

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

LEMLEY VISITS GARDNER FACTORY

Local Tourists are Surprised at Service Accorded by Gardner People

Mr. E. R. Jacobs of Salem called today at the request of his daughter and her husband, Mr. and Mrs. E. R. Lemley who are now traveling in the south, and stated that he had received a letter from them asking him to relate to some of their experiences on the trip from Oregon to Virginia.

On July 8th, we purchased from the F. W. Pettyjohn Co., of Salem, Oregon, a new Gardner touring car. Shortly after our purchase we left Oregon by way of the Columbia highway and traveled through Yellowstone park, through some of the roughest roads in the United States taking the most direct route to the state of Virginia. We had a misfortune in the breaking of a spring which was no fault of the car or its construction. Shortly before we arrived at St. Louis we visited the factory and told them of our trip and of our misfortune, the heads of the Gardner company received us and treated us royally asking us to make ourselves at home there and if they could be of service to us we would be glad to show us anything that we would like to see; then came the real surprise when we were ready to go and were advised that our car was ready, we went to the service room and there we found our car much like a brand new one, they had washed the car oiled and

greased it, and tested it out, adjusted the brakes in addition to putting in the new springs, and when we asked for a bill they only laughed and replied: "That is Gardner service," since that time we have had no trouble of any kind, and on the entire trip from Oregon to Virginia, we had but three punctures, we are coming back to Oregon and we will be boosters for the Gardner always.

"HUMANNESS" NEEDED SAYS SCHWAB

Charles M. Schwab, addressing the Engineers' Club, Philadelphia, this week, urged the quality of "humanness" in dealing with workers. "The fundamental problem in all industry," he said, "is to so relate the human elements in the men who do the work to the machines which they operate that the men themselves, first of all, shall be happy and healthy and that they shall thus be able to operate their machines with good spirits and efficiency."

RUNS AUTO ON ABANDONED RAILWAY

An enterprising native of the state of Maine has solved the problem of what to do with an abandoned railway. Some months ago the Bangor and Aroostook Railway discontinued service over its 12-mile branch running from Brownsville to Katahdin Iron Works. Henry Green saw his opportunity. He started with a small automobile and an idea. The idea was to fit the car with flange wheels and make it run on the unused rails. He rented the whole branch line from the railroad company at \$100 a month and started business. Now traffic is so brisk he is using a trailer behind his car.

NOT CONDUCTIVE TO CAR SAFETY

Auto Underwriters' Conference Opposed to Four Wheel Brakes

At a joint meeting of the Actuarial and Forms Committee of the National Automobile Underwriters' Conference and the Automobile Committee of the National Bureau of Casualty and Surety Underwriters, held recently in New York, it was decided that four-wheel brakes upon automobiles do not increase their safety, but in fact rather add to the danger of accidents, and that, therefore, there will be no reduction of rates because of their use. A leading underwriter, discussing the subject is quoted as saying that the opinion among underwriters has decidedly changed, owing among other reasons, to the fact that a large manufacturer of automobiles who placed four-wheel brakes upon his machines during the current year has decided to eliminate them on his 1924 cars because he found by actual experience that a four-wheel brake was not as safe as a two-wheel.

Many accidents have occurred in both Chicago and New York as a result of two-wheel-brake cars not being able to stop promptly when behind four-wheel-brake cars, with the result that the two-wheel-brake cars have jammed the cars ahead of them. More serious still is a recent report from Scranton, Pa., underwriters say, where the danger of front wheel locking

pointed out by opponents of four-wheel brakes forcibly was illustrated. In this case the front wheels locked and the car turned turtle, killing three people and severely injuring several others. Front wheel locking and skidding, which experts say is much more serious than rear wheel skids, are but two of a goodly number of reasons, some underwriters maintain, why four-wheel brakes in their present stage of development and use are most certainly not entitled to a rate credit of any sort.

It hardly could be said in fairness, however, that the members of the two committees, with whom the decision in this matter rested, went to the conference with minds filled with dogmatic preconceptions. On the contrary, they assiduously collected all information bearing on this subject one way or the other. The best thoughts and writings of automotive engineers on four-wheel brakes now are in their files and received fair, careful and exacting consideration at their hands.—Insurance World.

OAKLAND SALES LARGEST EVER

November of This Year Proves Banner Month for Popular Car

PONTIAC, Mich., Dec. 16.—The Oakland Motor Car company reports the sale of cars during November was the largest in its history for that month. The sales were three times those of November, 1922, and exceeded even the previous high November record of 1919 during a year which was considered a banner one in the motor car industry.

The company likewise reports that an analysis of country-wide sales of all makes of cars shows the Oakland advanced in sales from 19th place in October, 1922, to 7th place in October, 1923.

The phenomenal jump in sales for Oakland is particularly significant at this time of the year when sales ordinarily taper off somewhat.

C. J. Nephler, general sales manager of Oakland, attributes the large fall and early winter sales record to the many distinctive features of the new line of cars, and the rapid growth of Oakland's dealer organization.

DARIO RESTA "COMES BACK" IN SPAIN

Dario Resta, ten years ago Ralph de Palma's chief rival in eastern track and road races, who failed to "come back" at Beverly Bowl last February, crossed the pond to seek racing honors abroad.

Cables from Barcelona report his victory in the Spanish Grand Prix at 600 kilometers, which was a light car event on the Sitges track. His time was 4:22:00.

