

FIVE FACTORS MAKE SUCCESS

Appearance, Performance, Construction and Price Plymouth Features

Five factors, in the opinion of J. W. Frazier, Plymouth sales manager, are responsible for that car's success. These are its economy and remarkable performance capacity, large size, distinctive appearance and luxury of appointments, the care with which it is built under Chrysler's famous standardized quality principle, and its extremely modest price.

It is the most economical in operation, largest, roomiest and most comfortable among all cars of lowest price.

Mr. Frazier is authority for the statement that the Plymouth, with its entirely new developments both in body and chassis design, is revolutionizing that entire field just as the original Chrysler cars of 1924 have since revolutionized the whole motor car industry. It is his conviction that no value its equal has ever been produced in the low-priced field.

Engine Type Economical

It is literally a car amply large to accommodate five adult passengers in comfort," he continues. "The Plymouth-type engine is the most economical ever produced. Its performance capacity is such that it operates smoothly at every speed up to its maximum, which, with the roadster, is well in excess of 60 miles an hour. It is the only car among those of lowest price, equipped with the safety factor of internal expanding hydraulic four wheel brakes, with their consequent freedom from dirt, dust and water.

"It is completely finished in detail, including many draft prevention devices. Its engine is thoroughly insulated against the transmission of body shocks, caused by rough roads. It is standard equipped with the 'silver dome' high compression principle, which combines with high compression an ability to produce it from any grade of gasoline and extracts from each grade more in power, fuel climbing ability, speed and acceleration than has hitherto been considered possible."

Its other features, also new to the lowest-price field, include body impulse neutralizer, amazing handling ease at every speed under any condition, slender profile radiator, arched window silhouette, "air-wing" fenders and many other innovations that serve to emphasize its unusual dollar value.

Great Value Vital

"The Plymouth," stressed Mr. Frazier, "is the only car of lowest price to offer many other features. With each passing year the public looks for improved products and more attractive values. We appreciate that this has been especially true in the low-price field, in which there has been an obvious need for a finer, smarter car. The Plymouth yields results that you simply won't believe possible in a car of such price until you actually experience them for yourself."

"Literally, it is making over the whole fabric of the low-price field. Its designers have employed the bold strokes necessary to a wholly modern creation, combined with the genius to utilize the subtle, tasteful touches the public demands and has the right to expect. Chrysler quality principles insure that every rotating and reciprocating part is in perfect balance before assembly. Fine precision methods insure that the owner actually receives the performance its engineers designed into the car."

"It is utterly unlike any other motor car at anything like its price."

Patterson Drops Cars For Buses

Paterson, New Jersey, is now the largest city in the United States in which all public street transportation is supplied by motor buses. With the recent discontinuance of the Park Avenue railway line by the Public Service Coordinated transport, the last trolley car operated entirely within the city disappeared. The population of Paterson is 143,000.

Flu Time Be Careful!

Eat plenty of laxative food. Fischer's TOASTED Wheat contains all the wheat berry — wonderful flavor — easy to prepare — a perfect breakfast food, cooks in three to five minutes.

All Grocers
Fischer Flouring Mills
Silverton Oregon

1929 Pontiac Big Six Offers Greater Value



Combining a new order of beauty with many features of convenience and mechanical excellence, usually found only in cars of much higher price, the new Pontiac Big Six for 1929 is now being shown for the first time by Pontiac dealers. Upper left shows the interior of the new sedan and the simplicity of adjusting the driver's seat to conform with a person of any Fisher body; lower left, the 4-door sedan; upper right, the coupe with beautiful new cap and tire cover emblem.

Pacific Highway Landscape Carved of Rock By Nature

Viewed scenic effects relieve from monotony the entire region traversed by the Pacific highway. The causes of these effects are of more than passing interest to observing motorists, holds the Pacific Highway association, in the following brief summary of the geological history of some of the natural wonders to be viewed along this route.

From San Diego northward, the California coast range presents a pleasing series of curves. Every ridge reveals the uplifting of beds of sand from the sea with subsequent moulding into compact masses of sandstones and shales, cemented with gravelly conglomerates where ancient streams coursed. The force of running water has rounded the shoulders of peaks once far more jagged and jumbled.

