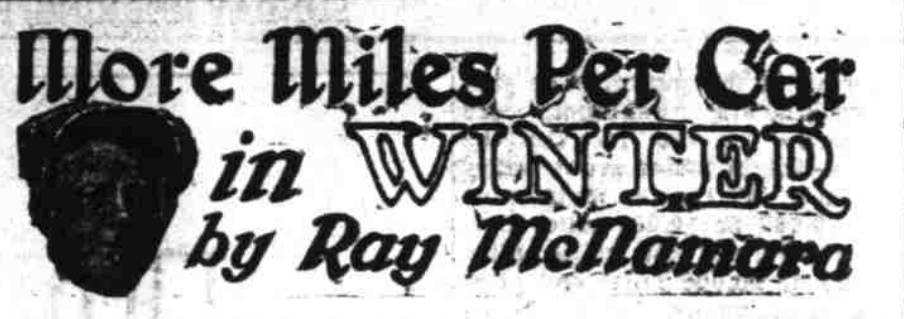


**NO DEALER CAN TELL CAR VALUE**

Says Byron Wright, Local Manager of the Certified Used Car Market

Certified public motor car markets, such as has recently been established in Salem, are by no means an experiment, according to the local manager, Byron Wright. Under the Appley plan, nearly 100 markets are now operating on the Pacific coast and the same plan with a few changes is now in several large eastern centers. The first market was opened in Orange county, and has been so successful that it has been copied by every county except one in southern California. It has also spread into northern California and during the past summer the dealers in this state and in Oregon were able to get the author, James E. Appley, to come to the northwest. One of the big reasons for its success has been the fact that it has been true to its name and given the public dollar for dollar. It has also allowed the public to set its own prices on the used cars offered, thereby determining the price level of any community. From the dealer's standpoint it has taken off his hands the bother of mixing old merchandise with new; whereas in the last analysis the public anyway dictate the prices which the dealer can charge for his used cars. "No dealer can tell what a used car is worth," says Mr. Wright. This is easily demonstrated to any car owner who goes from one to another seeking to trade in his car. The public have that prerogative, as they know what they will pay for it. Hence the reason for permitting them to control the market. The market in Salem is being operated absolutely at cost without profit to anyone, except the car owner who gets a used car there. The dealers do not participate in the profits; their only angle is to relieve themselves of the used car problem.

**More Miles Per Car in WINTER by Ray McNamee**



**TRANSMISSION TO BE DEMONSTRATED**

The Much Heard of Traffic Transmission of 1924 Chandler Car

A representative of the Chapman Motor Company, Portland will be at the Marion Hotel in Salem Tuesday of this week to demonstrate the traffic transmission of the Chandler automobile. An invitation to all interested parties to see this car and examine this transmission has been extended. The traffic transmission is a 1924 product of the Chandler factory. It is built to enable even an inexperienced driver to shift gears high to low or vice versa in the thickest of traffic without the slightest clash of trouble. This transmission also acts as a powerful and positive braking system, it permits the braking effect of the engine to be applied instantly in equal distribution between the rear wheels.

