



18,000,000 CARS AND TRUCKS NOW IN THE WORLD

Small Portion Owned By Foreign Lands, While U. S. Claims Five-Sixths

On January 1, there were in round numbers 18,000,000 cars and trucks in the world and five-sixths of them were owned in the United States.

The actual figures according to statistics compiled by the Department of Commerce show that at the opening of this year the entire world contained approximately 15,763,281 passenger cars, 2,345,950 trucks and 1,075,000 motorcycles, bringing the grand total of motor vehicles up to 19,184,231.

The total increase in registration of passenger cars, trucks and motorcycles for the world during the past year was 3,881,278 and of this number 2,885,487 found their way into the hands of residents of America. At first glance these figures do not appear to be adequate since it is known that America alone built 4,095,330 motor cars and trucks during the year just completed.

The apparent discrepancy is, however, taken care of by the registration loss due to withdrawals of cars which have been destroyed by fire, worn out or have become obsolete and of too little value to be used or registered. According to one competent authority, 1,188,411 machines were discarded during the first six months of 1923.

The complete record of discard cannot be readily obtained until

after the completion of the 1924 registration of cars already in service. Since many of these are in winter storage and will not be licensed until later in the spring several months are expected to elapse before the count is finally completed.

328,333 MACHINES EXPORTED LAST YEAR

Table with 2 columns: Category and Value. Includes Motor vehicles exported, Passenger cars exported, Motor trucks exported, Assemblies abroad of American cars, Value of motor vehicles and parts, Rank among all exports, Per cent of motor vehicles exported, Motor Vehicle Retail Business, Total car and truck dealers, Public garages, Service stations and repair shops, Supply stores.

CARRY OLD NEWSPAPERS

Saving things for a rainy day is always good advice, so don't laugh when it is suggested that you carry with you in the car a supply of newspapers. Many an old newspaper has protected some occupant of the car when a rain curtain was torn. Folks who get caught without sufficient clothing for protection against a sudden change in the weather find that a newspaper cut so as to slip over the neck and fit under the coat furnishes excellent protection against pneumonia.

50,000 YARDS OF LEATHER

From 50,000 to 50,000 yards of artificial leather are made every day at the artificial leather department of the Ford Motor Company.

LARGE PER CENT CARS RECOVERED

Eighty-Four Per Cent of Cars Stolen On Pacific Coast Is Recovered

There were 39,612 automobiles stolen last year, according to figures just made public by the National Automobile Dealers' Association, in 28 key cities of the United States. Of this number 7,228 were unrecovered on January 1.

The percentage of unrecovered stolen cars in the 28 index cities, for 1923 was 18 per cent, the lowest recorded since the records have been kept.

Police efforts, certificate of title laws, registration provisions all have had an effect on the recoveries of cars in 1923 it is believed. In spite of the lowest number of unrecovered cars, 1923 also registered the highest total number of cars stolen in six years in those 28 cities.

The Pacific coast region as represented by six key cities made a record of recoveries better than that of the country at large, its percentage of unrecovered cars being only 16.

In these cities there were 8,715 cars stolen of which 7,314 were recovered. The number of thefts and percentages of recoveries were:

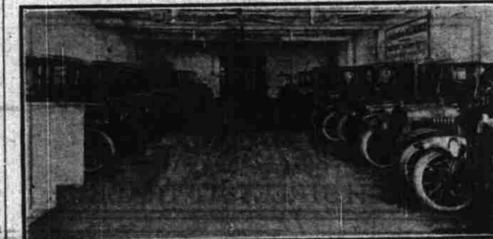
Table with 3 columns: City, Cars Stolen, Per Cent Recovered. Includes San Francisco, Los Angeles, Portland, Seattle, Salt Lake City, Oakland.

Thefts in the 28 index cities in six years totalled 203,499, of which 49,877 or 25 per cent were unrecovered. The figures quoted are compiled from reports each year to the NADA from the official record of the police departments of the key cities.

Two Views of the Valley Motor Company Plant



Picture taken from the corner of Chemeketa and High streets, showing the new addition to the Valley Motor Company's Ford plant.



