

## MANY FACTORS IN POPULARITY

Gardner Enclosed Car Is So Made As to Appeal to the Average Man

In connection with the announcement of a new business coupe, the Gardner Motor company of St. Louis, is pointing out to its entire sales organization the factors that have contributed to the popularity of this type of car, according to F. W. Pettyjohn local distributor.

"A very few years ago," says Russell E. Gardner, Sr., president of the Gardner Motor company, "Automobiles were considered exclusively pleasure vehicles. This condition is changed however, for nearly 90 per cent of all passenger cars are used for business, and 60 per cent of all automobile mileage is for business purposes. For this reason the term 'business coupe' has been coined and is applied to a type of car peculiarly fitted to business use."

"A general utility car, the business coupe is enclosed, and assures the owner comfortable transportation no matter what the weather conditions. The car is easily parked and can be handled without difficulty in heavy traffic. The business coupe's economy of operation appeals to the business man or woman. Because of its economy and convenience a great many men maintain a large car for family use and drive a business coupe to work. It is also interesting to note the number of business women who are driving business coupes."

"The new Gardner business coupe, we feel, is exceptionally fitted to fulfill the need for this type of car. Its 112 inch wheel base and turning radius of only 18 feet make parking and street turning very easy. Its brakes, of especially inverted design will stop the car in 28 feet from a speed of 20 miles an hour. Its clutch requiring but 25 pounds of pressure to disengage it, assures easy handling traffic. There is a luggage space in the rear deck and a handy compartment behind the seat."

"Full Coupe Body with storm proof windshield assures comfortable driving in the most inclement weather; yet ample ventilation secured through ventilating windshield, cowl ventilators and windows in doors and rear of body, all of which lower and raise,



The seven little girls called "The Pepper Pots" making a "Cheer" a really interesting person is one of the high jinks in "The Spice of 1923," the big New York Winter Garden company which comes to the Grand theatre August 13.

Reading from left to right they are Lorraine Lee, Corine Wallace, Thelma Seymour, Gertrude Mackay, Billy Walker, Gunda Thompson, and Alice Harris.

is provided for those desiring the comforts of open car driving. "Then too, it is powered, like all other Gardner models, with the five-bearing crankshaft motor which accelerates from 5 to 25 miles an hour in 7.7 seconds, and it has in hill climbing tests, mastered some of the most famous hills in the country in high gear.

## CHEVROLET MAKES ANOTHER RECORD

Local Agency Has Big Run on Closed Models That Swamps Salesmen

The Chevrolet closed models are gaining in popularity in this district according to G. L. Newton of the Newton-Chevrolet agency. The report as of July 31 shows in stock for the present, no roadsters, no coupes, and no sedans, this meaning in other words that during the month of July all closed models of the fore-

going were completely sold out. All "trade-ins" were sold, too, and the following people are credited with having made the sensational run on the Chevrolet "closed car" models.

Coupes were sold to R. W. Wilson, Salem; W. H. Blair, Marion; T. A. Carotte, Portland; G. R. Glover, Salem; I. B. Williamson, Salem.

Sedans were purchased by J. E. Brophy, Salem; E. T. Yocom, Salem; Rev. W. W. Long, Salem; E. M. Turner, Astoria; L. Bechtel, Salem and Charles Eppley Salem. Eleven closed car sales from the one agency is an enviable record and it has been stated by several persons that without doubt represents the largest single month of closed car business ever done in Salem by any agency.

Aside from making the above record the Newton agency were out of cars for the first two weeks of July, thereby really making the listed deliveries in less than one month.

R. C. Morrison salesman for the Newton house, was winner of the local salesmanship campaign prize offered for the largest number of sales made. There were three other salesmen in the race

against him, but he was an easy winner.

During this phenomenal stampede of closed Chevrolet buying, several unusual events transpired as in one case where a tourist enroute with regulation camping equipment pulled up to the agency drive way, and asked if they had any new Chevrolet's in stock. He was told there were a few models on the floor, and promptly the tourist ordered a closed car driven out, and tendered his check, the whole deal taking less than 30 minutes of time.

