

## MILLIONS BEING SAVED EACH YEAR

Local Seiberling Dealer Ex-  
Plains New Tire Protec-  
tion Plan

Declaring that the complete na-  
tion-wide organization of 5,000  
Seiberling tire dealers, forming a  
coast-to-coast service network, had  
unquestionably solved the problem  
of reducing tire costs and that it  
would cut millions of dollars from  
the nation's tire bill, Walter Zoel  
of Zoel's Tire company, local dis-  
tributor of Seiberling All-Tread  
tires, stated that even further  
economies would be effected this  
summer under the Seiberling Tire  
Protection plan.

"Tire protection on anything  
but a national scale means noth-  
ing at all," he said. "But backed  
by a nation-wide organization of  
5,000 dealers, as the Seiberling  
Tire Protection plan now is, it  
means a tremendous national  
economy and a marked local sav-  
ing. It means more mileage on  
every protected tire.

"It is a well-known fact that  
fully 90 percent of all tires go out  
of service prematurely, because of  
accidents, before they have run  
the full course of their built-in  
mileage. Regular, monthly in-  
spection will add hundreds of  
miles to the life of a single tire  
and hundreds of thousands of  
miles to the life of all tires so  
inspected.

"Today every buyer of protect-  
ed Seiberling tires in Salem is en-  
titled to free monthly inspection  
and repairs, and he can get them  
now, not only here, but whenever  
the open road takes him. The lo-  
cal owner who rides on Seiberling  
All-Treads can strike out for dis-  
tant parts and forget his tire wor-  
ries. He will find a Seiberling  
dealer on every highway and by-  
way ready to look his tires over,  
and either give them a clean bill  
of health or put them into per-  
fect shape at once without  
charge.

"In the past, regular tire in-  
spection has been impossible  
when the car owner was far from  
his home garage. Now, however,  
5,000 dealers stand ready to exam-  
ine any Seiberling tire, any place,  
at any time."

Under the unique Seiberling  
Tire Protection plan, blow-outs,  
rim cuts, bruises, tears and all  
other tire hazards, are repaired  
free of charge by any Seiberling  
dealer during the period of one  
full year after the date of pur-  
chase. When a tire is injured  
beyond repair, the plan provides  
that the purchaser is to be sup-  
plied with a new tire at one-  
twelfth the original cost, if the  
accident occurs during the first  
month after purchase, at two-  
twelfths, if it occurs during the  
second month, etc.

Read The Classified Ads

## CHRYSLER PLYMOUTH'S REVOLUTIONARY CAR

(Continued on page 11)

Chrysler creations in its smart,  
new radiator lines; its sleek, smart  
silhouette and its low-awing bod-  
ies. Its designers have employed  
the bold strokes necessary to a  
wholly modern creation, combined  
with the genius to utilize the sub-  
tle, tasteful touches the public de-  
mands and has the right to expect.  
Chrysler quality principles insure  
that every rotating and reciprocating  
part is in perfect balance be-  
fore assembly. Fine precision  
methods insure that the owner  
actually receives the performance  
his engineers designed into the  
car.

Bodies are long and low. Your  
first glance at the car will imbue  
into your consciousness that many  
unusually distinctive and original  
features have been combined into  
it. All curves are harmonious,  
blending perfectly into each other.  
The curvature of the top of the  
closed bodies harmonizes with the  
arched window silhouettes. The em-  
bossed panel in the side of the  
hood conforms with the windows.  
Every visible detail is shaped to  
conform with every other. Such  
minute attentiveness has produced  
a symmetry never before available  
in cars of its price.

"The full-crown fenders display  
a new effect in their broad, gen-  
tle sweeps, and offer a practical  
advantage in protecting complet-  
ly the front of the car from splash-  
es. This whole design is a marked  
addition to the inviting appear-  
ance of the entire ensemble.

"Looks" Its Power  
"The high radiator makes the  
car 'look' the power available un-  
der its hood. Sitting behind the  
wheel one immediately realizes  
that here is a big, roomy, high-  
powered car, and one which also  
combines all the vigor, fire and  
dash that have always character-  
ized Chrysler."

Many other qualities in design  
indicate how carefully the com-  
fort of passengers has been con-  
sidered. Doors are wide. Those for  
the closed bodies are equipped  
with large windlances and a rubber  
wiper strip to prevent drafts. Seat  
cushions are of the luxurious form  
fitting type. Appointments and  
fittings, such as artistic satin fin-  
ish hardware, offer further indi-  
cation that no detail has been over-  
looked. Throttle, bright and dim  
light control levers and horn but-  
ton, are at the top of the steering  
post for immediate accessibility.  
The instrument panel is indirectly  
lighted, of course, because of this  
advantage of night, and is control-  
led by an independent switch con-  
veniently located—another exclu-  
sive feature.

