GARDNER CAR PERFORMS WELL

Salem Dealer Is Willing to Demonstrate Hill Climb On Three

E. Nordenson, distributor of the Gardner car, says, "There seems to exist some doubt among some regarding the Gardner stock car pulling Washington street in high gear with only three cylinders working. We of course do not wonder at this doubt. For the benefit of the doubtful we will gladly demonstrate this at any time as well as other unbelievable features and performances of the Gardner car which will do forty miles per hour working on three cylinders without a boble or jerk of any kind. We claim nothing more of the Gardner car than any other car of its same construction, but we do believe that we have the best constructed automobile on the American market today, near its price, and a comparison of units of much higher priced cars, such as bearings and stroke and bore, size of crank shaft, and con rods and construction throughout. If by comparison, it is good for cars of a much higher price, then we believe that it is good construction of cars of a lesser price. Ask users regarding operation expense, they know, and believe that they will be better able to remove the cloud of doubt from the most skeptical mind regarding the Gardner car."

PINCHED DEALER THEN BUYS CAR

Sale Cost Dealer $56.60 in Fine, But Trooper Was Sold on Car

Here's a new wrinkle in demonstration. The West Virginia State Police bought a Chrysler Six following one of the oddest arrests on records.

G. M. Davis, manager of the Tri-Motor Sales Co., Maxwell-Chrysler dealers of Clarksburg, W. Va., the home town of John W. Davis, Democratic presidential nominee, was in a hurry to reach Fairmount, 25 miles away. He was in such a hurry that his Chrysler did it at night in the rain over slippery roads in 30 minutes. While running along at 50 miles an hour he noticed a state trooper behind him. "I supposed he was chasing me," he said later, "as there was no one else I could see who needed to be chased for speeding. But I stepped on it.

"Some time after I reached Fairmont the trooper rode in. He said he had endeavored to catch me for 15 miles and supposed I must have been at least seven miles ahead of him when I reached Fairmont. The damage was $56.60, but the trooper was so thoroughly sold by my inadvertent demonstration that the state bought one a few days later. I call it the best arrest for speeding that I have ever received."

The Chrysler is now being used to accomplish what the trooper's motorcycle couldn't do—to catch speeders.

"The English car is a good one. They offer about 160 makes to select from, and only American products of high merit with big dollar value can expect any big recognition."

"Doug" and Mary gave the Ten-Millionth Ford a great welcome when it arrived at the Fairbanks and Pickford studios in Hollywood. Frank Kulick, driver, had to relinquish the wheel, for "Doug" insisted on driving the numerical wonder car of the great Ford family with Miss Pickford in the front seat beside him. Then the band played and the crowd cheered.

GREEN DRIVER NEED NOT FEAR

A. A. A. Gives Service in All Important American Cities

No American car buyer need fear for his safety by reason of his motoring inexperience, according to Thos. P. Henry, president of the American Automobile association.

The 22 years of AAA experience with every phase of motoring is at the tyro's disposal, he says.

This point, a statement by Mr. Henry shows, is being emphasized at this time because of considerable unfair criticism aimed at the new comer. The AAA takes the position that a new driver today is safer than a new driver ten years ago, because, granting that he is conscientious and willing to be guided accordingly, there is just so much more experience at his disposal.

"With AAA touring service a comparatively 'green' car owner can now undertake extensive journeys via motor in the knowledge that he will be spared nine-tenths of the annoyances of inexperience," Mr. Henry points out. "If he is a member of his local Three A's club he is entitled to service in practically all the important American cities. He is bound to experience a feeling of confidence in his touring as a consequence, for the association has done the pathfinding for him."

FEDERAL HEAD GOES ABROAD

M. L. Pulcher, president of the Federal Motor Truck company, Detroit, Michigan, one of the pioneers of the motor truck industry has just left for England and continental Europe. The object of his visit is to introduce the new Federal-Knight to the large Federal distributing organization, which has made astounding sales gains during the last few months, and to European truck users.

"The time has come," said Mr. Pulcher, just before he left, "when the wheels of industry in Europe will begin to turn with the rapidity of pre-war days.

"Sounder economic conditions have been established, as a result of the Dawes plan. Germany now has a basis of currency that will bring her back into the market. Confidence will again exist and conditions will be stabilized. Sources that have been clogged up will be reopened and the paralyzing hand, that has gripped parts of Europe for so long will be removed.

"This change in the situation, while it presents a field of great opportunity to American business men, also places a tremendous responsibility upon the shoulders of every one who expects to take advantage of it.

"Quality and honesty in manufacturing and selling are basic and cannot be separated. The man who buys an American product in Europe has a right to expect full value for his money.

"Taking our own case, for example. Production in Europe will be greatly increased and one of the requirements to meet this will be more motor trucks. We expect to supply a large portion of this demand. Last month we exported more trucks than any other manufacturer of trucks in the world. If we had not given quality in the past and had not been honest in our dealings, this record would never have been possible. It's the only policy that pays and the only one that will earn the lasting friendship and bring the continued patronage of European customers."

This statement coming from Mr. Pulcher is of more than passing interest. The Federal Motor Truck company is the biggest exporter of trucks in the world and is represented in 50 foreign countries.

A Federal-Knight show chassis will be exhibited at the Olympia show and a more vigorous cultivation of the foreign market will be made.

The new Federal-Knight has been received with great enthusiasm by users abroad. The Knight engine has been popular in Europe for many years and the long successful record of Federal trucks for dependability and performance has earned for them a reputation in foreign countries that is second to none.

This new speedy truck will be in great demand. Owing to high operating costs, the economy of the Willys-Knight motor, its freedom from costly repair bills and the sturdiness and lightness of the Federal chassis will appeal to foreign users. The need for this particular truck exists and this one has been specially designed to meet all requirements.