

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

OWNERS NEGLECT CAR MACHANISM

Jewett Car Has Easily Cared
for Lubrication System,
Says Maner

There is only one way to insure that the average automobile owner will lubricate his car properly. That is to make this task as brief and as easy as possible, according to H. M. Jewett, president of the Paige-Detroit Motor Car company.

"Americans are notoriously lax in caring for mechanical servants," says Mr. Jewett. "Probably because they dislike this job and feel that it should be handled automatically. The man who loves machinery does not need to be urged to take care of it, but he is in the minority."

"Most owners keep an adequate supply of oil in the motor and neglect the chassis so that it becomes noisy. For this reason we designed the Jewett Six so that as little work as possible would be left to the owner."

"The Jewett has an all-metal universal joint that is oil-retaining for 15,000 miles. No lubrication is required for the clutch. The transmission needs oil only once every 2000 miles."

"As for the Jewett chassis, we provide a pressure oil gun and accessible oil fittings so that lubricating is made absurdly simple. Pressure up to 600 pounds is possible with this gun, and only one hand is required to operate it in supplying oil at high pressure to chassis parts. Oil, not grease, is used."

"The motor is lubricated by force and spray, a system acknowledged to be most efficient. The oil pump has capacity to circulate a gallon of oil every 48 seconds at 15 miles an hour. This insures a complete oil bath for all working parts under any operating conditions."

POWER GAINED BY NEW HEAD

Flexibility Speed and Climbing Ability Increased by Cylinder Head

Western Auto salesman explaining new overhead valve system for Fords. One of Henry's buggies, so equipped, is seen above.

Flexibility—that quality in an automobile engine that will combine the advantages of throttling down to a low rate of travel with quick acceleration—has for years commanded the close attention of automotive engineers. Congestion of traffic, which calls for a slow pace, then rapid movement, emphasizes more and more the need for such a motor. Country roads, as well as condensed traffic again call for flexibility when the driver wishes to pass the car ahead.

