

## TIRES NO LONGER VACATION WORRIES

Motorist Lives in "Tire Paradise" With Mileage Increased Four-Fold

With August vacation days just around the corner, the local motorist finds himself in a car owner's paradise so far as tires are concerned. Tire costs per mile are today lower than ever before in the history of the rubber industry. According to Walter Zosel, distributor here of Seiberling All-Tread tires, local car owners now pay about one-eighth what the "old timer" of 1914 paid for every tire mile.

"The recent average cut of 12 per cent in the cost of Seiberling All-Tread tires knocked the bottom out of all previous low records of tire prices in the history of the rubber industry. Mr. Zosel declared, "The local motorist today can buy a Seiberling All-Tread for less than half what he would have had to pay in 1914 for a similar high quality tire, and at the same time, he can expect four times the mileage. In the old days when a car owner got more than 5,000 miles from a shoe, he ran out into the streets to tell his neighbors. Now he doesn't begin to stick out his chest until his tires have carried him 20 to 25 thousand miles.

"The local motorist throughout the Tire Protection Plan, mileage costs have been still further reduced. Five thousand dealers, on every highway and by-way within the borders of the country, have bet that every Seiberling tire will carry its owner through a full year of every sort of usage without so much as a rim cut. They're betting their time and labor, because, in the event of any road accident—blow out, stone bruise or any other road hazard—they stand ready to repair Seiberling tires at once and without charge. In the event that the accident is beyond repair, any one of them, whether he's a hundred miles, a thousand miles, or four thousand miles from the motorist's home town, will supply him with a new tire at one-twelfth the original cost, if the accident occurs during the first month of use, at two-twelfths if during the second month, etc."

## NEWSPAPER CLOSES DELIVERY BY HORSE

And Automobile Men Recall Painters of 1896 for Pioneer Motorists

Because of the growing need of speed, the Chicago Tribune has sold its last delivery horses used in the downtown streets.

"It was deemed no longer safe to use them because of the crush of traffic," said a sales report. Detroit automobile men noted with interest the passing of the last horse from the once great stables of the Chicago newspaper. And Mr. Howard Sneathen, director of commercial car and trucks sales for Dodge Brothers, Inc., got down a scrap book and turned to a list of "Don'ts" given in America's first automotive magazine of August 1, 1896, less than a year after the publication began.

"Don't let your engine puff in passing frightened horses," said the 32 year old suggestion.

"Shut off the admission of gas and they will immediately stop their prancing and dart past, giving you a chance to let in the gas in time to prevent your engine from coming to a stop.

"Don't use a gong on your automobile. People hearing them will take them for trolley cars. A vibrating bell should be used.

