

CLARK QUOTES LOWER PRICES

General Rubber Reductions in Automotive Lines Shown in Salem

Taking effect at once, the Western Auto Supply company has announced substantial reductions in prices on all Western Giant and Wear-well tires sold by their more than 150 western stores.

Wills Clark, local manager of the company who made the announcement stated that the reduced price schedule affords automobile owners an opportunity to equip their cars for the new year with tires that will give them a new realization of tire satisfaction and economy. "Western Auto tires have set a new standard of tire economy, economy based on lower prices and more mileage," said Mr. Clark.

"Western Auto tires also give a new meaning to tire satisfaction. Scientific design and superior quality are backed by our minimum mileage guarantee of satisfaction for the life of the tire and by service at more than 150 conveniently located stores. Behind all of this added value, as even stronger assurance of the motorists complete and lasting satisfaction, is our time-proven policy. 'The Customer is Always Right'.

The superior value of Western Auto tires was again demonstrated in 1928 by the fact that motorists of the west purchased more than half a million Western Giant and Wear-well tires. Acceptance by the motoring public of the new improved Western Giant balloon with center traction tread, since its introduction in September has far exceeded our expectations. This new, improved balloon is Western Auto's finest tire and is specially designed for safety, easy steering, extra traction and extra mileage."

NEW EXECUTIVES ON DURANT STAFF

NEW YORK, Jan. 19.—Durant Motors, Inc., under its new management will become an even more important factor in the automotive industry than it is today, according to the unanimous opinion expressed here today by men high in the ranks of motor car manufacturing.

The advent into the Durant executive personnel of a group of outstanding executives who formerly managed one of America's largest automobile plants, promises almost instantly a great increase in sales volume for Durant products, although in 1928, Durant broke all previous sales records.

Stockholders of California Motor company of California as well as approximately 600 Durant dealers of the Pacific coast region will benefit financially by this change in managerial personnel of the eastern Durant organization, according to Norman De Vaux, vice president and general manager of the Durant Motor company of California, who is now in New York conferring with W. C. Durant and members of the new group of executives of Durant Motors, Inc.

"The incoming Durant executives, whose identity and ability is to be officially announced within the next few days, are rated among the foremost leaders in the motor car industry," said De Vaux to a large group of Pacific

Wins Theme Award in Rose Tournament



Illustrating in Sowers Edgar Guest's poem, "A Boy and His Dad on a Fishing Trip," the boat entered by the Western Auto Supply Company, won theme prize, the second highest award, in the Pasadena Tournament of Roses. A fishing scene with a boy and his dad was worked out effectively in Sowers. More than 150,000 blossoms were used in decorating the boat.

coast newspapermen who are in New York attending the automobile show. "These men already have made an outstanding success of one of America's most popular cars and the Durant Motor company of California will be stronger than ever because of the addition of these able executives to the personnel of Durant Motors, Inc. Advising our new executives will be a board of directors composed of managers of all the subsidiaries of Durant Motors, Inc. This board will include the heads of the Hayes-Hunt Body Corp., Warner Gear Co., New Process Gear company, and the American Plate Glass Co.

FRONT WHEELS TO GET POWER SOON

(Continued from page 11) possible to build the front wheel drive with all its greater advantages, into many makes of cars just as cheaply and with greater economic results than can be claimed for the present system of drive.

"There is no reason why even the lowest priced four could not profit by such a development. The front wheel drive combines greater safety in operation with higher efficiency, and smoother riding qualities. It will be possible to attain higher speeds with more safety, because it will be possible to

re-design the motor car to such an extent that its wind resisting qualities will virtually be nullified. Different spring arrangement will permit greater riding ease.

"I would cite, from the mechanical viewpoint, that in the front wheel drive, it will be possible to make the engine, clutch, transmission, bevel drive and differential gears all in one unit and in one housing. There isn't a question but what this would reduce, not only the cost, but the combined weight of these members.

Lower Cars Possible

"It would be possible to drop the frame, back of the cowl, from four to six inches, and since our road speeds are becoming faster and faster, such a reduction in height for closed cars is needed. There would be a highly noticeable reduction in fuel consumption, fewer joints to lubricate and service, less unsprung weight on the tires with a more uniform distribution of weight, and a lower center of gravity with a consequent increase in safety.

"Also it will be possible for manufacturers to build cars so equipped at lesser cost because of the combining of many units in one. This is a feature which will appeal, as much as anything else to the prospective car purchaser."

Mr. Parker pointed to the success of racing cars equipped with the front wheel drive as authority for his statement on speed and safety.

