

GARDNER COMPANY HAS CELEBRATION

Golden Anniversary as Manufacturer of Motor Cars Is Celebrated

That continued adherence to a sound, practical business policy is the secret of success is emphasized and confirmed by the continued growth of the Gardner Motor Co. Inc., of St. Louis, which celebrates its golden anniversary this year.

The foundation on which the present Gardner business has been built was laid by Russell E. Gardner in 1875, when he began the manufacture of Banner bugles, after an extensive experience in banking, the sale of timber, and as a vehicle dealer.

Within a very few years' time, Gardner saw his business grow from an humble beginning to the largest buggy manufacturing plant in the world, with more than 10,000 dealers throughout the world handling this product.

Hanging in Mr. Gardner's office was a sign which epitomized his idea of the golden rule for the manufacturer of vehicular transportation. That sign read: "Build what people want. Build the best you know how. Pay cash for all materials. Return the savings thus effected to the purchaser in the form of a better value for his money."

1914 saw the beginning of the great growth of the automobile as the universal method of transportation, and Gardner recognized that it was only a question of time until he would no longer be able to keep his great factories operating at capacity in the production of horse-drawn vehicles. Accord-

ingly arrangements were made for the manufacture of a popular-priced automobile by a company owned and operated by the Gardner organization.

Gardner engineers had spent much time in Europe and America, studying the trend of motor car development and much experimental work was done on two new Gardner cars. The first of these, the Gardner Eight-in-line, made its debut at the New York Automobile Show, last January, where it scored a remarkable success, which was later duplicated at virtually every metropolitan center in America.

Popular approval was quick to make itself manifest, and within three months after the initial showing of the new cars, Gardner found it necessary to double the 1925 production schedule originally planned for the Gardner Eight-in-line and to triple that originally planned for the Gardner Six.

Early in July, 1925, the Gardner Anniversary Sedan on both the Eight-in-line and Six-cylinder chassis was announced as a fitting commemoration of 50 years of building well. The Gardner Eight-in-line Anniversary Sedan is said to be the first full-sized 4-door Sedan ever offered the American public at exactly the same price as the open car. The Gardner Six Anniversary Sedan at \$1565 is, considering the equipment carried, the lowest-priced Gardner closed car ever built.

The uninterrupted success of the Gardner Motor Co. Inc., is revealed by the latest financial statement issued. Russell E. Gardner Sr., the founder of the business, is now chairman of the board of directors, having been succeeded to the presidency by his eldest son Russell E. Gardner, Jr., a few years since. Fred W. Gardner is vice president in charge of the production, W. H. Yelkeld is secretary and general sales manager.

SALES MANAGER NAMED

PRETISS OF OLDS MOTOR WORKS GETS PROMOTION

D. S. Eddins, general sales manager of Olds Motor works, announces the appointment of Don Prentiss as manager of the sales promotion division of the Olds Motor works.

Mr. Prentiss has had of experience in merchandising automobiles. He has been in business for himself and has spent several years actively engaged in working with a dealer organization and in building up an efficient retail selling organization. As head of the sales promotion department he will work very closely with Oldsmobile dealers throughout the country.

WOMEN OF TODAY ARE CAR BUYERS

Salesmen of Motor Cars Must Conform to New Element in Purchasing

Some unusual circumstances among car buyers are reported by Willys-Overland dealers throughout the country that reveal new buying tendencies and new factors having entered into the purchase of a motor car.

Never before in the history of the automobile industry have women played the part in the purchase of the family car that is noticeable at the present time, according to dealer reports. There once was a time when the head of the family decided he needed a car, investigated all available makes within his financial limit and then purchased the machine without so much as quizzing the other members of the family as to whether they were in favor of the purchase or not.

Not so these days, dealers declare, for the wife is responsible for the actual purchase of the family car in more than 70 per cent of sales made to family men. "It is a distinct departure from the old type of buying, but nevertheless true," reports a Willys-Overland dealer, "that when a family man prospect enters our store he either brings friend wife along with him, or else makes an appointment with the salesman for a demonstration where his spouse can be present."