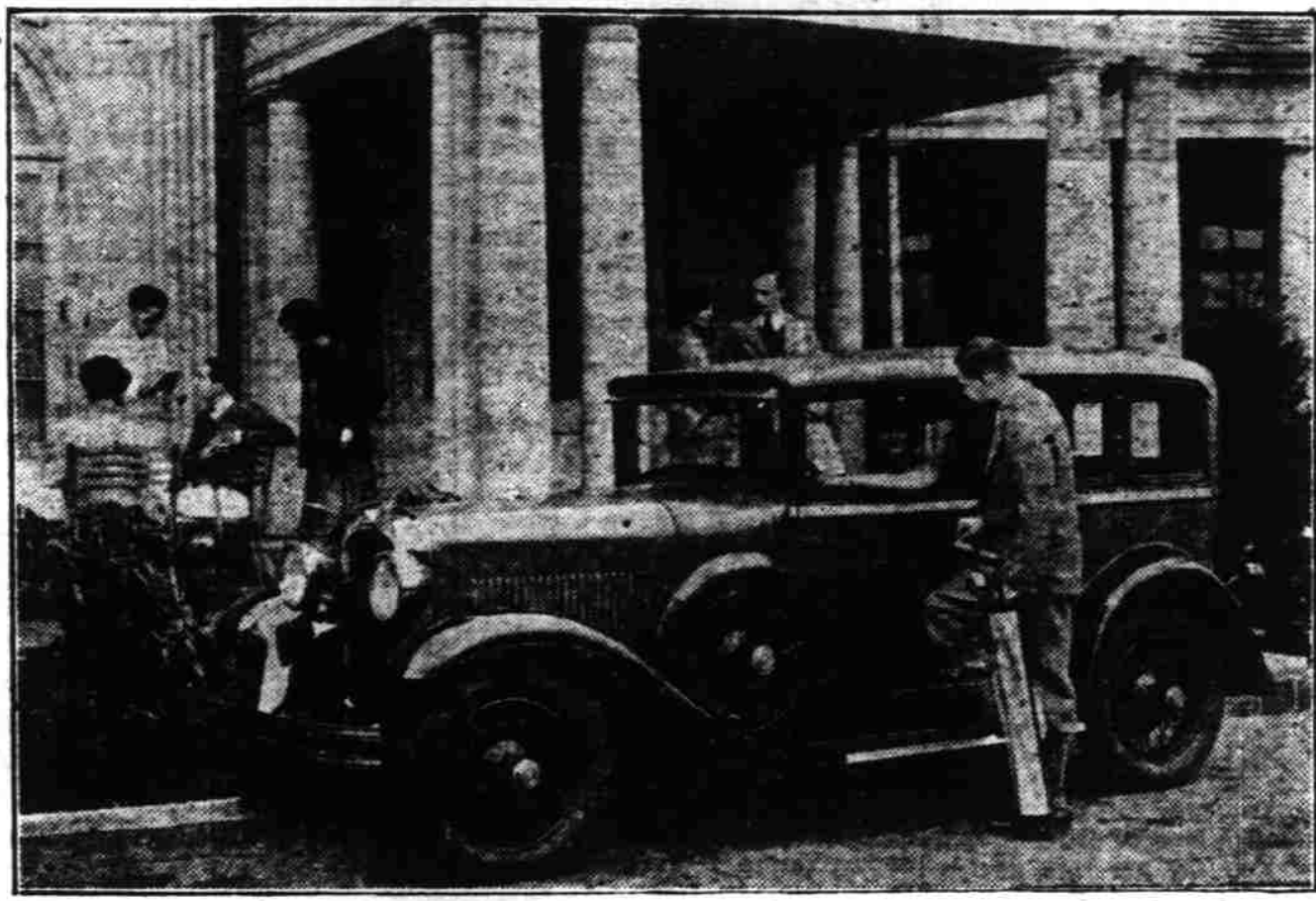
"Of course there are still plenty of horses about," he said. "There are really far more in service than people suppose. But every day their numbers are decreasing for commercial purposes. Many orders coming in for Graham Brothers trucks and commercial cars mention the fact that the new buy replaces horse drawn trucks. It's a simple case of economy, efficiency and 1928 demands for speed."

## INDUSTRY GROWING, LICENSES DISCLOSE

The trend of the motor vehicle industry is still upward, according to the Oregon registration figures for the current year. Notwithstanding the registrations for June were slightly lower than for the same month in the last several years, the total for the first six months of the year shows the registration of 212,474 passenger cars and trucks, against 208,469 for the first six months of 1927, or a gain of 4,014 over that period in 1927.

The receipts from motor vehicle transactions from January 1 to June 30, 1928, aggregated \$6,291,417.42, an increase of \$369,203.79 over the same period in 1927. The total receipts from this source for 1927 amounted to \$6,527,840.93, being over \$500,000 more than the total receipts during 1926. From all present indications

## New Marmon 68 Five Passenger Sedan



that between \$6,900,000 and \$7,000,000 will be turned into the treasury from motor vehicle registrations and other fees incident thereto by the end of 1928.

