trophies to be awarded.

Events of the show in the American Kennel Club will be held both days, and the winners will be judged by the experts.



#### LUCKY SCOOTER!

Three beauties, left to right, Elaine Lamkin, Jerry Core and Jeannie Underhill, ride one of the new motor scooters built by a Pomona concern. The new machine is designed to fill the "second car" need of the average family and for parcel service.



The steepest hill in Los Angeles, the 32-degree paved grade of Fargo street, was used as a grueling proving ground for the new scooter during a demonstration for newsmen. Above, Mallman Paul Cepurna looks on enviously as Cliff Salsbury pilots the scooter up the hill.

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Salsbury Scooters are available at...

**Swell for driving to work!**

THE REVOLUTIONARY  
**SALSBUURY**  
 MOTOR SCOOTER



The SALSBUURY IMPERIAL... a beautiful precision machine—the first and only motor scooter engineered and built like a car—the first really comfortable one to ride. Thousands are finding it the most practical transportation—as fast as by car at only a fraction of the cost.

**Look at these 9 major advantages of the Salsbury**

- 

**1. BEST FOR WORK!** 65 to 85 miles to the gallon. Cheaper than carfare, faster in traffic than a car.
- 

**2. MOST POWERFUL!** Rugged 6 hp engine. 40 mph. Climbs steep hills at car speed.
- 

**3. MOST COMFORTABLE!** Aircraft-type wheel suspension, spring-filled cushion, etc., give shock-proof, smooth ride.
- 

**4. SAFEST!** Large, internal expanding brake. Stops on a dime. Low center of gravity, easy maneuverability.
- 

**5. EASIEST TO DRIVE!** Automatic transmission and clutch. *Stop and Go* pedals only. Gears up or down automatically.
- 

**6. EASY TO PARK!** You can park a Salsbury almost anywhere. Goes in a one-car garage with your car.
- 

**7. EASIEST TO SERVICE!** Easy-to-change wheels. Just remove rim nuts and slide wheel off axle.
- 

**8. BIGGEST COMPARTMENT!** Only scooter with package compartment big enough for spare tire. Room for groceries too.
- 

**9. EASIEST TO BUY!** Easy, convenient terms. The Salsbury costs only a few more dollars per month than a kid's scooter... money you'll save in low maintenance costs and high trade-in value... and money you'll save in carfare or leaving your car at home.

**Leave your car for your family and drive to work on a Salsbury!**

**Salsbury Motors, Incorporated**  
 Pomona, California  
 A Subsidiary of Northrop Aircraft, Inc.

**Come in and ride it. Come in and drive it home!**

**DEALER IMPRINT**

(When ordering this mat ask for LA-270)

Yes, sir! It's  
the convenient,  
practical way  
to go to work!

*The  
Revolutionary*  
**SALSBU**  
*MOTOR SCOOTER*



• **LOOK AT THESE 9 MAJOR  
ADVANTAGES OF THE  
SALSBU**

• **BEST FOR WORK!** 65 to 85  
miles to the gallon. Cheaper  
than carfare, faster in traffic than  
a car.

• **MOST POWERFUL!** Rugged  
6 hp. engine. 40 mph. Climbs  
steep hills at car speed.

• **MOST COMFORTABLE!**  
Aircraft-type wheel  
suspension, spring-  
filled cushion, etc.,  
give smooth, shock-  
proof ride.

• **SAFEST!** Large, internal  
expanding brake.  
Stops on a dime. Low  
center of gravity, easy  
maneuverability.

• **EASIEST TO DRIVE!**  
Automatic transmis-  
sion and clutch. *Stop*  
and *Go* pedals only.  
Gears down or up  
automatically.



There's nothing better for driving to  
work than the sensational SALSBU  
IMPERIAL! It's the first and only motor  
scooter engineered and built like a car  
and the first really comfortable one to  
ride. Yes, now you can leave your car  
home for the family and get to work  
just as fast...and far cheaper!

• **EASIEST TO BUY!** Easy, convenient  
terms. Costs only a few more dollars per  
month than a kid's scooter...money  
you'll save in low maintenance costs and  
high trade-in value...money you'll save  
in carfare or leaving your car at home.

• **Leave your car for your family and  
drive to work on a SALSBU!**

Come in and ride it. Come in and drive it home!

**(DEALER IMPRINT)**

**SALSBU MOTORS, INC.**  
POMONA, CALIFORNIA  
A Subsidiary of Northrop Aircraft, Inc.

• **EASY TO PARK!** You can park a  
Salsbu almost anywhere. Goes  
in a one-car garage with your car.

