

### MOTORIST WANT STANDARD GOODS

Nationally Known Advertised Brands are More in Demand

"Buying auto supplies is no different in many respects, than buying groceries or clothing, as the customer demands standard-quality and nationally-known brands in his auto supplies as well," says W. F. Watson, Salem manager of the Western Auto Supply company.

Take spotlights for an example, we sell many more S & M and E.A. spotlights through the windshield than any other make, because through advertising the motorist has come to know them. It is the same way with horns; the E. A. brand takes the lead in electric horn sales, while the Aero-signal takes precedence in the exhaust horn field.

It has always been our policy to carry the best quality merchandise obtainable—in keeping with this policy we carry the nationally known and advertised brands. Too, we buy our merchandise only from legitimate jobbers representing leading factories in their lines.

### New Use Is Made For Used Automobiles

The radical changes in automobile design and construction have more or less passed not a few men who want "cars now," says Byron Wright of the Certified Public Motor Car market.

### Your Ford can have the same ignition that won at the Indianapolis Race

At this year's 500-mile Run at Indianapolis—a race in which all previous speed records were broken—all ten of the winning cars used Delco Ignition.

E. H. BURRELL Battery and Electrical Service 208 N. HIGH ST.

### FLOURNOY IS YOUNG SALESMAN

Sixteen Year Old Boy Is Proving to Be Good Salesman

If you like to hear a good argument for a good car or if you like to hear the sales talk of a good salesman and if you are interested in automobiles just drop around the MacDonald Automobile company and let 16 year old Robert Flounoy know that you are interested in the Packard car.

GRASSHOPPERS LIKE ALCOHOL OLYMPIA, Wash., Sept. (AP)—In a campaign to exterminate grasshoppers in Okanogan county, if this state, it was found that a mixture used to poison the insects became so attractive when fermented that it was 50 to 75 per cent more efficient.

### REDUCE PRICES ON SPECIAL TYPE CARS

Dodge Causes Surprise As Advances Seem to Be in Order

In view of the upward trend in automobile prices, considerable surprise was occasioned by Dodge Brothers recent announcement of a reduction in prices of their special type cars.

Car Broken Down? "JIM" "BILL" Smith & Watkins N. W. Corner Court and High Streets Phone 44. Parts for All Cars

shield wiper, rear view mirror, scuff plates, cowl lights and motor with lock. A special body stripe is also provided.

Manufacturing and buying these accessories in quantity, Dodge Brothers are naturally able to install them at prices considerably below what the owner would have to pay at retail.

steels of the Bonesteel Motor company, local dealer. The prices of all standard types remain unchanged.

"The other day I saw a man standing by the curb," says Byron Wright of the Certified Public Motor Car Market.

