

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES—BICYCLES—ACCESSORIES

GARDNER SHOWS GREAT ECONOMY

Gardner Four Beats Every-
thing in it's Class in Econ-
omy Run, Second Time

Averaging 28.3 miles to the gal-
lon of gasoline, and using but one
pint of oil and two pints of water
over the entire 360-mile trip, the
Gardner Four won the first place
W. Pettyjohn, local dealer.

This is the second time within
three years the Gardner has won
cup in its class 3-E in the seventh
annual Los Angeles Yosemite Val-

ley Economy Run, according to
information just received by F.
the classic. The car was piloted
by A. S. Roberts, the same driver
who won the event in 1921. Not
only this, but the Gardner took
fourth in the grand sweepstakes
for all classes, being the lowest
priced car to place. The car
averaged 49.92 ton miles per gal-
lon of gasoline. Ton mileage is
determined by multiplying the
gross weight of the car in tons
by the number of miles traveled
and dividing by the number of
gallons of gasoline consumed.

The country through which the
contestants drove varies in ele-
vation from sea-level to 6899 feet.
Including as it does some of the
most tortuous climbs in the coun-
try, the route is well chosen to
test the stamina, flexibility and
power of a car as well as its econ-
omy of operation. Many of the
hills are 15 miles long and are

"More Miles Per Car"
Ray McNamara's
Tips for
SUMMER
Trips

BWARE OF MISINFORMATION

To those contemplating a long
cross-country tour this summer,
there are several very important
subjects in connection with pre-
paring the car, that were pur-
posely omitted from our spring
house-cleaning series. These will
be covered in the near future.
Since the first thing a prospec-
tive tourist thinks of is route in-
formation, we will deal with that
immediately.

Above all, do not gain a false
impression of road conditions. It
is perfectly natural that the spon-
sors of various trails across con-
tinent will exaggerate the desir-
able condition of their respective
routes. However, every man
forms his own conclusions from
experience, and if he is told
through newspapers and maga-
zines that a certain route is im-
proved throughout its length, and
selects a particular route on the
strength of this information, he
is a dissatisfied customer, if prom-
ises are not fulfilled.

Recently an article came to my
attention in the automobile sec-
tion of a Sunday newspaper. It
was dated Washington, April 21,
discussing improvement along the
Lincoln highway. The heading
in large black type read: "The
Lincoln Highway 90 per cent
paved." Having crossed the Lin-
coln highway last summer, I
knew this statement was false.
However, since I acted as polit-
on the first path-finding tour for

12 to 23 per cent grades.

Starting in front of the Los
Angeles Automobile club, where
all cars were carefully checked by
judges, the road leads to Fresno,
then winds up through Herndon
and Madera, through Raymond,
1000 feet higher, Grub gulch, at
an altitude of 2600 feet, passes
Miami lodge at an elevation of
4000 feet, on through Fish Camp
and Wawona, passes the Big Trees
and up the steep pitch to China-
quapin, 6250 feet, and then down
into Camp Curry in the Yosemite
valley, the end of the trip.

the sponsors of the Lincoln high-
way in the summer of 1913,
when a group of prominent citi-
zens from the Hoosier state
preached good roads and pioneer-
ed the Lincoln highway name in
the small and large hamlets on
the first route proposed from In-
diana to California, I am therefore
keenly interested in activities
along the present route. I read
the entire article in question, as
any prospective tourist might
and found the "true" meaning of
the heading was in the last para-
graph, which read in substance,
"90 percent from New York City
to 45 miles west of the Missis-
sippi River."

To car owners in our great
farming states of the west and
south, there is little to be said
concerning dirt roads, except vote
for paved and gravel surfaced
roads, when you get a chance.
They will more than pay in the
long run. However, to the tour-
ists accustomed only to city
streets, or those living in Calif-
ornia and east where countless
miles of improved roads prevail,
a new thrill is in store for them
when meeting with a sudden
summer shower on a perfectly
crowned dirt road, or when cross-
ing some of the dirt and adobe
flats in the desert valleys.