Since the advent of the half-year fee on July 1st, unusual activity has been experienced in the motor division of the office. This is doubtless due to the greater im-

petus being enjoyed by the motor vehicle industry this season as well as from the fact that many owners of new motor vehicles, anticipating the mid-year reduction in the license fee provided by law, deferred the purchase of new cars until this time. Also that many motor vehicle owners living in the more remote sections of the state,

by reason of local conditions, did not put their cars into commission earlier.

That man who was arrested and fined for running past a stop sign in The Dalles deserves a place in the hall of fame. Certainly he was a man in a million.—The Dalles Optimist.

## Studebaker

CERTIFIED BUYS AT THE PLEDGE STORE

- 1927—STUDEBAKER Commander Sedan—5 New Oversize Tires—Trunk on Rear—Complete in every detail and in top condition.....\$1275.00
- 1926—STUDEBAKER Big Six Roadster—Good Tires—New Paint and Fully Equipped \$900.00
- 1925—CHRYSLER 70 Roadster—5 New Tires—Rumble Seat—Bumpers—Wings—other accessories \$750.00
- 1926—STUDEBAKER Duplex Roadster—5 Good Tires—Mechanically A-1.....\$650.00
- 1926—OVERLAND Sedan—Tires Practically New—Good Condition Mechanically.....\$575.00
- 1924—FORD Tudor Sedan—New Paint—Good Rubber—Motor runs fine.....\$200.00

THESE CARS ARE RECONDITIONED AND CARRY OUR 30-DAY SERVICE GUARANTEE

We Give Terms and Take Your Light Car in Trade

**Marion Garage Co.**

WALLACE H. BONESTEELE



## Moving and Storage

Remember the Larmer Transfer and Storage has moving vans and good supply of blankets and pads for furniture handlers.

Have just completed our new three story concrete warehouse and are now well prepared to handle best of furniture and pianos.

Fuel Oil In Bulk - Any quantity delivered in your Tank See Us Before You Order

When ready call 930 and let us serve you.

**Larmer Transfer & Storage**

SALEM, OREGON

## NEW CANADA PLANT TO ASSEMBLE CARS

Pontiac Extends Sphere; Extensive Factory to be Located at Regina

Pontiac, Mich., July 28. Concrete evidence of the growing importance of the American automobile outside the domestic market was seen here by officials of the Oakland Motor Car company upon receipt of advice that construction is now under way for a new Canadian factory in which Pontiac sixes will be assembled.

Located at Regina, Saskatchewan, where 38 acres of city property have been taken over by the General Motors of Canada for the project, the new unit will meet the increasing demand for Pontiac cars in the Western part of the Dominion. Construction is being rushed so that production may get under way by December 1.

Thoroughly modern equipment and mass production methods comparable to the arrangement in

the new Oakland and Pontiac factories will be incorporated in the new unit it was stated. Daily production will reach 150 cars and employment is estimated at 800 workers, according to information received here.

The Regina factory will be more comprehensive than the average assembly plant. In addition to assembling cars it also will be used for body building, trimming and painting operations.

Construction of the plant at Regina is in accordance with the policy of General Motors to locate factories in the center of distribution areas and to employ practically all local labor so that payrolls and local purchases may be shared by the territories that provide volume of sales.

The new unit will be Regina's largest industrial development in point of output, floor space and number of workers employed. Architect's plans allow for expansion in the event still larger sales gains make further increase in volume necessary.

That the growing favor of the Pontiac Six should necessitate building the new unit was interpreted here as a tribute to the stamina of the car in view of the severe driving conditions obtaining in Western Canada.

## BUY ONE, ONE FREE SALE IS NEXT WEEK

Western Auto Supply Company Makes Second Annual Special Offer

Western Auto Supply company's second annual most talked of sale, the "Buy one and get one free" offer will be in effect at all Western Auto stores during the week of July 29th, according to local manager of the company.

