

AUTOMOBILES, TRUCKS AND TRACTORS

MOTORCYCLES — BICYCLES — ACCESSORIES

NEW LINE OF CARS ACCEPTED

Salem Automobile Company
to Sell Stars and Durants
in Valley

After more than five years of
exclusive service to the Chevrolet
cars, the Salem Automobile com-
pany on High street has decided
to go out into bigger business

and take on two other lines.
These will be the Durant and Star
cars that were first introduced
in Salem by the Marlon Auto-
mobile company.

The company still has its Chev-
rolet agency, and will continue
the service it has always given
to its patrons. Since the com-
pany started the Chevrolet busi-
ness here it has placed about
1500 cars in its territory sur-
rounding Salem, a tremendous
fleet of cars that they will con-
tinue to care for as before. These
1500 cars are a business bond the
company is glad to remember and
to live up to.

Another Record Promised
The new lines, however, prom-

ise to establish another record for
popular demand. The Star car,
the latest cheap, complete car on
the market, has made a great hit
wherever it has been shown. It
is of a standard, conventional de-
sign in most of its construction.
In this it differs from most of
the other really low-priced cars,
which have spring or other spe-
cial construction that sets them
apart from the rest of the auto-
mobile world. The Star is built
up of high class, standard units,
on a sturdy frame, and manufac-
tured in such quantities as make
possible its sale for a low price.
The whole automobile world has
been looking for its coming for
the past year or more, and when

it did come, the world approved
of it with an almost unanimous
voice.

Durant Field Important
The Durant car is the grown-
up and better dressed brother of
the Star. It runs into the mid-
dle class of sturdy, dependable,
properly luxurious but not flashy
cars of irreproachable quality
and reasonable price. It has
made a real hit in the world of
buyers; enough so, that it looks
today like one of the giants of
the trade.

The Salem Automobile com-
pany, of which A. I. Eoff is pres-
ident and F. G. Delano secretary,
treasurer and manager, has been
one of the notable successes in
the automobile business in Sa-
lem. It has stayed with the one
line of cars until its name has
been carried to almost every sec-
tion of the valley.

Service Carefully Watched
Starting with the theory that
the people want and need a car
of medium price, one that they
can afford to buy and to use with-
out risking their farms or their
souls to pay for, they have sold
their cars everywhere, and given
them a service that is 100 per
cent in promptness and quality.
This they propose to continue,
both for the older line of Chev-
olets that they have sold, and
for the two newer lines just
taken up. The Star car is to sell
for a little less money than the
Chevrolet. The Durant is a
quality car, in its size, its power,
its furnishings, though it is still
within the range of every buyer
who wished to go a step higher
than the "popular" grade.

Now in Sales Rooms
They have their line of Stars
and Durants already in their sales
room at 151 North High; open
cars and closed car models. The
closed cars are especially attract-
ive and are rated as especial bar-
gains as compared with other
cars of approximately equal grade.
The companies back of the new
lines are rated as among the big-
gest in the world, and the local
company with its long record of
high class service, will be pre-
pared to give a personal service
that will take most of the aches
and pains out of automobilizing,
and make it a pleasure as well
as a business in which the buyer
buys his goods and his service
at bargain prices.

Story Back of Them
The story of the Durant and
Star cars has a personal backing
like nothing else in the world of
mechanics—not even the Ford.
W. C. Durant grew into the auto-
mobile business, and founded the
Buick factories at Flint, Mich.
Later, he organized the General
Motors. In a crash following the
war the General Motors company,
though one of the soundest busi-
ness enterprises in the world,
fell under the evil eye of the
banks that the war retrenchment
had frightened. Mr. Durant sac-

BRANCH OPENED BY LEE TIRE COMPANY

New Location at 184 South
Commercial Street Will
Give Complete Service

Following out the policy of the
company to render its patrons the
highest class of service the Lee
people have established a branch
store at 184 South Commercial
street where they are now in a
position to give complete tire ser-
vice.

H. B. Hansen, formerly of the
Lee Tire & Rubber company,
Portland, is manager of the local
branch and is well known in the
circles throughout the valley, hav-
ing spent several years with the
United States Rubber Co., prior
to his entry into the services of
the Lee company.

According to Mr. Hansen this
office a fortune of \$30,000,000
to save the friends who had
trusted to his personality in their
investments. And then he bade
goodbye to all the old companies
and set out in his own name.
In 1921 he organized the Du-
rant company, to make the Du-
rant and later the Star cars.
They are being made by the hun-
dreds of thousands. His son,
"CHIT" Durant, the race driver, is
manager of the great Oakland,
Cal., Star and Durant plant. They
have a story of achievement that
makes any car bearing their
name or title worth its last cent—
for it has a personality and a
business soul back of it.

branch will cover all of Marlon
and Polk counties and will do a
general wholesale and retail busi-
ness.

The Lee people are the makers
of the famous and highly success-
ful Puncture-proof tire and pub-
lic demonstrations of this feature
of their line will be made fre-
quently for the benefit of those
who are not thoroughly familiar
with the tire. The company also
manufactures the popular De
Luxe Cords and fabric tires in
small sizes.

There does not seem to be any
great rush at the radium counter,
even if the stuff has dropped to
\$70,000 a gram.

Telegraph companies estimate
that their service in suburban and
rural communities has been im-
proved at least 25 per cent in late
years through the systematic use
of bicycles. Boys lucky enough
to possess bicycles used them in
messenger service as far back as
20 years ago, of course, but until
recently there was no organized
effort made to equip the mes-
sengers with the swift and re-
liable two-wheelers.