Looking from Los Angeles generally eastward, the Sierra Madre, the San Bernardino and San Jacinto ranges stand boldly forth as more resistant to erosion because of their granitic core. Once overlaid with sedimentary rocks, they have been stripped by streams which left bare the hard crystalline crust such as it was in the beginning.

Igneous, or fire-formed rocks outcrop through the Pacific coast sandstones. They are distinguished by their deeper coloring and rough-hewn lines. Several volcanic cones heighten the scenic setting of San Luis Obispo. Back of Berkeley loom ledges of lava. Midway in the Sacramento valley the Marysville, or Sutter, Buttes are remnants of a once far loftier "fire-mountain."

Side-trips from the Sacramento valley lead through the gold-bearing rocks and gravels of the Sierras to their glaciated higher levels where every shaped valley shows the abrasive force of ice.

Over the weirdly-sculptured Pinnacles National monument broods the spell of mystery. Unfathomed is the secret of their fashioning. Every geologist goes there to guess their genesis. Titanic forces uplifted these spires and hurled vast fragments into their deep-cloven gorges. Soledad, signifying "solitude," is the nearest point on the Pacific highway from which the Pinnacles may be approached. The longest way round, via San Juan and Hollister, draws the greater number of sightseers. When the full moon

TORSION CUSHION USED BY HUDSON

Although Hudson engineers have for years paid special attention to smoothing out the flow of power as it issues from the engine and is passed, through flywheel, clutch, drive shaft, universal joints, etc., to the rear drive, they have this year contrived to crown their efforts with a device that removes the last remaining tendency to unevenness that might develop in long continued driving. The new contrivance is incorporated in the cork-studded clutch plate and is, rather aptly, called a "torsion neutralizer." The neutralizer gives the clutch plate a wo-unt construction, the two units being made inter-acting through the medium of small spiral springs which not only absorb the shocks of starting and sudden stopping, but in addition smooth out such torsional or power impulses, ordinarily communicated to the transmission and final drive.

GREATER OUTPUT PLANNED BY FARGO

Vastly enlarged output for 1929 of Chrysler's recently announced line yesterday by Harry A. Fargo commercial cars was out Kaufmann, sales manager, in a discussion with Fargo dealers, the two Fargo lines of half an "Since the announcement of three-quarter ton vehicles last October, its executives have centered their activities largely on building a nation-wide dealer organization to merchandise and service men. Representatives in several hundred cities having been obtained from the thousands of applications received for sales rights, the company is now able to manufacture and merchandise quantities "during 1929," Mr. Kaufmann said.

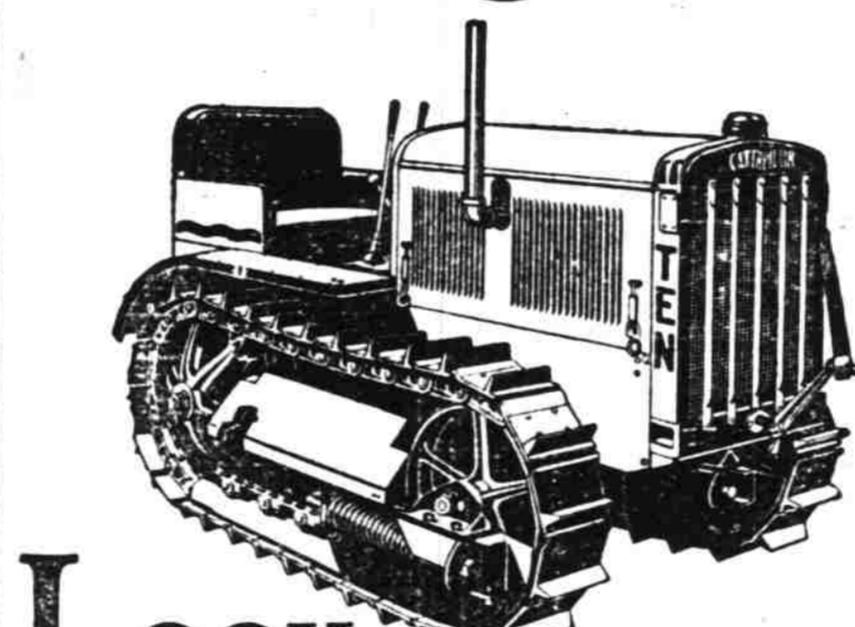
"Fargo has been a success from the start," he continued. "Big industrial organizations who have the facilities for ascertaining the fraction of a cent low margin costs to operate fleets of cars (department stores, specialty shops such as florists and women's fashion shops; drug stores; haberdashers and grocers, began buying Fargos the moment we announced them. During 1929 the continued growth of our dealer organization will enable us to branch out our selling into all parts of the country."

