

BUYER CHANGES, SAYS GINGRICH

Local Maxwell Dealer Finds That Purchasers Are Switching Tactics

"The buyer is changing his tactics," says Oscar B. Gingrich, local Maxwell dealer. "He no longer inquires first as to the speed, fancy equipment, and freak performance of a car. 'Nowadays, he asks, 'Is it economical?' and 'will it be a gain to

my business?" and "is it a profitable investment for me?" "Maxwell cars, for the quality of material in them, are priced extremely low. "This fact, with the undisputed good performance and low upkeep of both cars, makes the answer, 'Yes,' do for all three of the new buyers' questions, as far as the good Maxwell and the Chalmers are concerned."

Attendance Record is Beaten at Yellowstone

Good roads, the rapid development of the automotive industry, and "See America First" brought 79,777 tourists to the Yellowstone national park last summer, 29,000 more than ever visited the park before in one season. Altogether, 12,586 motorcycles and automobiles entered the park, 2000 more than in 1919.

RECORD IS MADE FOR DRIVEAWAYS

Big Fleet of Buick Automobiles Carries Detroiters To Flint, Mich.

Today is Buick day for over 300 Detroiters who came here this morning and drove back to Michigan's metropolis. The Buick automobiles, says the Flint Journal, each car was driven by its owner and each owner bought his car from C. C. Starkweather, one of the four different Buick dealers in Detroit. The driveaway was the largest in which owners took their cars home, in the history of the automobile business and the largest drive to a single dealer in the history of the Buick Motor company.

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At noon Mr. and Mrs. Starkweather entertained at dinner for the entire party in the Hotel Du-

rant, at which addresses were heard from Mayor E. W. Atwood, E. T. Strong, general sales manager of the Buick; Horatio S. Earle, one of the members of the party, and national president of the Exchange club, and father of the Michigan good roads movement. Following the luncheon Mr. Strong presented Mrs. Starkweather with a new Buick coupe in front of the Durant.

Stationary Bicycle Race To Be Innovation Here

Something new in the way of a stationary bicycle race will be staged by Harry W. Scott, "The Cleye Man," on April 25 at his store, 147 South Commercial street.

Any boy under 18 years of age is invited to take part in the contest which will start at 8:30 a. m. and continue all day.

A bicycle will be set up on a stand, with a cyclometer attached to the wheel. Each rider will be allowed to ride 10 minutes, and the one who registers the largest mileage on the cyclometer will be considered the winner. Several prizes for both the older and younger boys will be given, one of which will be a handsome jersey sweater.

Much interest in the event is being taken. Already over 40 boys have registered to ride.

Mechanics School is Opened for Motorists

Even though it is not organized as a Public Educational Institution but more as an adjunct of an extensive customer service plan, the Harley-Davidson Motorcycle Mechanics School at Milwaukee has acquired considerable fame and distinction. Fifteen states and Canada are represented by the 26 students taking the course, at the present time, at the school, at the Harley-Davidson, of Cambridge, Mass. is in attendance upon instructions from the district vocational office of the United States government at Worcester, Mass. Numbered in the last class were students from England and France. Six or eight courses are held each winter and an average of 26 men from all parts of the country attend each separate session.

American Machines Are Admired by Englishmen

There are 140 makes of motorcycles represented in the British Isles, among them being two prominent American makes, the Harley-Davidson and the Indian, both of which were creditably represented at the Big Olympia show at London, England, the latter part of November. Critics were free in their opinion that American motorcycles are ahead of those made in any other part of the world because of their advanced engineering design and their ready adaptability to travel that requires unlimited stamina.

Idaho Forests Will Be Patrolled by Cyclists

"Uncle Sam has decided to equip his forest rangers in the state of Idaho with motorcycles for patrol work and as aides in reducing the fire hazard in the huge area of timber lands included in the Shoshone county forest reserve. Two hundred men at present engaged in trail building in this section in preparation for motorcycle patrolling. All trails now are being widened to three feet or more with a maximum grade of 8 per cent.

