



# For Automobileists



**BALLOON TIRES TO BE SHOWN HERE**

Smith & Watkins Have Display of Balloon Tires and Can Give Information

Smith & Watkins, local tire and accessory dealers, now have a display of Balloon tires in their windows at the corner of Court and High streets. The tires may not only be seen here but Jim and Bill are ready and anxious to answer any and all questions about them. The Balloon tire, as explained by Smith and Watkins, is a wider tire which carries one-third the inflation of the regular tire. It rides much easier, takes the road vibration from the car, thereby prolonging its life. The low inflation affords a wider surface of the tire on the road making it more difficult to skid. The success of the tire is not doubted owing to the fact that the trend of pneumatic tires has been toward a wider tire, a tire that the owner can get from 15,000 to 20,000 out of.

Oakland jumped from 19th place in sales in California in December, 1922, to 9th place in December, 1923. This represents an increase in sales for this month of 214 per cent.

## NEW SPARK PLUGS CUT CAR EXPENSE

Oil and Gas Savings More Than Pay Cost; Better Performance Assured

DETROIT, Mich., Feb. 24.—Long time experiments by motor car manufacturers have proved that it is actual waste and unfair to a motor car to run it more than a year with the same set of spark plugs.

Thousands of motorists have found that a new set of plugs after from 8,000 to 10,000 miles not only makes better performance certain but actually saves enough in oil and gas to pay for the new spark plugs.

Other thousands, when they prepare their cars for another season of driving, will install a complete set of new spark plugs.

Why it is real economy to do this is easily understood when the part that spark plugs play in engine operation is definitely known.

In the engines used in motor cars today, the charge is fired in each cylinder at every other revolution of the crank shaft. This means that the spark plugs are called on to deliver the firing spark from 600 to 1,500 times per minute, according to the speed of the engine.

The temperature around the firing points runs from 600 degrees up to 1,800 degrees Fahrenheit, the average being around 1,300. In most motors oil is being continuously splashed on and burned off the spark plug.

This tremendous heat and stress due to the rapidly alternating compression and firing strokes, gradually affects the efficiency of

the spark plug, no matter how well made it may be.

The spark plug will continue to fire and ignite the cylinder mixtures; but combustion is not nearly so complete.

The products of combustion gradually adhere to the surface of the core and eventually induce surface leakage, which weakens the spark after a long period of service.

The electrodes are pitted and oxidized by the terrific heat and the incessant sparkings. This materially increases the electrical resistance.

As the spark loses intensity at the firing points the operation of the engine is seriously affected. Full power is not secured from the gasoline consumed. The engine becomes sluggish. Acceleration is slower. It lacks pull on the hills. The unconsumed gasoline seeps by the pistons and dilutes the oil in the crank case, affecting lubrication and many times causing serious injury to the working parts.

This process is so slow that the motorist rarely notices it. But the operation is actually about the same as driving with a partially retarded spark or too rich a mixture.

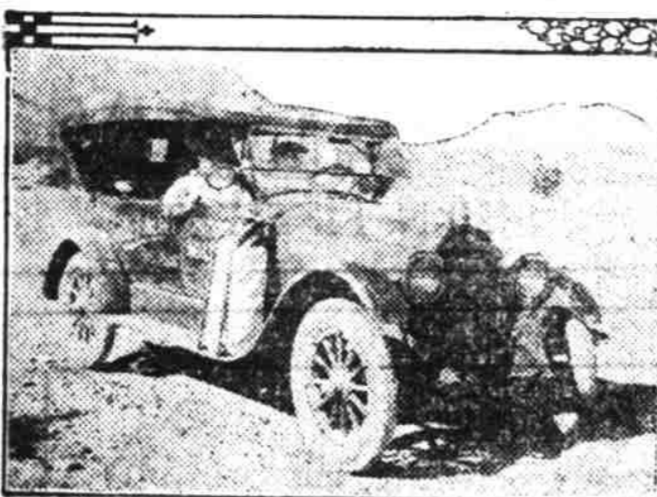
The installation of a new set of spark plugs is actually a revelation to the motorist.

The difference in engine operation is so marked as to be unmistakable. Power and pickup are better. There is more speed. Engine operation is improved in every way, and the motorist actually saves the cost of the new spark plugs in oil and gasoline.

