RECORD SALES IN STUDEBAKER CARS

More Studebakers Sold in First Six Months of This Year Than Ever Before

Word has just been received by Marion Automobile Co., local Studebaker dealer, of the new record established by the Studebaker Corporation of America for the first six months of 1923, when a total of 31,850 Studebaker cars—all Sixes—were sold.

All Studebaker plants continue at capacity operations and the present output of 15,000 cars per month is insufficient to meet the persistent demand for more Studebakers from every section of the country, which is as great—or greater—than at any time this year.

It is well known that right from the first of the year Studebaker has experienced a demand that has continuously been far in excess of production, although the plant capacity was substantially increased during the spring when a number of new factory units at South Bend and Detroit, on which construction was started late last year, were completed and equipped for production.

While Studebaker sales for the past six years have increased progressively each year, the newest record can be better appreciated by comparisons. The sale of 31,850 cars in the first six months of 1923 shows an increase of 36 per cent over the best previous six months' business in Studebaker history—that of 1922—when a total of 60,053 cars were sold.

Compared with sales for the entire year of 1918, the half-year record of 1923 shows an increase of 243 per cent. It is 108 per cent greater than sales for the full 12 months of 1919. It exceeds the sales of the full year 1920 by 59 per cent and is 23 per cent greater than the sales for the complete year of 1921.

"Studebaker's accomplishment becames even more significent," according to Mr. Geo. P. Griffith manager of the Marion Auto Co., when it is realized that being a large producer, Studebaker is strictly a builder of high quality cars which range in price from $975 to $2750, and in capacity from two to seven pasengers, and that Studebaker manufacturers Sixes exclusively. To us it means that the public wants quality and wants Sixes in ever-increasink numbers. And by providing us with three distince models, Studebaker has enabled us to fit the buyer with the car he needs just as the shoe salesman fits the shoe to the foot, instead of trying to adapt the car to the buyer. There are a number of other reasons why Studebaker has been able to achieve new records year after year. These include:

1. Seventy-one years' experience in the manufacture of high grade vehicles.

2. Continuation of the founder's policies of honest value and integrity.

3. Manufacture of vital parts in own plants, saving the middlemen's profits and insuring the quality.

4. Quantity production methods in which the first and final consideration is quality.

5. The name "Studebaker" which is a household word thruout the world.

6. Organization of able, experienced workers.

7. $90,000,000 of acuual net assets including $43,000,000 of plant facilities."

CLOSED MODELS ARE FAVORITES

An Unprecedented Demand for Closed Cars Has Sprung Up in Past Year

The two outstanding developments of the last year in the automotive industry have been the flattening down of the seasonal selling peaks and the tremendous demand for closed models. Thus W. R. Tracy, assistant sales manager of the Oakland Motor Car company, Pontiac, Mich., analyzes the changing public sentiment which has brought this about.

"While it is true that there may probably always be selling seasons in the motor car industry, the selling season as it was understood in former years is no more," explains Mr. Tracy. "Undoubtedly more motor cars were sold this spring than will be sold in a like period during the remainder of the year, but the percentage of this spring's total sale to the whole year will be considerably smaller than in other years and will grow smaller each year.

"Probably the biggest factor in making the spring selling season a rounded hump rather than a sharp high peak is the sharply increasing sale of closed models—that in addition to the increasing number of improved highways.

"During this last year dealers often sold the largest percentage of their January and February shipments after receiving them, whereas many of them had expected to store them up for the spring selling season. March, likewise, stands out as one of the biggest sales months this year in motor cars. And July, which falls off as a sales month, gives every indication of keeping up strong.

"Closed cars are bought at any and every time during the year because they can be used with the utmost comfort any time of the year. People are buying closed cars today when they want them after they are "sold" on the model of car they wish to buy.

"Just as closed street cars have succeeded open street cars, so closed motor cars are being purchased to a greater and greater extent because of all year round utility—and that is why the automobile selling season now is 12 months in each year."

KITCHEN SHOULD LOOK LIKE WORKSHOP

spaces are considered of great importance. There should be no wide shelves, making it necessary to store some supplies behind others. Shelves which require climbing or stooping, waste time and energy. Open shelves for utensils most frequently used save time.

Several kitchen hints were given by Miss Johnson. Materials and equipment should be close to the place where they are to be used. Paring knives may be kept on a rack in front of the preparing surface, hand towel near sink, cooking utensils near stove. A space for the toes saves much fatigue when standing and working at equipment built to floor. Keep small equipmtnt on hooks near place of use. Keep tools in good condition. Sit at work when possible. Be sure the stool is the right height.

One-fourth of the floor area has been proved to be best for window area. The best results are obtained when windows are placed as far apart as possible. Broad, short windows, built high from the floor are more efficient than other types. The worker should not face a glare of light.

"Floor and working surfaces of non-absorbent material are most efficient," Miss Johnson says. "Linoleum is generally preferred because of ease in keeping it clean and comfort of the worker."

Walls and woodwork should be plain, with a minimum of grooves and molding to catch dust. Clean, light-colored paint such as warm greys, buffs, or other soft, neutral tints, are most practical for both walls and woodwork.

"If these suggestions are carried out the housewife will be saved much time and energy," Miss Johnson asserts.