• **EASIEST TO SERVICE!** Easy-  
change wheels. Just remove rim  
nuts and lift wheel off axle.

• **BIGGEST COMPARTMENT!** Only  
scooter with package compart-  
ment big enough for spare.  
Room for groceries, too.

(When ordering this mat ask for LA-271)



**COMING SOON!**

**THE REVOLUTIONARY**

# **SALSBURY**

**Most completely auto-  
matic vehicle on wheels!  
Biggest, most powerful  
motor scooter ever built.**

*Watch for Announcement*

 **SALSBURY... BEAUTIFUL... SAFE... ECONOMICAL**

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**DEALER'S NAME**

**DEALER'S ADDRESS AND PHONE**

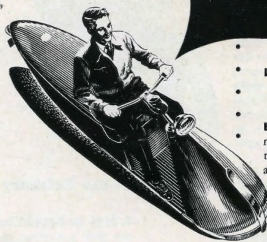
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(When ordering this mat ask for LA-258)

SalsburyScooterScrapbooks.com

Yes, sir! It's  
the convenient,  
practical way  
to go to work!

*The  
Revolutionary*  
**SALSBURY**  
*MOTOR SCOOTER*



There's nothing better for driving to work than the sensational SALSBUURY IMPERIAL! It's the first and only motor scooter engineered and built like a car and the first really comfortable one to ride. Yes, now you can leave your car home for the family and get to work just as fast...and far cheaper!

**EASIEST TO BUY!** Easy, convenient terms. Costs only a few more dollars per month than a kid's scooter...money you'll save in low maintenance costs and high trade-in value...money you'll save in carfare or leaving your car at home.

**Leave your car for your family and drive to work on a SALSBUURY!**

Come in and ride it. Come in and drive it home!

**(DEALER IMPRINT)**

**SALSBURY MOTORS, INC.**  
POMONA, CALIFORNIA  
A Subsidiary of Northrop Aircraft, Inc

(When ordering this mat ask for LA-271)

**LOOK AT THESE 9 MAJOR ADVANTAGES OF THE SALSBUURY**

**BEST FOR WORK!** 65 to 85 miles to the gallon. Cheaper than carfare, faster in traffic than a car.

**MOST POWERFUL!** Rugged 6 hp. engine. 40 mph. Climbs steep hills at car speed

**MOST COMFORTABLE!** Aircraft-type wheel suspension, spring-filled cushion, etc., give smooth, shock-proof ride.

**SAFEST!** Large, internal expanding brake. Stops on a dime. Low center of gravity, easy maneuverability.

**EASIEST TO DRIVE!** Automatic transmission and clutch. *Stop* and *Go* pedals only. Gears down or up automatically.

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**EASIEST TO SERVICE!** Easy-change wheels. Just remove rim nuts and lift wheel off axle.

**BIGGEST COMPARTMENT!** Only scooter with package compartment big enough for spare. Room for groceries, too.



*The Revolutionary*

# SALSBURY

**MOTOR SCOOTER**

will be shown to the  
public for the first  
time next Saturday,  
May 25th, at 10 A.M.

It's almost here—the most  
completely automatic ve-  
hicle on wheels. Comfort-  
able, safe, fast, powerful,  
easy to drive—the beauti-  
ful Salsbury takes you  
anywhere for less than  
carfare . . . elimi-  
nates parking  
problems.



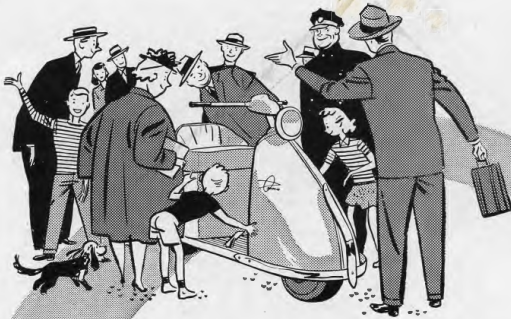
**SALSBURY**

**DEALER'S NAME**

**DEALER'S ADDRESS AND PHONE**

(When ordering this mat ask for LA-259)

SalsburyScooterScrapbooks.com



You are invited to attend  
the first public showing  
in (name of town)  
of the revolutionary new

# **SALSBURY**

000000 at 10 A.M.

Come and see the most completely automatic  
vehicle on wheels—largest, most powerful  
motor scooter ever built. Beautifully stream-  
lined, comfortable, fast, safe, easy to drive,  
takes you anywhere for less than carfare.