WILL USE MACK TRUCKS.

F. E. Le Point, who has the contract for the delivering of gravel for the paving of the Jefferson road, just south of Salem, arrived Saturday and will start at once. The equipment he will use in the work is worth about \$35,000, and includes five Mack trucks.

POCAHONTAS IN ENGLAND

For several centuries, Heacham, two miles from Houghton, and close to Sandringham, was the inheritance of the ancient family of Rolfe, from whom it has only lately departed. With a single exception, the Rolfe made no great noise in the world, but with that one exception probably, every schoolboy, certainly every schoolgirl is familiar.

It was John or Thomas; there is some doubt about the Christian name—a cadet of the house, who distinguished himself by marrying the beautiful Princess Pocahontas, daughter of the powerful King Powhatan, the great redskin chief of Virginia, whose relations with the English settlers were not always harmonious. The young lady appears to have had a liking for the intruding palefaces, for she befriended Henry Spelman, also a Norfolk man, and the redoubtable Capt. John Smith, likewise an East Anglian, has left on record that the "blessed Pocahontas," as he called her, "oft saved my life."

She is said to have been in love with Captain Smith, but it was Rolfe whom she married in 1613, when she was 19. He brought her to England somewhat later, but our climate killed her after three years of marriage, and she was buried at Gravesend, where she died on the eve of her return to America. They had an only daughter, who has left many descendants in America and some in England.

Heacham Hall is a very early Georgian house, although it is likely enough that it may preserve vestiges of an earlier building. Heacham, which is now the property of C. E. Strachan, has an area of 1750 acres and possesses notable sporting amenities. The house itself is a typical Georgian place of the less splendid and more comfortable type, with many paneled rooms and some fine Adam mantelpieces.—From the Field.

LIGHTER CARS ATTRACT MOST

Conservation of Gasoline, Tires and Oil Seems Object of Buyers

The present tendency of the automobile buying public seems to be toward the lighter cars, says O. B. Gingrich of the Gingrich Motor & Tire company. The increased costs of operation through the purchase of gasoline, tires and oil, coupled with the greater depreciation on the higher priced and heavier cars has had the effect of influencing the automobile purchaser to procure something which will not only give the maximum mileage on gas, oil and tires, but will also have less depreciation when he goes to make a trade in a year or two.

It cannot be denied that the average owner desires to trade as soon as his car loses its original finish and luster which, in most instances, extends over a period not exceeding two years. Records would indicate that 80 per cent of the cars sold are on trades for cars that have been in operation not exceeding two years; also, that 99 per cent of all cars sold are cars which weigh less than 2000 pounds. This is indicated in our own business by the fact that the greatest percentage of cars sold by us has been our Maxwell line, and next the Hupmobile, which, in economy of operation and weight, is next to the lighter car, the Maxwell, of our lines. We find that the desire of the automobile purchaser today is for a car that will average from 18 to 24 miles on a gallon of gasoline, 5000 miles on a set of tires, and a depreciation annually from \$150 up.

DEAD SWELL

"Well," said her husband, "did you take the house?" "Which one?" "Why, the one that was described as overlooking a splendid garden, richly adorned with statues, in which we would be at liberty to promenade?" "I did not," she returned in disgusted tone. "It was a cemetery."

NOTICE TO CONTRACTORS

Oregon State Hospital—Cottage Farm.

Sealed bids will be received by the Oregon State Board of Control, Salem, Oregon, at 2 p. m. May 2, 1921, for the construction of a feed barn to be erected at the Cottage Farm belonging to the Oregon State Hospital.

Plans and specifications may be obtained at the office of R. B. Goodin, secretary State Board of Control, Salem, Oregon.

Contractors will be required to deposit \$15 for each set of plans as a guarantee that said plans and specifications received by them will be returned to the office in good condition on or before the date set for opening the bids. Upon return of said drawings the money will be refunded.