### VERTICAL 8 IS HIT OF SEASON

New Design Has Greatly Increased Advantage of Type

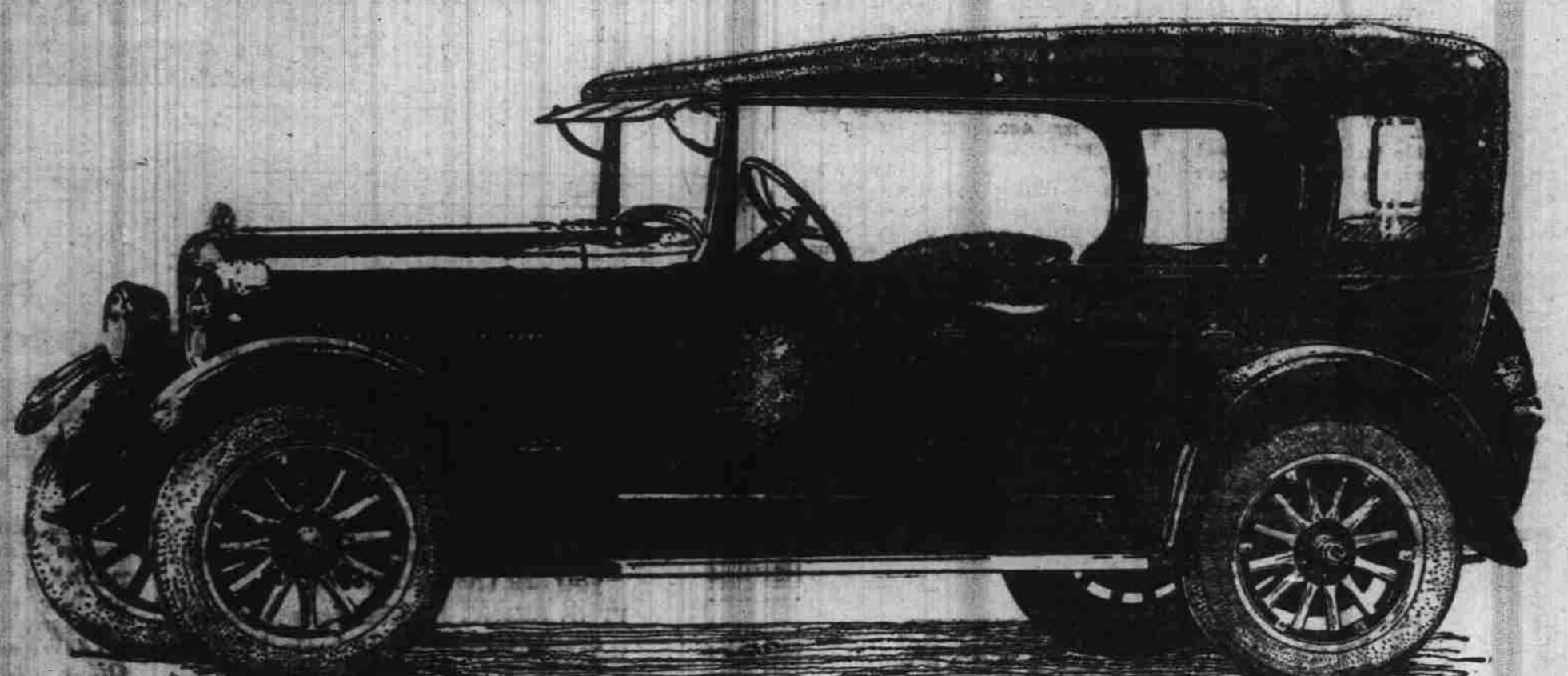
"No announcement of a new model for the past year has caused a greater sensation in the automotive world or elicited more favorable comment from the auto engineer, than the new Rickenbacker Vertical 8 superline," states Captain E. V. Rickenbacker vice-president and director of sales, Rickenbacker Motor company, Detroit, Mich.

is the very last word in automotive engineering, giving as it does a motor capable of anything which an automobile motor is called upon to perform.

A FAMILY AFFAIR McMENVILLE, Sept. 20.—Fines aggregating \$1000 were assessed against three members of the George Panek family who pleaded guilty before Justice Rogers here to manufacturing intoxicating liquor.

### Strange Kind of Worm Can Live Only in Ice

TACOMA, Wash., Sept. 27.—A species of worm that lives only in ice and cannot withstand even the heat of a human hand, has been found and photographed by a scientific expedition that recently went into the Olympic mountains.



## DUPLEX—a new name —for a new type car you have never seen before!

A closed and open car combined—the advantages of both at an open car price!

STANDARD SIX DUPLEX-PHAETON \$1385 Delivered Salem No other car in its price range has this combination of features

ONE minute the DUPLEX is a comfortable, weather-tight closed car—deeply cushioned and richly appointed. In less than thirty seconds it becomes a delightful open car, with all the unhindered freedom every motorist likes and enjoys.

Surpassing mechanical superiority is obvious in every mile you drive it. Power, smoothness, silence you expect in any good six-cylinder car; but in this great car your expectations will be exceeded.

New Duplex Body. Real Balloon Tires. Instead valve engine. Crankshaft and connecting rods machined on all surfaces for vibration balance.