A view of the Used Car Department from the Church street entrance.

AUTO SALES GAIN WITH GOOD WEATHER

Vick Brothers report good business since the first of the month in Quality Car sales. Oakland has been delivered to the following buyers: touring to Same Kazer of Silverton; sport touring to L. J. Post, local contractor; sport roadster to S. A. Spohn, supervisor at the Oregon State Hospital, and sport touring to J. A. Fehler of the Willamette grocery.

Willards-Knights have been sold as follows: Sedan to John P. Mielke of Stayton, coupe sedan to H. A. Morrison of Salem and tourings to Tom Clark of Elliott's Printing House, Miss Hazel Todd-hunter of the Oregon Growers, and A. D. Wilcox of 840 N. Summer street.

Overlands have been sold to George Hug and T. M. Curry both from Salem.

NEW YORK CUTS SIDEWALKS TO HELP TRAFFIC

NEW YORK, Feb. 23.—New York exports have been pondering for months on a remedy for traffic congestion. With 40,000 new cars to be added during 1924 to those already in service, traffic officials have wondered how to provide additional roadway.

New streets and boulevards cannot be cut except at enormous expense and wholesale destruction of buildings.

In one year 146,545 square feet have been added to streets by widening them. Many streets that formerly had broad, expansive sidewalks four, and in some cases, eight feet wide have been remodelled, increasing the street width from eight to sixteen feet.

MAY DISTRIBUTE NEW ETHYL FUEL

The Standard Oil Company (New Jersey) and the General Motors Corporation announce today that they are negotiating a contract under which the former will act as distributor in the eastern part of the United States for the new product developed by the General Motors Research Corporation of Dayton, O. This is an "anti-knock" mixture known as ethyl, which will be offered to motorists in connection with the sale of gasoline.

CARBON AND COMPRESSION

European automobile race drivers are experimenting with pistons that are raised and rounded at the top. They call this doming the pistons and find that it increases compression and power by forcing the gas vapor to occupy a smaller space when compressed. This is exactly what happens in the average motor (only on a smaller scale) when carbon cakes on the piston tops. But the carbon prevents the gas and thus wastes power. Knocking proves it.

NEW RECORD IN BY STUDEBAKER

Special-Six Cuts 16 Hours Off Between Fremontle and Sydney, Australia

Speeding across desert wastes, mountainous roads and rugged mainland, a Studebaker Special-Six touring car has just established a new record in a thrilling race against time from Fremontle to Sydney, Australia.

The car was driven by John Burton, a veteran Australian motorist.

It went through the gruelling grind of 2,889 miles in five days, 21 hours and 45 minutes. This is 16 hours and 12 minutes faster than the previous record of 6 days, 13 hours and 57 minutes.

In addition, Burton drove the Studebaker through to a new record in his race, by clipping off considerable time between Fremontle, Adelaide and Melbourne. The Special-Six negotiated the entire 2,889 miles under extremely severe conditions and came through in perfect running order.

This new Australian record of Studebaker's comes on the heels of new marks recently established by stock model Studebaker cars in the Syrian desert and in the Union of South Africa.

FOUR WHEEL BRAKES TO BE OPTIONAL ON FLINT SIXES

Word has reached Durant-Stevens at Los Angeles that on and after March 15 four wheel brakes will be optional on Flint sixes. These brakes are known as the "Durant Perfected Brakes." They

are mechanical brakes with hydraulic equalizers. An extra charge of fifty dollars will be made for them.

It is not the way with W. C. Durant to let any of his cars trail along long at the tail of any procession of their class especially in the case of a member of his line, on which whose high quality he so justly plumes himself as this "Baby Locomobile." Hence four wheel brakes for the Flint six.

1,800 INSPECTORS AT FORD PLANT

The Highland Park plant of the Ford Motor Company at Detroit has a force of more than 1,800 inspectors. While it is said that the Ford inspection system goes to unnecessary lengths, it must be remembered that absolute interchangeability of parts is the basis of all Ford production. It is, therefore, essential that every part be exactly like every similar part and to achieve this accuracy close and frequent inspections are required.

