

Western Auto Supply Company

opens local branch store here



George Pepperdine, President of the Western Auto Supply Co.

Interior of the Western Auto Supply Co. store in Los Angeles

Meet "Saving Sam"



HERE IS THE LIFE STORY OF MR. SAVING SAM

"Saving Sam" is the name of the smiling little man pictured above. He is trade-character for the Western Auto Supply company and represents their policy of "Saving and serving with a Smile." He is always on the job, saving money for motorists, and serving them with the best in auto supplies.

"Western Auto's" new local branch store which has just been opened at 125 North High street is the latest addition to Salem's auto row.

The best way of serving motorists, claims the manager of this new auto supply store, is to have on hand a complete, fresh stock of all accessories and supplies so that the auto owner can get just exactly what he wants when he wants it, and at a price that he is willing to pay. This company's tremendous volume of business and the rapid turnover in 40 stores makes possible a "factory-to-you" distribution plan that not

only insures complete, fresh stocks, but also makes possible prices that are substantially lower.

This merchandising plan does away with broker's and jobbers' profits which are passed along to the ultimate consumer and is largely responsible for the remarkable growth of this concern, according to the manager.

The growth of the Western Auto Supply company is a most unusual and remarkable one, and its history reads more like fiction than fact. Mr. George Pepperdine, who is president of this largest organization of its kind in the western United States, was recently asked to tell how he got his start. He said:

"When I first started with a desk in a garage in Kansas City, just thirteen years ago, my capital consisted of about \$5 and a lot of nerve."

"However, with this nerve I secured a consignment of \$100

worth of merchandise and went to work and while in those days there were not as many automobiles as there are today, they needed accessories then just as they do now, and it was not long before my first stock was exhausted and I was fairly on the road to building up a big business.

"Getting an idea and sticking to it, giving the public something they want and need, giving them quality merchandise, and above all, always keeping faith with them, is, I believe, the explanation for the continual growth of our business, the business which grew from a desk in a garage in Kansas City to one of the largest in the world in the short space of thirteen years."

Today the Western Auto Supply company owns and operates forty large and completely stocked auto accessory stores in every important western city—Bakersfield, Bellingham, Boise, Colora-

do Springs, Denver, El Centro, Everett, Fresno, Greeley, Hollywood, Long Beach, Los Angeles, Oakland, Pasadena, Pomona, Phoenix, Portland, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, Santa Ana, Santa Barbara, Salt Lake City, Seattle, Stockton, Spokane, Tacoma, Walla Walla, Yakima, Pueblo.—and the latest link in this large chain of stores is forged with the opening of the new Salem store at 125 North High street.

The local manager of Salem's newest and best equipped auto supply store extends a hearty invitation to motorists to come in and get acquainted with "Saving Sam" and his policy of "Saving and Serving with a Smile."

JUST SOME GOSSIP

By LUE F. VERNON

To the charge that they are not fit for selfgovernment the Filipinos may retort that neither is the rest of the so-called civilized world.

After a man gets to be about 50 years old the insurance solicitors give him a rest.

There is nothing more tantalizing to a man than to go home with something in his mind he wants to scold about and find visitors there, and be obliged to act agreeably.

What is to be done with the mother who insists that her daughter sings and plays divinely to the consternation of other guests of the house who gather in the sitting rooms of family hotels? There ought to be some punishment to fit the crime.

"There's no place like home, thank heaven," sighed the hopped-up man, as he locked his hotel room from the inside.

And yet it is doubtful if one ex-navy workman will join the blacksmith's in repairing plowshares as the poets depict.

A Mormon boy out in Utah One day chanced to meet his own pa.

Cried the glad little one: "Shake, pa, I'm your son!" "Indeed!" said the man, "who's your ma?"

It is evident enough that the most disastrous war of all time left in its wake the most disastrous peace of all time.

If we were a young girl, and we lack much of being anything of the kind, we would rather the ribald wretches called us a chick en than a flapper.

Los Angeles has a negro publication (a weekly) called the Los Angeles "Hatchet." The name reminds me of a weekly newspaper published in Forest Grove years ago; but whether or not the paper in question is still issued I do not know.

At any rate, at the time I speak of, on the front of its frame building was a somewhat unique sign.