Scores of other merits, many of  
them unexpected in a car of this  
price, are observable in addition  
to those already enumerated.  
These include the 45-horsepower  
engine with new type, Chrysler  
principle of entire engine floating  
in rubber, forming a cushion be-  
tween power plant and frame to  
destroy the transmission of tor-  
sional vibrations and sound from  
one to the other; frame rigidly

joined together by four cross sup-  
ports; new type self-adjusting  
springs; shock absorbers, thereby elimi-  
nating noise, wear and attention;  
force feed lubrication; ventilated  
brake type alloy pistons; special  
manifolding; aluminum-steel ex-  
haust valves; air cleaner; oil filter;  
crankcase ventilation; propeller  
shaft of seamless steel tubing;  
impulse neutralizer, which pre-  
vents transmission of torque im-  
pulse to the car body; new type  
shock absorbing spring compen-  
sators to assist exceptional riding  
comfort; all chrome steel gears  
in the transmission; small wheels  
for better appearance and easier  
riding; automatic windshield wip-  
er and Fedco theft protection se-  
rial number plate.

"Boiled down to a few words,"  
says Mr. Frazer, "the very essence  
of the Plymouth's appeal is great-  
er values than ever before for less  
money, combined with an unusu-  
ally impressive appearance and truly  
remarkable smoothness and per-  
formance capacity."

## NATIONAL SAFETY CENTER OF TALK

(Continued on page 11)

cent motorists by law officers and  
agents and a ringing resolution  
was adopted in favor of nationwide  
laws that will compel all officers  
and agents patrolling the high-  
ways to wear a distinctive uni-  
form in order that their identity  
may be instantly revealed to the  
motoring public.

One of the most important de-  
clarations made by the convention  
dealt with the future road policy  
of the nation, looking beyond the  
completion of the Federal Aid  
System. A resolution was unani-  
mously adopted calling for the ap-  
pointment of a national A.A.A.  
committee to develop a plan for a  
continuing and progressively en-  
larging program of national high-  
ways.

At the same time the delegates  
voiced unmitigated disapproval of  
the Furlow Bill, back of which  
there is believed to be a scheme  
which would foist a system of so-  
called express, toll highways on  
the motorists of the country.

Another resolution cited the fact  
that toll bridges are multiplying

at an alarming rate and placed the  
A.A.A. on record in favor of us-  
ing public funds rather than pri-  
vate capital for the toll roads,  
should tolls be necessary for con-  
struction and operation. The res-  
olution also sounded a warning  
against the alleged over-capital-  
ization of private toll bridge cor-  
porations.

In connection with its declara-  
tion of policy on highways and  
bridges, the convention made spe-  
cial reference to the particular  
road needs of the far Western  
states in which the government  
owns an enormous amount of land  
and urged that because of this sit-  
uation the administration of fed-  
eral aid should be liberalized along  
the lines suggested by the Oddie-  
Colton bill vetoed by President  
Coolidge in the last session of  
Congress.

## LIFE OF MOTOR CARS INCREASED

(Continued on page 11)

state gaining 11.8 percent over  
1926. National registration was in-  
creased 5.1 percent.

Most of the scrapped vehicles  
were partially salvaged, the Amer-  
ican Road Builders' association  
says. Metal parts were in many  
cases adopted to vehicles still in  
use, while a large number of mo-  
tors were installed in boats or  
used as stationary power plants.  
The bodies were burned or cast  
into dump heaps. One New York  
salvaging agency maintains a sev-  
en acre plot of ground for storing  
undamaged parts of disassembled  
vehicles.

In tabulating the figures per-  
taining to the discard of motor  
vehicles, the American Road  
Builders' association has consid-  
ered all cars scrapped which were  
registered in 1926 but not regis-  
tered during 1927. Some of these  
cars, however, may have been re-  
gistered in other states, making  
the figures for each individual state  
slightly in error, although the na-  
tional figure would be reasonably  
accurate.

The following columns show in-  
creased, the number of new cars reg-  
istered, and the percentage of reg-

## MOTORISTS HELP FERRIES SURVIVE

New Lease on Life Given to  
Old Boats as Motor Travel  
Increases

AUGUSTA, Me., June 30.—  
(AP)—Crude ferryboats, scow-fer-  
ries operated on a cable and pul-  
ley by river current or by motor-  
boats lashed alongside, have been  
given a new lease of life by motor  
travel in Maine.

While the last steam-propelled  
double-ended ferry boats on  
Maine's rivers pass this summer  
with completion of the great New  
Kennebec Bridge, a number of  
more ancient craft still are ren-  
dering yeoman service.

The growth of the good roads  
system and the increase in the  
number of automobiles actually  
has made these craft increasingly  
necessary. There is a demand for  
them at those points where traffic  
hardly warrants the building of  
bridges.

On the Penobscot river between  
Bucksport and Prospect, a little  
scow-type ferry, capable of hold-  
ing only two automobiles has been  
pushed back and forth across the  
wide expanse of tide water a good  
many thousand times by a little  
20-foot motor boat, fastened

alongside and propelled by a four-  
horsepower engine.

A few miles further up the riv-  
er at Winterport is another home-  
ly ferry of similar type. Both are  
liberally patronized because they  
save a 30 or 40 mile drive neces-  
sary if the motorist "rides  
around" by way of the nearest  
bridge at Bangor.