But even without the "double-value" of the Duplex Body the new Standard Six would still be the same great Studebaker success.

Whether you are in the market now or next year—you should see this new Studebaker. It is a car that will revolutionize values in the automobile industry!

STANDARD SIX 113 in. W.B. 50 H.P.	SPECIAL SIX 120 in. W.B. 65 H.P.	BIG SIX 127 in. W.B. 75 H.P.
5-Pass. Duplex-Phaeton \$1385	5-Pass. Duplex-Phaeton \$1785	7-Pass. Duplex-Phaeton \$2185
5-Pass. Duplex-Roadster 1340	5-Pass. Duplex-Roadster 1745	5-Pass. Coupe 3025
5-Pass. Coupe-Roadster 2445	4-Pass. Victoria 2375	7-Pass. Sedan 3175
5-Pass. Coupe 1750	5-Pass. Sedan 2495	
5-Pass. Sedan 1865	5-Pass. Berlina 2565	7-Pass. Berlina 3250
5-Pass. Berlina 1925		

New Studebaker 4-Wheel Hydraulic Brakes—optional equipment. Automatic braking power.

4-wheel brakes, 4 disc wheels, \$40 extra. 4-wheel brakes, 5 disc wheels, \$75 extra.

4-wheel brakes, 5 disc wheels, \$75 extra. 4-wheel brakes, 6 disc wheels, \$75 extra.

## MARION AUTOMOBILE COMPANY

235 South Commercial Street. Telephone 362.

THIS IS A STUDEBAKER YEAR

You'll Recognize these Brands. The policy of "Western Auto" is to carry the best quality merchandise obtainable—in keeping with this policy we must necessarily carry "Advertised Brands."

Aermore Horns. This well-known exhaust horn is constructed of four brass tubes—it produces a harmonious signal—it can be heard at a great distance.

EAS-A-JUST WIND WINGS. The patented universal clamp holds deflector to any standard type windshield. The wings are of finest quality French plate glass.

COP-SPOTTER MIRRORS. Reflects full view of the entire width of the road without distracting from your line of vision—it is adjustable.

E A Electric Horn. One of the best known warning signals on the market—attractive in design and reliable in workmanship—the sharp, clear musical tone is very effective.

Extra Special -this week. Fords and Chevrolets. The highly polished aluminum spider brings out the rich color of the rim in a manner that will delight the most discriminating car owner.

"Cooper" Cutouts. This is the genuine Cooper—it will absolutely and positively cut the muffler out and cause all the discharged gas to pass outward at an easy angle—it makes your motor "poppy".

Schrader Gauges. This genuine Schrader tire gauge is known all over the world—it registers accurately the pressure in the tire—neat leather case furnished with each gauge.

Genuine Shellerite Wheels. The locking cap embodies all the advantages of other caps and in addition has a handsome monogram attached in front of cap.

Genuine "S & M" Spotlights. This well-known brand represents the very highest quality obtainable in spotlights—has patented regulating brackets—it is finished with baked-on glass enamel.

Nobby Radiator Caps. This locking cap embodies all the advantages of other caps and in addition has a handsome monogram attached in front of cap.

Boyce Motometers. Priced from \$2.90 to \$12.75 (According to size.) Pyrene Fire Extinguishers \$10.00 Each

"Fyrc" Spotlight. (Legal in your state.) It fits through the windshield—its lens and reflector out in front—its convenient gun grip inside at your finger tips.

DOUBLE DUTY BUMPERS. Made of high carbon spring steel, tempered in oil and heat treated, copper plated, then nickel plated and highly polished.

Approved by Insurance Underwriters. 1 1/2-inch bar, for small cars \$14.50. 2-inch bar, for large cars \$18.75.

More Than 100 Stores—All Over the West. Help Prevent Forest Fires. Western Auto Supply Co. Salem Store, Corner Court and High.

Delco Ignition System for FORDS