FIGHT AGAINST SMOKE BEGAN 900 YEARS AGO

The fight against smoke has been going on for more than 900 years. In 1316, a royal proclamation was issued forbidding the use of coal in London on account of the "noisome smell." In 1580 the use of coal was prohibited by Queen Elizabeth in London while parliament was in session because "the health of the knights of the shires might suffer during their abode in the metropolis." A large number of American cities now have smoke ordinances which are rigidly enforced.

Always signal with hand when slowing down, turning or stopping, even though you have an automatic or mechanical warning device.

JOE WILLIAMS LOCATES IN SALEM

Auto Electrical Business to Be Established By Raymond, Wm, Man

That Salem is to be preferred to southwestern Washington is the opinion of Joe Williams, a newcomer to the community, who has purchased a residence property and two lots on North Commercial and is establishing himself in the automobile electrical business, having been connected with the Willard Storage Battery company for years. Before coming to the city, Mr. Williams lived at Raymond for 10 years. Mr. Williams is married and has two children. He is a member of the Elks and IOOF fraternal orders.

While Mr. Williams regrets leaving his former friends in the adjoining state, he brought their kindest regards with him and expects to feel at home in a short time. People who have known Mr. Williams prior to his locating here are high in their estimation regarding the character of the new citizen. Mr. Williams declares that he has come to Salem to stay and that it is a mighty fine home city.

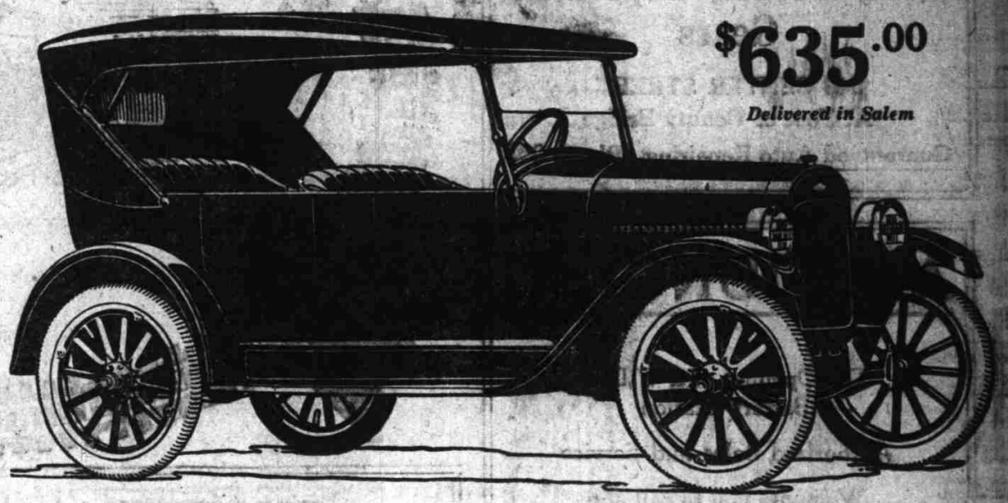
5,000 STUDEBAKER DEALERS

Studebaker has 25 branch offices, 5,000 dealers and 3,500 service stations in civilized countries. These branches and dealers carry in stock \$4,000,000 of repair parts for all models of Studebaker cars.

The Good MAXWELL Club Sedan You Can't Match It For Varied Utility

Its users will tell you The Good Maxwell Club Sedan is a superior car—in sturdy strength, in unflinching performance, in all-around utility. Examine it and note also how superior it is in roominess and adaptability. In its price field you can't approach it for sensible, economical service.

OSCAR B. GINGRICH MOTOR & TIRE CO. Salem, Oregon



\$635.00 Delivered in Salem



Why you need a Chevrolet

A Chevrolet will save valuable time for you. It annihilates distance. It will transport you to your destination in comfort and economy.

It will cut your doctor bills and broaden the sphere of your activities. A Chevrolet is more essential to the modern family than anything else but a home.

Ask Us About "The New Way to Pay for a Chevrolet"

NEWTON-CHEVROLET CO. 227-231 NORTH HIGH STREET TELEPHONE 1000

See Chevrolet First

Trail 'Em To Salem