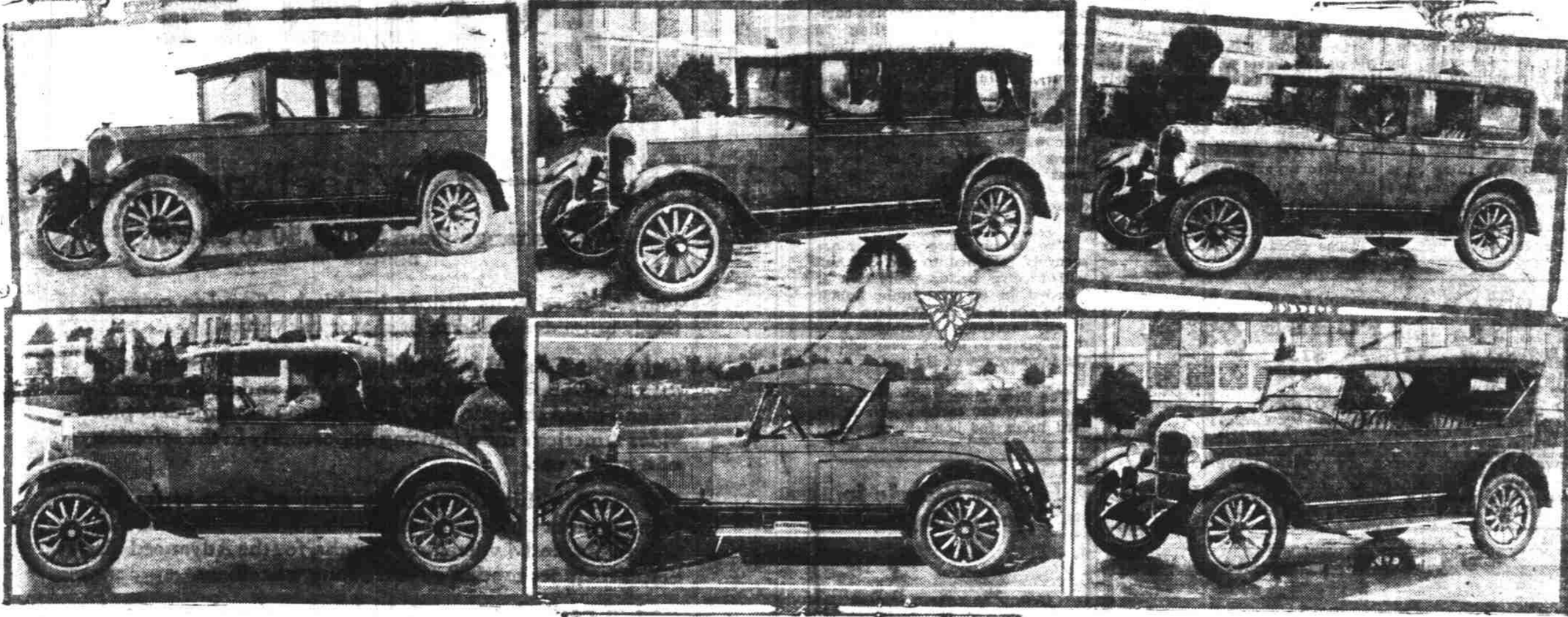


MECHANICAL IMPROVEMENTS AND NEW COLOR COMBINATIONS FEATURE ANNOUNCEMENT OF NEW STAR MODELS



Above left to right: Star four sedan; Star six landau-sedan; Star six sedan. Below left to right: Star four coupe; Star "Collegiate" Roadster; Star four touring

ing easier access and egress for passengers and permitting the car to hug the ground more closely. Improved ease of tire changing, because of the one-piece rims and fewer rim-lugs, has been the subject of warm appreciation. The shorter spokes in the smaller wheels give more strength to take the side thrust on front knuckles and rear axles, with more power ability for the rear axles.

Spain—land of poetry, romance, mysticism and music, will be presented in all its glory to the receptionists of WABC Monday night, March seven, at nine o'clock by The Compagnes—Gloria Dorana, soprano, and Rawls Hampton, baritone. Theater patrons will recall Hampton as a fellow player with Otis Skinner and Miss Doreta, a product of Pittsburgh, spreading sunshine everywhere.