**Don't miss the unveiling  
at our showroom!**

**DEALER'S NAME  
AND ADDRESS**

(When ordering this mat ask for LA-260)

[SalsburyScooterScrapbooks.com](http://SalsburyScooterScrapbooks.com)





(Dealer's Name)

cordially invites you to see  
and drive the Revolutionary

# SALSBURY

0000000 at 10 A.M.

Come and see the most completely automatic  
vehicle on wheels — largest, most powerful  
motor scooter ever built. Beautifully stream-  
lined, comfortable, fast, safe, easy to drive,  
takes you anywhere for less than carfare.  
Easy, convenient terms.

**Don't miss the unveiling  
at our showroom!**

**DEALER'S NAME  
AND ADDRESS**

(When ordering this mat ask for LA-261)

SalsburyScooterScrapbooks.com

## LOOK AT THESE 9 MAJOR ADVANTAGES OF THE SALSBUARY



**1. BEST FOR WORK!** Less than 1/3c a mile for gas and oil. 65 to 85 miles to the gallon. Cheaper than carfare, faster in traffic than a car.



**2. MOST POWERFUL!** Rugged 6 hp engine. 40 mph. Climbs steep hills at car speed. Accelerates from dead stop faster than a "souped-up" car.



**3. MOST COMFORTABLE!** Aircraft-type wheel suspension, spring-cushioned seat and rubber-cushioned engine mounts that give smooth, shockproof ride.



**4. SAFEST!** Large, internal expanding brake stops the Salsbury on a dime. Low center of gravity, easy maneuverability make it exceptionally safe.

Leave your car for your family—and drive to work on a Salsbury!

Come In and Ride It...Come In and Drive It Home!

## DEALER IMPRINT

SALSBUARY MOTORS, INCORPORATED, Pomona, California  
A Subsidiary of Northrop Aircraft, Inc.

(When ordering this mat ask for LA-267)



**5. EASIEST TO DRIVE!** Automatic transmission and clutch reduce controls to *Stop* and *Go* pedals. Automatically "gears down" for hills without shifting.



**6. EASY TO PARK!** You can park a Salsbury almost anywhere. Goes in a one-car garage with your car. No fighting for a parking space when you get to work.



**7. EASIEST TO SERVICE!** Easy-to-reach wheels, accessible with Salsbury. No disconnecting brake or chain. Just remove rim nuts and slide wheel off axle.



**8. BIGGEST PACKAGE COMPARTMENT!** One and a half cubic feet capacity. Only scooter with package compartment big enough to carry spare tire...and there's room for groceries.

**9. EASIEST TO BUY!** Easy, convenient terms. The Salsbury costs only a few more dollars per month than a kid's scooter...money you will save in low maintenance costs and high trade-in value...and money you'll save in carfare or leaving your car at home.

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**2. MOST POWERFUL!** Rugged 6 hp engine. 40 mph. Climbs steep hills at car speed. Accelerates from dead stop faster than a "souped-up" car.



**3. MOST COMFORTABLE!** Aircraft-type wheel suspension...spring-cushioned seat and rubber-cushioned engine mounts give smooth, shockproof ride.



**4. SAFEST!** Large, internal expanding brake stops the Salsbury on a dime. Low center of gravity, easy maneuverability make it exceptionally safe.

Leave your car for your family—and drive to work on a Salsbury!

Come in and  
ride it...  
come in and  
drive it home!

## DEALER IMPRINT

SALSBUARY MOTORS, INCORPORATED, Pomona, California  
A Subsidiary of Northrop Aircraft, Inc.

(When ordering this mat ask for LA-269)



**5. EASIEST TO DRIVE!** Automatic transmission and clutch reduce controls to *Stop* and *Go* pedals. Automatically "gears down" for hills without shifting.



**6. EASY TO PARK!** You can park a Salsbury almost anywhere. Goes in a one-car garage with your car. No fighting for a parking space when you get to work.



**7. EASIEST TO SERVICE!** Easy-to-change wheels exclusive with Salsbury. No disconnecting brake or chain. Just remove rim nuts and slide wheel off axle.



**8. BIGGEST PACKAGE COMPARTMENT!** One and a half cubic feet capacity. Only scooter with package compartment big enough to carry spare tire; and there's room for groceries.

**9. EASIEST TO BUY!** Easy, convenient terms. The Salsbury costs only a few more dollars per month than a kid's scooter...money you'll save in low maintenance costs and high trade-in value...and money you'll save in carfare or leaving your car at home.

IT'S CATCHING ON! A SWELL NEW WAY TO GO TO WORK!

## The Revolutionary



### MOTOR SCOOTER

You'll like the idea of riding the sensational SALS'BURY IMPERIAL to work! It's the first and only motor scooter engineered and built like an automobile. It's a beautiful, precision

machine—the first really comfortable motor scooter to ride. Thousands are finding it the most practical personal transportation—as fast as by car and only a fraction of the cost!