**WATCH BATTERY AND BODY FASTENINGS**

They May Also Sometimes Be Cause of Rattles  
While we are on the subject of rattles another case came to my attention in San Francisco last summer in which a car owner was condemning the motor for a rattle existing at some other point in the car. However, in this particular case, I found the serviceman on the right track. He had examined the motor thoroughly and was making an effort to locate the cause at some other point in the chassis, but since this was the first case of its kind coming to his attention on this particular make of car, he was not in a position to put his finger on it. This particular case sounded very similar to a floor board rattle and judging by sound, it was very near the front floor boards. However, the vibrations could be felt in the boards and the sound was somewhat more muffled. After a short road test we could not locate the cause. However, we found that we could produce the sound with car standing on shop floor while speeding motor up. After removing the floor board, sound became more apparent. Examining the battery, we found the wood section of battery perfectly rigid in its cradle or bracket but the whole battery cell assembly was loose in the wood box causing the noise. The owner was very much surprised to observe that the rattle ceased when a side pressure was applied to battery cell assembly. The battery being a rather heavy unit, sets up an odd noise when loose, in either its bracket or box. It is very common for a battery to be loose in its supporting bracket, but uncommon for cells to become loose in the wood box. Now, that we had found the rattle, we had to go a step farther and find out why the cells worked loose. A thorough examination and analysis showed that cells loosened up due to a short rigid ground wire, which, instead of flexing when the frame and battery carrier was distorted on rough roads, it acted as a rigid brace for the battery terminal post, thus prying the cells loose in box. Along flexible cable was installed after tightening the cells in box to preclude the possibilities of trouble developing again. Aside from the battery there are two other very important conditions contributing to annoying rattles, namely, the body brackets and bolts and that portion of the running board splash apron extending under body. Body bolts as a rule do a lot of stretching in the initial running of a new car, and if tightened up securely after the first several hundred miles of service, will stay tight. In the case of cars that are subjected to unusual or abnormal service, inspection should be made frequently, at least twice a season and when chasing rattles. If body bolts are found very loose and the nuts missing from bolts before clamping body down again, see if it has shifted on frame and also examine closely to see if the liners provided by manufacturers between frame and body have worked out. If the body is clamped down in a shifted position and with the liners or shims missing, you are liable to bind your steering gear, also distort the body so that doors will not open and close properly and further a lot of squeaks and rattles are liable to develop in that portion of the valance or running board splash apron extending under the body. When adjusting body to frame of car, in designs where the splash apron extends between body and frame, there should be a liner or shim the full length of body under and over the splash apron. In addition to this it is often necessary to vary the thickness of shims at different points under the body in order to line doors up properly. This usually accounts for doors not lining up in the case where body bolts have been loose, allowing the shims to work out. To insure doors working properly and absence of squeaks and rattles between body, frame and splash apron, see that your body bolts are tight and that body liners have not shifted on the frame as a result of bolts being loose. Copyright, 1924, by The Christy Walsh Syndicate.

**GARDNER CAR HAS NEW HEADQUARTERS**

Zeller & Moisan Take Over Local Gardner Agency at 173 S. Liberty

O. H. Zeller and Mark Moisan took over the Gardner Motor car agency for the Salem district Friday. The Salem representatives are to work as a branch agency with the Burdett & Albee Motor company of Portland which is the distribution agency for Oregon. Both Mr. Zeller and Mr. Moisan are experienced automobile men and are well known in Salem. They have established their headquarters at 173 South Liberty street, where they will be to serve Gardner owners, old and new. A complete line of Gardner parts will be carried in stock, and the partners will be equipped to give genuine Gardner service. By Monday a complete line of the latest Gardner models will be on display at the new agency. According to Mr. Zeller the new sport model is attracting much favorable comment and the Portland agency sells several every day. Before long the local agency will be established in its new quarters and the public is welcome at any time to come and inspect the cars whether they have any intention of buying or not.

**USED CARS**

Almost New 1923 5-Passenger Ford Touring  
Ford Coupe in excellent condition  
Dodge Touring, good shape  
5-Passenger Touring, cost \$1700 new — In good running order with new tires. \$175 for quick sale  
See These and Several Other Good Buys at  
**FRED KIRKWOOD**  
246 State St. Phone 311