MUCH POWER AND SPEED IN F-HEAD

"It takes little in the way of engineering knowledge to realize that the trend in automobile power plants is constantly toward greater speeds and higher compressions," said Courtney Johnson, general sales manager of the Hudson Motor car company at the show. "Our own contribution to this branch of progress is the high compression, high-efficiency F-head motor in which acceleration, power and fuel economy are more noteworthy than ever.

"Heretofore the trouble with high compression motors has been the fact that they were subject to spark knocks, pre-ignition, roughness and other undesirable features. For these defects the solution has been found in the Hudson F-head design which gives us a combination valve-in-head and valve-in-side engine in that the intake valve is located in the head and the exhaust valve in the side.

"In our motor, which this year has been still further refined, the intake valve is located just above the exhaust valve. As the intake opens, the incoming fuel is drawn right over the hot exhaust valve. This has the effect that all liquid or unvaporized fuel particles are subjected to the heat of the exhaust valve and chamber, which dries and vaporizes.

5 BILLION TAX PAID ON CARS

Motorists Providing Half of Nations Annual Road Building Fund

Car owners of the United States have paid a total of \$5,137,343,650 in federal, state and municipal taxes within the past ten years and in 1928 paid \$785,386,000, according to the American Automobile association.

In citing these figures the national motoring body pointed out that the tendency to pyramid the tax burden of the motorist continued in 1928 on an intensive scale, despite the fact that the federal burden in the nature of the war excise tax on new passenger cars has been eliminated.

The A. A. A. says that it has shall be imposed on the car-owner demonstrated more than ever the need for a nation-wide definition of what share of the tax burdening citizens.

The A. A. A. statement follows: One of the crying demands of motordom today is for a more equitable distribution of the tax burden to the end that the car owners of the country may be relieved of the disproportionate load they are now carrying.

"From the history of taxation we might reasonably expect that the more numerous an article of tax incidence becomes, the lower would be the tax rate on the individual unit, but in the case of the automobile we have a complete reversal of precedent. The average per vehicle tax in 1918 was \$22.57, as compared with \$31.74 in 1928.

"While the number of automobiles has increased enormously, an analysis of the tax returns discloses that the annual per vehicle tax increase for the nation as a whole was almost on an equal on a percentage basis with the increase in the number of automobiles. In the past ten years, 1919 to 1927, the increase in automobile registration was 227 per cent, as compared with an increase of 257 per cent in the total amount collected from motor vehicle taxes.

SEIBERLING Tires

More Rubber - Stronger Cotton

Give Seiberling extra utility value. Protection against all road hazards for one year.

Our repair and vulcanizing department is well equipped to give good service. Our service car will answer your call for roadside service.



ZOSEL'S TIRE SHOP

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"Western Auto's" New Reduced TIRE PRICES

Offer Greater Savings than ever before!



TIRES Mounted FREE!

And timely savings, too... Thousands of car owners all over the west are starting the new year right... on long-lasting, economical, fully guaranteed "Western Auto" tires, at these New Reduced Prices.

Motorists recognized the superior value of "Western Auto" tires last year, by purchasing well over half a billion of them... more than ever before in any year of our history.

At these New Reduced Prices, the high quality of Wear-well and Western Giant tires... backed by our well known Iron-Clad Guarantee, and our popular CUSTOMER IS ALWAYS RIGHT Policy offer unequalled value. Add to this the value of SERVICE at our more than 150 conveniently located stores, and the greater savings offered by our Trade-In Allowance, and you know why more and more motorists are turning to "Western Auto" for Tire Service, Satisfaction and Economy...!

To Further Increase Your Savings Take Advantage of Our Trade-In Offer

Your old tires are as good as cash in part-payment on new, fully guaranteed Wear-well or Western Giant Tires, at these NEW REDUCED PRICES... at any "Western Auto" store.

And Remember OUR GUARANTEE

Every "Western Auto" tire is backed... not only by our liberal MINIMUM MILEAGE GUARANTEE, but also by our GUARANTEE OF ABSOLUTE SATISFACTION FOR THE LIFE OF THE TIRE. This Guarantee is upheld by SERVICE at every one of our More Than 150 Conveniently Located Stores... and by our well-known and popular CUSTOMER IS ALWAYS RIGHT Policy.

