

TAX CUT ON DODGE CARS IS IN EFFECT

Buyers Do Not Have to Wait 30 Days, as Provided in Bill, Dealer Says

Instead of being compelled to wait 30 days as stipulated in the bill, buyers of Dodge Brothers motor cars will benefit immediately by the excise tax reduction on automobiles, it was announced today.

The bill reducing the tax on automobiles from five to three per cent and eliminating it entirely on trucks, was passed by congress and signed by the President. It does not become effective, however, for 30 days. Thus the man who wants a car today must still pay the extra two per cent tax, even though it is about to be abolished.

"Dodge Brothers do not believe this penalty should be imposed on a buyer simply because he wants a car immediately," said Robert C. Graham, vice-president and general sales manager. "We have therefore decided to make the full amount of the reduction available at once to our dealers and through them to their customers and have so notified them by telegram. We will absorb this cost ourselves, and have instructed dealers to file their claims on all cars sold from midnight tonight until the government puts its reduction into effect."

While no figures were made public, it is estimated that Dodge Brothers action in assuming the tax themselves will cost them hundreds of thousands of dollars. With the cars being built at the rate of 1500 a day there are always from 15,000 to 25,000 on more or less in stock in the dealers' establishments and the reduction will apply against this number as a minimum.

In spite of the fact that many people all over the country have been delaying the purchase of cars until the impending tax reduction became effective, Dodge Brothers retail deliveries this year have surpassed all previous records. By assuming the full amount of the tax reduction 30 days in advance, the factory will obviously stimulate purchasing to an even greater extent and it is therefore expected that even more remarkable records will result.

Motorbuses in San Juan, Porto Rico, carry the motto "In God We Trust." Some of our own motorists seem to expect Providence to protect pedestrians from their driving.

Walks Barefoot Mile in Blizzard to Save Six



A tale of heroism that is an epic of the sea is being written as six coast guardsmen from a station on Narragansett Bay, Mass., recover from harrowing experiences from which they were saved, when near death, by the action of one of their comrades, who walked barefooted and scantily clad for a mile in a blizzard to bring them aid. Their craft had been wrecked as they were attempting a rescue. Photos show the smashed boat and men of the coast guard cutter Mojave, who dared death to rescue the six.

SAME LEADER IS YET KNIGHT HEAD

John N. Willys, President at Organization, Is Still Active in Firm.

Among all the larger manufacturers of motor cars whose products are exhibited at the Grand Central Palace, only one, Willys-Overland, Inc., is today headed by the same man who was the leader of the organization at the start.

He shares this unique distinction with one other, but this latter manufacturer has never been an exhibitor at the New York show.

Eighteen years ago, John N. Willys Inc. in its present corporate form and since the day of that organization he has continuously served the company as president.

In this time he has seen it grow from a small and insignificant place in the general scheme of things to the outstanding third largest organization of its kind in the world.

In this time he has pioneered many radical moves, the most successful of which was the introduction of the Knight type motor to the American car buying public.

This move on the part of Willys was hailed with ridicule and skepticism at the start but he has

watched the Willys-Knight grow into a popularity which had never been dreamed of for a specialty car and today it is the strongest contender for first place in both the higher priced and middle priced sales fields.

There have been times when only the fortitude and great work-

ing resources of a man of the type of John N. Willys, could have saved the vast organization from failure. But he has weathered every storm until today Willys-Overland, Inc., occupies one of the strongest financial positions of any company in the motor car industry.

The commercial car operator who drinks during working hours soon will have nothing else to do.

The operator of a taxi cab, delivery truck or any other commercial car who drinks on duty at ready has presented his resignation.

Better Than Ever

Buick Motor Company has decided that the two per cent tax reduction on automobiles to be made by the new revenue act, effective March 28 midnight, will be absorbed by the Buick Motor Company on consumers' deliveries made February 27 to March 28 inclusive.

OTTO J. WILSON
Buick Distributors Marion and Polk Counties
388 North Commercial—Salem, Oregon

WALTER P. CHRYSLER'S TRAFFIC TALKS

ALWAYS BE REASONABLE
In motoring—as in all things—be reasonable.

If you have the right of way be reasonable.

To insist upon the right of way even though it may be yours legally may result in an accident. The other man may be reckless. Regardless of the right of way rule of your locality:

- Give the right of way to a street car between cross streets.
- Give the right of way to fire fighting vehicles and to ambulances.
- Give the right of way to police and emergency vehicles.