The Secret of the Life of a Car Lies in the Care It Is Given

Keep your auto washed, polished and lubricated regularly at a minimum cost

FIREPROOF STORAGE GARAGE

252 South Liberty Street

DAY STORAGE BY MONTHLY RATES

INSIST ON HOUPERT PISTONS IN YOUR CAR

You'll be surprised at the difference it will make in your motor

W. E. BURNS-DAN BURNS (NOT BROTHERS - THE SAME MAN)

High Street at Ferry

Salem, Oregon

GOVERNOR YOUNG TO GIVE SPEECH

Elaborate Program Planned for Dedication of World's Longest Bridge

SAN FRANCISCO.—Governor C. C. Young will make the dedication speech at the formal opening of Carquinez bridge, on the northern end of San Francisco Bay, heading a motor caravan from the capital city to the mile-long span.

This feature of the elaborate program which will attend the opening festivities of the world's longest highway bridge, was announced today by Roy O. Long, chairman of the sub-committee on invitations of the Carquinez bridge celebration committee. Invitations will also be extended to the governors of Washington, Oregon and Nevada, and to official representatives of British Columbia and Mexico.

Governor Young's address will be delivered from the center of the span beneath the two mile towers which rise to a height of 185 feet above the floor of the bridge—as high as the Ferry building in San Francisco—and will be heard by his vast audience through magnavox apparatus distributed at various points. A microphone will also carry news of the opening to radio listeners.

The highest point in the massive structure is at the center of the bridge, where the two main towers are 325 feet above the water, or the height of a 22-story building. The four piers under these towers are of concrete, 40 feet high and the height of an 11-story building below the surface, sinking through 100 feet of water and 40 feet of mud to their solid foundation on the rock below.

The two main spans from the central tower are each longer than the longest U. S. battleship, and have a minimum clearance above mean high water of 135 feet sufficient to permit the largest Leviathans to steam under the spans with ease. There is no draw or lift in the entire bridge, which stretches across the turbulent Carquinez Straits for a distance of 3,250 feet. The bridge is joined to the highway with a concrete and steel approach of 1,122 feet, making the total length 4,482 feet or nearly a mile.

COMMERCE GUIDED BY MOTOR COACH

ness of operation. Powerful braking systems, so essential to passenger movement, have proved of equal value in merchandise movements. Pneumatic tire equipment serves the purpose of eliminating vibration and the protection of highway surfaces, despite the heavier loads. The low center of gravity permits the easier handling of merchandise, as well as contributing to safety on the road.

This also contributes to a smartness of appearance which makes the vehicle an advertisement for its operator.

All of the operating advantages, plus the easy riding qualities and conveniences such as electric starter, make the commercial coach vehicle one which appeals to a very high type of driver. Such a driver's cooperation is of the utmost value to his firm.

Because of the greater mileage capacity of these vehicles, combined with the distinctive appearance and other advantages, furniture moving companies, storage warehouses and other similar lines of business have found them of great value, particularly in long-distance movements.

Many unusual uses have been reported, indicating the wide range of service for which the commercial coach type is in a class by itself. In one of the important middle western states, the state fish and game commission uses a coach chassis with a special body for the movement of fish fry to stock the lakes with game fish propagated at the state hatcheries.

One successful Minnesota concern operates a "grocery store on wheels" on a Yellow coach chassis, finding it capable of covering a wider territory and reaching more customers than could be reached by the trucks formerly used.

Where freshness of foodstuffs is an essential factor in selling, a big Philadelphia wholesale bakery finds it possible with one of these vehicles to make a twice-a-day distribution of freshly baked products over a wide territory. Another use in the field of foodstuffs is reported from Nebraska, where a Yellow coach chassis is being used to collect eggs and chickens from farms for concentration at Fremont.

Because of the consistently rapid movement, a big New Jersey piano manufacturer uses this type of vehicle to meet a retail distribution problem.

Another of these models, equipped with fire fighting apparatus is used on the estate of a wealthy Delaware man.

Several industrial companies have equipped these chassis with apparatus for demonstration of industrial products. One such vehicle visits laundries to demonstrate the newest machinery for every type of laundry work. A Philadelphia company has a demonstrator equipped with dental laboratory and operating apparatus with which it reaches dentists. Several coach chassis have been turned into palace stock cars to move prize stock from point to point with speed, comfort and safety. One such vehicle has a capacity for six animals and two attendants. One side door is a loading runway. Six comfortable stalls, space for feed and hay, controlled light and ventilation make this a self-contained and highly mobile unit.

Several companies are using the coach commercial vehicle in regularly-scheduled long runs. One St. Louis company maintains schedules to Chicago over a 400-mile run handling a factory-to-door delivery to the satisfaction

of a big manufacturing company in the former city; as well as return loads for Chicago companies.

