

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

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

IMPORTANT POINTS IN CONNECTION WITH TIRES

On account of bad and poorly marked roads, lack of touring information etc., 10 miles per day was considered a fair daily schedule over a long tour 20 years ago.

About 17 years ago it was my pleasure to participate in a Reliability Contest, staged by a manufacturer of high priced cars which amounted to 100 miles per day for 100 consecutive days. This to the experienced men was not so much of a days run, but since the 6,000 miles were to be made without mechanical trouble, this average was sufficiently strenuous for cars of that vintage. However, contrast this with some of

my more recent contributions towards my million touring miles mark. Ten years later with a car costing less than one fifth as much I turned an even 10,000 miles in one month of touring over California's wonderful roads, which included a race against the "Lark" the fastest train between Los Angeles and San Francisco for eight consecutive nights, beating the train seven out of eight, which amounted to approximately 450 miles a night.

The 10,000 miles also included a world's record, at that time, for one days touring with four passengers, approximately 750 miles, Los Angeles to San Diego over the Shore Route, returning the inland route was the first lap of the big day on which the Chancellor and

OKLAHOMA'S NEW POET LAUREATE.



Violet McDougal, the newly appointed poet laureate of Oklahoma. Her verse is known to magazine and newspaper readers all over the country. She is 24 years old and has had verses printed every year since she was 16. Her poetry is not wild, and lacks the raw and rugged style Easterners would expect from her State. Miss McDougal is in New York on her first visit. Her home is in Sapulpa.

Lyon's trophy was won by one minute. The second lap was to Bakersfield and return over the famous Ridge Road, then Santa Barbara and back, elapsed time 23 hours and some odd minutes.

The above tours are merely mentioned for comparative purposes; 10,000 miles in 100 days without trouble was good performance 16 years ago, considering the standards of mechanical excellence, design, goodness of tires, roads, etc., for a car costing upwards of \$3200. Yet I found it less nerve strain, physical effort and cost to turn 10,000 miles in a month 10 years later with a popular priced car for the following reasons:

The tires available for use in the early days were about one-half as good and reliable as the present day cords. Clincher tires without demountable rims meant long road-side delays to change tubes and a lot of physical effort to pump the tire up. Also cars were undertired (tires not large enough.) It required about three sets of tires on the 10,000 miles, in 100 days, and many weary hours along the road to change them. While on the 10,000 miles in one month, with Cord tires, I never

(Continued on page 5)

OAKLAND MOTOR ECONOMY KING

Remarkable Economy Is Shown in Recent Trials of Stock Model Cars

On the Pacific coast the Oakland motor car has been termed by the newspapers "Economy King."

This title has been acquired by twice in succession winning the contest from Los Angeles to Camp Curry Economy Run over every type of mountain and valley roadway.

Both in 1922 and 1923 the Oakland car not only won the prize cup for its class but also the sweepstakes cup. This last year it practically walked away from the other cars, setting up three new records for this event which officials believe will not be broken for years—36.92 miles per gallon of gasoline, 65.05 ton miles per gallon in the sweepstakes and 65.17 ton miles in its class.

In explaining the reasons for the economy of the Oakland car in the contests and in general use, Benjamin Jerome, chief engineer, declares that proper design and careful workmanship are the basis of the remarkable records made by this car.

"The car is a Light Six which means small cylinder displacement and consequent economy of fuel," he states. "It has a specially built carburetor and manifold which gets the most out of the gasoline."

"Just push the car on the showroom floor or on the street and you will note that it rolls easy. This free rolling indicates that all the parts are finely coordinated, that the bearings are properly designed and fitted and that the brakes do not drag."

"The stock car that the pilot drove in the Los Angeles-Camp Curry run could be pulled by a string around the radiator cap. But the biggest feature that makes for economy is proper design and most careful manufacturing methods—and unless the latter is watched carefully all the designing in the world could not produce a truly economical car."

BRAZIL'S FUEL IMPORT

RIO DE JANEIRO, July 14.—Although the greater part of Brazil lies within the tropics, one of the greatest problems involved in the country's economic expansion is that of fuel supply. In 1922, according to official figures published here, Brazil spent approximately \$27,000,000 on imported fuels.

The principal difficulty in the way of developing known sources of fuel in Brazil at present is the lack of transportation facilities. Coal mined in Brazil now costs more on this market than that imported from England or the United States.

CHEVROLET SALES VERY GRATIFYING

New Agency Shows Splendid Results During First Sales Period

Among the new automobile concerns operating in Salem, is the Newton-Chevrolet agency less than six weeks old, with sales room and supply stock at 227 High St.

G. L. Newton, manager, and formerly of Spokane, Washington, is an enthusiastic booster of Salem, and incidentally the Chevrolet car. He states that the first month's business carried a record of 47 sales, and that a car shortage prevented that record from going up to 75 deliveries.

The Chevrolet is steadily gaining in popularity, as the sales chart from different parts of the country show, and this year is expected to establish new figures in factory output and field sales.

The new model machine is meeting with increased demand, and wherever a new car is sold, it automatically brings in customers for another car. Few machines having this remarkable record, but the Chevrolet seems to be just what car owners want who are in the market for a medium priced car, that will deliver high priced car service together with the beauty and quality of higher priced makes.

Tourist park registrations show that this year the number of Chevrolets that are being used by tourists out number by far that of any past year, and the tourist season actually has not reached its "peak" from the viewpoint of numbers of cars enroute, but using the present figures as a base it is reasonable to calculate that when the height of the touring season is on, there will be more than twice as many Chevrolets carrying tourists this year than ever before. This is a big boost for Chevrolet, as the needs of the tourist are such that not all cars by any consideration will meet the requirements of the "gasoline gypsy."