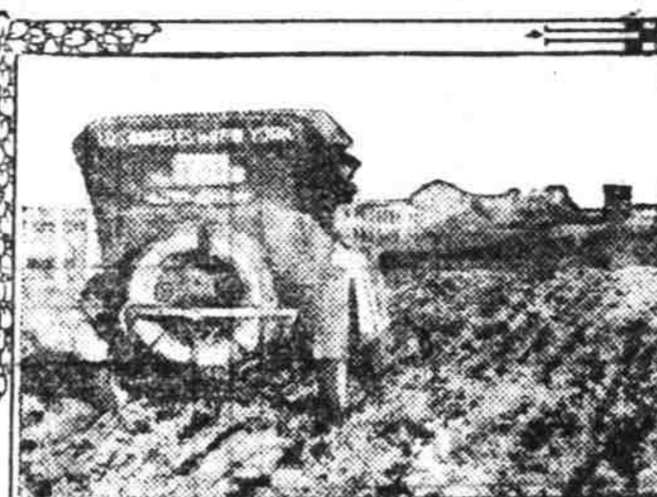
A motorist should avoid racing the engine, as increased gas may cause it to stall.

A handy screw-driver to fit heads of small screws can be made by cutting off the hook end of a shoe buttonhook and flattening the end.

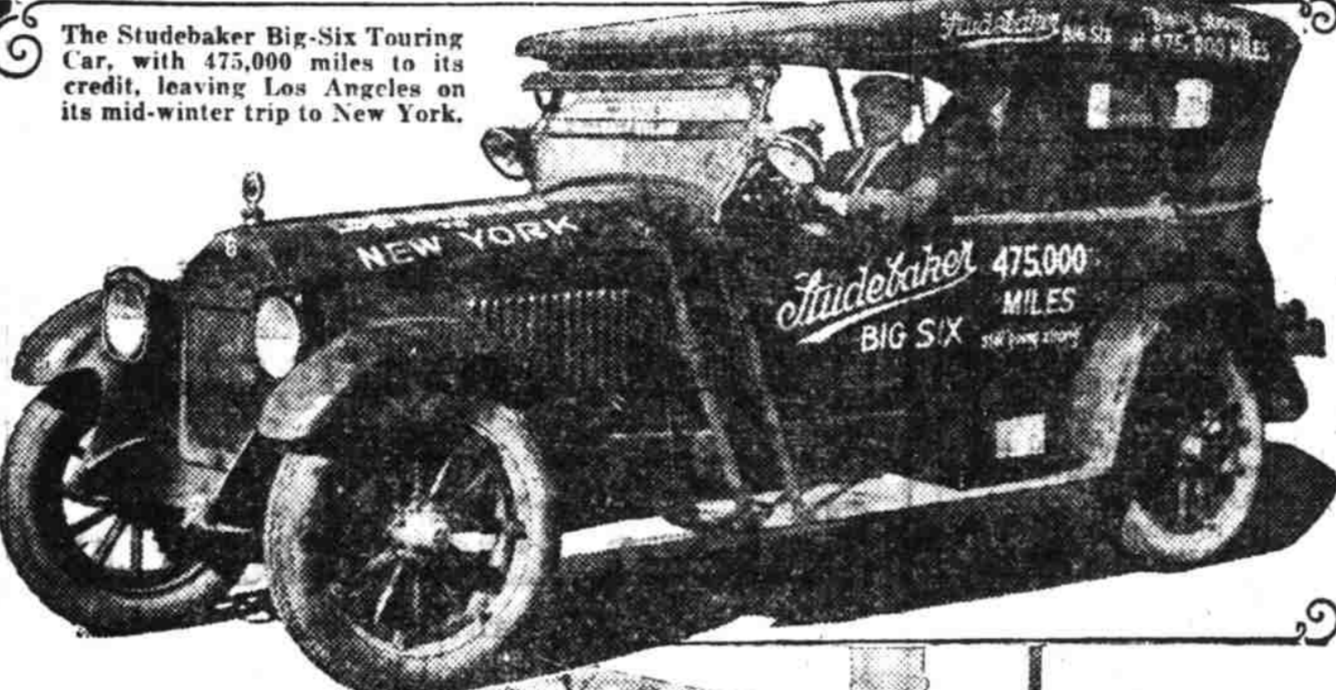
## AUTOMOBILE TRAVELS 475,000 MILES IN FIVE AND ONE-HALF YEARS' GRUELLING SERVICE



The Veteran Big-Six on the Mohave desert near Barstow, California, on its triumphal trip from Los Angeles to New York.



Nowhere else was the power and stamina of the Big-Six put to better test than through stretches of "gunbo" roads along the route.