A lady rode up from a nearby valley town on the street car, and rode back home in a new Chevrolet touring car, after spending less than four hours in town. The car was purchased from the Newton agency.

Chevrolet is satisfying the buyers of cars who seek comfort, beauty and economy in a machine that is priced within the reach of everyone.

The report that the North Pole has melted seems to be slightly exaggerated. The North Pole, you will recall, is where Doc Cook did not go at the time he said he was there.

## PLANTS OPERATE FULL CAPACITY

Studebaker Corporation Is Making Cars as Plentiful in U. S. as Mosquitos

The plants of the corporation operated at capacity in the second quarter. 43,680 cars were sold, against 37,252 last year. He net profits after taxes were \$7,200,202.98 (9.4 per cent on common stock) against \$7,086,552.38 last year. The higher prices which prevailed up to the time reductions were made August 1st last year explain the relatively smaller net profits of this year. 81,891 cars were sold in the first six months of this year, against 60,053 last year, with net profits of \$13,371,174.12 against \$11,156,401.07.

Manufacturing operations of all plants are at capacity, with 41,000 cars scheduled for production in the third quarter. The remarkable interest and sales demand resulting from the nationwide announcement on the 22nd inst., of the 1924 Model Studebaker cars insures the absorption of capacity output indefinitely. Despite the lugubrious predictions of a prominent chart reader and prophet widely circulated quite recently, the automobile business is the liveliest prospect in the United States today. There is no over-production of automobiles, but there is an over-production in this country of fearful opinions and impressions by professional prophets, pessimists and critics. These destructive forces, working against the productive forces of the country, undermine confidence in business and scare some people into inaction or undue caution, which leads to unemployment. Facts and not opinions and impressions are what we need, but unfortunately, there is an acute shortage of facts. Concerning the motor vehicle industry, the facts are that the value of its 1923 production to date puts it in second if not first rank in American industry, and it will hold this position for the rest of the year and probably indefinitely. \$1,500,000,000 of capital is invested in the automotive industry, and over 300,000 people are directly employed by it. It is also one of the biggest consumers of raw material and one of general industry's best customers. Business generally, therefore, cannot be prosperous in this country unless the automobile business is prosperous, and this fact might well be appreciated once for all. With the railroads, it provides transportation and distribution, which next to production, are our greatest economic necessities.

Payments under the plant expansion program and current betterments of the corporation to the extent of \$3,022,967.87 were made out of profits during the six months ending June 30th, and \$650,000 of preferred stock was also retired. The cash position of the corporation was increased, and inventories increased, despite the increased volume of operations.

A. R. ERSKINE, President.

## Plan New Investigations To Abate Smoke Nuisance

PITTSBURGH, Aug. 4.—The smoke investigation begun by the Mellon Institute of Industrial Research, of the University of Pittsburgh in 1912 and temporarily concluded in 1914, will be resumed immediately under the direction of Dr. Harry B. Meller, who has resigned as dean of the school of mines, to take up the work.

Systematic surveys of smoke conditions in Pittsburgh, Chicago, Cleveland and other industrial cities will be carried on. They will be made up of comparative analysis, smoke, dust, and soot

contaminations; research into the manufacture of "smokeless" fuel by especially low temperature carbonization of bituminous coal, and investigation of physical means of abating the smoke nuisance, with particular reference to electrostatic precipitation of smoke.

The survey work has been started with the installation and operation of apparatus for the determination of the smoke content of the air. This phase of the investigation will be continued for a considerable period in a number of cities at the same time. Bulletins will be issued in order that the public may be informed.

## Sugar Will Bring Many Millions to Hawaiians

HONOLULU, Aug. 4.—"King Sugar," monarch of Hawaiian products, will pour approximately \$70,000,000 into the territory this year, an increase of almost 40 per cent over the gross return from this product last year, according to the estimates of prominent planters.

All except a few mills in the territory have completed their grinding for the season, and the combined output is certain to exceed 500,000 tons, a decrease of approximately 100,000 tons, from the production of last year, which is laid to the plantation laborers' strike of 1920, when most of the 1923 crop was planted.

The average price for last year's crop, however, was \$92.96 a ton, as compared with this year's estimated average price of between \$130 and \$140 a ton.

