

WEAR RESISTING RUBBER MADE

Seiberling Develops Closer Molecular Affinity In New Tire Material

The latest product of rubber research—the Seiberling special service tire—has flashed over the line to first place in the favor of local tire users, according to Walter Zosel, of Zosel's Tire Shop, local distributor of Seiberling tires. The new giant of the road, with a tread design 35 per cent deeper and 10 per cent wider than previous Seiberling tires, will shod the best and most powerful cars developed for 1929.

The story behind the remarkable success of the Seiberling special service tire, it is revealed today, marks a great forward step in the production of rubber tires in the United States.

Tire Life Longer
"The last decade has seen some astounding developments in tire construction," Mr. Zosel said. "Only a few years ago, motorists were delighted to get five or six thousand miles from their tires. But now if the rubber doesn't last twice that long, at least, there's something wrong. The confidence of manufacturers in their products is exemplified by the Seiberling tire protection plan, which gives the motorist a full year's protection against any tire damage caused by accident or road hazard."

"And now, after freeing the motorist from tire worry, the Seiberling company comes along with a new compound that increases the life of the tire by at least 35 per cent. During the process of vulcanization, this compound causes a much closer affinity between the rubber molecules—hence the name 'affinity.' The result is a tighter, stronger and tougher tread—virtually a wear-proof tire."

The new product was put through exhaustive tests before being made a part of the new Seiberling special service tire, Mr. Zosel explained. An abrasion test, in which the affinity tread and the old tread were held under equal tension against a friction wheel, showed that the new tread stock wore down 35 per cent less rapidly than the best stock heretofore known.

Careful Test Made
"One of the most interesting of the tests," Mr. Zosel continued, "was a 10,000 mile road test made with a composite tire—half affinity and the other half the old type of tread. Examination after the test showed that the old stock was worn nearly smooth, while the affinity half still showed a heavy margin of its non-skid surface."

"With the new Seiberling tread design, which, because of its greater depth and width gives 40 per cent greater traction, the increased efficiency of the new tire is brought well over 37 per cent."

The new Seiberling special service tire, like all other Seiberling tires, is sold under the Seiberling tire protection plan. Mr. Zosel added. Under the Seiberling tire protection plan, any Seiberling user is entitled to free repair for a full year, for every 5,000 Seiberling dealers throughout the country. When a tire is injured beyond repair, a new one is provided—by any Seiberling dealer—at one-twelfth the original cost if the accident occurs during the first month; at two-twelfths the original cost if it occurs during the second month, etc.

NEW PATHFINDER TIRE ANNOUNCED

"Announcement of the new Goodyear Pathfinder tire is of interest and importance to large numbers of motorists in this city," said Frank Doolittle, manager of the local Goodyear service station. "The Goodyear Pathfinder is built by the world's largest tire manufacturer and has gained an enviable reputation for quality." he said. "It is the equal, and in many cases the superior, of the highest quality and highest price tire built by smaller tire manufacturers; in fact, it is the outstanding tire in its price class," he said. "The Goodyear company has for many years been building a tire to fill the demand of automobile owners who, for various reasons do not want to invest in the best standard tire on the market—such as we believe the All-Weather tread to be—but who want tire equipment that will give them the most service for a moderate investment."

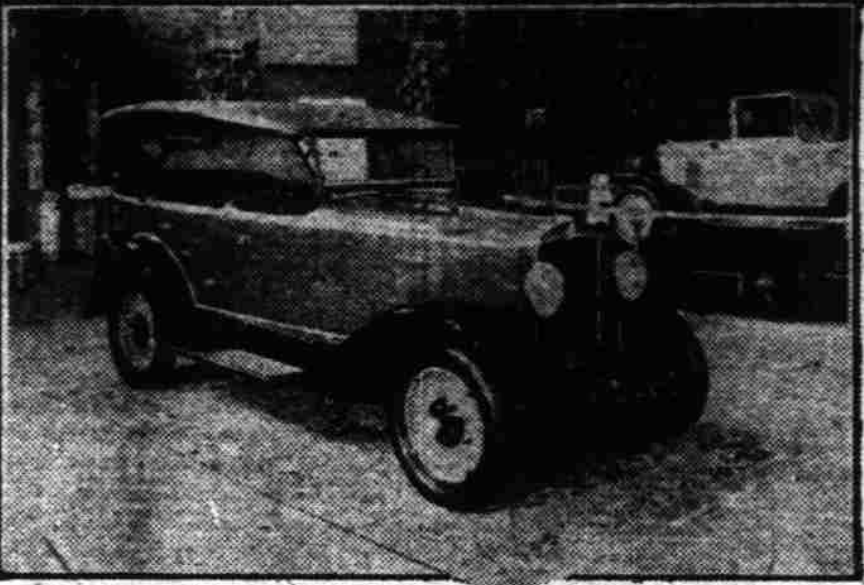
"Whenever possible, the quality of this tire has been improved and Goodyear engineers conducted many tests and experiments before determining upon the changes which have been incorporated in the new Pathfinder."

"It is a standard Goodyear product, stamped as such and carrying its own identification mark. Rugged and attractive in appearance, this newly designed tire gives real value in maximum wear and traction. The new Pathfinder is made in all the popular balloon and high pressure sizes."