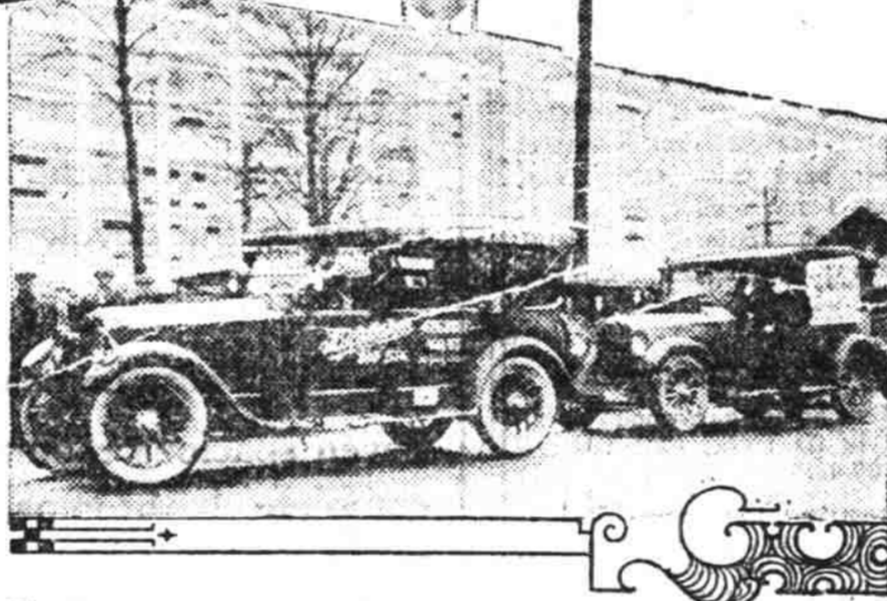


The Studebaker Big-Six Touring Car, with 475,000 miles to its credit, leaving Los Angeles on its mid-winter trip to New York.

Studebaker Big-Six Crosses the Continent After Piling Up Nearly Half a Million Miles.

This Automobile Covers Greatest Distance Traveled by Any Motor Vehicle in Like Period of Time.

A veteran Studebaker Big-Six touring car which recently completed a triumphal trip across the continent from Los Angeles to New York after having traveled more than 475,000 miles, is now being driven to South Bend, Indiana. There it will be placed in the Studebaker museum with other famous vehicles of the last century and a quarter. It is believed that this car cov-



Big-Six at the head of a parade, held in its honor, at South Bend, Ind. Mammoth new Studebaker closed body plant in background.

ered the greatest distance ever traveled by any motor vehicle in a like period of time. Starting today and driving 6,000 miles each year, the mileage of this Big Six could not be equalled until the year 2004.

### Put to Severe Test

This Big-Six was delivered on June 13, 1918, to Fenton Norman, of Santa Paula, California, who, according to his affidavit, drove it 94,000 miles up to October, 1920, when he turned in the car to the John Opsahl Company, Studebaker dealers at Fillmore, California. They sold it as a used car on October 27, 1920, to the firm now known as the Associated Transit Company of Los Angeles.

For more than three years this firm used the car as a "touring express." In that time, according to the affidavit of the Associated Transit Company, it traveled more than 400,000 miles. It was used to carry Los Angeles newspapers to Southern California cities. For three years, rain or shine, this Big Six made a daily run of 400 miles at an average speed of 39 miles an hour. On each of these trips it carried three-quarters of a ton of newspapers in the tonneau. This burden is equal to ten grown persons.

Also Pulled Ton Trailer Nor was that all. To make each trip doubly profitable, the car was often called upon to pull a trailer containing an additional ton of newspapers.

According to the records of the Associated Transit Company, fuel mileage for this Big-Six averaged

fourteen miles per gallon of gasoline. With frequent drainings of the crank case, the oil mileage averaged from 200 to 300 miles per quart. And tires covered from 15,000 to 20,000 miles to the set.

The trip from Los Angeles to New York was begun on November 26 and ended on January 5. No attempt at unusual time was made. Studebaker dealers all along the route welcomed the car into their territories with parades and the car was exhibited at important points for a day or more, in order that the public could examine it.

### Complete Cross-Country Trip

However, an average far above the gall of the every-day tourist was maintained. The 2,500 miles from Los Angeles to St. Louis were covered in eleven and one-half days in spite of stops made for exhibition purposes.

The veteran backed the hot, arid desert, conquered the bad roads that sometimes lead into treacherous, snow-covered mountain trails, ploughed through many stretches of the quagmire in the Middle West, and completed the entire journey from coast to coast without any road delays except for three punctures.

### HOFFER BUYS PACKARD SEDAN

Vick Brothers have just closed a deal with R. M. Hofer for a 7 passenger Packard Sedan. This is Packard number two in the Hofer household, one having been sold a short time ago to Col. E. Hofer.

## WATSON RETURNS FROM CONVENTION

Manager of Local Western Auto Supply Co.'s Store Back on the Job

W. F. Watson, local branch manager of the Western Auto Supply company, returned from Los Angeles last Wednesday where he has spent the last two weeks attending the annual convention of managers of the company. There were 90 managers in attendance representing stores in cities from California, Oregon, Washington, Idaho, Nevada, Colorado, Utah and Arizona.

