

## AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

### ALL EQUIPMENT NOW DEMANDED

Local Dealer Gives Insight  
As to What Equipment  
Purchaser Expect

The day when a car was purchased and later equipped with windshield, top, horn, tires, tools and various other necessities at "slight additional cost" is past. The motorist public is year by year demanding more completely equipped cars.

This demand is not for freak accessories of dubious value but for those items of equipment that have proved themselves really valuable for utility and comfort.

The desire of automobile manufacturers to satisfy this demand is illustrated by the completely equipped cars being produced by the Gardner Motor company of St. Louis, Mo. For example, the new sedan which has just been announced is the most complete in detail of any car yet produced by this company.

"Dome light, silk poplin curtains, rotary window lifts, door lock, metal visor, windshield wiper, 17-inch steering wheel with walnut rim and aluminum spider, heater, and numerous other items are standard equipment. All these refinements contribute in no small degree to the comfort and attractiveness of the car. Incidentally, the standard finish on this model Crane Simplex-ductone, is offered only by two or three other manufacturers, and at an extra cost."

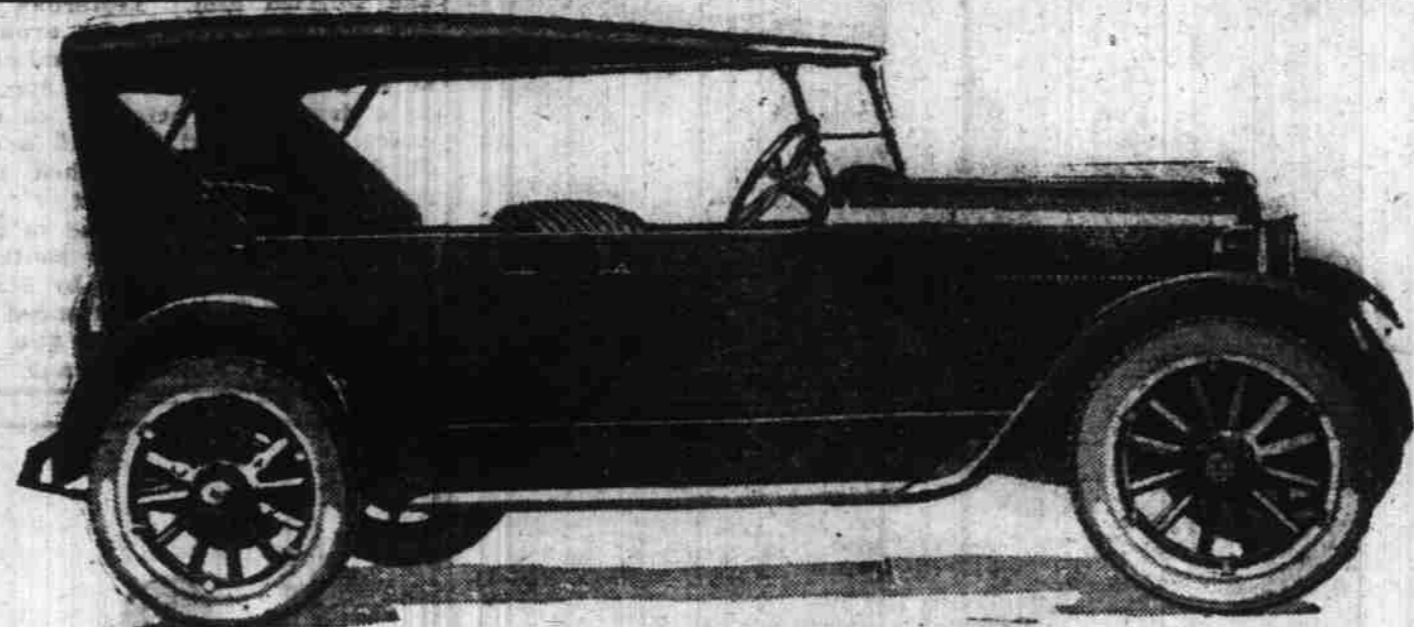
"The radio special phaeton and roadster provide another example of how completely equipped Gardner cars are," continues Mr. Pettyjohn. "Their steel wheels, spare anti-skid 32x4 cord tire, with heavy tourist tube and tire cover, cowl-lamps, bumper, front fender mirror, aluminum step-plates, aluminum trunk rails, at the rear, moto-meter with bar radiator cap, 13-inch steering wheel with aluminum spider and non-slip rim are all provided as standard equipment."

All Gardner models are powered by the well known five-bearing crankshaft motor which has won such an enviable reputation for its economy of operation and splendid performance.