Keep to the right.
Keep to the right in rounding a corner.
Keep to the right when approaching hilltop, cross-roads or street.
Keep to the right of street cars.
Keep to the right on a street

divided either by a parkway, walk street car reservation, isle of safety, etc.

These hold true in most communities. Some towns and cities have slightly varying regulations. Street and highway regulations are made to be observed by both motorist and pedestrian. When regulations are observed accidents are reduced in number. The failure to observe regulations commonly result in accidents.

Of course, it is always the other motorist who is a fool. Continue driving carefully, says the National Safety Council.

Motorists are urged by the National Safety Council never to allow anyone who does not possess a drivers license to run their cars.

Automobile models may come and go but the back seat driver seems to continue riding.

Lower Prices Hudson-Essex

Now Effective (February 27)

Though the automobile tax reduction law will not become effective until March 26, we make this reduction NOW, protecting Hudson-Essex buyers many days in advance. So there is no reason to wait. Buy now.

Prices
"At Your Door"

- ESSEX SIX COACH . . . \$ 960
- HUDSON COACH . . . \$1430
- Hudson Brougham . . . \$1690
- Hudson 7-Pass. Sedan . . . \$1875

Remember these are not 'F. O. B. Factory Prices', but the delivered prices at your door, including freight, remaining war tax, and the following equipment:

- Bumpers front and rear—electric windshield cleaner
- Rear view mirror—transmission lock (built in)—radiator shutters
- Moto-meter—combination stop and tail light

Easy terms, of course--No delivery handling charge

F. W. PETTY JOHN CO.

365 N. Commercial—Telephone 1260

Hudson-Essex, world's largest builder of "Sixes" and third largest producer of motor cars

COVER UP THE NAME PLATE

Forget the low price, then judge this New Star "6" purely on its merits

That's the finest invitation we can make to prove the instant value of the New Star Six.

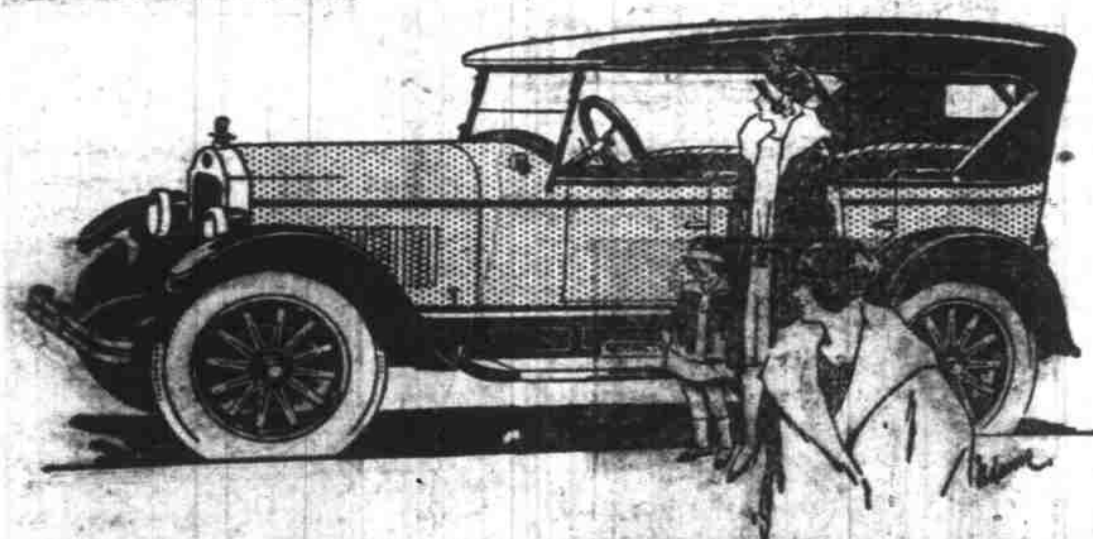
Already thousands have bought on sight, for the "6" is built to uphold not only the fine reputation of the famous Star "4," but actually produced to upset all previous price values.

Built on a new engineering principle, volume production, backed by the huge Durant interests, makes possible not only the low price of \$855 here, but gives in every point, from its fine

drawn, new, low lines and handsome Hayes-Hunt bodies, through every feature that makes for a fine car, a value that compares with cars selling up to \$1600.

And then this new Star Six is honestly priced. No F. O. B. or extras to confuse you, but a marvelous value priced to you here, of \$855.

Before you even think of any other car, see the new Star "6." There are hundreds of dealers ready to demonstrate.



The STAR SIX

151 South High St. SALEM AUTOMOBILE COMPANY Phone 97