So, too, several picturesque fer-  
ries are found on the Androscog-  
gin. At Rumford Center the fer-  
ryman has taken the engine and  
transmission out of a "filver"  
and installed it on one side of the  
scow so that a chain drive turns a  
small paddle wheel. The overhead  
cable is retained at this point.

Near Bethel on the same river  
may be found one of the very  
early type scow-ferries, running  
on the wire cable by means of a  
pulley connection and deriving its  
momentum wholly from the cur-  
rent. When the water is high a  
fair speed is obtained, but in mid-  
summer when the Androscoggin  
is at its minimum depth the old  
ferry crawls with snail-like pace  
along its restricted pathway.

At Richmond Corner on the  
Kennebec two ferries propelled by  
small motor boats are operated  
through the summer months, con-  
necting with the West Dresden  
shore. There is a liberal patron-  
age from residents of Richmond

and vicinity wishing to go to  
Wiscasset, Rockland and eastern  
coast points, who must use it or  
seek distant bridges. Up river  
also 10 miles distant.

Look for the  
Red Tag!

This Car  
has been completely  
checked and  
reconditioned by  
Chevrolet

CHEVROLET

You Get Definite, Known Value  
When you buy an "O.K." reconditioned  
used car from us, you can be certain that all  
such vital units as motor, body, electrical  
equipment and brakes have been checked  
and tested—and that all necessary repairs  
have been made. It is a car good for thou-  
sands of miles of satisfactory service.

## USED CARS with an OK that counts

DOUGLAS MCKAY CHEVROLET CO.  
Temporary Address 487 Center St., Tel. 1802  
ASSOCIATE DEALERS  
Dallas Chevrolet Co., Dallas Halladay's Garage, Monmouth  
Geo. Dorr, Woodburn; Ball Bros., Turner; Wm. Preleek, Mt. Angel  
QUALITY AT LOW COST

## QUALITY TIRES at LOW PRICES with SERVICE

Firestone  
Quartz-Dipped  
TIRE

OLDFIELD

COURIER

AIRWAY

29 x 4.40/21 \$10.00  
31 x 4.40/21 \$13.90  
33 x 4.40/21 \$19.50

29 x 3 3/4 Regular \$4.20  
30 x 3 3/4 Regular \$5.55  
29 x 4.40/21 \$6.70  
29 x 4.40/21 \$5.25

Other sizes priced proportionately low

SERVICE  
with every tire~

J. W. PARKER TIRE CO.  
264 N. High St., Phone 114  
CAR WASHING, GREASING, STORAGE

## You're Safe with Handy-Andy under the Seat



BLOW-OUTS and punctures just happen.  
They give no warning—but they cause  
you trouble and loss of time if you wait  
until they happen before doing something  
about it.  
Here is a mighty inexpensive yet most  
effective precaution. Handy-Andy—in a  
handy tin.  
It has been the world's biggest selling  
Tube Repair Kit for years because most  
people know that Miller Tires and  
Miller Repair Materials are the finest in  
the world.  
With Handy-Andy under the seat—  
you're safe. Come in today and get one.  
Directions with every can. Easy to apply.

Miller Tire Service  
"Russ" Smith 197 S. Commercial St.  
ASSOCIATE DEALERS  
4—Harrison Stations—4—Capitol at Market—West  
Salem—1005 S. Com'l. Street

## HARVEST DAYS are real profit days



## with "CATERPILLAR" TRACTORS

WHEN the grain is cut and the  
money is safely in the bank...then  
you thank the "Caterpillar" track-  
type tractor.

Profits are quickly counted...  
your easiest year in history...you  
merely planned... "Caterpillar"  
did the work...tough work...all  
the work...on time.

Working steadily, wet or dry,  
reducing man-power...conquer-  
ing weather...covering extra acres  
daily... "Caterpillar" steadily piles  
up new profits through the season  
that are reaped in cash at harvest.

Loggers & Contractors  
Machinery Company  
PORTLAND SALEM EUGENE  
CATERPILLAR

## THE WORLD HAS A NEW AND FINER MOTOR CAR

The New  
NASH  
"4000" Series

ADVANCED SIX MODELS  
75 to 80  
miles per hour

SPECIAL SIX MODELS  
70 to 75  
miles per hour

STANDARD SIX MODELS  
65 to 70  
miles per hour

Other Important  
Features  
No other car has all of them  
Salon Bodies  
Twin Ignition motor  
12 Air Craft type spark  
plugs  
High compression  
Bohnalite aluminum  
pistons (Incar Struts)  
7-bearing crankshaft  
(hollow crank pins)  
Houdaille and Lovejoy  
shock absorbers (ex-  
clusive Nash mount-  
ing)  
Torsional vibration  
damper  
New double drop frame  
Bijur centralized chassis  
lubrication  
Exterior metalware  
chrome plated over  
nickel  
Short turning radius  
World's easiest steering  
Biflex-Nash bumpers  
and bumperettes

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