

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

1924 PROSPECTS GOOD FOR STAR

Dealers Over Pacific Coast Have Bright Prospects for a Good Season

The Star Motor Co., of California, completed its first month's production of 1924 models on Friday with 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 Dec. 1 than on any previous period since the first Star car was produced in Oakland 14 months ago.

If percentage gains in business can be accepted as a criterion, the prospects awaiting the 1924 Star are exceedingly rosy for dealers all over the Pacific coast.

San Francisco, Los Angeles, Oakland, Sacramento dealers have sent car requirement orders to Sales Manager Forrest Arnold 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.

Spokane's request for 1924 cars is three times in excess of the sales made in western Washington for the comparative era of last year. Seattle took eight times its November, 1922 schedule whereas Portland far outdid its previous best showing.

An interesting fact, from a factory standpoint is that its Special Touring model outsold the standard and lower priced touring car. This indication of popularity has convinced factory officials at the Star plant that price is not a main factor in the purchase of a motor car.

Skilled employees are being added to the payroll as rapidly as they can be selected with care in order to increase the daily output.

TREES BLOOM TWICE

(By The Associated Press) MOUNTAIN VIEW, Cal., Dec. 29.—Because of the unusually warm autumn in central California, some fruit trees blossomed for the second time this season. J. W. Cornell reported recently that many of his cherry trees were in bloom.

Gardner Shown to Be Very Strong Financially

The balance sheet of the Gardner Motor company, Inc., of St. Louis shows a further strengthening of the financial position of the company, which is making rapid progress in its sales development. Quick assets are shown at over a million dollars, with total tangible assets of approximately a million and a half. There are no bank loans nor commercial debts—no bonded debt or preferred stock outstanding.

During the current year the company has appropriated considerable money for the purpose of enlarging its sales organization. At the close of October distributors and dealers having affiliations with the company were in greater number than ever before in its history—totaling around 1200.

Despite the heavy expense occasioned by this expansion policy, net earnings for the nine months ending September 30, 1923, total \$128,484.66.

The company is well within the first 30 among over 100 passenger car manufacturers in production both in volume of sales in dollars and cents and in the number of automobiles shipped.

New contracts with distributors for 1924 have just been concluded and carry a total annual estimate from these distributors, as to their requirements for next year, of 17,545 cars. Even discounting this figure for some over-estimation, it would indicate a splendid increase for the company during its next sales year.

Free Land is Offered To Australian Settlers

(By Mail) MELBOURNE, Nov. 15.—In order to encourage cotton growing in northern Australia, the federal government is offering leases in perpetuity, consisting of 57 blocks of 1000 acres each. The leases are rent free for the life of the tenant, or for 21 years from the commencement of the lease. This is the first definite step to encourage cotton growing in the northern territory.

POPULATION OF IRELAND

(By Mail) DUBLIN, Dec. 6.—Official statistics show the estimated population of the Free State as 3,165,000 persons. Births, marriages and deaths for the last quarter all show decreases.

ERNEST N. SMITH A. A. A. MANAGER

Former Pacific Coast Man to Assume Duties January 1

Ernest N. Smith, formerly of San Francisco, Calif., has been appointed General Manager of the American Automobile Association according to announcement made here Monday by Thomas P. Henry of Detroit, president of the Association. The position to which Mr. Smith has been appointed was created at the last meeting of the executive board. Mr. Smith will assume his new duties January 1 and will be located at Washington, D. C., where the National headquarters of the A. A. A. are established.

Mr. Smith was educated in the public schools of San Diego and San Francisco, Calif., and is an alumnus of Stanford University. He was in business in San Francisco and Los Angeles for a number of years. He went east in 1917 to become general secretary of the Chamber of Commerce at Indianapolis, which organization he built up until it was one of the largest in the United States.

In 1921 Mr. Smith was called to Washington, D. C., to create a campaign department of the Chamber of Commerce of the United States.

In his work of making effective the policies of the National Chamber, Mr. Smith came in intimate contact with Congress and business interests of the country, and visiting every state in the Union. He is also a writer and lecturer.

The appointment of Mr. Smith as executive head of the American Automobile Association makes the first step in a new program of development. The organization is to be enlarged, new departments created, additional services to motorists rendered, and an aggressive membership campaign started to make the famous old Three A's the greatest automobile federation in the world.

In Los Angeles, they are objecting to dancing without lights. Called on account of darkness.

The college girls are forming redhead clubs, but you never will hear of a shiny-nose club.