Several things have been responsible for this change in the purchase of a car. In the first place friend wife has, through the social and political regeneration of the past few years, placed herself on an even plane with her husband in the matter of occupation and activities. Friend husband is no longer the only individual in the family who plays golf, who drives his own car, and who enjoys the outdoors, but the lady of the house now seeks the same recreational advantages as does the male head of the house.

Necessarily, the motor car plays an essential part in the modern woman's activities. She must have her car to attend her friend's bridge party, she must drive out to the country club for her bi-weekly foursome, and she must have her own car for her shopping tours. In short, Mr. Guthrie's private car must be constantly at her disposal, and where one machine only is available, lady must needs play an important part in its selection.

Willys-Overland has been quick to realize this trend of woman's dictum in the matter of selecting the family means of transportation, and new models have been designed particularly to give lady just the right type of motor car.

MOON ANNOUNCES PRICE REDUCTION

Reduction in Prices Ranging from \$50 to \$200—Many Improvements

The wide acceptance, it is said, by the public of the Moon Series "A" cars and the tremendous sales on these cars during the first seven and a half months of this year coupled with the Moon Motor Car company's effective program of economy in manufacturing its product has made possible a general price reduction in Moon cars ranging from \$50 to \$200.

PLATE GLASS INSTALLED

Experiment Hoped to Lower Traffic Accidents

In connection with the nationwide "Safety First" campaign to reduce the toll of life and damage taken by the heavy traffic in the large cities, the Atlanta, Minneapolis, and the St. Paul street car lines are conducting experiments with plate glass in the vestibules of their cars with a view to improving the motorman's vision and thus cutting down the number of accidents.

According to F. A. Jordan of the Georgia Railway and Power Company, the operators of the street railway system in Atlanta, the company recently purchased twenty cars whose front windows are glazed with plate glass. Those cars are now in operation, and actual working conditions are being used to determine the value of the new type of glass. Reports received so far indicate that its use will have considerable effect in reducing the number of accidents in which cars are involved.

CYCLE MAN VISITS

Vere Guthrie, of Hunting Park, Cal., was a guest at the home of Harry Scott yesterday afternoon. Mr. Guthrie is a former resident of Portland where he was the factory representative for the Harley-Davidson motorcycle. He made many visits to Salem at that time and was well acquainted with Mr. Scott. Mr. Guthrie was accompanied by Mrs. Guthrie and her mother, Mrs. Oderman. They are returning to Hunting Park, where Mr. Guthrie is the Hudson-Essex dealer.

Hillsboro—Ray-Maling cannery operating at maximum.

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W. R. Brashear, Assistant General Sales Manager of the Moon Car company, in speaking of the price cuts in Moon cars said, "The Moon Series 'A' models introduced recently represent the greatest automobile value ever produced considering the price and the numerous improvements in these cars and this fact is clearly borne out by the wide acceptance of these cars by the automobile buying public. This public is today getting more real value from the money it expends for motor cars than ever before in the history of the industry but despite this fact the Moon Motor Car company recognizes that its great success is due wholly to the public's acceptance of its cars, is going a step farther and is making sharp reductions in the new Moon Series 'A' for 1926, effective Sept. 1, thus giving the automobile buyer the benefit of the same high value but at a lower price, in other words effecting a real saving for the buyer of Moon Cars."

"The reduction in prices of the Moon Series 'A' cars for 1926 is made possible by the unprecedented sales on these cars during the past seven and a half months which has proven to be the most successful period in the history of the company, and also on account of the fact that the Moon car is the product of a \$75,000,000.000 combination of engineers and manufacturers cooperating fully in the manufacture of Moon cars. The value now being built into Moon automobiles will continue as a cardinal requisite of Moon engineering and manufacturing and will under no circumstances be effected in any way whatsoever by the price reductions announced for Sept. 1. Sales for August are well ahead of sales for the same period of last year and now with the introduction of the drastic price cuts on the Moon Series 'A' models for 1926 at hand sales for the next several months bid fair to eclipse any previous sales records of the company especially since we have recently acquired a manufacturing plant adjacent to our present main plant, the acquisition of this plant adding approximately 200,000 square feet of floor space to our manufacturing and shipping division thus giving much better facilities for the handling of the large volume of business that is sure to come with the price reductions."

