

OLDS SALES SHOW GAIN

Fifty-Seven New Dealers Established Throughout Country

Fifty-seven new Oldsmobile dealers located in 27 states obtained franchises in one week in April. This one week's record is indicative of the position Oldsmobile holds in the trade, according to L. G. Dodge, assistant sales manager of Olds Motor works. There are now 2,400 Oldsmobile dealers in this country, the largest number in the history of the Olds organization.

"The trend of public demand in the Oldsmobile price class is for a six cylinder car," said Mr. Dodge. "This no doubt has some bearing on the desire of many dealers to obtain an Oldsmobile franchise. There also is the feature of Oldsmobile's affiliation with the General Motors corporation, which gives the dealer the advantages of financial benefits of the General Motors Acceptance and Exchange corporations, as well as assurance of stability and permanency."

Hup is Declared Largest Selling Eight on Market

The new Hupmobile Eight is today America's largest selling motor car of the eight-in-line type, according to announcement made in Detroit yesterday by O. C. Hutchinson, general sales manager of the Hup Mobile Car corporation.

Newcomer in the field of eights it has taken Hupmobile only four months to reach first position in that class. "Ever since its first display, when 400,000 people went to our various distributors and dealers' showrooms to see the car within 30 hours—exceeding all previous records for interest—sales of the car have grown at a remarkably fast rate," Mr. Hutchinson said. "Output this month will be the largest yet reached. The car's unusual features have attracted to it more attention than has been accorded any new model in the last year or more, regardless of price."

Reports from owners as to the remarkable results they are receiving from the Eight continue to pour into the factory and our dealers. Its compactness, insuring easy parkability, its genuine ease of handling, unique smoothness and flexibility of operation and its dignity of appearance, have created a wide appeal. With the Hupmobile reputation behind it, durability, freedom from service difficulties and operating economy have been taken for granted. "Sales of the Eight have already exceeded 5000. Monthly orders are now beginning to approach 1500, as the abilities of the car become more widely known."

AUTOS SAID RIVAL OF STREET CARS

Survey in Indianapolis Declares Commercial Vehicles Are Gaining

J. Rowland Bibbins, who made a survey for the city of Indianapolis, pointed out that in that city automobiles carry as many persons as the street cars in the out-bound rush hour evening traffic. The out-bound and in-bound peaks in the center zone of that city are so closely proximate as to indicate a very large cross-town traffic through the center zone which can be greatly relieved by by-pass streets.

Commercial vehicle movement in the day time constitutes one-half of the total motor vehicle movement and much improvement can be effected by segregating this traffic.



New Salesmanager to Come to Powell Organization

Harry Twitchell started in the auto business in the year 1909, at San Francisco, Cal. Eighty-five cars were licensed in San Francisco county at that time. His first job was with French Brothers who operated one of San Francisco's first garages. They were located on Market street, near Woodwards gardens. After working for a short time with G. A. Boyer, and Cuyler Lee, a Cadillac agent, he was superintendent of the Jerome garage on Jackson and Polk streets, which was then the largest garage west of Chicago.

Late in 1909 he took the Cole agency in Portland, which he sold to Neats and McCarthy, late in 1912.

After about one year with E. B. Snyder, the Cole agent in Spokane, he took the Hudson agency and consolidated with John Doran, then Packard agent. Mr. Twitchell acted as salesmanager and general manager for John Doran for 6 and a half years.

In 1917, Mr. Twitchell organized the automobile chamber of commerce in Spokane, Wash. He was elected president of this organization for three consecutive years.

Then late in 1921 he became manager of the Bakersfield Motors

company of Bakersfield, Cal. Studebaker agents. He spent one and a half years in this capacity, then was used cars manager for Harry D. Riley, Studebaker dealer at Anaheim, Cal.

CLEVELAND SIX SMOOTH RUNNING

Elimination of Vibration Obtained by Careful Balancing of Parts

These days, a smooth, quiet running motor is of more concern to the prospective automobile buyer than ever before. Motorists have been educated through various channels to expect this in a motor, consequently it is only

logical that they should exercise greater interest in securing this desirable quality in the motor car which they choose. In this opinion of Sid Black, vice president of the Cleveland automobile company.

In view of the tendency in this direction, Cleveland engineers, when they designed the well known Cleveland six mileage motor for the special six series and the power plant for the standard six models, concentrated their efforts toward the objective of quiet operation consistent with satisfying performance. Many advantages have been incorporated in both power plants to provide smooth running with a minimum of vibration at various motor speeds.