Planters here have pointed out that the value of the Hawaiian sugar crop approximately equals the production of silver in the United States, which usually averages between \$50,000,000 and \$60,000,000 annually, although it rose in 1915 to \$77,036,170.

With the large increase in the sugar income, it is estimated that Hawaii's exports to the mainland United States this year will aggregate \$100,000,000 as the pineapple pack will bring \$25,000,000 and other miscellaneous products approximately \$5,000,000.

Gipsies are supposed to be of Egyptian origin, but now, since they are equipped with Fords they can come from anywhere.

## STRIPPED GEARS CAN BE AVOIDED

No Novelty to Hear Grinding When Careless Driver Starts His Engine

(by ERWIN GREER, President of Greer College of Automotive Engineering, Chicago.)

There is nothing more exasperating to the motorist that that horrible sound which tells a story of stripped gears.

It is not in the permanent mesh gears, where shaft motion is turned into axle motion that the trouble comes. If the rear axle gears are properly set and packed, they should never make any trouble. But it is in the shifting gears of the transmission, where gears come into mesh at varying rates of speed and with the number of revolutions, load and several other things to complicate the situation, that there is wear and tear. It would not be so bad if there were only wear. The wear is what raises havoc.

It is no novelty to hear a grinding or clashing within a car when a carefully driver starts or when he changes from one speed to another. If such a driver knew what was going on inside of it when this unseemly noise occurs, he would hire a chauffeur or else take a few lessons in automotive mechanics to learn how not to abuse his machine in this way. If the driver were a chauffeur and the owner knew what such a noise meant it is likely the chauffeur would be sent to school or be out of a job.

When the car is standing, the engine is running in neutral and no gear on the transmission shaft is engaged. To start, it is customary to disconnect the engine by disengaging the clutch and to move the lever so that the gears that give the slowest speed will engage. Once the car is under way and it is desired to increase the speed, the lever is shoved forward, moving the transmission gears forward until the gears that give second speed are engaged.

The wise driver, just at the in-

stant of shifting the gear, would throttle down his engine one-half and bring the number of revolutions of the gear shaft to approximately that of the transmission shaft, which is kept in motion by the momentum of the car. It will also stop for an instant in neutral before completing the shift to allow for adjustment. When both gears are revolving at about the same speed, the shift is practically noiseless and frictionless.

In shifting to high speed, the engine should be throttled more closely and the shift lever should hesitate again if one would avoid the thump and jerk commonly felt when high gear is thrown in. Constant jerking and jolting, thus caused, rack the mechanism, chassis and body and shorten the life of each. Economy as well as comfort is involved in shifting gears properly.

In reversing, to back the car, the gear operation intensifies the problem. In addition to the difference in speed and variance of teeth revolutions, there is added the contrary direction of the two gears which are to engage. To throw back on reverse, even at moderate speed, menaces the gears and shakes things up uncomfortably. Fortunately it is almost invariably necessary to fully stop the car before reversing, and the necessity of caution in backing prompts very low speed throughout the operation.

## England Won't Keep Her Art, Say Joynson Hicks

LONDON, Aug. 2.—It is not intended to take any legislative measures to keep works of art, famous books and pictures in this country, Sir W. Joynson Hicks, financial secretary to the treasury, told a questioner in the House of Commons recently.

The questioner referred to measures he thought should be introduced, whereby such treasures, which might otherwise be sold to America, might come instead to national or municipal collections at a fair valuation. The secretary said the question had been considered by the trustees of the National Gallery, who advised the government against any such legislation.

# ANNOUNCEMENT

## THE NEW CHALMERS

HAS ARRIVED  
\$1450 F.O.B. SALEM

And is Now on Display in the Show Room of the  
Gingrich Motor Co., at 371 Court Street

### The Improved Chalmers Six (Brief) Specifications

Engine—Six-cylinder cast in block; 3 1/4 in. x 4 1/2 in.; 52 H.P. actual block test.

Crankshaft—Drop-forged, stationally and dynamically balanced. Bronze bearings, babbit lined.

Camshaft—Special steel, drop-forged, hardened and heat treated. Five bearings. Broad cams, chain driven.