Well Groomed Woman Careful of Details.

She wears the right thing at the right time; better to be under dressed than over do it

Well-groomed is an adjective which cannot be applied to a woman who neglects details, according to Miss Lila M. O'Neale, assistant professor of household arts at the Oregon Agricultural college.

"The well-groomed woman looks well on all occasions," says Miss O'Neale. "She wears the right thing at the right time and is personally dainty. Her skin, hair and hands are well cared for, her collar and gloves are clean and her shoe heels are straight."

Daintiness and freshness are obtained through physical cleanliness, and Miss O'Neale suggests soap and water as the best cosmetics. The skin, hair and hands can be well kept by giving them 15 minutes of daily care in a rational way—not hours of care one day and none the next.

"No woman is well-groomed who dresses inappropriately" says Miss O'Neale, "and it is much better to be under-dressed than over-dressed. The conspicious woman is usually the one who is overdressed. Put your clothes on for an occasion, then forget about them. The woman who does this is not self-conscious. Her mind is free for other things, and she has charm which she could not otherwise have."

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Numbers of eastern guests have been entertained during the last few weeks in Salem. Two great national conventions of woman's organizations have just completed their sessions in Portland while the National Educational association met also on the coast and brought many easterners to the northwest following its close.

Then the great northwest with its national parks, its lakes and its mountains, the coast resorts and even its everyday times at home are a great attraction to the eastern visitors. Many of the visitors to the recent conventions have gone on to Alaska while many will return through Oregon and California.

Mrs. F. J. Rupert has been entertaining Mrs. Lucy Sterns of Minneapolis, Minn. Mrs. Sterns is a music teacher in the Twin cities.

Vacation time calls at varying times and each week brings the quota of workers leaving or returning from the summer pleasure jaunts.

Miss Ethel Rupert is leaving this week for two weeks' vacation with relatives in Vancouver and Victoria, B. C. She will be the guest of the W. D. Woods family.

Miss Celia Bollman, stenographer in the office of Governor Walter M. Pierce, returned last night from a two weeks' vacation with her family in Tacoma, Washington.

Miss Leah Suing of the Ladd & Bush bank, will begin here vacation today.

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With beach and mountains calling many Salem folk have left during the last few days, many to be gone for the rest of the summer.

Mrs. W. P. Lord with her daughter, Miss Elizabeth Lord and her son, Montague Lord of Manila, P. I., will leave today for Seal Rocks. They will entertain Mrs. B. O. Schuckling and Mrs. A. Gilbert at their cottage there for a few days.

Mrs. Ben W. Olcott and her three boys are spending the summer months at the coast. They will return in September preparatory to their departure for Long Beach, Cal., where they will make their future home.

Mr. and Mrs. George H. Rodgers, and Miss Margaret Rodgers are in Gearheart. Miss Rodgers has just recently returned from New York City.

Mrs. Josie Stewart is a guest at the Rodgers cottage for several days.

Mrs. Rollin K. Page has been spending a few days at Neah-kah-nie.

Mr. and Mrs. J. M. Clifford are spending their vacation at the beach just now.

A party of Salem folks at Newport this week include Mr. and Mrs. Kenneth Legge, Mr. and Mrs. Paul Morse and Mr. and Mrs. Lloyd Lee. They will return this

Mr. and Mrs. Ralph Glover and daughter Maxine, and Mr. and Mrs. G. C. Moir and daughter Jean left last evening for Pacific City where they will spend the week-end.

Mr. and Mrs. William Brown are spending several weeks at their cottage at Seal Rocks.

Mr. and Mrs. Karl Becke spent a few days the first of the week at Tillamook.

And we can distinctly recall that years ago the folks did not invest in automobiles for the reason that they thought they could not afford one.

The American school-teacher has made education popular in the Philippines and so many of the children of that possession are desirous of attending school that the facilities of the islands are seriously overtaxed.

ROADS CONTROL OPERATION COST

A. A. A. Gathers Much Interesting Data Regarding Operation on Roads

Data regarding the cost of operation of motor vehicles in various sections of the country and on various types of road is being gathered by the American Automobile Association and its affiliated clubs at the request of the U. S. Bureau of Public Roads and the National Research Council. This information, it is stated, will be extremely helpful to these two organizations in the general survey which they are making for the purpose of guiding them in carrying forward the road building program of the nation.

The American Automobile Association, according to its officials is sending to each of its 300 affiliated clubs a questionnaire asking the club officials to select interested members operating different makes of cars to cooperate in furnishing this data. These men will keep a record from August 1, 1923 to January 31, 1924 and will then fill out the questionnaire.

The questionnaire is designed to show the type of vehicle used, the manner of its usage, the condition of the roads traveled, the total mileage for the period during which the records, are kept operating charges and the yearly fixed charges including insurance, state license fees and motor vehicle taxes. Provision is also made for showing the average life of tires in miles and the total cost of repairs, overhauling, etc., during the period.

This, it is claimed, is the first attempt to make a national survey whose object is to obtain accurate information on the cost of operation of motor vehicles and will be of great value both in its effects on road construction and on motor vehicle taxation.

President Harding is now a Tall Cedar of Lebanon. He has joined about all the secret societies in the country, save and excepting the Marion (O.) fire company.