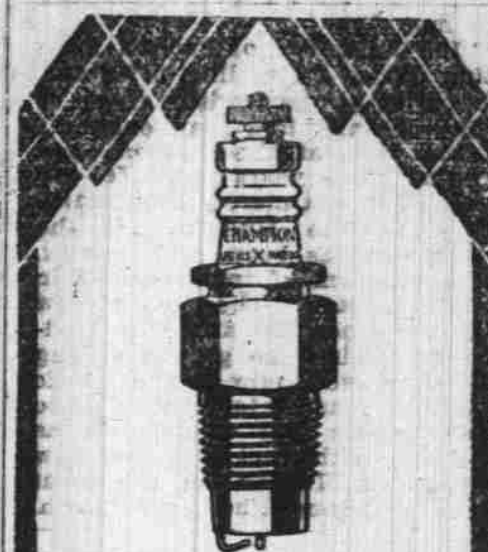
It is generally admitted among engineers that a great deal of noise with motors is caused by improper design of the crankcase. In this connection, the Cleveland six crankcase is of substantial construction with ribs running from bearing seats to the walls which tends to eliminate wearing of the case, which would cause the moving parts to get out of alignment, thus causing noise through rapid wear of the parts. Also, the case is of sufficient thickness to eliminate resonance.

The crankshaft of generous proportions is perfectly balanced on special machines which show the slightest variation of any of the crankshaft throws. Aside from this the shaft rotates in three bearings, bronze backed of liberal size, which are dovetailed into the crankcase and then securely bolted for rigidity. The fact that pressure lubrication is used which permits the various parts to float constantly on a film of lubricant sustained at each point under 50 pounds pressure to the square inch, further serves to promote quiet operation through its cushioning effect.

Periodic vibration of the valves at various motor speeds has been entirely eliminated by the adoption of double valve springs. The tension of the inside spring is

different from that of the outside, consequently it is next to impossible for any valve to hold open or become noisy, due to uneven build-up of the springs, which is primarily caused by improper spring tension.

Roller lifters are used and with this type of design the action of the lifter on the cam is a rolling motion instead of a rubbing action, such as is the case with some motors. This not only reduces noise at this point but wear on the cam and lifter roller is also minimized. The various moving parts at the motor, such as each piston and connecting rod, are weighed individually to insure corresponding balance with each of the other five rods and pistons with which they are used in the construction of each motor.



Because of its great dependability, Champion X has been standard equipment on Ford Cars and Trucks for more than 13 years.

Champion X for Ford's 60c. Blue Box for all other cars. 75c. More than 95,000 dealers sell Champion. You will know the genuine by the double-ribbed core.

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On every side its hosts of owners praise it with such pride and conviction as we have never heard for any other car. It is reflected in the greatest sales in our history. And the rapidity of this sales increase shows how thoroughly the facts about Essex have penetrated the entire market. Wherever you go, note how they outnumber all new Sixes. It is the surpassing proof of value—greatest sales.

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This big, burly brute of a tire is made tough and sturdy for roads that are rough and rocky—more rubber, more traction, greater security. Made for mountain climbing, desert driving... jaunts that carry you off the beaten track... trips that call for 300 miles between dawn and dark—these are the conditions the Western Giant is made to meet. Backed up by "Western Auto" guarantee and service in more than 100 stores all over the west.

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30x3 1/2 Western Giant Reg. Size \$9.90

Size	Price
30x3 1/2 Giant Oversize Cl.	\$11.85
32x3 1/2 Giant Str. Side	14.65
31x4 Giant Str. Side	17.80
32x4 Giant Str. Side	18.95
33x4 Giant Str. Side	19.65
34x4 Giant Str. Side	20.60
32x4 1/2 Giant Str. Side	24.90
33x4 1/2 Giant Str. Side	25.65
34x4 1/2 Giant Str. Side	26.65
33x5 Giant Str. Side	31.75
35x5 Giant Str. Side	32.90

Ask for Prices on Other Sizes

THIS WEEK'S SPECIALS

Schrader Valve Insides

Here is an opportunity to save money. A box of genuine Schrader valve insides that regularly sells for 35c—Special this week only... 17c

Everlastic Patch

This rubber back patch will quickly and permanently repair rubber tubes—outfit including roll of rubber patch, special metal buffer, and tube of rubber cement.

30 sq. inch size, regular at 30c, special this week... 22c

72 sq. inch size, regular at 50c, special this week... 41c

Two plies more than many tires have in this size. See the diagram at the left. Every detail in the construction of Western Giant Cords offers assurance of dependable service. You just know that this tire will more than live up to your expectations—it offers safety, comfort and economy in driving. Come in today.



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Standard oversize, standard weight, standard quality tires, manufactured from rigid "Western Auto" specifications to give satisfactory service under any driving conditions... and sold at a saving often amounting to 10 to 12 per cent, according to size.

30x3 1/2 Wear-well Reg. Size \$7.90

Size	Reg. Size	Price
30x3 1/2 Oversize Cl.		7.75
30x3 1/2 Oversize Cl.		8.65
31x4 Str. Side		10.45
32x4 Str. Side		13.65
33x4 Str. Side		15.85
34x4 Str. Side		14.70
32x4 1/2 Str. Side		18.40
33x4 1/2 Str. Side		19.10
34x4 1/2 Str. Side		19.55
33x5 Str. Side		23.85

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