Road conditions might be
summed up briefly as follows for
trans-continental touring:

From Atlantic ports north of
the Carolinas on the Lincoln high-
way, and the National Old Trail,
the tourists will find good paved
roads with few exceptions to Clin-
ton and Davenport, Iowa, on the
former route, and to St. Louis, Mo.
on the latter route. Also many
optional routes can be taken east
of Chicago and Cleveland; for in-
stance, Boston to Albany, Buffalo,
then through Canada and Detroit
to Chicago, or from Buffalo to
Cleveland and Toledo west. Other
popular and desirable routes are
New York to Albany, Buffalo and
the west, or New York via Elmira
and Binghamton to Buffalo.

Tourists from northern Atlantic
ports can jog down to southern
California routes on good paved
roads in Illinois from Chicago to
St. Louis and from Cleveland and
Toledo via Indianapolis to reach
the Old National road.

Tourists from southern Atlantic
ports; Florida, Georgia and
Carolina can take the short cut
via New Orleans. However, the
roads will not average up as good
as northern routes east of Texas.
From Chicago and Mississippi
river diverging points to the
Rocky Mountains, the principal
trans-continental trails average
up about the same, except in the
case of the Lincoln highway across
Iowa, which has a good edge on
the other routes, approximately
100 miles of gravel and some hard
surface stretches. The other
route through Iowa compares very
favorable with some gravel and
pavement and good graded dirt
roads.

The trails from Chicago to Min-
neapolis and the northwest are
desirable routes, if Seattle and
Portland is your destination. How-
ever, for early summer touring,
Snoqualmie pass, through the Cas-
cade mountains, west of Spokane,
is usually under snow until after
the middle of June. Tourists can
reach Seattle earlier via Portland
route from Spokane.

The Lincoln highway from Reno
to San Francisco was not open
until the last week in July last
year (the writer had to ride a
huge snowdrift to get through on
June 23, 1922.) However, the
coast can be reached by touring
via Ely, Tonopah and Goldfield,
Nevada, west of Salt Lake City.

For early summer touring
tourists should follow the Santa
Fe trail west of Kansas City, or
the El Paso route. The former
is a good graded trail throughout
its length, with very few excep-
tions, and easy grades through the
mountains.

Consider the above information
thoroughly before touring too far
west in the early summer. I have
met tourists waiting weeks for
roads to open over the Sierra Ne-
vada mountains at Reno, on the
east slope, and Colfax, Cal., on the
west slope, and I personally have
had to detour several hundred
miles to get around this pass on

early spring tours. Therefore, re-
member that on the northwest
routes you can get through earlier
on the Spokane to Portland route,
and from Salt Lake City on the
Goldfield and Las Vegas routes,
while the routes through New
Mexico and Arizona are pretty
much all year routes.

After several more articles on
cross-country and trans-contin-
ental touring we will discuss short-
ly trips, vacation jaunts and week
end and family trips.

For the Owners' Scrapbook.
Last week—Before starting on
tours clean your fuel system.
Next week—A subject of spe-
cial importance.
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Walsh Syndicate.)

OUTPUT RECORD IS ESTABLISHED

Establishing the greatest out-
put record in its history, the Oak-
land plant of the Chevrolet Mo-
tor company on Tuesday, June 26,
shipped to Chevrolet dealers 373
passenger automobiles.

Shipments from the big Oak-
land factory were made both by
rail and a series of big dealers'
drive-aways. The rail shipment
during this one day, included 75
solid carloads of passenger cars
going to the various dealer organ-
izations throughout the entire Pa-
cific coast region.

A notable feature was the big
dealers' drive-aways of closed
models. During the period from
9 a. m. until 5:30 p. m., 76 closed
models, including sedans, sedan-
ettes and utility coupes were driv-
en away from the plant by dealers
in the coast territory. Another
unusual feature of this day's big
business was the fact that of the
total shipments for this day, 165
sedans and 42 utility coupes were
included.

The increasing popularity of
closed cars was conclusively dem-
onstrated by the great percentage
of closed models included in the
carload shipments from the fac-
tory, and another evidence of the
widespread and increasing de-
mand for closed models is to be
found in the fact that all of the
drive-aways from the Oakland
plant were closed models.