"The rearrangements in Chrysler production facilities that have been continuously under way since the summer of 1928 will provide much greater plant facilities for Fargo during this year than has heretofore been possible

Pacific Highway Landscape Carved of Rock By Nature

insels these eerie crags with silver, their marvels are multiplied manifold. The Golden Gate is conceded to be San Francisco's most fascinating scenic feature. From a geological viewpoint, it is doubly interesting because of its origin, revealed as a gash through the Coast range caused by submergence, with volcanic reefs uplifted on either shore. Green serpentine rocks overhang the Cliff House and outcrop elsewhere, conspicuously at the Duboce avenue on Market street. Ribbon-like layers of Jasper border the scenic Twin Peaks drive through masses of Franciscan sandstone.

\$1225 F. O. B. Your Farm Salem



LOOK WHAT THIS "CATERPILLAR" TEN WILL DO!

When you want to do it With great economy of fuel Without wasteful slippage or harmful soil packing.

Here's what a "Caterpillar" Ten will do under all ordinary farming conditions.

Implement	Size or Width	Acres per Hour
Plow (moldboard)	Two 14 in.	2/3
Plow (disk)	3 disk	2/3
Plow (one-way disk)	6 ft.	1 1/4
Lister (or lister-planter)	2 row	2
Disk Harrow (standard weight)	8 ft. double	2 1/2
Disk Harrow (heavy cover crop)	5 ft. double	1 1/2
Spike tooth harrow	4 section (20')	8
Spring tooth harrow	8-10 ft.	2 1/2-3
Land rollers, light weeders, Rotary hoes	12-17 1/2 ft.	5-9
Grain drills	One 12-14 ft.	3 1/2-4
Mowers	Two 7 ft.	4 (second speed) 5 1/2 (third speed)
Grain binders	Two 7-8 ft.	4-5
Combined harvester	One 10-12 ft.	2 1/2-3 1/2
Corn picker	One or two row (on fairly level land)	1/2
Potato planter	Two row	1 1/2
Potato picker	Two row	1 1/2

COMBINATIONS OF IMPLEMENTS
1. Ten foot single disk harrow and two sections of smoothing harrow—3 acres per hour.
2. Ten foot single disk harrow and ten foot roller or pulverizer—3 acres per hour.
3. Eight foot spring tooth harrow and eight foot land roller or pulverizer—2 1/2 acres per hour.

Write for Descriptive Folder 300-B
LOGGERS & CONTRACTORS MACHINERY CO.
Portland 345 East Madison Salem 345 Center Street

STYLE, QUALITY DEAMNDS MET

New Superior Whippet Four and Six Mark Definite Body Line Trends

For the first time in the history of the automobile industry, the style and quality demands of the buyer in the higher price ranges are now met in the lower price field with the introduction of the new Superior Whippet four and six cylinder models.

The presentation of these two newly designed lines of motor cars, by the Willys-Overland company, one of the three leading automobile builders, with an entirely new style, color and mechanical development that marks a new and definite trend in the light car field, bids fair to become the sensation of the new year in the automobile industry.

Other Makers Follow

Two and one-half years ago when the original Whippet was introduced, John N. Willys, president of the Willys-Overland company, declared that because of the new design of the Whippet and various advanced mechanical features, a new trend had been definitely established in the light car field. He further stated that because of these recent superiorities of the original Whippet, other manufacturers within the course of two years would undoubtedly adopt the style set by the Whippet, as well as many of its mechanical features, or their products deemed obsolete.

In less than two years from the time that statement was made, other manufacturers both in the light car and higher price fields adopted many Whippet features, a clear fulfillment of the prediction made, besides being a tribute to the engineering progressiveness of the Toledo manufacturer.