"When we started to build sedans, we were firm in our belief that we must, in order to develop a volume of closed car business, not only build an unusually good job and one that in equipment and otherwise compared most favorably with anything in the Gardner class, but that first and foremost, we must see to it that the difference in price between the sedan and the phaeton model be kept down to the very minimum," said Mr. Gardner Sr., president of the Gardner Motor company of St. Louis, Missouri, who has just announced a new model sedan.

"As evidence of the goodness of our sedan, and that we have produced the kind of job that car buyers want, we have had to refer to the demand that we have had for it this year, which has been the greatest during the history of our business; and that we have rigidly adhered to our policy of keeping the difference in price between this model and the phaeton at the lowest possible figure is well borne out by the fact that with one exception, the difference in price between our phaeton and our sedan is less than that of any four-cylinder car in the same general price class of the Gardner."

We have not made car buyers feel that in paying the price asked for a sedan, that they were paying a premium for the privilege of



Latest in Dodge Tourings sold by Bonesteale.

owning one. Very much to the contrary, we have undoubtedly, as reflected in the volume of sedan business we have enjoyed, given car buyers the right impression of the sedan—that being, for genuine comfort, for all weather conveniences, summer or winter, it is an unusually sound value, and a thoroughly practical and economical means of transportation the year round.

With the buying public appreciating more and more the practicability of the closed car, the new Gardner sedan comes on the market at the most opportune time, for finished in crane-simplex ductone and upholstered in luxurious blue cut velvet, and powered with the famous five-bearing crankshaft motor, it is unquestionably the most attractive, complete in detail and greatest value of any closed car that this company has previously offered.

### LARGER MOTOR GIVEN OVERLAND

Vick Brothers Report That  
New Models Have Larger Motor Than Old

Vick Brothers report that the new Overlands arriving of late from the factory are powered with a slightly larger motor which is very noticeable in driving. This is the same motor as comes in the Overland Red Bird which is taking the country by storm.

Both the Overland and Willys Knight are selling better today than ever before in their history. The factory is turning out over one thousand cars per day and are arranging to increase this as soon as new factories are completed.

### WESTERN AUTO CO. CUTS TIRE PRICES

Announcement of Tire Price  
Cut Comes Unexpectedly in  
Face of Uncertain Future

In the face of a probable raise in tire prices the Western Auto Supply Company has again announced a decrease in the price of all tires sold through their stores. Tires are now lower in price than ever before and many of the leading authorities on rubber conditions have predicted an advance in tire prices. "Another 60 days and tire prices will boom," say they, but nevertheless the Western Auto Supply Company has announced a reduction in their prices.

In making the announcement regarding the new price schedule, George Pepperdine, president of the Western Auto Supply Company said: "The Prophets may be right, tire prices may advance, but due to the foresight of our purchasing department, we can assure the motorist that we intend to carry out our policy of giving him more for his money—by keeping the cost of tires at a reasonable price. We are more than pleased with the results obtained from these tires by our many motoring friends, letters pouring into our office every day lauding the quality of this tire. Barring the fact that it is a comparatively new tire, the Western

Giant Cord is becoming well-known to the Pacific motorist.

When preparations were made by the company to market tires under their own brand they took into consideration all the conditions to which a western tire would be subjected. Sand, alkali, oil and rocky roads—all were coped with in manufacturing their tires.

It is indeed, good news to motorists to hear of this new price drop at a time when it is being rumored about that tire prices are soon to advance.

### DODGE MODELS MUCH IMPROVED

Latest Dodge Cars Have  
Refinements That Make  
Them Praise Worthy

Marked improvement in appearance and comfort is apparent in the new line of Dodge Brothers Motor Cars, in the production of which the factory has been gathering momentum since July 1. Hundreds of dealers are now supplied with display cars of the new type, and from every source the factory is receiving reports of enthusiastic approval by the public.

While the basic characteristics of the familiar Dodge Brothers cars of recent days are still present, there is an air of distinctiveness that surpasses all previous efforts of this concern to build a

(Continued from page 3)

### ROUTE TRAFFIC THROUGH TOWNS

Traffic Expert Finds Congestion  
Much Relieved if  
Signs Provided

Need of routing through traffic on city streets so as to avoid local congestion and streets on which there are street car tracks, where practicable, is pointed out by M. O. Eldridge, executive chairman of the American Automobile association. Mr. Eldridge has just returned from an extended tour through the New England states, visiting automobile clubs affiliated with the AAA. The further advantage of marking the way through streets or towns by color bands on poles or by suitable signs is also suggested by Mr. Eldridge.