**Are We Extravagant?**  
Here are some costs on Studebaker cars—  
*Would you have us cut them down?*

**WE** are lavish on Studebaker cars. For some features we pay three and four times what they need cost. Here are some of those costs which affect you. Tell us—would you want any one reduced?  
Our prices on high-grade Sixes run from \$975 to \$2685. They stand at bottom in the fine-car field, despite these extra costs. All because the demand requires 150,000 cars per year. But they could be lower if we cut these costs. Would you have us do it?  
**Engineering—\$500,000**  
Our engineering departments cost us \$500,000 yearly. Our Department of Research and Experiment employs 125 skilled men. It spends vast sums in analyses and tests. Our Bureau of Methods and Standards fixes every formula, every requirement. It makes 500,000 tests per year to maintain our high standards. We make 30,000 inspections on every Studebaker car during manufacture before it goes out of the factory. We employ 1,200 men to do that. These are heavy costs. But remember how they are divided—by 150,000 cars per year. They form but a trifle per car.  
**\$50,000,000 in plants**  
We have invested \$50,000,000 in modern plants and equipment. \$8,000,000 in drop forge plants, \$10,000,000 in body plants—as the only way to go Studebaker coach work. These plants are equipped with 12,500 up-to-date machines, many of them very expensive. But consider the alternative. Profits to other makers. We save up to \$200 on some bodies by building them ourselves.  
**15% extra on steel**  
On some steels we pay a bonus of 15% to the maker. Just to get our formulas exact. We could save that extra on "commercial runs."  
We machine the entire surface of crank shafts, as was done on Liberty Airplane Motors. The extra cost is \$600,000 per year. But the results are that of perfect balance, that absence of vibration.  
Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in America. The Light-Six more than any competitive car within \$1,000 of its price.  
Men who are with us five years or over get 10% of their year's wages in an anniversary check. Those anniversary checks last year cost us \$1,300,000.  
After two years all employees get a week of vacation with pay. That cost us last year \$225,000.  
Old employees who retire get pensions. Our co-operative department costs us \$2,000,000 per year.  
All this to keep men with us while they grow more and more efficient. To make them happy, so they do their best.  
This is all paid by people who buy Studebaker cars. But we figure that each such dollar saves us five dollars. Don't you agree with us?  
**The utmost in car value**  
The object is to give you the utmost in car value. You will find we do that if you make comparisons. In any Studebaker model, you will find scores of ways in which it excels any rival car.  
That is why, in the fine-car field, the Studebaker leads. The demand has almost trebled in the past three years. These cars have become the sensation of Motordom. On some of these models we have never yet been able to meet the demand.  
We spend money lavishly. We build without regard to cost. But, in our quantity production, we still bring costs to bottom.  
You should learn what these things mean, to you before you buy a car.

**Don't Buy a Fine Car until you see the leaders**

Studebakers hold the top place in the fine-car field today. Last year, 145,000 people chose them against all rivals. They paid \$200,000,000 for them. For 72 years the Studebaker name has stood for the utmost in quality. It will never stand for less. Today there are assets of \$90,000,000 staked on the Studebaker cars. Don't pay \$1,000 or more for a car without knowing what Studebaker offers. You will find here some scores of advantages. Learn what they mean to you.

**Other costly extras**  
Our bodies are finished with 18 operations, including 15 coats of paint and varnish. We use real leather upholstery. The cost is about \$25 per car over imitation leather. That Chase Mohair upholstery in closed cars is made from the soft fleece of Angora goats. A velour or worsted upholstery would save us up to \$100 per car. The many extras on our large closed cars would cost much if you

Model	Price
<b>LIGHT-SIX</b> 5-Pass. 412" W. B. 40 H. P.	Touring \$1260.00 Roadster (3-Pass.) 1240.00 Coupe-Roadster (2-Pass.) 1420.00 Coupe (5-Pass.) 1630.00 Sedan 1730.00
<b>SPECIAL-SIX</b> 5-Pass. 110" W. B. 50 H. P.	Touring \$1675.00 Roadster (2-Pass.) 1680.00 Coupe (5-Pass.) 2215.00 Sedan 2310.00
<b>BIG-SIX</b> 7-Pass. 126" W. B. 60 H. P.	Touring \$2040.00 Speedster (5-Pass.) 2130.00 Coupe (5-Pass.) 2840.00 Sedan 3060.00

**MARION AUTOMOBILE COMPANY**  
Salem's Largest Garage—Open Day and Night  
235 South Commercial Phone 362  
**THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES**

**Your Assurance of Quality**  
—is the vast army of satisfied customers served daily by the Western Auto Supply Company—the guarantee of satisfaction placed upon every article—the remarkable growth of the company, one store in 1916—ninety stores today—the fact that the "Western Auto" stores are the Auto Supply Headquarters for thousands of motorists of the West.