#### LOOK AT THESE 9 MAJOR ADVANTAGES OF THE SALS'BURY



**1. BEST FOR WORK!** Less than 1/3c a mile for gas and oil. 65 to 85 miles to the gallon. Cheaper than carfare, faster in traffic than a car.



**4. SAFEST!** Large, internal expanding brake stops the Salsbury on a dime. Low center of gravity, easy maneuverability make it exceptionally safe.



**7. EASIEST TO SERVICE!** Easy-change wheels exclusive with Salsbury. No disconnecting brake or chain. Just remove rim nuts and lift wheel off axle.



**2. MOST POWERFUL!** Rugged 6 hp engine. 40 mph. Climbs steep hills at car speed. Accelerates from dead stop faster than a "souped-up" car.



**5. EASIEST TO DRIVE!** Automatic transmission and clutch reduce controls to *Stop* and *Go* pedals. Automatically "gears down" for hills without shifting.



**8. BIGGEST PACKAGE COMPARTMENT!** One and a half cu. ft. Only motor scooter with compartment big enough for spare... room for groceries too.



**3. MOST COMFORTABLE!** Aircraft-type wheel suspension... spring-cushioned seat and rubber-cushioned engine mounts give smooth, shock-proof ride.



**6. EASY TO PARK!** You can park a Salsbury almost anywhere. Goes in a one-car garage with your car. No fighting for a parking space when you get to work.

**9. EASY TO BUY!** Easy, convenient terms. Costs only a few more dollars per month than a kid's scooter... money you'll save in low maintenance costs and high trade-in value... and money you'll save in carfare or leaving your car at home.

LEAVE YOUR CAR FOR YOUR FAMILY—AND DRIVE TO WORK ON A SALS'BURY!

**SALS'BURY MOTORS  
INCORPORATED**

Pomona, California

A Subsidiary of Northrop Aircraft, Inc.

Come In and Ride It... Come In and Drive It Home!

**(DEALER IMPRINT)**

(When ordering this mat ask for LA-268)

SalsburyScooterScrapbooks.com

COME IN AND SEE IT!

COME IN AND RIDE IT!



*The Revolutionary*  
**SALSBURY**  
MOTOR SCOOTER

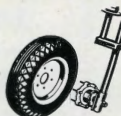
**Brilliant, New Performance and Style in Low-Cost Transportation**



**MOST POWERFUL!** Rugged, efficient, 6 hp engine. Climbs steep hills at car speed. Gear-type oil pump guarantees constant lubrication.



**MOST COMFORTABLE!** Plane-type wheel suspension, spring-cushioned seat, rubber-cushioned engine mounts give shockproof ride.



**EASIEST TO SERVICE!** Easy-change wheels exclusive with Salsbury. No disconnecting brake or chain. Remove rim nuts, lift wheel off axle.



**EASIEST TO DRIVE!** Automatic clutch and transmission reduce controls to *Stop* and *Go* pedals. Automatically "gears down" for hills.

**EASIEST TO BUY!** Easy, convenient terms. The Salsbury costs only a few more dollars per month than a kid's scooter... money you will save in low maintenance costs and high trade-in value... and money you'll save in carfare or leaving your car at home.

**DEALER IMPRINT**

(When ordering this mat ask for LA-263)

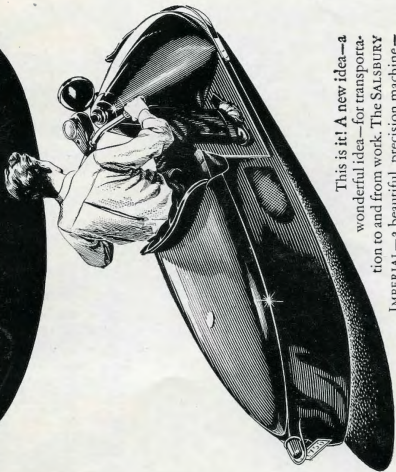
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**NOW—A PRACTICAL NEW  
WAY TO GO TO WORK!**

**THE REVOLUTIONARY**

**SALSBUURY**

**MOTOR SCOOTER**



This is it! A new idea—a wonderful idea—for transportation to and from work. The SALSBUURY IMPERIAL—a beautiful, precision machine—the first and only motor scooter engineered and built like an automobile, and the first really comfortable one to ride. Why leave your family without a car when you can get to work faster and far cheaper—on a Salsbury?