HALF A MILLION CHEVROLETS SOLD

On the basis of actual sales to date and December prospects, it is estimated that total sales of the Chevrolet Motor Car Co., for 1923 will exceed 500,000 cars and trucks. Tentative schedule for 1924 has been set at 800,000 units. These figures compare with sales of 235,000 in 1922, and 68,000 in 1921.

GRIZZLY BEARS FOR PRESIDENT

"Idaho Bill" Pearson Delivers Gift in Dodge Brothers Car

R. B. Pearson, "Colonel Idaho Bill," rolled into the White House a week ago to present President Coolidge with a brace of wild bears. He had them with him, outside in a Dodge Brothers screen side car.

"Colonel Bill" has long made his home in the west, moving further and further into the wilds as settlement has forced him from his preserves. He now lives down in the mountains of Mexico, where he captured the bears that he gave to the President.

President Coolidge enjoyed the presentation ceremony immensely. Known as a man who seldom smiles, he enjoyed the antics of the bears with all of the enthusiasm of a school boy.

There is no doubt about the bears being wild. They carry enormous marks of combat with horses and cattle in the wilds of Mexico. Their spirit has in no way been subdued by their motor trip across country. They will be turned over to the National Zoological Park.

The Dodge Brothers car used in delivering the bears made 4900 miles on this particular trip from Mexico and has made a total of over 100,000 miles in exploration and hunting trips undertaken by

the Colonel. And these trips have been in the the wildest and roughest parts of the United States and Mexico.

FIRST MONTH'S PRODUCTION OF STARS CLOSE TO RECORD

The new 194 Star has met with a rousing welcome from buyers of low priced cars. This is only what its makers expected and preparations were made at the Oakland plant to meet the initial rush.

Production in November, the first month of the building of the new car, reached a volume very close, from a quantity standpoint, to its record manufacturing month of last May. That the mark of May was not exceeded was due alone to material shortages, the orders on hand at the factory in Oakland being greater on December 1 than on any previous period since the first Star car was produced in Oakland 14 months ago.

San Francisco, Los Angeles, Oakland, Sacramento dealers have sent car requirement orders to Forest Arnold, sales manager of the Western Star executive offices, which are more than double the quantity from the same territories during a like period of 1922, immediately following the introduction of the models.

TO STUDY AMERICAN CAN HIGHWAYS

Forty delegates will be brought to this country from Pan-American countries to make an intensive "shirt-sleeves" study of highways and highway transport under the terms of a plan approved by government, automotive, road machinery, road material and banking representatives at a meeting held in New York, November 22.

GARDNER SEDAN GOOD FEATURES

F. W. Pettyjohn Points Out Many Good Features of This Car

Outstanding among the many good features of the new Gardner Sedan, now on display at the F. W. Pettyjohn salesrooms at 31 North Commercial street are genuine comfort, sturdy construction and abundant power—these qualities so vitally necessary to satisfaction in a closed car.

This car is driven by the famous Five-bearing Crankshaft 4-horsepower motor, there is the reserve power necessary to carry the added weight of the enclosed body—an important feature lacking in so many closed cars. The Five bearing crankshaft, the extra long connecting rods, and the light weight pistons have eliminated annoying and destructive vibration—an important factor in the cars driving comfort.

The sturdy construction of the body stands out noticeably. The body frame is hard maple and covered throughout with heavy 20-gauge steel sheets mechanically flanged. The roof is of alloy type, substantially built and the body as a whole rumbles and rattles proof.

A perfection heater set in a cut out panel in the back of the seat so as to be out of the way of interference in the tonneau cover, provides ample comfort in the coldest winter driving.

Sedan
Week at the
Used Car
Corner



A \$50 DROP
We have made a holiday reduction of \$50 on our Four-Door Sedans.
They Must Be Sold Yesterday ended last night—tomorrow will never arrive—
—BUY NOW—

HERE'S A JOLLY GOOD IDEA

We've just received a new shipment of closed

NEARLY NEW USED FORD

Four Door Sedans

They're beauties, every one of them—so nearly new that even the manufacturer's running instructions is on the windshield, wrapping paper is still on the steering shaft, speedometer registers far less than five hundred miles—and the condition of the interior and exterior finish is perfect. The price is the biggest difference, and that's in our favor. We believe that Henry would tell you that these cars are as good as new and you'll actually save from \$150 to \$300 on the buy.

—Say, wouldn't one of these cars make a wonderful Christmas present for the family?

Terms **USED CAR CORNER** (Open Sundays Ferry and Com'l Sts. Trades

Vick Brothers

announce the addition of the Moreland line of Motor Trucks to their present line of Quality Cars.

We have accepted this new Sales and Service contract because we feel that there is a real demand here for a line of real quality trucks backed up with real quality service.

We decided on the Moreland line for several reasons.

First—It is a quality product.

Then it is a complete line of sizes, 1, 1½, 2, 3 and 5-ton sizes and four models of Busses.

Also it is a Coast-made product.

It is made in quantity, hence the low, comparative prices.

They have a direct factory branch in Portland. This means service to the owners.

\$80,000.00 stock of repair parts in Portland for sudden service. They believe in service.

and many other advantages are to be found in the Moreland that we would like to go into in detail with anyone interested in trucks.

See the Moreland before you decide. The three-ton size is on hand now and we will soon have a complete stock of sizes.

Vick Brothers

HIGH STREET AT TRADE