First was a picture of George Washington, then the word "county" in letters, followed by the picture of a hatchet. Thus the sign read: "Washington County Hatchet." It was a novelty in

COUNTY SCHOOLS PLAN CONTESTS

Spelling and Declamation Meets and Athletic Competition Arranged

Three big county school events are in process of incubation, all to be staged during the month of May.

The first is to be the spelling contest, May 6, in which all the schools of the county are urged to take part. Each school may have one contestant from each grade from third to eighth inclusive. Gold medals are to be given for first prizes, and silver medals for seconds. The words are to be taken from the New World Spellers according to grade, and the work is to be written, except that ties will be spelled off orally. The county superintendent is now sending out the blanks and the instructions for all the entrants to use. The contestants must be on hand when the bell rings, or they will be barred. The match is to be held in the Salem high school building, starting at 10:30. It may not be as thrilling as a duel with swords, or a hanging, but it promises to be worth a lot to the business and literary world.

The county declamatory contest is to be staged at Silverton the evening of May 19. This will be in the nature of a final contest, the preliminary or elimination contests having been settled earlier in the various districts. For convenience, all the schools around each center, like Woodburn, Silverton, Arroya, Stayton, Mill City, Jefferson and all other towns will go together for their elimination series, and so the Silverton contestants will be weeded down to a comparatively small number. There are three general classifications for the finals: Class A, high schools and junior high schools; Class B, grades 6, 7 and 8; and class 3, grades 3, 4, and 5.

Gold and silver medals will go to the winners of the first and second places in each class. All selections are to be limited to seven minutes. B. T. Youel of Silverton is the chairman for the county committee.

The county track and field meet is set for May 20, at Salem. The details are not yet put out in circular form, but a full program of athletics will be put on, and every school in the county is to be urged to take part.

The line of advertising those days, and was an attraction of the town which I remember distinctly.

It was an odd sign, you'll admit.

—LUE F. VERNON.

FREDERICK WILDER RECEIVES HONOR

Chemawa Youth, Now of Salem High, is Accorded Albert Cash Prizes

The February graduating class of this year came in for its share of the high school senior class honors Thursday when by an overwhelming majority the class elected Frederick Wilder as the recipient of the Joseph H. Albert award. Wilder will receive the prize of \$20 at the graduation exercises on June 16.

Wilder came to the high school from Chemawa where he was

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33x4 Non Skid	16.40
34x4 Non Skid	16.95
32x4 1/2 Non Skid	21.50
33x4 1/2 Non Skid	24.50
34x4 1/2 Non Skid	24.50
35x4 1/2 Non Skid	25.00
36x4 1/2 Non Skid	27.50
35x5 Non Skid	28.50

War tax included

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8000 MILE GUARANTEE	
30x3 1/2 Non Skid	\$13.50
32x3 1/2 Non Skid	17.95
31x4 Non Skid	18.60
32x4 Non Skid	23.50
33x4 Non Skid	24.25
34x4 Non Skid	25.00
32x4 1/2 Non Skid	27.50
33x4 1/2 Non Skid	28.00
34x4 1/2 Non Skid	29.50
35x4 1/2 Non Skid	29.50
36x4 1/2 Non Skid	29.50
35x5 Non Skid	32.50
37x5 Non Skid	45.00

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Commercial and Court Sts. Salem, Oregon Established 1917

considered among finest students. Principal J. C. Nelson spoke very highly of Wilder's scholarship while in the local school, which, he says, was of the highest.

Although not active in high school affairs of student government Wilder tried out for and made the football team during the last season. He was injured during the first part of the season, and as a result did not get to participate in many of the games. During the time he did play, however, he showed unusual promise and played a stellar game in the backfield.

A division of normal school girls in Kansas reported that it

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was practically impossible for a girl to live on 60 cents a day for her food. What they mean is that it is not impossible, but is hardly worth while.

