

# Distances From Salem

List Provided by Oregon State Highway Commission—Clip it Out for Future Reference

Table listing distances from Salem to various locations such as Albany, Astoria, Beaverton, and Eugene.

Table listing distances from Salem to various locations such as Hillsboro, Medford, Seaside, and Tualatin.

### JOIN CHEVROLET FORCE

S. E. Dawson, general sales manager, Chevrolet Motor Co., announces the addition to its staff of C. W. Santee, and A. R. Kroh.

Santee and Kroh have been connected with the Goodyear Tire and Rubber Co. for the past 5 years in sales promotion work.

Santee has been made manager of the educational division to carry out the company's policies to build up its distributive program through education and information of retail salesmen, service men, dealers, and the wholesale organization of Chevrolet Co.

### PROPER DISCRETION

"You are very discreet in avoiding a life of superficial pleasure in the haunts of white-light pleasure."

Read the Classified Ads.

## FORD PUTS OUT RECORD NUMBER

7,456 Cars and Trucks are Turned Out By Ford Plant in One Day

Swinging into its big spring production program, the Ford Motor Company on Wednesday, March 12, reached the highest mark in its history when its domestic assembly plants produced a total of 7,456 cars and trucks.

This record-breaking figure does not include the daily output of 500 cars and trucks for export, nor the production of the Manchester, England, and Ford of Canada plants which manufacture most of their own products.

The new production record is of especial significance as it indicates the enormous demand being made throughout the country for Ford cars and trucks and the company's endeavor to bring its output up to the point where it will attempt

to fill all requirements as to avoid repetition of the shortage which existed last spring when thousands of persons were disappointed in not being able to secure delivery of cars.

TO REMOVE ROAD SIGNS  
The state highway commission greatly appreciates the action of the Standard Oil company for its announced intention of removing all of its signboard advertising along the highways of the state.

Read the Classified Ads.

### VOLUNTEER LETTUCE

YAKIMA, Wash., March 26.—B. Derrey, a farmer of this county is cultivating an excellent crop of lettuce as the result of what he terms "a trick of nature." Last July Mr. Derrey planted acres to lettuce. Months afterward but the ground gave no sign of ever having been subjected to seeding.

## REBUILT RADIATORS

Radiators and fenders repaired; badly damaged radiators re-cored. If you are intending to have your car repainted, bring it in and let us take the dents out of the body.

J. C. BAIR  
236 State St.

## APPLEBY PLAN IS SUCCESSFUL HERE

F. G. Delano, Vice President of Certified Car Market Tells Good Points

Except for general supervision to make certain that affairs are properly handled, the dealers of this city have absolutely no connection with the Certified Public Market of Salem, according to Fred Delano, vice president of the dealer's association.

"The average dealer is lucky," said he, "if he can handle his used cars and break even with a margin of 20%. The customer, of course, must pay this; else the dealer loses money. By all of the dealers handling used cars through a central market, this overhead is materially reduced and as a result the market is able to operate on a 10% margin."

"The first advantage that the purchaser of a used car from the market derives is a lower price. Already used cars in this section are being held at a lower level, although the market has been operating only a comparatively short time. There is a saving of at least 10% in the handling cost. Secondly, the market must price its cars only at a figure that they will sell for, and naturally the price must be lower than when it is arbitrarily set by a dealer."

"Another big advantage is that he does not necessarily have to buy a new car in order to get a maximum allowance on his used car."

## Easter Services at Sunrise For 50,000 Californians

LOS ANGELES, March 29.—Preparations are being made by civic organizations to hold a great sunrise Easter service in the Los Angeles Coliseum which more than 50,000 persons are expected to attend.

The first California Easter Sunrise service was held on Mount Rubidoux, in Riverside, 60 miles southeast of here, in 1909. The idea was the outgrowth of an informal gathering of national figures at Riverside. One such group included Theodore Roosevelt, Dr. Henry Van Dyke, Jacob Ris and Bishop Conaty.

The first service was attended by less than 100 persons, but in late years Mount Rubidoux has attracted upward of 40,000 Easter pilgrims. The idea has spread, and now there are many such Easter morning services in various parts of California.

## PAIGE IS PROUD OF ITS BEAUTY

Smartness of Models, as Well as Dependability, Appeals to Owners

How did you come to use this slogan "The Most Beautiful Car in America?" is a frequent question asked of Paige dealers and factory men.

The first car to bear the Paige name, a roadster with a three-cylinder two-cycle motor, showed small promise of warranting that slogan. Even in its day it was a small car, and though its lines were an improvement of the "buggy" styles of the late '90's it had little pretensions toward beauty above the ordinary.

"Must Look Good"—Jewett  
Perhaps its lack of smartness worked against the ready acceptance of this first Paige by the public. Perhaps the two-cycle principle or the lack of strong financial backing stood on its light. Perhaps a stronger sales effort might have helped it to succeed. At any rate this first Paige was well on the road to a silent grave when H. M. Jewett with the nucleus of his present manufacturing and sales organization took over the management in 1911. Immediately the three-cycle design of the early years was supplanted by a car with a four-cylinder, four-cycle motor.