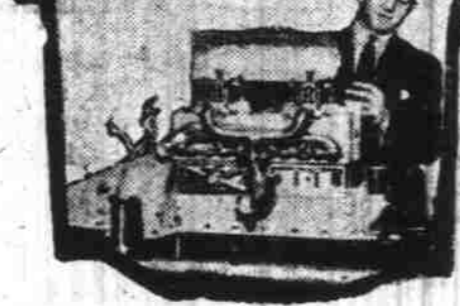
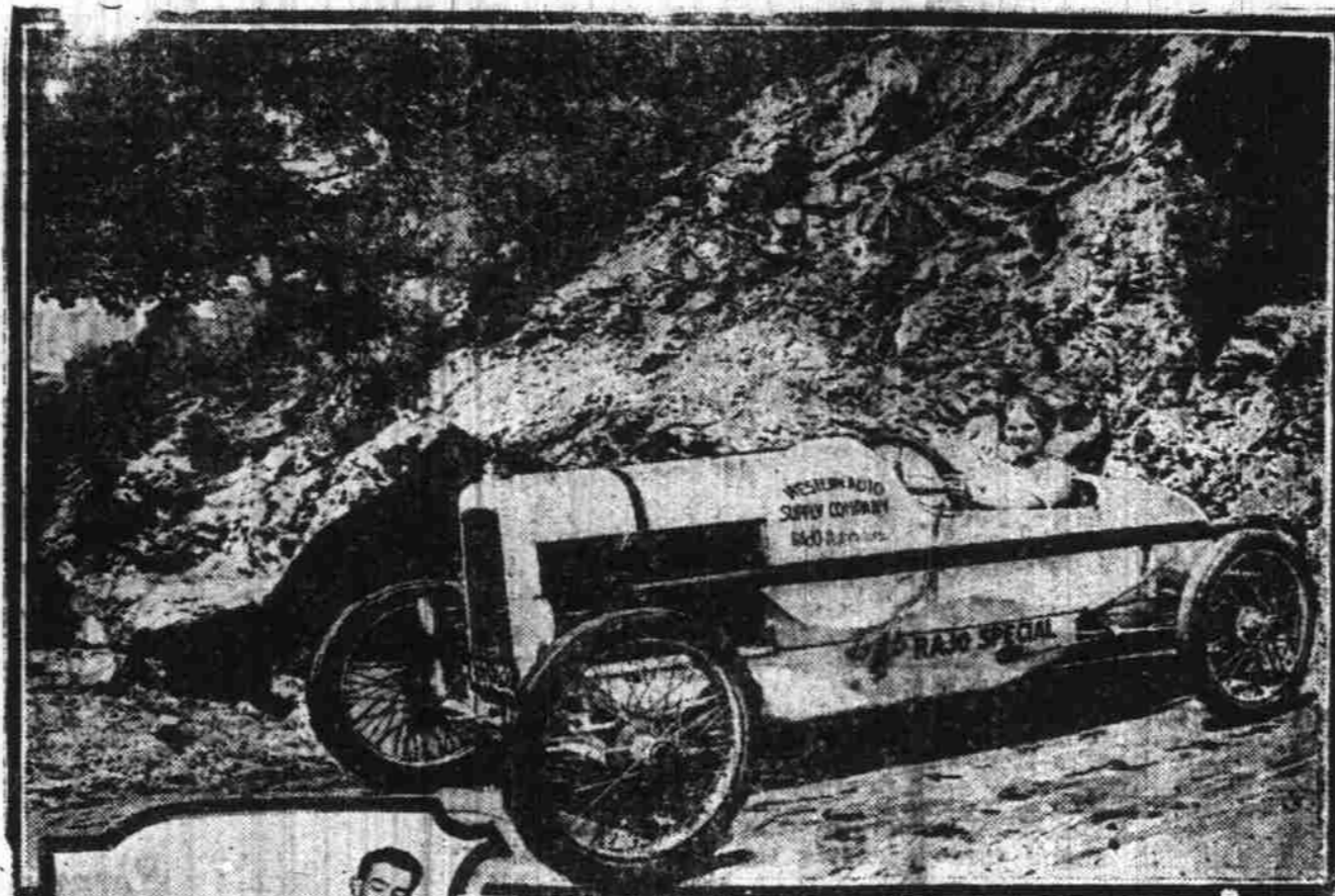
Experiencing with the Ford car to give it increased power without overheating or straining the motor has carried mechanical wizards in many directions—some insisted that it is carburetion while others contended that the ault lies in ignition.

Rapid Acceleration

Twenty-five years of racing experience and automobile building gave Joe Jagersberger the idea that other channels must be sought in order to overcome these difficulties, and such thoughts resulted in his building a valve-in-head attachment for the Ford car.

This culminating achievement of his years of experimenting has not only created a cylinder head for the Ford which, when attached makes it the most powerful car in the world for its weight but gives it wonderful flexibility that enables the driver to accelerate his car from 5 to 40 miles per hour within the length of a city block.

Aside from its heightening power



Rajo Racing Head Makes For Speed on Ford Car

and resultant quick pick-up the Rajo is declared to increase gasoline mileage considerably. Double capacity intake valves, placed in the center of combustion chambers, assures free, unrestricted flow of fresh gas into the cylinder. This design is largely responsible for the marvelous performance of the new Rajo head. Quicker and easier starting is assured by means of a hot spot that circulates hot air from the exhaust manifold through a jacket around the lower end of the intake pipe assuring thorough vaporization of gasoline and preventing condensation.

The spark plugs are located on the opposite side of the head from

valves, making them more accessible and out of the path of the carbon laden exhaust gases.

On Racer Class

The Rajo head salesman of the Western Auto Supply company, commenting on the new Rajo head as compared with the ordinary type Ford head says: "The new Rajo head converts a Ford car into the most powerful and efficient car in the world for its weight. It puts any Ford in the same class as Noel Bullock's Rajo equipped Ford that won

the world's hill climb championship on Labor day, 1922, by "zooming" to the top of Pike's Peak in 19 minutes 50 and 4-5 seconds."