Munich Hotels Open But There are no Patrons

(By Mail) MUNICH, Dec. 6.—Munich hotel keepers are heavy hearted. They would like to close up, for their houses are virtually empty, but the law provides that if they do they cannot re-open for 15 years.

One well known hotel has 25 guests, and employs well over 100 men and women to keep the establishment going. Others are echoing solitudes during the day, and count but a few guests for dinner in the evening.

ONE DAY SALES TOTAL \$10,000

Al. Vick, of Vick Brothers, Local Auto Dealers, Reports Big Sales

Vick Brothers report a record day for automobile sales for their firm for last Thursday when they sold at retail (\$10,000) ten thousand dollars worth of new cars in a single day. In fact December has been a bumper month for Vicks in spite of the bad winter weather. This record day's sales include two Overlands, four Willys-Knights, and two Oaklands besides some used cars.

Vick Brothers believe in their slogan that the car is only half sold when it is first delivered to the customer. The last half is giving the customer satisfactory service or in other words keeping it sold. This firm has been improving its service department considerable of late so that they can give "Sudden Service!" This department of their business is in charge of Ben Vick and Willard Tinker, shop foreman.

MAN KNOWN TO MILLIONS NEGLECTED AT HIS DEATH

SAN FRANCISCO, Dec. 29.—At one time or another millions undoubtedly knew Pierre Gasnier. For years he was a "strong man" for one of the largest circuses.

But 15 or 20 years ago he retired from the savdust tours to settle in San Francisco. Here thousands of a new generation came to know him. He made his living by giving physical culture demonstrations and selling his "system" on a down town street corner.

At his stand he never missed a day. He called himself "the strongest man in the world." Usually he had a little knot of passers-by viewing his muscles and listening to his friendly badinage.

Gasnier's little peddler's automobile became a landmark as familiar to San Franciscans as Twin Peaks or the Ferry Building. He was assisted in his demonstrations by a Chinese servant, his companion for many years.

One day recently the traffic policeman sensed something wrong with the topography of the street. He saw that Pierre Gasnier and his tiny car were missing. The policeman told headquarters. Headquarters investigated and learned that Gasnier had died in the isolated shack he called home.

The authorities waited for relatives and friends to come forward with arrangements for the funeral. But it seemed there were no relatives, at least none could be found, and no one else was interested.

So, with the faithful Chinese the only mourner, a modest funeral was provided by the municipality.

Settlers are Sought For Island in Japan

(By The Associated Press) TOKIO, Nov. 23.—(By Mail.)—As a part of its contribution to the relief of earthquake sufferers, the administration of the island of Hokkaido is offering special inducements to settlers to take up land in that rich agricultural section.

The administration is offering 700 yen and traveling expenses to those wishing to take up land and 300 yen, plus traveling expenses, to those coming to the island to become tenant farmers.

One of the surprises that greet foreigners visiting Hokkaido is the preference Japanese exhibit for getting abroad rather than in that district, which has a soil and climate similar to those of the northwestern states in America.

PORTLAND MAN OLDEST DRIVER

Mr. Hoover, Almost Century Old, Drives Oakland Five Coupe

Today is not only the day of youth but the day of age turned youth. Age is keeping the spirit of youth because it is doing the things that youth likes to do.

In Portland, Oregon, lives one of these old-young youths, William Hoover, who has five months to go to reach the century mark of age. His recreation is motor car driving.

Mr. Hoover enjoys driving his Oakland five-passenger coupe, which is owned by his grandson. It is believed that Mr. Hoover is the oldest man driving an automobile in the world. During his life he has owned and operated many cars, from the flivver up and has taught the younger generation of his family how to drive.

Until six years ago he drove almost constantly. Since then he has been driving more or less over short distances, and is lively enough both in body and mind to enjoy operating his grandson's Oakland.

The easy driving qualities of Oakland, particularly the centralization of hand controls on the steering column, have appealed to Mr. Hoover. The venerable driver and his modern improvements in Oakland driving controls tends to take considerable of the strain out of driving and enables persons of advanced age to continue driving for years in comfort and safety.

LINCOLN MAKES FASTEST RUN

Trip of 155.7 Miles Made in 165 Minutes Made By Sales Manager of Lincoln Car

DETROIT, Mich., Dec. 30.—A Lincoln car is credited with the fastest run on record between police headquarters at South Bend, Ind., and the state house at Indianapolis. The trip of 155.7 miles was made in 165 minutes, an average of close to a mile a minute despite frequent slow-down in cities and towns along the way and occasional pauses and stops due to traffic and road conditions.