"At last we had a car we knew could be depended upon to run," says Mr. Jewett looking back over the company's early days. "I made up my mind it must be as good to look at as it was to drive. We worked and worried and contrived for many a day before we succeeded in evolving the smart looking challenger model. But when it came out the public liked the looks of it as well a little way it ran. We built 10,000 of this model with but few changes in the three following years and got on our feet in good shape."

Owners Loud in Praise  
"After that first experience I made up my mind that I'd never put my O. K. on a car that didn't look as good or better than the best in the industry. Body engineers found us pretty fussy people to work for. We finished them as well as we built 'em and people at the early shows got to calling the Paige booth to get a line on the newest developments in body design."

"We had been in business quite a number of years before we decided to advertise in a big way, and had built up quite a dealer organization. When we finally decided to use full pages to tell about our product we sent a questionnaire to our dealers asking what qualities their owners most appreciated in the Paiges which they bought. "Beauty, good looks—smart appearance—nice lines," something like this while not always first in the list of replies invariably appeared near the top of every one. "Some people find other cars as attractive as the Paige; but we believe you will find more Paige owners enthusiastic over the way their cars look than any other well known make." "That," concluded Mr. Jewett, "is how 'The Most Beautiful Car in America' got its reputation for looks."

## More Mileage—More Satisfaction—More Economy

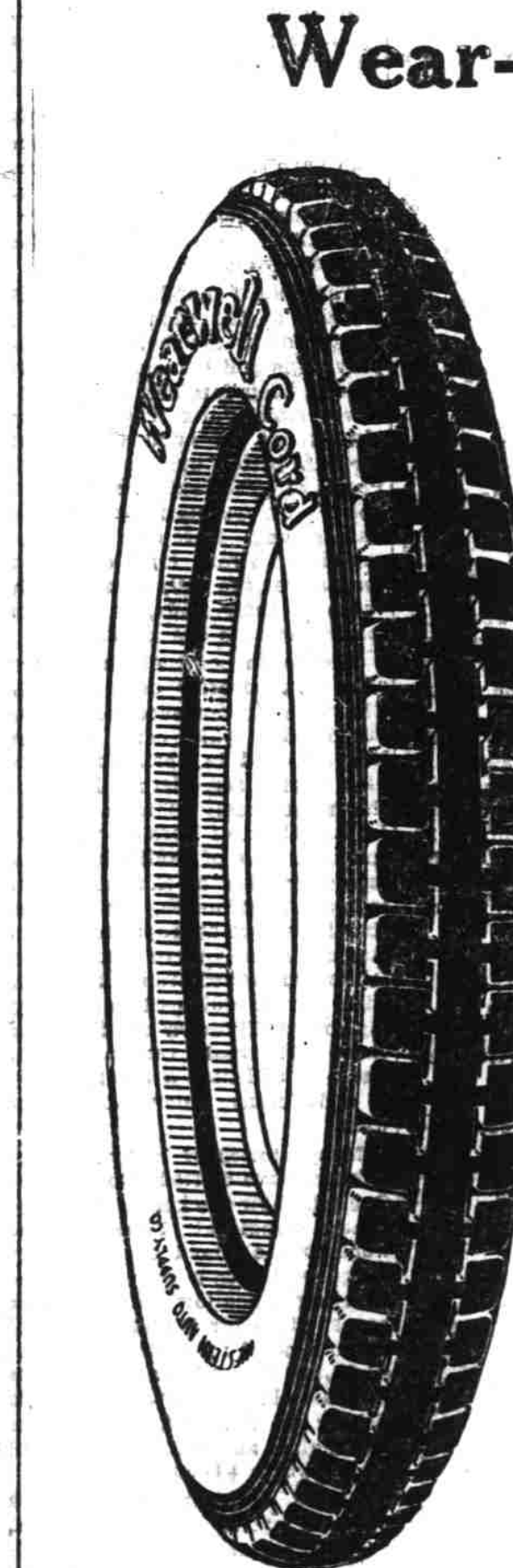
# In Using "WESTERN AUTO" Tires

Longer Mileage—Lower Cost  
BY an earnest effort, year after year, to supply our customers with the longest wearing, most dependable tires at lowest possible prices, we have developed a high standard of quality and economical methods of distribution through "Western Auto" stores that actually means "more for your money" in tires.

Honestly Made—Honestly Guaranteed  
The tires we sell are made for us under our own brands by large, responsible factories. They are built up to our high standard of quality, according to our own strict requirements and specifications. We know what is in our tires and we, therefore, do not hesitate to stand back of every tire with our broad guarantee. We stake our reputation on their performance. Extremely large manufacturing contracts, aggregating millions of dollars' worth of tires annually, and our policy of selling direct to the user, make our low prices possible.

Your Security Is Assured  
WHEN buying tires the responsibility of the house you are dealing with and its reputation for handling only the best quality of goods is of great importance to you. The Western Auto Supply Company, with its guarantee, means real protection for you. In addition to the usual guarantee of material and workmanship, our tires carry a specific mileage guarantee, as shown below.