Pistons—Light weight alloy; slotted skirt type.

Valves—Extra large; special alloy steel.

Lubrication—Combination force and splash.

Cooling—Water. Pump circulation. Very large radiator and fan.

Carburetor—Stromberg model O. Pre-heating manifold of improved design.

Electrical System—Ignition: Auto-Lite (distributor). Starting and Lighting: Auto-Lite two-unit, six-volt, single-wire system. 106 ampere hour storage battery. Generator chain driven.

Fuel System—Vacuum system operated from oil pump. Seventeen gallon tank.

Steering Gear—Worm and wheel type, adjustable, 18 in. steering wheel.

Front Axle—Heat treated, drop-forged, I beam.

Rear Axle—Semi-floating type, spiral bevel gear. Pressed steel housing with removable inspection plate.

Clutch—Multiple disc, dry plate type.

Transmission—Selective sliding gear type. Three speeds forward and one reverse. Chrome nickel steel gears.

Universal Joints—Two, running in oil. Latest leak-proof design.

Propeller Shaft—Strong seamless steel tubing.

Brakes—Service, contracting on rear wheels, equalized. Emergency, internal expanding on rear wheels.

Springs—Semi-elliptic; unusually wide and long; number of leaves increased.

Frame—Improved design, deep and rigid. Six cross members including two motor supports.

Chassis Lubrication—High pressure oil gun system.

Wheels and Tires—Steel disc wheels demountable at hub. 32 in. x 4 in. straight side, non-skid cord tires, 33 in. x 4 1/2 in. over size, optional at slight additional cost.

Instrument Board—Speedometer, driven off transmission; ammeter; oil pressure gauge; choke; lighting and ignition switches.

Windshield—Large size, one-piece windshield on open models. Special Chalmers type, double-ventilating type on closed cars.

Equipment—All models: motor driven horn; windshield cleaner; spare wheel; full set of tools. Touring cars: Tonneau lights, operating with door. Side curtains opening with doors. Sport touring: Spare cord tire; nickel trimmings; cowl lights; motorometer; trunk; long grain, bright leather finish; two bar bumpers, front and rear. Sedan-Coach: Windshield visor; cowl lights; dome light; heater; trunk; Yale door locks. Seven-passenger Sedan: Same as Sedan-Coach; in addition, reading lamps; two-bar bumpers front and rear; motorometer; spare wheel.

DON'T FAIL TO SEE THIS BEAUTIFUL CAR

O. B. GINGRICH MOTOR CO.  
Maxwell and Chalmers

### DID YOU EVER

# Need Some Money?

And need it badly—we buy our used Fords from people who need some ready cash and are willing to sacrifice to get it. We get the cream of the market and buy only practically new machines.

You will find that our stock resembles that of a new car dealer rather than a used car department.

# See Our Stock

Before you buy a Ford that has been "turned in" on a new car, for—after all, there is only one reason for turning a car in on a new one.

Here are a few of the cars that we have on hand:

- 1923 Coupe, \$100 worth of extras, for.....\$550
- 1921 Coupe, cord tires, Hasslers, for.....\$400
- 1923 Touring, \$50 worth of extras, for.....\$450
- 1922 (late) Touring, 1 man top, Rockstole 2 speed rear axle, lots of other extras; this car is just like new.....\$450
- 1923 Sedan, cost \$850, our price.....\$625
- 1922 Touring (late) one man top, special price.....\$350
- 1920 Essex Roadster, repainted, a real good car.....\$550
- 1921 Ford Touring, just overhauled, good tires.....\$250
- Reo Touring in good condition; make us an offer and watch us take it.
- Buick light Six, late model, best buy in Salem.....\$295
- 1921 Ford Roadster, cord tires, just overhauled.....\$250
- 1921 Ford Roadster, a real good buy at.....\$225
- New Bethlehem Truck at just one-half what its worth.
- One-ton Sampson Truck, in good condition.

# USED CAR CORNER

FERRY AND COMMERCIAL STREET

A 1923 LICENSE ON EVERY CAR

TERMS—TRADES—CASH

We are open every evening and all day Sunday