During the two and one-half years the Whippet has been on the market, it has established a notable reputation for speed, power, able performance. This is attributed to the advanced engineering ideas incorporated in its construction. To these have been added in the new Superior Whippet, outstanding beauty, larger bodies, smart color schemes

Pedestrians Are Traffic Problem In City of Canals

Although there is no vehicular traffic congestion in Venice, that city has its pedestrian traffic problems the same as less watery municipalities, according to the podesta (mayor) of Venice, who has announced that plans are being prepared for demolishing the bridges over the Grand canal and constructing submarine tunnels for the use of the growing number of pedestrians.

OLDS INCREASES FACTORY OUTPUT

Production of the 1929 Oldsmobile is being increased rapidly following the enthusiastic reception accorded the car at the National Automobile show in New York where it was displayed for the first time. Reports from automobile shows in other sections repeat the success secured in Manhattan, factory officials announced. Employment at the Oldsmobile factories now is practically at the peak reached during the spring and early summer months of last year when new high production

records were made. The production scheduled for this month will be several times greater than that of January, 1928.

More than 1200 dealers and representatives were present at the dealer banquet held in Hotel Roosevelt where most optimistic predictions for 1929 were made by Alfred P. Sloan, Jr., president of General Motors corporation, I. J. Reuter, president and general manager of Oldsmobile, and D. S. Eddins, vice president and general sales manager.

Actual retail sales made at the show were reported to be large and most satisfactory, even in view of the high record of a 100 per cent gain registered by the New York branch last year.

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A Salem Institution Organized in 1910

Place your savings with us
Let us finance your home on weekly or monthly payments
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"Western Auto" Offers A BETTER TIRE

for Every Car— for Every Use— for Every Purse!

No matter what make of car you drive... no matter what type of tire you need... no matter what price you wish to pay, "Western Auto" offers you more Tire value for your money!

Seven Different Types

—from our lowest priced Wasco to our New Improved Western Giant Balloon with Center Traction Tread—make tire selection easy.

These Extra-Value Tires—

—are now offered at New Reduced Prices that are the lowest in all our history! This, and the added savings presented by our Trade-In Allowance, are the reasons motorists throughout the West are flocking to our stores in enthusiastic thousands that promise, this year, to far-and-away outstrip even 1928, when car owners purchased well over half-a-million "Western Auto" tires...

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

Your old tires are as good as cash in payment on new, fully guaranteed Wearwell or Western Giant Tires, at our NEW REDUCED PRICES... at any "Western Auto" store.

OUR GUARANTEE

Assures your lasting satisfaction. Every "Western Auto" tire is backed by a 10,000-mile guarantee, and only by our 10,000-MILE 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 100 conveniently located stores, and by our well-known and popular CUSTOMER IS ALWAYS RIGHT policy.

Tires Mounted FREE!

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

SIZE	Wearwell Balloon 10,000-Mile Guarantee	Western Giant Standard Rib-Tread 10,000-Mile Guarantee	Western Giant New Center-Traction 10,000-Mile Guarantee	Blue Ribbon Gray Tube 1 Year Guarantee	Jumbo Heavy Red Tube 2 Year Guarantee
29x4.40 (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	1.88
30x5.00 (5.00-20)	7.65	8.95	10.45	1.48	1.89
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	2.18
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	2.58
33x6.00 (6.00-21)	11.95	13.95	16.90	2.25	2.65
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	Wearwell Passenger Car Type 10,000-Mile Guarantee	Western Giant Extra Heavy Truck Type	Blue Ribbon Gray Tube 1 Year	Jumbo Heavy Red Tube	
30x3 1/2 Cl. Regular	\$ 4.65	\$ 5.35	\$1.05	\$1.47
30x3 1/2 Cl. Oversize	4.95	5.85	\$ 8.90	1.47
30x3 1/2 SS Oversize	5.75	6.95	1.47
31x4 SS Oversize	7.95	9.25	1.27	1.86
32x4 SS Oversize	8.25	9.85	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

Wasco Tires
4-ply tires of full standard size and weight—new, fresh stock, and well made. Wasco Tires are especially recommended for the motorist who wants to make a minimum investment. Guaranteed 1929 Miles.
Size 30x3 1/2 Clincher \$3.98 90c
29x4.40 Balloon \$4.78 90c

More than 150 Stores in the West—
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