This new head weighs but 15 pounds more than the stock Ford head, and is about 30 degrees cooler running as the cooling system gives complete water circulation around each overhead valve. With his Ford, thusly equipped the owner can experience the joy of shooting up the steepest hills in high gear with-

out pounding or heating; of pulling through deep sand or mud with ease; of passing bigger, far more expensive cars on the open road; of having at his command

all the power that he will ever need and having under control a wonderful flexibility that will enable him to accelerate from 0 to 40 miles an hour within the

distance of a city block." The new Rajo cylinder head is now on display at the Western Auto Supply company's salesrooms this week.

March was the greatest month in Willys-Overland History

Sales during first quarter of 1923 were nearly 3½ times as great as the same period last year

Sales tell the Story!

VICK BROTHERS
High Street at Trade

DRIVE AN OVERLAND AND REALIZE THE DIFFERENCE

At Either End of the Hill



On hills that try the heart of an automobile the 1923 Gardner is at its best, for grades before which many cars will hesitate, serve only to bring out its reserve power and strength.

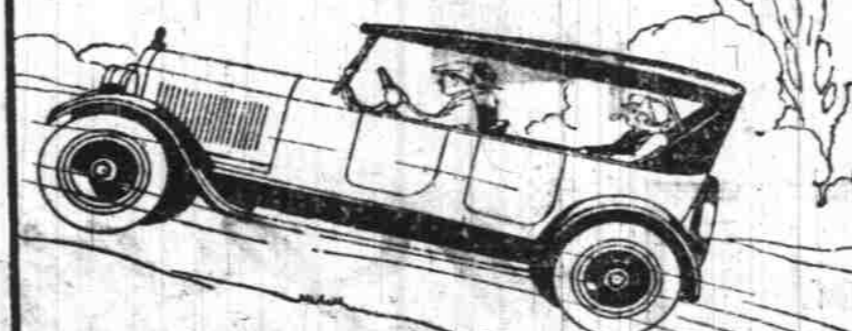
On an uphill run the five-bearing Gardner motor leaps easily from a start to highest speed; it develops its greatest power where the power is needed; it runs under the added load as smoothly and quietly as on a level straightaway.

Or take the downgrade. Here the rugged chassis and improved braking system spell absolute safety and control.

Such tests prove the balanced value that extends throughout the 1923 Gardner. Choose a hill for a demonstration. The story of the guaranteed car is best told on the road.

F. W. Pettyjohn
Auto Co.

279 N. Com'l. Phone 1260



GARDNER
The Guaranteed Car

C-T-C
Tires
Conserve
The Car



Tire-Making History

Experience Only Could Have Built C-T-C Cords

EXPERIENCE—a quarter-century of it—enters into the hand-building of C-T-C Cord tires. The men responsible for C-T-C Cords grew up in the tire-making industry; took part in its progress, its developments, its improvements, occupying the highest technical positions.

One of these men was among the designers of the first cord tire sent forth. Another supervised the entire production of a plant making thousands of tires daily. To another is credited the improved processes of many tire-making plants in this country and abroad.

The culmination of that experience—experience which includes every operation in fine tire making—centered in building the most improved plant in America—right here in the northwest; in providing the most improved tire-making processes; in assembling the finest materials obtainable, and in building the stancher, stronger, more serviceable C-T-C Cord tire.

C-T-C Cords are improved in design and construction from the extra-powerful head, more durable sidewalls, to the heavily buttressed, wear-resisting, non-skid tread—and can be driven with 30% lower inflation than prescribed for ordinary cords—yet giving extra long-distance mileage, while taking the bumps out of riding and the road shocks from the car.

C-T-C Cords 30x3½, to 35x5; Fabrics 30x3 and 30x3½ only. C-T-C Inner Tubes are the heaviest, strongest standard tubes on the market.

COLUMBIA TIRE CORPORATION FACTORY BRANCH,
Carl E. Hultenberg, Branch Manager
477 Court Street, Salem, Oregon
Dealers Throughout the Country

Columbia Tire Corporation
PORTLAND, OREGON.

General Sales Offices: Broadway and Burnside
Factory: Columbia Blvd. and Mississippi Ave.

Studebaker

The well-built car and the poorly constructed car look very much alike on the salesroom floor. Paint and varnish can cover a multitude of weaknesses in closed car construction.