With a constant demand for the shortening of time in commodity movements, the tendency toward minimum speeds on the highways, the intensification of sales effort, the use of the coach chassis for commercial purposes is finding a field which it is especially well equipped to serve.

Friday night March eleventh there will be one long round of pleasure for the "empire of ears" from the studio of WABC. Harry Salter and his Atlantic Ensemble begin the merry movement at seven thirty, an organ recital follows at half past eight and at nine o'clock lovely Elsa Gray, formerly of Rox's Gang, will sing. Dramatic readings follow on and then, executed in relief, comes the "Musical Cameo." With time out for the time signals and weather report and Wheeler Wadsworth and his orchestra take the air for an hour with Harold Leonard and his Waldorf-Astoria organization to follow in a dance program. A "good Friday night" in March.

Stop, look, and listen to our appeal. If you are not absolutely satisfied with your laundry problem, call 165. Hand work our specialty. (*)

CHRYSLER BRINGS LONG WHEEL BASE

One of Most Interesting Engineering Developments Is Acclaimed

One of the most interesting engineering developments in up-to-date automobile design is the introduction by Chrysler of what is known as the 18-inch base type wheel. This measurement applies to the diameter of the wheel, from rim to rim.

The trend toward the low, graceful automobile lines, a vogue which has been steadily gaining ground in the industry since the Chrysler car riveted public interest by this tendency, is now further accentuated by the new type small wheels.

Among the positive benefits which car owners agree as having resulted from the use of the new 18-inch base type wheels are these:

The new wheels give opportunity for using larger balloon tires. As a direct consequence, marked increases are noted in road stability and riding comfort, due to the greater volume of air cushioning.

Braking efficiency has been increased through the combination of the smaller wheels with the same sized brake drums, and also due to the fact that there is a

larger area of the tire in contact with the road.

The new wheels not only lower the car's center of gravity but also lower the roof height, allow-

New Silent Four Smooth as a Six -years ahead of Price Rivals

Vibration Eliminated beyond comprehension in the new "Silent" Star Four

Millions of "Four" drivers have waited for this greatest of all automotive engineering achievements!

Now—the world-famous Star Four (still retaining every ounce of its exclusive power and speed, embodying many newer refinements to its already distinct beauty and style!) is vibrationless BEYOND COMPREHENSION by completely rubber insulating the motor mounting.



Heretofore, THOUSANDS of people have refused to buy any four-cylinder car—knowing the "bugbear" of Vibration. NOW—these thousands can enjoy to the full such restful riding as has never been known before in any four-cylinder car.

And With New Low Prices Starting With \$550 New Silent STAR FOUR Touring

The Star Car

FOURS SIXES

IN NEW POLISHED LACQUER COLORS

YOU CAN BUY THEM ON EASY TERMS

Salem Automobile Co.

N. J. WOOLEY C. J. TAYLOR H. E. SHADE

Go Now! The Crowds Are Talking Already!

Advertisement for Kelly-Springfield Tires featuring the 'Keep Smiling with Kellys' logo and text: 'Invite Us To Your Next Blowout', 'Today's Kellygram: Many a car owner has become pessimistic trying to get Kelly-Springfield mileage out of other tires.', 'When the Hardest Users universally demand Kellys why should you try to beat the game. It just can't be done. There is no other tire as good as Kelly-Springfield Tires', 'SMITH & WATKINS High and Court Phone 44', 'Invite Us To Your Next Blowout'.

Advertisement for Salem Auto Painting Company featuring the text: 'Pay Later HAVE YOUR CAR PAINTED NOW Something New In Salem', 'We have arranged to have you pay for your painting job in three payments. The feature is new but we are old-timers in the paint business in Salem—for the past two years I have been head finisher for the J. W. P. Auto Paint shop. Our new shop is now open at 681 Mill St.', 'Over 20 Years Experience in Automobile Painting', 'Salem Auto Painting Company Factory Finish', 'GEO. BERGEON, Manager', '681 Mill Street Telephone 372'.

Advertisement for Salem Super Service Station featuring the text: 'You'll Know That your car will give you the best of service if it is properly lubricated. You can depend on our High Pressure Alemite service and know that every working part has been thoroughly lubricated if you will drive in here regularly.', 'LUBRICATION IS CHEAPER THAN PARTS', 'SALEM SUPER SERVICE STATION', 'Auto Electric Service R. D. Barton Batteries, Magnets Generators Electric Service for Auto or Radio Telephone 1107', 'Yung & Beckwith High and Ferry Streets S S S S'.