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Douglas county canteloupe crop is estimated at 15,000 crates.

Only Two Used Cars Left
There's a Reason Why!
1925 Hudson Coach—has been used for demonstration—\$1250
1925 Paige Seven-passenger—fully equipped. Price \$1200. Formerly owned by prominent Salem citizen.

GENUINE Willard Battery FULLY GUARANTEED \$12.50 Fits Practically All Cars JOE WILLIAMS The Battery Man 531 Court Street Phone 198 Member Willard Battery Men

EIKER'S GUARANTEED USED FORDS PRICED RIGHT THE BLUE FRONT Liberty and Ferry Phone 121

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM
When you consider Buick proven quality and then compare the sensationally new Lower Prices, there's only one answer—BUICK
1926 Improvements—75 Horse Power, Duotone Duco Colors, Oil Filter, Fisher Closed Bodies, 4 and 2-Door Sedans, 4-Wheel Brakes, Gas Filter, Air Cleaner
BUICK PRICES
K. O. K. Pacific Coast
STANDARD SIX
2-Door Sedan... \$1425
Roadster... 2 Pass. 1345
Touring... 5 Pass. 1375
Coupe... 2 Pass. 1415
4-Door Sedan... 5 Pass. 1550
Coupe... 4 Pass. 1510
MASTER SIX
2-Door Sedan... 5 Pass. 1690
Roadster... 2 Pass. 1490
Touring... 5 Pass. 1590
4-Door Sedan... 5 Pass. 1770
Coupe... 4 Pass. 2080
4-Door Sedan... 7 Pass. 2300
Swoosh... 5 Pass. 2230
Sport Road... 5 Pass. 1760
Club Special... 5 Pass. 2090
Sport Touring... 4 Pass. 1790
OTTO J. WILSON
388 North Commercial Street Salem, Oregon

Ask These Questions of Your Motor Truck
How much did it haul?
How far did it run?
How much did it cost?
White Trucks haul the most goods the greatest number of miles, without interruption, at lowest cost. That is why there are more White Trucks in service today than trucks of any other high-grade make.
We have booklets detailing the experiences of owners of White Trucks in your line of business. Ask for them.
The White Company, Cleveland
Marion Auto Co.
Day and Night Service
235 S. Commercial Tel. 362
WHITE TRUCKS

Tubes 1/2 Price
This Week Only
With Every Tire Bought at Our Regular Low Prices
A \$1 to \$6 saving on every tire and tube bought this week. Buy your tire and get your Blue Ribbon or Jumbo Tube of corresponding size at half our regular inner tube price. This offer good only until Sept. 5th.
A Word About "Western Auto" Tires
Whether you drive a light, medium or heavy car, a "Western Auto" tire will meet your requirements. Quality and long wear are built into "Western Auto" tires. They are manufactured according to our high standard of quality and sold direct to you through our more than 125 stores. This economical method of distribution enables us to sell these high-grade, dependable tires at lower prices. Hundreds of thousands of "Western Auto" tires are serving western motorists. Our liberal guarantee fully protects you.
Your Tires Will Be Mounted Free
A \$2.00 deposit will hold your tire and tube for ten days.
Western Giant Cords
A big, husky tire—extra oversize—extra weight—extra service—a sure nonskid tread.
30x3 1/2 Western Giant Reg. Size \$13.45
Wear-well Cords
Standard oversize, standard weight, standard quality tires, manufactured to rigid "Western Auto" specifications.
30x3 1/2 Wear-well Reg. Size \$9.90
This Week's SPECIALS
"Schrader" Valve Insides
Valve leaks are the cause of constant grief to the motorist. They are safe and carry a load of genuine "Schrader" insides that regularly sell for 15c. Special This Week only—17c (limit 5 boxes to a customer)
"Schrader" Tire Gauge
This genuine "Schrader" gauge will register accurately the pressures in the tire. Neat leather case furnished with each gauge. Factory list \$1.25. Special This week—88c each.
More than 125 Stores in the West
Western Auto Supply Co.
Salem Store: Corner Court and High