*Thousands say* } **IT'S IDEAL FOR  
DRIVING TO WORK**



*The Revolutionary*

**SALSBUURY**

**MOTOR SCOOTER**

Yes, thousands say the sensational SALSBUURY IMPERIAL is best yet for speed, economical, reliable transportation to work. The Salsbury IMPERIAL—a beautiful, precision machine—the first and only motor scooter engineered and built like an automobile—the first really comfortable one to ride. You'll find it ideal, personal, transportation—fast as

Scrapbook.com

## CUT AND MAT FOLDER

Cuts or mats of the ads and illustrations shown on the following pages are available to all Salsbury Dealers. Mats are provided without charge. Cuts may be obtained at cost.

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### Instructions for Ordering

1. Fill in the attached order form, listing the cut numbers of the ads or illustrations you desire.
2. Mail your order form to:  
Public Relations Dept.,  
Salsbury Motors, Inc.,  
1201 E. Lexington,  
Pomona, California
3. Cuts or mats will be sent to you immediately.



# SALS'BURY MOTORS, Inc.

*A Subsidiary of Northrop Aircraft, Inc.*

1201 Lexington

Pomona

California

**LOOK** ... a wonderful new way to go to work!

The  
Revolutionary  
**SALSBU**  
MOTOR SCOOTER



Yes, the sensational SALSBU<sup>®</sup> IMPERIAL is the economical, comfortable, reliable *new* way to go to work. It's the first and only motor scooter engineered and built like a car—the first really comfortable one to ride. As fast as by car, yet only a fraction of the cost to operate!

**LOOK AT THESE 9 MAJOR ADVANTAGES OF THE SALSBU**



**1. BEST FOR WORK!** 65 to 85 miles to the gallon. Cheaper than carfare, faster in traffic than a car.

**2. MOST POWERFUL!** Rugged 6 hp engine. 40 mph. Climbs steep hills at car speed.

**3. MOST COMFORTABLE!** Aircraft-type wheel suspension, spring-filled cushion, etc., give smooth, shockproof ride.



**4. SAFEST!** Large, internal expanding brake. Stops on a dime. Low center of gravity, easy maneuverability.

**5. EASIEST TO DRIVE!** Automatic transmission and clutch. *Stop* and

*Go* pedals only. Gears up or down automatically.

**6. EASY TO PARK!** You can park a Salsbury almost anywhere. Goes in a one-car garage with your car.

**7. EASIEST TO SERVICE!** Easy change wheels. Just remove rim nuts and slide wheel off axle.



**8. BIGGEST COMPARTMENT!** Only scooter with compartment big enough for spare tire. Room for groceries too.

**9. EASIEST TO BUY!** Easy, convenient terms. The Salsbury costs only a few more dollars per month than a kid's scooter... money you'll save in low maintenance costs and high trade-in value... and money you'll save in carfare or leaving your car at home.

**LEAVE YOUR CAR FOR YOUR FAMILY—DRIVE TO WORK ON A SALSBU!**

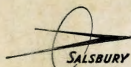
COME IN AND RIDE IT  
...COME IN  
AND DRIVE IT HOME!

**DEALER IMPRINT**

**SALSBU MOTORS, INCORPORATED, Pomona, California**  
A Subsidiary of Northrop Aircraft, Inc.

(When ordering this mat ask for LA-272)

Note: Cut numbers preceded by "LC" are line cuts, suitable for newspaper printing. Cut numbers preceded by "HT" are half tones, suitable for magazines, folders, etc., where a coated paper stock is used.



MS-LC-200A



MS-LC-206



MS-LC-207



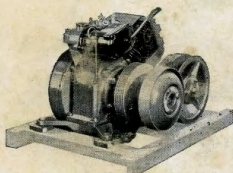
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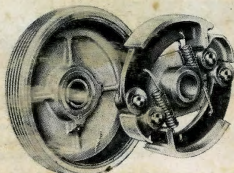
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MS-LC-209



MS-HT-203



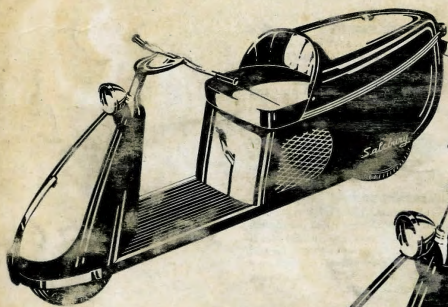
MS-HT-204



MS-LC-210



MS-LC-211



MS-LC-201A



MS-LC-201C



MS-LC-201D



MS-LC-201

All cuts on this page (except MS-LC-201 and MS-LC-201A) available at \$4 ea.