"This sale was so well received by automobile owners last year that we have decided to make it an annual event," says Mr. Clark. "The real purpose of this sale is to acquaint new arrivals in this community with the many advantages of buying at Western Auto. We want every car owner to know the values that brought motorists flocking to our stores last year for over six million purchases.

"With each purchase of one of these sale items, the buyer will be given an extra one without cost. This is not a special lot of goods purchased for a sale but is

our standard quality taken from our regular stocks.

"We feel that it is more than worth the loss we are taking in this unparalleled offer to acquaint new customers with the every day values offered at Western Auto and to introduce to them the many products sold by our company. Future sales will more than repay us and every buyer will tell a friend of his wonderful purchase.

"Many articles such as step plates, sponges, polish and cleaners are usually purchased in pairs and we know from last year's experience that it makes a decided hit with the motorist when he finds that by purchasing one article Western Auto makes him a present of another without cost. Other articles such as Springeex, dust cloths and brake lining are in regular demand and an additional supply without cost is welcomed.

"Golf balls, driver's cushions, cigar lighters and flashlights are listed among the accessories offered."

There are over 400,000 words in the new dictionary. Out of this big stock the golf player who misses a short putt ought to be able to give adequate comment.—Sioux Falls Argus-Leader.

## "Western Auto's" Most-Talked-of Sale!

Save as You've Never Saved Before, during "Western Auto's" greatest annual economy offering . . . !

Save on things every motorist constantly needs . . . Buy any of these articles at our Regular Low Price, and we will give you ANOTHER ABSOLUTELY FREE . . . !

Every motorist can save during this great sale, the purpose of which is to acquaint new arrivals in this community with the many advantages of buying from "Western Auto" . . . Even though you may not need all these articles now, the GREAT SAVINGS make it worth while to buy them now for future use.

(Every article is from our regular stock, too, backed by our Iron-Clad Guarantee, and our CUSTOMER IS ALWAYS RIGHT policy . . . the same high quality that brought motorists flocking to our stores last year for over SIX MILLION purchases . . . )

## Buy One and get One FREE

Last Day, Saturday, August 4th

ONLY ONE SALE OF EACH ITEM TO A CUSTOMER



**'Imperial' Auto Polish or Lacquer Polish**  
Buy one bottle \$1.00 for

Get One Bottle FREE!  
It's worth the loss to us, to acquaint car owners with the merits of Imperial Polish, and future sales will repay us. Made for Dodge Brothers and for any paint or enamel finish. Gives rich, lasting lustre and will not wash off. Packed in handy tin box. Limit of one sale to a customer.



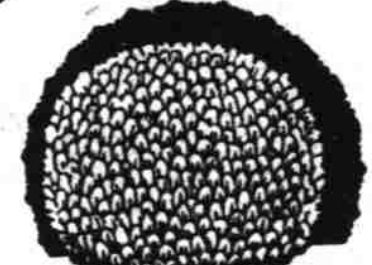
**'Imperial' Dust Cloth**  
Buy one for . . . 50¢ Get One FREE!

A money-saving opportunity that car owners will appreciate and take advantage of. This cloth is chemically treated to absorb and hold the dust. Will not scratch, and is easily washed. Packed in handy tin box. Limit of one sale to a customer.



**'Simoniz' Cleaner and Polish**  
Buy either for . . . 48¢ Get One FREE!

You save 48¢ on this liberal offer! Everyone knows Simon's Simoniz—the paste polish that lasts on any finish. Splendid for enamel and lacquer. The cleaner that will make your car look like new. Limit of one sale to a customer.



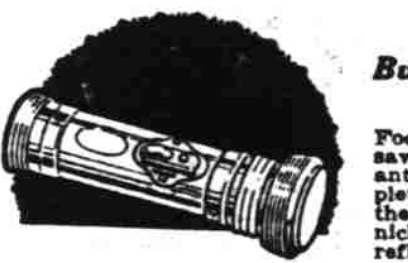
**'Spring-Eez'**  
Buy one can for . . . \$1.00 Get One FREE!