THESE ARE THE NEW REDUCED PRICES—A Tire for Every Car—for Every Use—for Every Purse

SIZE	Wear-well Balloon 18,000-Mile Guarantee	Western Giant Standard 20,000-Mile Guarantee	Western Giant New Center-Traction 18,000-Mile Guarantee	Blue Ribbon Gray Tube 1 Year	Jumbo Heavy Duty 1 Year
28x4.40 (4.40-21)	\$ 5.28	\$ 6.15	\$ 7.45	\$1.15	\$1.48
30x4.50 (4.50-21)	6.10	6.95	8.35	1.28	1.67
29x4.75 (4.75-20)	8.30	8.95	1.58
30x5.00 (5.00-20)	7.65	8.95	10.45	1.48	1.88
31x5.00 (5.00-21)	7.85	9.35	10.85	1.56	1.96
30x5.25 (5.25-20)	8.80	10.25	11.80	1.67	2.11
31x5.25 (5.25-21)	8.95	10.55	11.95	1.72	2.16
30x5.77 (5.77-20)	10.45	12.35	13.45	1.98	2.40
32x6.00 (6.00-20)	11.80	13.75	16.15	2.18	2.68
33x6.00 (6.00-21)	11.95	13.95	16.90	2.25	2.68
32x6.20 (6.20-20)	17.80	3.15
33x6.75 (6.75-21)	22.20	3.88

We carry all sizes—Ask for prices of sizes not shown

SIZE	Wear-well Cord 18,000-Mile Guarantee	Western Giant Cord 20,000-Mile Guarantee	Western Giant New Center-Traction 18,000-Mile Guarantee	Blue Ribbon Gray Tube 1 Year	Jumbo Heavy Duty 1 Year
30x3 1/2 Cl. Regular	\$ 4.65	\$ 5.35	\$1.05	\$1.47
30x3 1/2 Cl. Oversize	4.95	5.65	\$ 8.90	1.47
30x3 1/2 SS Oversize	5.75	6.95	1.47
31x4.. SS Oversize	7.95	9.25	1.27	1.88
32x4.. SS Oversize	8.25	9.65	13.85	Red 1.65	1.96
33x4.. SS Oversize	8.95	10.45	Red 1.75	2.06
32x4 1/2 SS Oversize	10.95	13.65	17.90	2.26
33x4 1/2 SS Oversize	11.35	13.95	18.75	2.35
30x5.. SS Oversize	21.85	2.75
33x5.. SS Oversize	19.45	23.65	2.85

All other sizes proportionately low

"Western Auto" Service... A feature that saves you money. Service connections are maintained in all cities where we have stores, so that goods purchased from us may be properly and promptly installed at a very low flat rate... in many instances... free of all cost!

More than 150 Stores in the West—Western Auto Supply Co. Salem Store 201 N. Com'l. Telephone 796



Triumphantly NEW.. Distinctively Smart .. and Surprisingly Low in Price

Ask your friends who know automobiles... "What's the greatest feature of the New Oakland All-American Six?" "Its original style and beauty"... many will say. "Its smartness and distinction." "Its glorious performance." "The fine car luxury it provides." Then someone will give you this answer... "Considering all it offers... the most surprising thing about it is its price."

available... but none other at prices as low as \$1145.

None other with its triumphant newness... its distinctive beauty and style. None other with such luxurious Fisher bodies. With such glorious performance... such power, acceleration and speed.

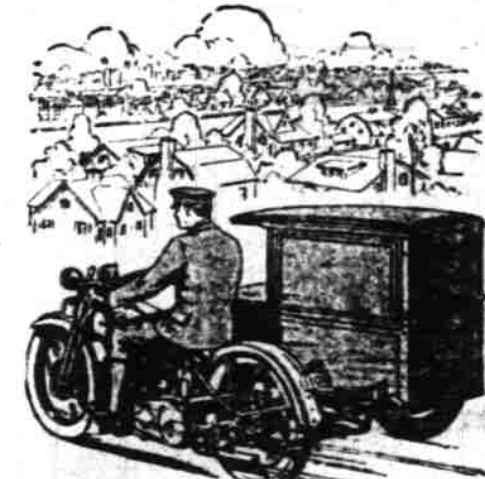
Prices \$1145 to \$1275, f. o. b. factory, plus delivery charges. Lower Hydraulic Shock absorber and spring covers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

And that's a fact. Other cars with some of the All-American's desirable qualities are

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A NEW ALL-AMERICAN SIX BY OAKLAND



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GROW with the city and with the times! With the economical Package Truck, you can afford to deliver over a much wider territory, for operating this swift, handy vehicle costs barely 1/3 the upkeep of a car or truck.

You can hold customers who move, and you can draw trade from distant districts and suburbs, when you offer real delivery service with a



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