The car was commanded by Chief of Police Laurence J. Lane recently in order to secure the governor's signature to extradition papers which were urgently needed.

W. W. Farrar, Lincoln sales manager for W. R. Hinkle, Inc., South Bend Ford Dealers, piloted the car on the flying trip to the capital.

JAPAN PLACES ORDER WITH GARDNER FACTORY

On the heels of the heaviest volume of export shipments that the Gardner Motor Company, Inc., has made in one month comes the largest single export order that has ever been placed with the factory, from Yokohama, Japan, the center of the Japanese disaster.

The Gardner factory is located on the banks of the Mississippi, within a half block of the newly erected modern government wharf and as a consequence this large order will be shipped via government barge down the Mississippi to the Gulf and there transferred to an ocean going steamer.

With connections established in nearly every foreign country of any consequence, export shipments are rapidly increasing, and states Mr. Fowler, head of the export division of the Gardner Motor Company, Inc., "If there are any improvements at all in the European situation 1924 will be by far the best Gardner has ever had."

SWISS LOSS HEAVY

(By The Associated Press) BERNE, Dec. 6.—(By Mail.)—Switzerland has lost \$1,000,000,000 since the beginning of the world war because of the depreciation of Swiss investments abroad. The practical wiping out of Swiss moneys invested in Germany, Austria, Russia and Hungary accounts for more than nine-tenths of the loss.

International Port Use Debated at Convention

(By The Associated Press) GENEVA, Dec. 4.—(By Mail.)—Fishing and other ports designated for the use of national commerce, but not for international commerce, formed the subject of lengthy discussion at the recent transport convention. Delegates from Chile and Venezuela argued that these ports should be excluded from the proposed convention establishing equality for all countries in maritime ports, while delegates from several European countries favored including fishing ports in the general fixation of the regime of maritime ports.

M. Rivas Vicuna, Chilean minister to Switzerland, suggested an arrangement whereby ships in distress could always seek refuge in national ports whether or not they figured among the so-called open ports. The suggestion seemed likely to be adopted and included in the convention.

SALEM DEALER PRAISES BODIES

G. L. Newton Claims That Chevrolet Bodies Com- pare With Best

"Like Sterling on silver," says Mr. Newton of the Newton Chevrolet company, in speaking of the Fisher bodies which are used in General Motors automobiles. Mr. Newton is under the impression that these bodies are the very best manufactured today and the Chevrolet is in class with cars of much higher price when it comes to the bodies. Such cars as Buick, Cadillac, Oakland, Oldsmobile and others use the Fisher bodies.

"Body building is a much more important factor now than it used to be, owing to the increased demand for enclosed cars. All manufacturers are planning to increase the percentage of closed cars to meet the anticipated demand in 1924," adds Mr. Newton. "Good bodies are to a car the same as Sterling is to silver."

The storage battery in an automobile is the one living thing that never rests even though the balance of the car may be idle. It is the life, the heart of the machine.

30,000 CARS TO PRODUCED 1924

Manchester Ford Plant Is Largest of the British Isles

DETROIT, Mich., Dec. 6.—The Manchester plant of the Ford Motor company of England, Ltd., the largest automobile factory in the British Isles, will produce approximately 30,000 cars during the year 1924, according to a recent report.

The English company, formed in 1910 began operations in a small factory near London where 570 cars were turned out in the first year. The factory was moved shortly afterward to Manchester, forming the nucleus about which the present mammoth plant employing 2,200 men has developed.

While the company was originally dependent on the Ford Motor company in America for parts, the new plant includes on its 316,224 square feet of floor space zones to

complete up to date automotive production machinery for every important unit. This the English Ford car, originally a combination of American parts and British assembly, is now 95 per cent British, both in manufacture and materials.

Since its inception 13 years ago the Manchester plant has grown to be the largest Ford plant outside of the United States, and it is estimated has directly and indirectly given employment to 20,000 British workmen.

League Campaign Revived In Switzerland Press

(By Mail) GENEVA, Dec. 6.—Newspapers of Switzerland report a renewal of campaigns throughout the country in behalf of the League of Nations as an organism of benefit to humanity.

Speakers at public meetings have emphasized that it is to the existence of the League of Nations with its aim of conciliation and arbitration that Switzerland owes the fact that France has accepted in principle the submission of the controversy over the customs

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