Just listen to this, and you won't hear any spring-squeaks for a long, long time! This super-lubricant penetrates, stops noise, and eliminates rust. Harmless to metals, paint, varnish, enamel, leather or fabric. Use Spring-Eez on your car, buy this week and save money. Limit of one sale to a customer.



**Folding Camp Stool**  
Buy one for . . . 90¢ Get One FREE!

You may rest assured that you'll never find the equal of this offer! We'll lose and win . . . so long as it introduces you to our splendid Camp Goods Department . . . These stools have sturdy steel-braced frames with specially woven heavy duck seats. Fold conveniently and take little space on car. Limit of one sale to a customer.



**Focusing Flashlight**  
Buy one for . . . \$1.25 Get One FREE!

Focus your attention on this . . . and save \$1.25! Get two of these \$1.25 guaranteed 8-beam focusing flashlights, complete with fresh batteries and bulb, for the price of one . . . Durable fibre case, nickel-plated trimmings, powerful focusing reflector. Limit of one sale to a customer.



**Handy Clamp-On Electric Cigar Lighter**  
Buy one for . . . \$1.85 Get One FREE!

Two of these guaranteed electric cigar lighters, complete with long, self-winding cords that reach the rear seat, for the price of one. Easily installed without drilling. Help prevent forest fires, avoid burned fingers and clothing . . . Split with your neighbor. Limit of one sale to a customer.



**'Spring-Eez'**  
Buy one can for . . . \$1.00 Get One FREE!

Just listen to this, and you won't hear any spring-squeaks for a long, long time! This super-lubricant penetrates, stops noise, and eliminates rust. Harmless to metals, paint, varnish, enamel, leather or fabric. Use Spring-Eez on your car, buy this week and save money. Limit of one sale to a customer.



**'Klassy' Step Plates**  
Buy one for . . . \$1.45 Get One FREE!

A pair for the price of one! You save 50¢ on a pair of these splendid rubber centered aluminum step plates. They are handsome and durable, with kick-plate, mudscraper and strap slots. Regular width, and attractive enough for the finest car. Limit of one sale to a customer.



**De Luxe "Keep Kool" Cushion**  
Buy one for . . . \$1.85 Get One FREE!

Timely savings, if there ever were any . . . Just what every car owner needs for hot-weather driving, and an extra one free for the other front seat! Cool and sanitary, "keep kool" cushions clean, and from sticking to seats. Heavy woven straw matting, well bound. Limit of one sale to a customer.



**'Neverburn' Woven Brake Lining**  
Buy one for . . . \$1.35 Get One FREE!

This chatterless, long-wearing lining has been sold by us for many years, and has satisfied thousands of Ford owners. Specially treated to resist wear and heat and absorbs enough oil for perfect lubrication. Complete with rivets. Two sets for the price of one. Limit of one sale to a customer.



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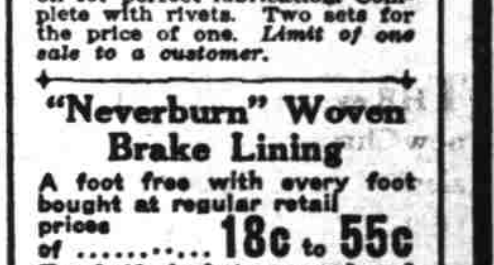
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No Telephone or C. O. D. Orders

Open Saturday to 9 P. M.

More than 150 Stores in the West—**Western Auto Supply Co.**

SALEM STORE  
Corner Court and Com'l Tel. 796

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The World's largest retailers of Auto Supplies. Serving the motorists of the West since 1916 . . . Complete lines of guaranteed Accessories, Tires, Camp Goods, Golf Equipment and Radio.