"In some of the small cities and towns, particularly where they have no automobile clubs, tourists experience greatest difficulty in getting through the towns; once they are on the main highway travel is easy. In a few instances routes follow streets on which street car lines are located and on which automobiles are parked at an angle forcing the tourist to drive behind the street cars."

"Often times through a careful study of the traffic situation," continued Mr. Eldridge, "a route through the town can be selected which will avoid the heavily congested streets. The route selected may not be the most direct and may require the use of a number of different streets. However, if the route is plainly marked tourists will use it in

preference to stopping at corners and inquiring their way.

"The situation I found in some of the cities and towns in the New England states can be duplicated all over the country. The impression which a well laid out and well marked route through town will make on the visiting motorist will amply repay any community for the study and effort required to bring it about. A tourist never fails to advertise a town where he found it easy to get in and out again."

"In the New England states for example, the tourist travel is becoming so heavy that it materially adds to the congestion already existing on heavily traveled streets. If this travel, which will largely follow marked directions, can be diverted to other streets, the problem of handling traffic will be made that much easier. For the mutual advantage of the tourist, the local motorist and the traffic authorities it would seem advisable to make preparations at once to take care of this travel."

### MOTOR CAR NOW COACH OF STATE

Horse Drawn Vehicle Disappears  
From Streets of  
Metropolis, Report

If the anonymous author of the "Mirrors of Washington" is seeking material for a second book he might do worse than look for his inspiration in the asphalt of Pennsylvania avenue, where the motors of the National capital, like its looking glasses, reflect "first-page" personalities and reveal as well the smashing of cherished traditions older than the Republic itself.

The aristocrat of the equine

family, for example—he that drew the coach of state—died hard in Washington. It was not until recently that he surrendered unconditionally. The white flag flew from his stall when Henry C. Wallace, secretary of agriculture, replaced the official carriage that served his department for 33 years with a beautiful vestibule sedan.

This detection was a crushing blow to equine prestige. Never before in the history of the department of agriculture had the holder of this particular portfolio—it was founded in 1889, near the close of President Cleveland's first administration—had occasion to patronize a gasoline filling station, for the horse-drawn carriage in which the first secretary, Norman J. Colman, rode has served without interruption all of his successors, the appointees of Presidents Harrison, Cleveland, McKinley, Roosevelt, Taft and Wilson.



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## The Most Car for the Money

The big new Overland Red Bird—a revolutionary value—is sweeping the whole Country off its feet.

Finished in rich Mandalay maroon, with smart khaki top and gleaming nickel trimmings. A much longer wheelbase—a much roomier body—a larger, more powerful engine—Triplex springs (Patented) providing 136-inch springbase.