While this one day's shipment
of automobiles established a new
record in production and ship-
ment for the Chevrolet plant at
Oakland, the demand for this pop-
ular priced, fully equipped auto-
mobile has grown far in advance
of the manufacturing facilities.
The Chevrolet Motor company is
operating a number of extensive
plants at full capacity and have
recently erected three additional
factories in eastern cities; still,
the demand for Chevrolet is far
in excess of the supply all over
the United States.

Out here in the Pacific coast
territory all Chevrolet dealers are
experiencing a great deal of diffi-
culty in securing sufficient cars
to supply the demand, and in
many instances dealers have or-
ders booked for from 60 to 90
days in advance of the manu-
facturing schedule.

STUDEBAKER IS VERY POPULAR

Big Shipment of Light Sixes
Leaves Plant for Delivery
to Eastern Dealer

A solid trainload of Studebaker
cars, consisting of 120 Light-Sixes
has just been shipped from the
big Studebaker factories at South
Bend, Ind., to the Studebaker
Sales company of Newark, N. J.

This shipment is unusual in two
respects. First, the entire 120
cars have been sold at retail and
will be delivered to waiting buy-
ers just as soon as unloaded. And
second, it is believed it represents
the largest shipment to one dealer
of a single model of car in the
\$1,000 class ever made by a man-
ufacturer.

This gives fresh evidence of the
insistent demand for the Stude-
baker Light-Six that exists in the
metropolitan district of the east
just as it does throughout the
country.

"It is not surprising that these
experienced metropolitan motor
car buyers should create a tre-
mendous demand for the Studeba-

ker Light-Six," according to the
Marion Automobile company, local
Studebaker dealer.

"To the majority of these pur-
chasers, price is a secondary con-
sideration. They demand a qual-
ity motor car—rugged construc-
tion, dependability, reliable per-
formance, thorough comfort and
handsome appearance.

"The territory covered by the
Newark dealers includes many of
the fashionable suburbs of New
York city. Thousands of New
York business men make their
homes just across the Hudson
river in the New Jersey suburbs,
which constitute one of the most
(Continued on page 5)

NOW'S THE TIME TO

"BUY A BIKE"

We have all sizes at a
price for every pocket-
book.

Parts and Repairs

LLOYD E. RAMSDEN

387 COURT



C-T-C
Tires
Conserve
The Car

30% Lower Inflation
To be able to safely carry 30%
lower inflation in C-T-C
Cords than so long insisted upon
for ordinary cord tires is the most
striking proof of the great quality
in these cords.
It is also the most striking feature of
the serviceability ever afforded, for
lower inflation, without injury means
saving in the costs, saving in car up-
keep and greater riding comfort.
C-T-C Cords are more powerful, more
durable as a result of better materials
and the highest skill in hand-workman-
ship.
Columbia Tire Corp., Factory Branch, Carl E.
Hilgenberg, Branch Mgr., 477 Court St., South
& Washington, Federal Tire Service, Vick Bros., Inc.
Jorgensen. Other Dealers throughout Country.
Columbia Tire Corporation
Portland, Oregon.

Coupe for Two \$1390
Quality-built throughout. Steel-unsheathed body,
permanently welded, beautifully finished. Wide,
full-vision windows. Two large storage compart-
ments. Rear-view mirror. Windshield cleaner.
Snubbers. Viscor. Non-skid cord tires. Com-
pansions prove its superior worth.

Order Your Coupe NOW Our Allotment Is Limited

You can still get reasonably prompt delivery on this Coupe
for Two by placing your order now. For only \$1185 you can
still get a car that is without serious competition in its field.
A car of inbuilt quality and of dignified appearance that will
worthily represent you upon any occasion. A car with a six-
cylinder engine carrying a 15,000 mile performance guar-
antee. A car that has won the most important national Econ-
omy and Endurance contests. A car wherein quality and
dependability are conclusively proved on the basis of "known
mileage". You can purchase this, or any other Oakland
model, on Oakland's liberal Special Payment Plan.