**Top Dressing**  
"Western" brand "Mohair" or "Rubber" dressing in 1/2-pint or quart cans, priced from 50c to \$1.75, according to size. 1-quart can khaki for sport tops, \$1.50.  
"Black Duck" brand—1 pt., \$1.00; 1 qt., \$1.50. "Leath-r-nu"—1/2 pt., 45c; 1 pt., 85c, and 1 qt., \$1.35.

**McKay's U. S. Tire Chains**  
Tire chains are a necessity in inclement weather. These are best quality and scientifically treated to prevent rust and give long service. \$3.95 to \$10.00 per pair, according to size. Also a complete line of Cross Chains and Repair Links.

**Cylinder Head Gaskets**  
Made of copper, asbestos filled; accurately made and guaranteed to fit perfectly. Prices 30c to \$1.60, according to car. We can supply you with—  
Round and Flanged Gaskets  
Gasket Paper  
Gasket Shellac  
Sheet Felt  
Sheet Cork and Packing  
Asbestos Yarn  
Asbestos Wick Packing  
Asbestos Pump Packing

**Ancor "Hot Spot" Manifold**  
—for Ford cars. Guaranteed to cut fuel cost, increase mileage, decrease carbon, give more flexibility, greater power, and fully satisfy the user. There are no moving parts, nothing requiring constant adjustment. Our price installed in few minutes. Our price **\$4.85**

**Auto Robes**  
The evenings are so cool that auto robes are a necessity—you'll find a pure wool auto robe is very comfortable. Our special prices range from \$6.65 to \$23.75.

**Non-Skid TREAD**  
Western Giant CORDS  
—give complete protection against skidding. The high, flat tread, the sharp edges and the row of suction cups make a design which grips wet and slippery pavements. An inspection of the tire will disclose many other reasons why Western Giant Cords are rapidly becoming the most preferred tire in the West.

SIZE	WESTERN GIANT Extra Heavy 12,000 Mile Guarantee
30x3 1/2	\$12.65
32x3 1/2	15.90
31x4	18.85
32x4	20.65
33x4	21.30
34x4	21.90
32x4 1/2	26.55
34x4 1/2	28.15
35x4 1/2	29.20
35x5	34.30

**WESTERN STANDARD** (10,000 Mile Guarantee)  
30x3 1/2 ..... \$10.75

**Wear-well Cords**  
—As That the Name Implies  
A standard weight—standard quality—standard oversize economical tire, fully guaranteed.  
Size Regular Size Price  
30x3 Cl. Regular Size \$8.65  
30x3 1/2 Cl. Regular Size 8.80  
30x3 1/2 Cl. Oversize 9.90  
31x4 S. S. Oversize 15.95  
32x4 S. S. Oversize 15.90  
33x4 S. S. Oversize 16.85  
34x4 S. S. Oversize 17.60  
32x4 1/2 S. S. Oversize 20.45  
33x4 1/2 S. S. Oversize 21.20  
34x4 1/2 S. S. Oversize 21.85  
33x5 S. S. Oversize 25.70  
35x5 S. S. Oversize 26.50

**A Recovering Outfit for Your Car**  
Ford Roadster Rubber Cloth Outfit 1923-1924 Models Equipped With Grey Wings \$5.90  
Earlier Models \$6.45  
If your top has become worn, shabby in appearance, or leaky, you can quickly restore both its efficiency and appearance at a very small expense.  
De Luxe Top Covers—Long grain, weather-proof materials for Dodge, Chevrolet, Maxwell and Ford Cars, \$10.25 to \$15.25, according to car.

Ford Touring Rubber Cloth Outfit 1923-1924 Models Equipped With Grey Wings \$6.95  
Earlier Models \$7.65  
The outfit consists of an extra heavy black rubber cloth roof, all stitched, back curtains and sufficient binding and upholstering tacks and fasteners—all ready to slip right over the old frame.

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Order by Mail Our Guarantee Protects You  
**Western Auto Supply Co.**  
For Your Convenience Open Till 9 p. m. Saturdays  
Corner Court and High Streets Phone 796