A certified check for \$500 must accompany each proposal and be drawn to the order of R. B. Goodin, secretary of the Oregon State Board of Control, to guarantee that the bidder will enter into a contract and execute the required bond. Same shall be forfeited to the State of Oregon if award of contract is made to bidder and he or they fail to enter into a contract and furnish the required bond within ten days from the date of award of contract.

The right is reserved to accept or reject any or all bids, or to waive any informalities in bids.

—R. B. GOODIN, Secretary Oregon State Board of Control.

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THE Good Maxwell

\$1195 Salem \$1195 Salem



YOUR CREDIT IS GOOD

It will pay you to look into this new 1921 Maxwell. It is bettered 50% and reduced \$175, which really makes it far below the pre-war prices. All of the weak points of the former Maxwells have been corrected this year, making it a business as well as a fine looking pleasure car, and above all the most economical car to run there is on the market today, barring none.

IT NOW HAS the 2 unit ignition system.
IT NOW HAS the Thermoid Hardy Universal Joints.
IT NOW HAS the Eagle Carburetor, using the low grade gas.
IT NOW HAS New Crown Fenders.
IT NOW HAS Spiral Bevel Gears.
IT NOW HAS Three Times Heavier Rear End.
IT NOW HAS Longer and Heavier Springs.
IT NOW HAS an Eight-inch Frame.
IT NOW MAKES from 20 to 24 miles to the gallon of gas.
IT NOW HAS a non grabbing and non slipping clutch running in oil, and a thousand other points we would like to tell you about. It is a Standard car with service everywhere.

1 1/2 Ton Maxwell Truck

The Maxwell company manufactures only one sized truck, which is the 1 1/2-ton size because that is the average sized load throughout the United States and it seems to fit almost every purpose. It has a 2 1/2 ton rear end, made by the Timkin Co., with the worm gear with Timkin bearings throughout. It weighs but 2385 pounds and is the cheapest and best 1 1/2 ton truck on the market.

\$1582 Salem—1-1-2 ton—\$1582 Salem

Hupmobile Mitchell

\$1965 Salem \$1975 Salem

THIS IS THE ONE CAR that is 100% perfect, and a car that no man can or will say a word against it. There will again be a shortage of Hups this year, as it is the only factory that never slackened a wheel for even a day, so place your order early if you want a Hup this year. We now take trades on Hupmobiles so long as we can get cars.

USED CAR DEPARTMENT

We have a number of used cars at greatly reduced prices, our used cars are all overhauled, and you can buy the car, use it 5 days, and if not satisfactory you can return it and get your money back, or you can use it 30 days and then exchange it on any car in the house for exactly what you paid for it. YOU TAKE NO CHANCES WITH US ON USED CARS.

O.B. GINGRICH MOTOR AND TIRE COMPANY

YOUR CREDIT IS GOOD YOUR CREDIT IS GOOD

371 Court Street

Vienne, Famous Boxing Promoter, Dies in Paris

PARIS, April 14.—Theodore Vienne, the best known boxing promoter in France and one of the pioneers in the introduction of gloved fistfights in Paris, died recently at the age of 57.

Vienne was the owner of the Ferris wheel and as early as 1906 organized boxing matches in the large hall used by holiday makers on Sundays as a dance floor. He was the first promoter to give Carpentier an opportunity to fight. When the latter was 12 years of age he paid the future champion of Europe 25 francs for six rounds of boxing.

He promoted the Joe Jeannette-Sam McVey, Carpentier-Jeanette, Johnson-Moran and Carpentier-Papke fights.

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CHEVROLET MOTOR COMPANY

SALEM AUTOMOBILE CO.

F. G. Delano A. I. Eoff
More than 4,000 Dealers, Retail Stores and Service Stations in United States and Canada
SALEM—DALLAS



Year	Sales
1916	51,647
1917	103,269
1918	120,322
1919	111,339
1920	186,147

Chevrolet Sales Record



Chevrolet Model "Four-Ninety" Touring Car, \$993.60 f. o. b. Salem