According to the reports from the various managers the general business outlook for the coming year is very bright in all the represented localities. A general feeling of optimism was radiated by the organization heads, who, in the past seven years have made the company grow from an infant in the industry to the largest organization of its kind in the country today. New stores are being opened in various sections of the country regularly and, according to the present plans 1924 will see the addition of approximately 50 new stores.

Mr. Watson was glad to get back to Salem, he says, as the weather in the south was most too warm for comfort, especially for one who is used to the mild weather of Oregon. Mrs. Watson accompanied her husband on the trip.

One of the new features to be added to the service for the autoist by the Salem branch of Western Auto will be the logging of sight-seeing trips that can be made from Salem within a few hours. These trips will be logged out by the manager and will include all camping sights, fishing streams, and photos of service points, as well as picnic locations that are most easily reached, together with trips that afford the best scenic beauty. According to the present plans customers will be furnished with a direction prospectus of each trip which will give the mileage

between various points along the way, location of crossroads and locations of spots of beauty for camping and picnicking. This service will be free from the store, as well as all the trips being outlined in the Sunday Statesman each week.

The coming season bids well to exceed by 100 per cent in popularity that of any other season for the motorist. Autoists are beginning now to buy camping equipment and other essentials necessary to outdoor comfort, and from all present indications hundreds of new faces will be seen in the summer's throng of "gasoline gypsies" this year.

If an engine be perfectly in balance, it will, theoretically, require no foundation bolts or means of holding it to the ground; but if unbalanced, the reaction of the movements of the unbalanced parts will be transmitted to the foundations or frame, through the bedplate or supporting arms.

**W. R. & J. H. McALVIN**  
General Auto-Top and Upholstering Work  
Formerly with Woods Auto Top Shop  
545 N. Church St. Salem, Ore.

## Three Ways to Buy a USED CAR Take Your Choice

**Plan No. 1**

The method heretofore most commonly known was to purchase from the NEW CAR DEALER who takes cars in trade. In plain facts there is a risk in buying a used car from a new car dealer because his judgment is bound to be warped in his appraisal of an old car because of his intense desire to sell the new car. He takes the car into stock and too often finds it needs more reconditioning than he figured. He then has to raise the selling price to a point beyond which the car is worth or has to slight the reconditioning. In other words the ultimate buyer is the man who pays the bill.

**Plan No. 2**

The second way to buy a used car is from a PRIVATE INDIVIDUAL. A person often thinks there is better opportunity for a bargain because of buying direct from the owner, but when the facts are known it is usually brought out that the owner is trying to sell the car himself because he believes he can get more for it than the dealer will allow for it. When buying this way the purchaser should be careful about the title. Has the car ever been stolen? Stolen cars are sold throughout the country every day with the result that the buyer has paid for something which he cannot keep.

**Plan No. 3**

THE CERTIFIED PUBLIC MOTOR CAR MARKET, a NON-PROFIT organization sponsored by the dealers offers the nicest, cleanest way to buy a good used car which has ever been available. The title on every car is guaranteed. The appraisals are made by one man who is not interested in new car sales. The car is priced at what the public will pay readily and from this price is deducted 10 per cent handling charge and the cost of reconditioning. As the reconditioning is done at the garage where that particular make car is handled you can see that the automobile is given attention by the most interested parties. This PUBLIC MARKET does everything aboveboard. All prices are on the windshield and nothing untruthful will be said about any machine in its possession.

**Certified Public Motor Car Market**  
255 N. Church St. Look for the Orange and Black Sign.

Announcing the greatest advance in motor car design since the self starter—the Traffic Transmission, exclusive in the 1924 Chandler. Will be on display for one day only, Tuesday, February 19, at the Marion Hotel. Chandler car demonstrations to be given to all interested parties.

**Come and Ride in a New CHANDLER**  
**Chaperon Motor Co.**  
State Distributors PORTLAND, OREGON

For Economical Transportation  
**A BICYCLE**

Save your money, save your auto, save your shoe leather, save your temper, save your health—Save all these by riding a bicycle. Ask the man who rides one.

**Lloyd E. Ramsden**  
387 Court St.

**W. C. DURANT**

Says: There can be but one leader in a class. You have it in

## The Flint Six

Durant's Sensation — \$1595.00 Here Fully Equipped. Every bearing in THE FLINT is an imported bearing. Every gear in this car is ground and polished. The finish is unexcelled. The performance is phenomenal. The only car that is not criticized by the public. You will never know real car comfort and power till you ride in the Flint.

Open Sundays—Come and Take a Ride

**SALEM AUTOMOBILE CO.**  
F. G. Delano - A. I. Eoff