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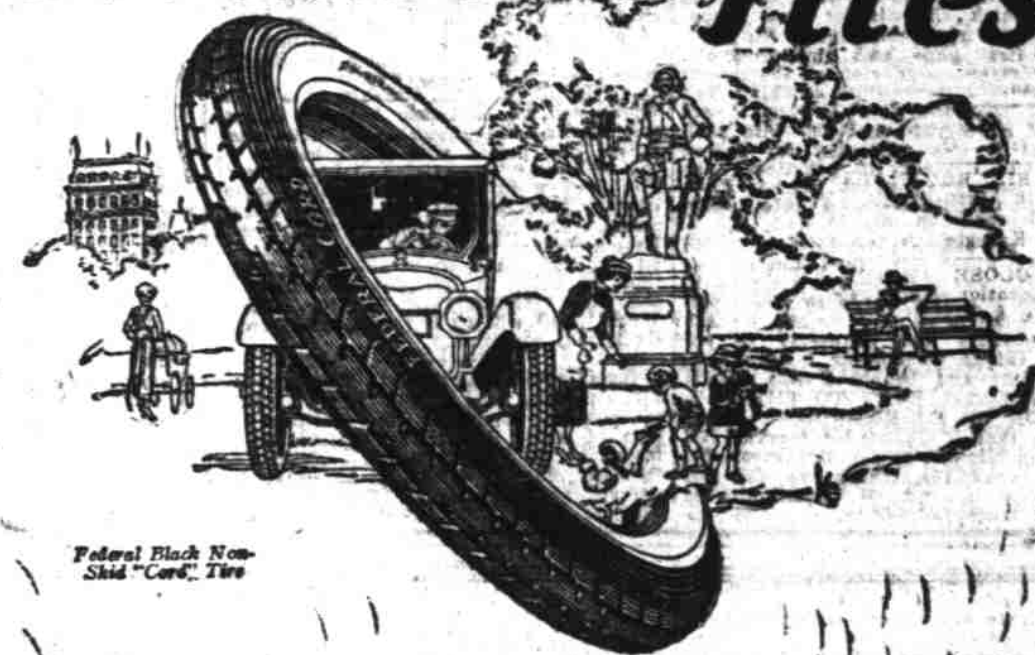
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Our principal business is selling new motor cars. Necessarily we have acquired a number of used cars which have been traded in.

These used cars were not bartered for with the idea of selling them at a profit. They came to us merely as a part of our regular business—the sale of new cars.

The original owners of the trade-ins have naturally sacrificed something. The mere fact that the cars have been used, ever so slightly, necessitates such a sacrifice. But the real value of the car is still there unimpaired.

Consequently at the price we are able to offer them our used cars are truly a rare investment opportunity. In dollar-for-dollar value they are nothing short of remarkable.

Furthermore, when you buy a used car from us you are dealing with a responsible business concern that gives you all the facts about a car and will back up its statements.

We suggest an immediate examination of the opportunities our used car stock now offers.

We guarantee our used cars to be exactly as represented or money refunded

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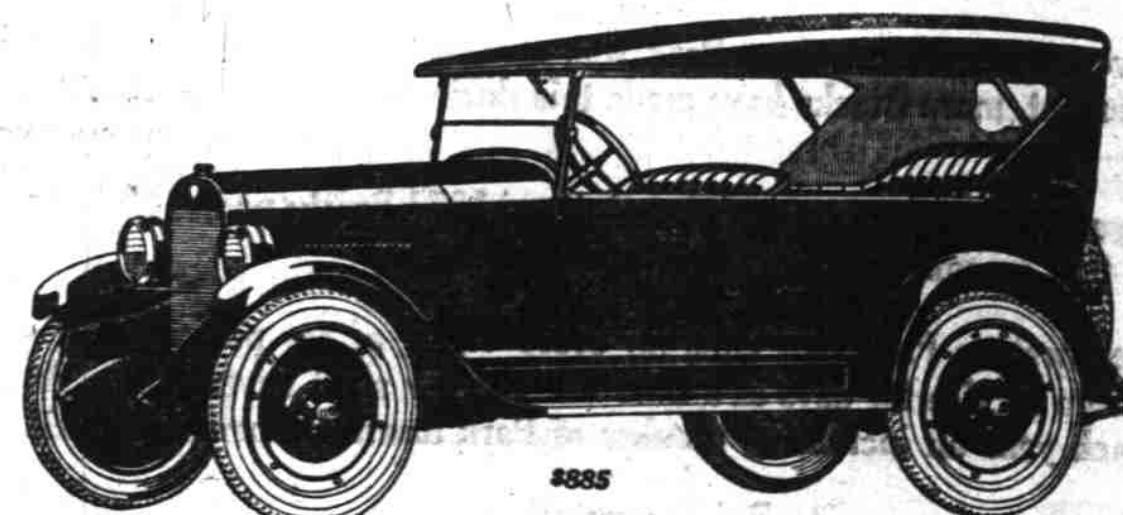


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