Roadster \$1170 Touring Car \$1190 Sport Roadster \$1350 Sport Tourer \$1370
Coupe for Five \$1860 Sedan \$1765 All prices f. o. b. Salem, Oregon

VICK BROTHERS
HIGH ST. AT TRADE

Oakland "6"



BICYCLE TIME

Is here—Get that old wheel
in condition now—Buy new
tires at our special bargain
prices.

Guaranteed Tires

\$1.75
And Up

Harry W. Scott
"The Cycle Man"
147 So. Com'l St.

STUDEBAKER

The Studebaker Light-Six
was designed by Stude-
baker engineers and man-
ufactured completely in the
NEW STUDEBAKER
PLANTS AT SOUTH
BEND, IND., which are
noteworthy in design, size and
equipment for efficiency and
economical manufacture.
The South Bend Plants
contain 4,875,000 square
feet of floor space.
They employ 12,000
persons.
They cost \$33,250,000.
The South Bend Forge
Plant cost \$4,000,000,
which alone is more than
the total assets of many
automobile companies.
And then there are:
The machine shops,
which cost \$7,000,000.
The stamping plant
which cost \$4,000,000.
The power plants which
will cost over \$2,000,000.
The power plants which
cost \$2,500,000.
The assembly and stock
plants which cost \$5,000,
000, as well as closed and
open body plants, spring
shops, etc.
Studebaker plants, in
cost and size, are the
most largest of the world's
automobile plants.
Studebaker is the second
strongest financially of the
automobile manufacturers
of the world.
These facts show why it
is possible for Studebaker
to produce the Light-Six—
a truly remarkable car—
and sell it for less than a
thousand dollars.
In actual car value per
dollar of price the Light-
Six is in a class by itself.
No prospective buyer of an
automobile should decide
on anything until he has
seen and driven this car.
It is backed by a corpo-
ration with \$85,000,000 of
actual net assets and a re-
putation for honest
product and fair dealing.

**Vast Resources Make Possible
High Value at Low Price in
Studebaker Light-Six**
Studebaker's vast resources are utilized to man-
ufacture (not assemble) the Light-Six complete in
the newest and most modern large automobile plants
in the world.
The Corporation's resources, consisting of
\$85,000,000 of actual net assets, including \$45,000,
000 of plants, make it possible for Studebaker to
offer a six-cylinder car, at less than \$1,000, that is
emphatically superior in design, construction, per-
formance, comfort and dependability, to any car
within hundreds of dollars of its price.
By complete manufacture, Studebaker not only
guarantees the quality of each part, but saves the mid-
dleman's profits, with the result that no other make
of car ever built, by anyone, at any price, represents
so great a dollar-for-dollar value as the Light-Six.
Evidence of its mechanical superiority is found in
its practical freedom from vibration. This is accom-
plished by the perfect balance of the motor. Perfect
balance is obtained largely through the complete
machining of all surfaces of the crankshaft and
connecting rods. This requires 61 precision opera-
tions.
This method is followed exclusively by Studebaker
on cars at this price. In fact, very few other cars
have this feature, and their prices are from three
to ten times as great as that of the Light-Six.
It is significant, therefore, that the sale of more
than 80,000 Studebaker cars during the first six
months of this year broke all records.
Buyers are justified in expecting more for their
money in a Studebaker than in any other car.

Power to Satisfy the Most Exacting Owner

MODELS AND PRICES—f. o. b. Salem		LIGHT SIX		BIG SIX	
5-Pass., 119" W. B.	50 H. P.	5-Pass., 119" W. B.	40 H. P.	7-Pass., 126" W. B.	60 H. P.
Touring	\$1525	Touring	\$1190	Touring	\$2040
Roadster	\$1495	Roadster	\$1190	Speedster	\$2130
Coupe	\$2295	Coupe-Roadster	\$1450	Coupe	\$2055
Sedan	\$1795	Sedan	\$2375	Sedan	\$3155

Terms to Meet Your Convenience

MARION AUTOMOBILE CO.
PHONE 362. OPEN DAY AND NIGHT 235 S. COM'L.
THIS IS A STUDEBAKER YEAR