Some telegraph offices now
supply their messengers with bi-
cycles, while others make it easy
for the boys to purchase their
own bicycles. In any event the
service is vastly improved, the

boys are kept in better physical
condition, and their all-round ef-
ficiency is notably increased.



LEE CORDS

Smile at Miles

Ask Lee owners
about Lee Cords and
you'll hear they are
better-looking,
longer-wearing and,
considering their
greater mileage,
much more eco-
nomical than other
cords.

LEE TIRE &
RUBBER CO.
184 S. Commercial
SALEM, ORE.
Phone 1849

DON'T YOU SEE?

Every Day in Every Make of Car
McCLAREN CORD TIRES

Are giving longer mileage and more satisfac-
tion than other tire
Under such strain and abuse as

Stage and Bus Service
Grocery and Delivery Trucks
Dairy Delivery Trucks
Bakery Delivery Trucks

McClaren Tires will give you service; so will we.

"JIM" "BILL"
SMITH & WATKINS

Phone 44 Road Service Anywhere

**C-T-C
Tires
Conserve
The Car**

Satisfaction Is the Guaranty
Five Years Ago C-T-C
Cords Were Planned

THE MEN who came out to the northwest to
build C-T-C Cords looked forward five years
to the production of a superior tire. The design,
compounding and construction of C-T-C's are the
work of master-tire builders, who for upwards of
a quarter-century had been building the nation's
finest tires for other manufacturers.

Is it surprising, then, that these men could produce
a better tire over their own names when placed in the
most improved tire-building plant in America, and sur-
rounded with the latest developments in machinery and
the best materials that could be assembled?

C-T-C Cords provide their own answer. Look them over,
examine them carefully, measure them up against other
cord tires. These give them the grinding test of milles-
more miles—and more miles—under the extreme trial of
carrying 30% less inflation than insisted upon for ordinary
cords. Such a test will prove the unequalled stamina of
C-T-C Cords—and yet give you greater riding comfort and
reduced upkeep expense on your car.

C-T-C Cords 30x3 1/2, to 35x5; Fabrics 30x3 and
30x3 1/2 only. C-T-C Inner Tubes are the heaviest,
strongest standard tubes on the market.

COLUMBIA TIRE CORPORATION FACTORY BRANCH
Carl E. Hultenberg, Branch Manager
477 Court Street Salem, Oregon
Dealers Throughout the Country

Columbia Tire Corporation
PORTLAND, OREGON.
General Sales Offices: Broadway and Burnside.
Factory: Columbia Blvd. and Mississippi Ave.

TIRES and TUBES Factory Firsts Standard Guarantee

Equal to any tires that are
sold as Fabrics 6000-mile guar-
anteed or Cords 10,000-mile
guarantee.

| Size | Cords | Fabrics | Tubes |
|----------|-------|---------|-------|
| 28x3 | 7.95 | \$1.60 | |
| 30x3 | 6.75 | 1.35 | |
| 30x3 1/2 | 9.95 | 5.95 | 1.90 |
| 32x3 1/2 | 14.35 | 12.10 | 1.90 |
| 31x4 | 17.95 | 12.50 | 2.15 |
| 32x4 | 17.95 | 12.50 | 2.30 |
| 33x4 | 18.75 | 12.75 | 2.40 |
| 34x4 | 19.25 | 15.00 | 2.50 |
| 32x4 1/2 | 25.00 | | 3.75 |
| 33x4 1/2 | 25.50 | | 3.90 |
| 34x4 1/2 | 25.50 | | 3.95 |
| 35x4 1/2 | 26.50 | | 4.00 |
| 36x4 1/2 | 31.80 | 27.50 | 4.25 |
| 33x5 | 35.90 | | 4.80 |
| 34x5 | 37.50 | | 6.00 |
| 35x5 | 38.00 | | 4.75 |
| 37x5 | 59.70 | | 5.00 |
| 38x6 | 59.65 | | 8.70 |

Garden Hose
25 feet \$2.50
50 feet \$4.70
Hewitt Make.
Get the benefit of our large
Buying Capacity.

**MALCOM
TIRE CO.**
Commercial and Court Sts.
Salem, Ore.
Established 1917

USED CAR CORNER

FERRY AND COMMERCIAL

We Sell For Less

BECAUSE—We buy for cash from people who need the money, and are satisfied to sacrifice in order to raise the cash.

LET THEIR LOSS BE YOUR GAIN

We do not handle worn out cars that have been turned in on new ones at more than their worth. Many people have bought cars from us that had been run only 300, 500 and 700 miles.

WE SPECILIZE ON

FORDS

| | | | |
|--------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------|-------|
| 1923 Ford Touring, just like new, save | \$85.00 | 1921 Ford Touring, special top, lots of extras, like new | \$310 |
| Late model Ford Touring, one man top, slant- ing windshield, just as good as new, price | \$390 | 1921 Ford Touring, overhauled and in good shape | \$275 |
| 1923 Ford Coupe, lots of extras, a real buy, save | \$175 | 1920 Ford Touring, runs good and looks good | \$265 |
| 1920 Ford Coupe, repainted, overhauled, price | \$425 | 1920 Ford Touring, good condition | \$225 |
| 1919 Dodge Touring, runs and looks like new .. | \$450 | 1920 Ford Touring, just a little better | \$240 |
| 1922 Ford Touring, a real good car | \$290 | 1921 Ford Touring, looks good | \$260 |
| 1922 Ford Roadster, look this over | \$280 | 1918 Buick Six, the best in buy in Salem | \$350 |

Several other cars to pick from.

1923 LICENSE ON EVERY CAR

TERMS — TRADES — SERVICE

People who have bought cars from us are our best boosters.

OPEN SUNDAYS AND EVENINGS

Corner Ferry and Commercial Streets