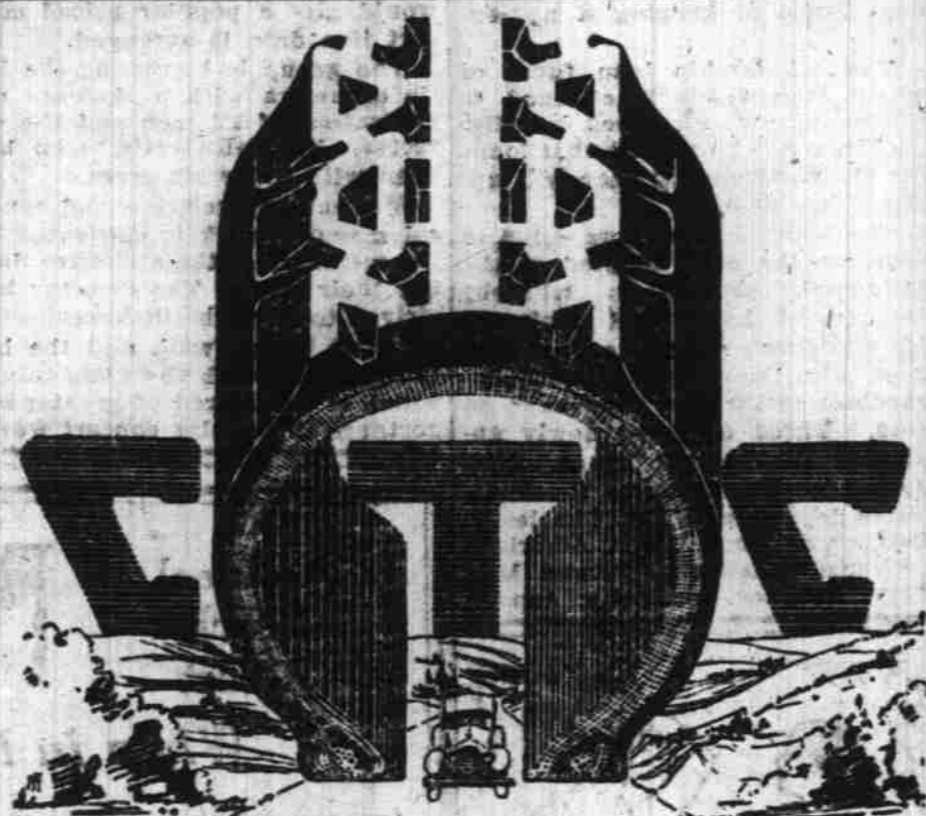


RED BIRD

\$915

t. o. b. Salem

**VICK BROTHERS**  
HIGH STREET AT TRADE



**EXAMINE your C-T-C Cords** after every long, hard, rough trip. You'll find them wearing uniformly without being pot-marked or gouged by every rock in the road. It's because C-T-C Cords are hand-built of better materials and are properly compounded.

Ask the first user you meet what he thinks of C-T-C Cords

We want you to place at least one C-T-C Cord on your car on our highest personal recommendation. This remarkable tire will do the rest.  
Columbia Tire Corporation, Factory Branch  
Carl E. Hultenberg, Branch Manager, 477 Court St.  
Smith & Watkins, Federal Tire Service, Vick Brothers  
Ira Jorgensen—Other dealers through the country.

Columbia Tire Corporation PORTLAND OREGON

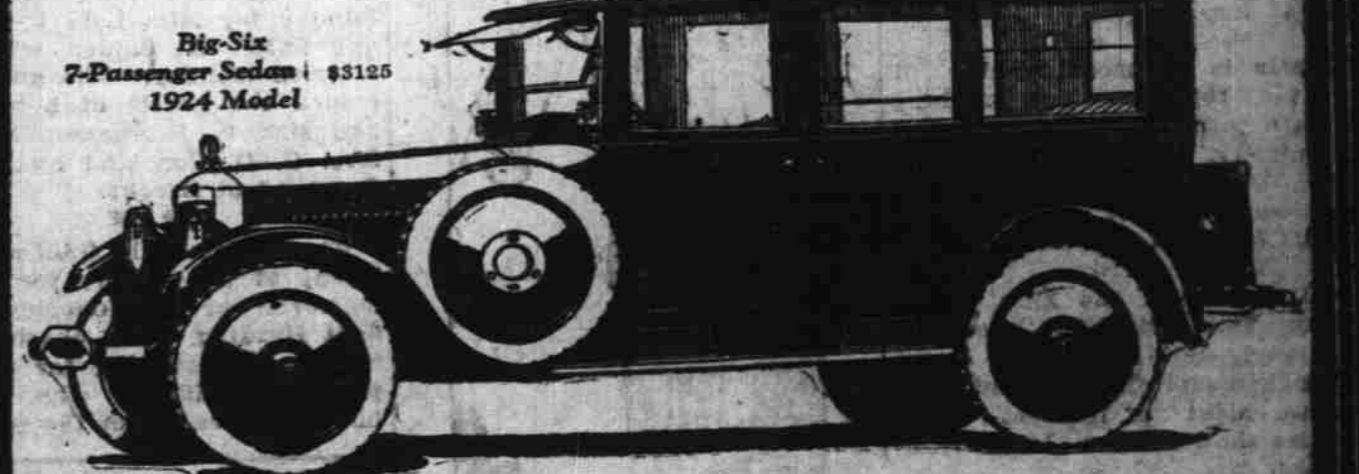
C-T-C TIRES AND TUBES



## 1924 Models Are the Finest Big-Sixes Studebaker Ever Built

The enthusiasm with which the new 1924 model Studebaker cars have been received locally is an indication of the reception they have enjoyed throughout the country. No wonder they are emphatically the most compelling values Studebaker ever offered and the public knows that Studebaker has been consistent leader, year after year, in the amount of intrinsic value per dollar invested.

1924 MODELS AND PRICES—t. o. b. Salem.					
LIGHT-SIX		SPECIAL-SIX			
5-Pass., 112" W. B., 40 H. P.	5-Pass., 114" W. B., 50 H. P.	7-Pass., 126" W. B., 50 H. P.	BIG-SIX		
Touring	1210	Touring	\$1595	Touring	\$2040
Roadster (3-Pass.)	1190	Roadster (3-Pass.)	1575	Speedster (5-Pass.)	2130
Coupe-Roadster (3-Pass.)	1450	Coupe (3-Pass.)	2290	Coupe (5-Pass.)	2895
Sedan	1790	Sedan	2375	Sedan	3125



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