But you can't ride on the paint.

The superior product begins to prove itself on the first day of use and strengthens its proof every day thereafter. At the end of a year the one car is ready to be traded in at a big depreciation. The Studebaker

may not even need a fresh coat of paint.

In a Studebaker Sedan the quality is built into the job. The body will not begin to rattle or squeak after thousands of miles of hard usage. It will continue to be comfortable and easy riding and will present a fine appearance month after month as when new.

Studebaker's quantity production of cars of quality is responsible for the low price of this Sedan.

Four wide-opening doors. Eight-day clock. Quick-action cowl ventilator. Attractive coach lamps. Heater. Mohair velvet plush upholstery. Glare-proof visor and windshield cleaner. Thief-proof transmission lock. Dome light

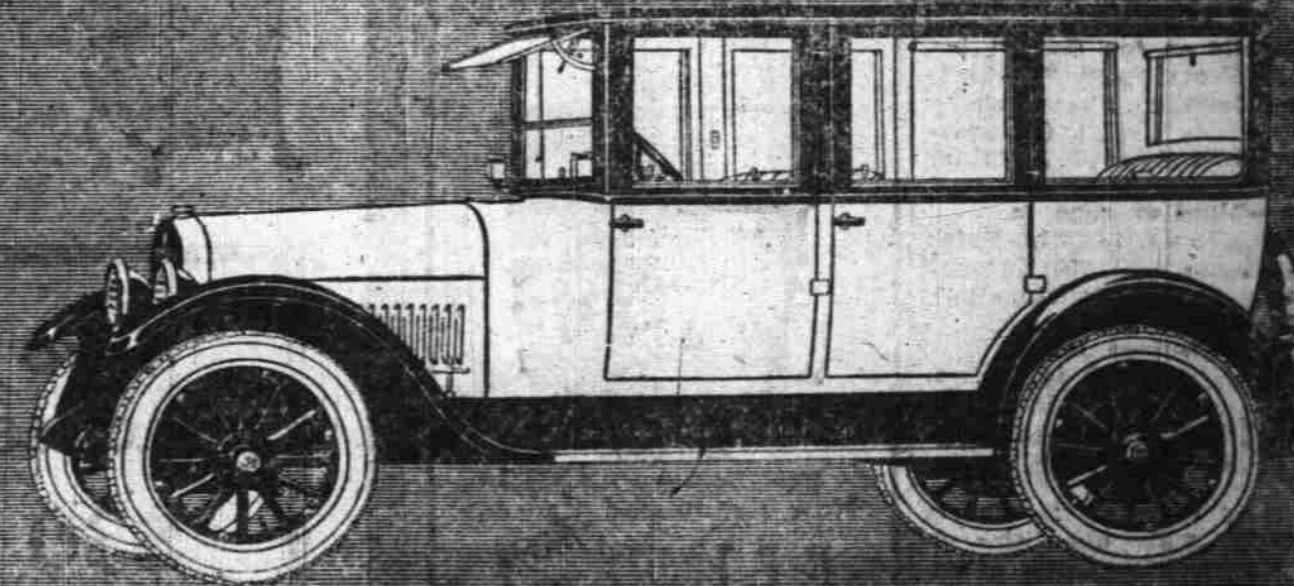
MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX	SPECIAL-SIX	BIG-SIX
5-Pass., 112" W. B., 40 H. P.	5-Pass., 117" W. B., 50 H. P.	7-Pass., 125" W. B., 60 H. P.
Touring..... \$ 975	Touring..... \$1275	Touring..... \$1750
Roadster (3-Pass.)..... 975	Roadster (2-Pass.)..... 1250	Speedster (5-Pass.)..... 1825
Coupe-Roadster (2-Pass.)..... 1225	Coupe (4-Pass.)..... 1875	Coupe (4-Pass.)..... 2400
Sedan..... 1550	Sedan..... 2050	Sedan..... 2750

Terms to Meet Your Convenience

MARION AUTOMOBILE CO.

225 S. Commercial St. SALEM (Open Day and Night)

Phone 362



THIS IS A STUDEBAKER YEAR