Mr. Newton has on display in the sales room at present most of all the various styles of the latest model Chevrolet.

MAXWELL MOTORS HAS PROSPERITY

Director of Service Visits South and Finds Interesting Conditions There

A. T. Stanton, Director of Service, Maxwell Motor Corporation and Chalmers Motor Car company, recently returned from an extended trip in the south, reports a lively business by Maxwell and Chalmers dealers visited.

"Notwithstanding apprehension as to the cotton crop in Georgia and South Carolina," Mr. Stanton

stated, "there is no let-up in sales."

"Florida dealers particularly are enjoying a truly remarkable closed car business. At no point did I find any accumulation of used cars in the hands of our dealers."

"I gained two very definite impressions during my trip. "One is the solid mass of faith, loyalty and confidence in the new Maxwell-Chalmers manufacturing and sales organizations as well as a keen appreciation of the earning power of our franchise."

"The other impression is that the Maxwell Flat Rate Guaranteed Service plan has been as eagerly and as readily accepted by the small dealer as by the large one. This occasions no surprises because the system is laid out in such a simple and thoroughly workable manner as to immediately effect shop economies, produce legitimate profits and directly increase new car sales."

Wood Alcohol Has Victims Where Bootlegging Is Not

BERLIN, July 14.—Wood alcohol has claimed the lives of at least 18 German drinkers within the past few months, although neither prohibition nor bootlegging prevail here. This type of spirits is used widely in industry and science, and the victims have been laborers who believed they were getting cheap drinks by consuming small quantities of the liquid that remained in tank-cars after unloading.

At Hamburg some time ago a large number of harbor truckers became seriously ill from drinking wood alcohol and 10 of them died. A few days ago five more victims were reported from Prussian Silesia, and three from Berlin-Grünwald.

Repeated warnings have been issued by employers and authorities against the deadly and blinding effects of the chemical as a drink.

Hey, Fellows!

Better see if dad won't get you a bike right now so you can be with the gang when they go fishing or swimming.

Heaps of Fun—and Gee, But They're Cheap

LLOYD E. RAMSDEN
387 Court St.

BE SAFE

RELINE YOUR BRAKES

We have just secured a new brake lining machine with which brakes can be relined without removing them from the car. Let our expert mechanics reline your brakes and insure yourself the greatest possible safety at the least possible cost.

Five mechanics of over eight years' experience.

Marion Automobile Co.

OPEN DAY AND NIGHT

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1922 Maxwell Has the Greatest Resale Value

NATIONAL USED-CAR REPORT

Published by CHICAGO AUTOMOBILE TRADE ASSOCIATION Chicago, Ill.

Thirty-Sixth Edition

Present Pacific Coast Prices	Make of Car	Average Resale Value on 1922 Models Pacific Coast
\$1050.00	MAXWELL	\$690.00
\$1225.00	Essex	\$675.00
\$1190.00	Studebaker (light six)	\$650.00
\$1075.00	Buick (4)	\$620.00
\$1065.00	Dodge	\$620.00
\$1065.00	Durant (4)	\$600.00
\$1210.00	Gardner	\$600.00
\$1215.00	Oakland (6)	\$483.00

NOTE—The lowest priced car in its class has the highest resale value. There must be a reason. The MAXWELL does and always will offer the public the greatest value for their money.

The above statement is taken from the famous BLUE BOOK (zone No. 12) publication of the Chicago Automobile Association based upon actual figures furnished by automobile dealers of the Pacific Coast, who have submitted to this association actual prices received for these cars during the past six months.

Any dealer in automobiles will show you these figures on application

OSCAR B. GINGRICH MOTOR CO.

371 Court Street

SALEM, OREGON
SUBSCRIBED AND SWORN TO BEFORE ME THIS 14TH DAY OF JUNE, 1923.

(Signed) MARK POULSEN,
City Recorder, Salem, Ore.

I have personally examined the records of the Chicago Automobile Trade Association and have found the above statement to be correct.

(Signed) MARK POULSEN,
City Recorder, Salem, Ore.

Original on file at Oscar B. Gingrich Motor & Tire Co.

C-T-C
Tires
Conserve
The Car

Save Road Shocks
HEAVY tire inflation passes the road shocks back on the car—causing too much upkeep expense and rapid depreciation.
C-T-C Cords are more powerfully hand-built of better materials to safely carry 30% less inflation than so long insisted upon for ordinary cord tires.
That is why the beautiful custom-built appearing C-T-C Cords will give you extra long-distance mileage at far lower cost.

Columbia Tire Corp., Factory Branch, Carl E. Hultenberg, Branch Mgr., 477 Court St., Smith & Watkins, Federal Tire Service, Vick Bros. Tire Forgemen. Other Dealers throughout Country.
Columbia Tire Corporation
Portland, Oregon.

WILLYS
No Trick Seats
The new Willys-Knight Coupe-Sedan has no folding seats to climb over or squeeze between. Instead, it has doors both front and rear, offering easy entrance and exit to all five passengers. This superb creation combines engineering excellence with complete, luxurious closed car appointments at a modest price. We know of no Willys-Knight engine that has worn out.

VICK BROTHERS
HIGH ST. AT TRADE

KNIGHT

Coupe-Sedan
\$1865
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PAINTING for SUN RAIN WIND WASHING

You want a painting job that will not fade—that will withstand the effects of the elements—that will stand up longest to washing. Better have US then paint your car. WE don't skimp on number of coats, quality of paints and varnishes or in skilled workmanship.

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