Service Everywhere in the West  
"Western Auto" stores will be here next month, next year and for many years, always at your service. Every one of the 90 stores throughout the western states stands ready to give you service on our tires or other merchandise, no matter in what store you may have made your purchase. That convenience is of great value, especially when touring, and is worth considering when buying your next tires.



### Wear-well Cords

Standard Quality  
Standard Weight  
Standard Oversize

Made of fine, long-staple cotton and high-grade materials throughout. We believe the Wear-well cord is fully equal to tires which sell for 10% to 30% above our prices. Try Wear-wells once and you will come back for more.

Guaranteed; oversize 10,000 miles, regular size 8000 miles.

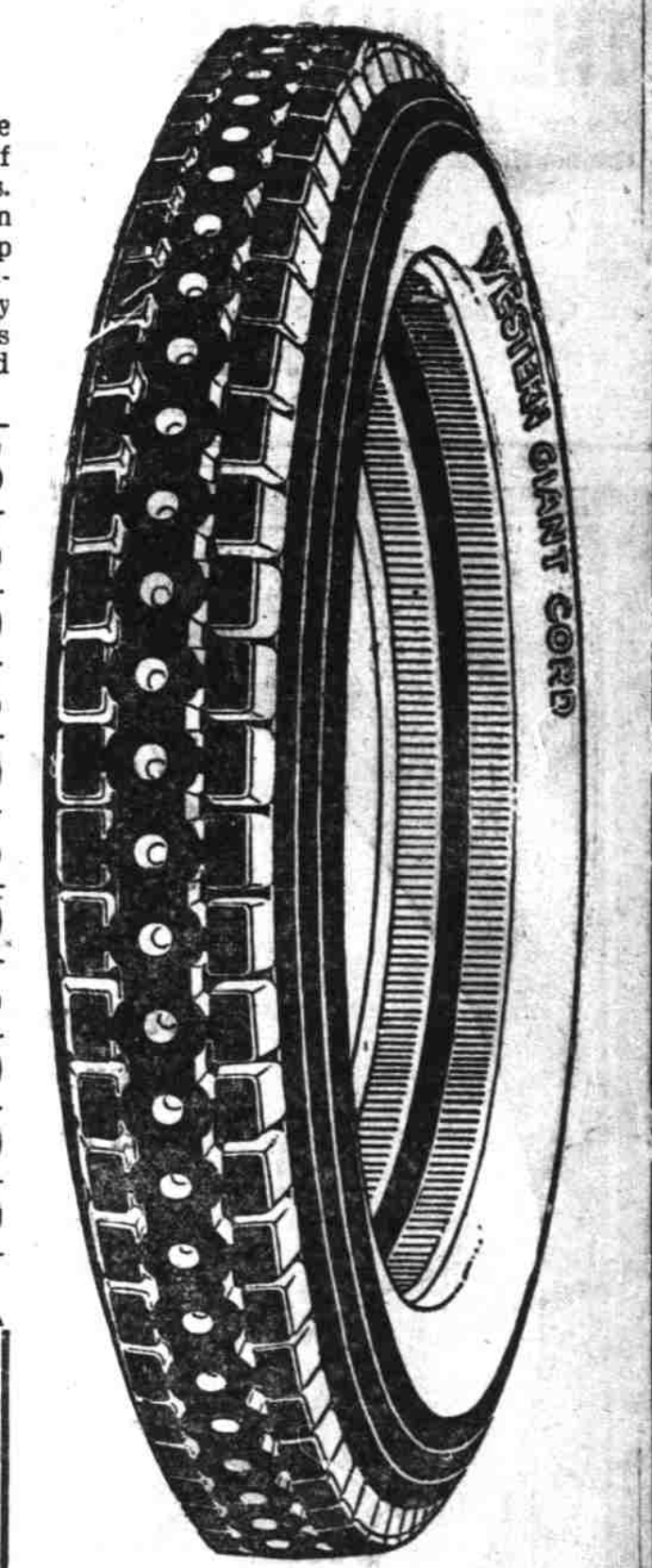
Table listing tire sizes and prices for Wear-well Cords.

### Western Giant Cords

Extra Quality  
Extra Weight  
Extra Service

Made for those who want the best to be had, regardless of cost. Constructed of the finest and most expensive materials. The massive square tread with suction cups and high side bars with sharp edges afford the surest non-skid protection on wet pavements. You can pay more, but you cannot buy better tires than Western Giants. Guaranteed 12,000 miles.

Table listing tire sizes and prices for Western Giant Cords.



### FABRIC TIRES

These are good quality fabric tires, guaranteed 6000 miles. They are good value for the money, but we recommend our cord tires as being more than worth the difference in price.

30x3	...\$5.85	32x3 1/2	...\$9.95	32x4	...\$12.55	34x4	...\$12.95
30x3 1/2	...\$6.90	31x4	...\$10.45	33x4	...\$12.75		

## 90 Stores in the West

# Western Auto Supply Co.

Corner Court and High Phone 796



For Your Convenience Open Till 9 p. m. Saturdays