New Chevrolet Six Popular At San Francisco Auto Show



The Chevrolet exhibit of new six cylinder models for 1929 has been thronged with visitors and the center of interest at all of the major Automobile Shows throughout the country. Views of the exhibit at the San Francisco Show are shown above. Upper left, general view of the Civic Auditorium which shows the elaborate decorations and the stage which was erected for Creators' band which furnished the music. Right, the Chevrolet Six convertible cabriolet. Lower left, the Chevrolet Six phaeton.



Automatic Reverse Brake First Used 25 Years Ago

By William E. Berchtold Associated Press Automobile Editor

DETROIT, (AP)—The automatic reverse brake, now bidding to a place as standard equipment on automobiles, was used a cruder form upon expensive cars of 25 years ago.

The forerunner of the 1929 automatic reverse brake was a sprag, which was raised and lowered manually by a cable. It contributed to the safety of the automobile and passengers and was of material assistance in starting grades, because it eliminated the necessity of simultaneous release of brakes and engagement of clutch.

Starting a car on an upgrade for years has depended upon the skill of the driver, and motorists in level cities and country have given little thought to the problem. It is the driver in hilly coun-

try who has sought an aid to starting on an upgrade, as well as something to keep him from slipping should his engine stall. Engineers have been working upon a means of preventing reversed rolling automatically for more than two years. The men who have perfected the new automatic reverse brake say that they found a marked improvement in driving comfort even while driving in level cities with the new device.

Drivers always have taken it for granted that it is necessary to restrain the car from rolling backward when stopping in traffic on slight grades at street intersections. The new device, its designers say, prevents the car from rolling backward and saves manipulation of the clutch or brake.

Practical tests of the latest improved automobile reverse brake show, according to the engineers' reports, that it is durable and effective. Engineering analysis shows that the parts have ample strength to hold the car from backward motion on the steepest grade where the wheels will not slip; and dynamometer tests show that the horsepower loss caused by the drag of the device in normal forward running to be about .02 horsepower at 2,000 revolutions per minute.

FORD PUTS OUT MILLION 'A'S'

Seven and Half Years Used to Reach Mark With "T" 7,000 Made Daily

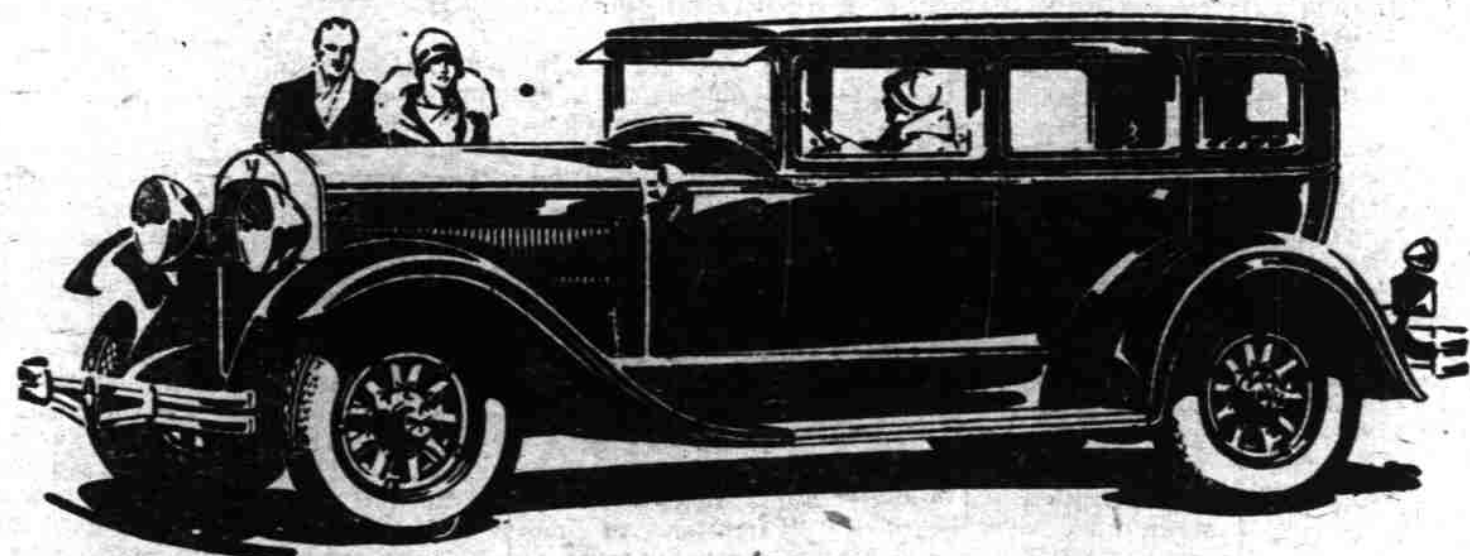
DETROIT—Production of the new Ford reached the first million this afternoon when Model A engine No. 1,000,000 came off the assembly line in the Motors Building at the Rouge plant of the Ford Motor company. The occasion was marked by the gathering of officials of the company who have been active in the production of the new car since its inception.

On October 20, 1927 Henry Ford stamped the figure 1 on the first Model A motor to be assembled, and building of the new engine was under way. It was slow at first, but Ford so-ordination of men, materials and machinery soon sent the output to higher levels, until it has reached the total of a million new automotive power units, a remarkable achievement for the industry.

15 Months Required
The history of the Ford Motor company presents a striking contrast between this production record and that when the old Model T was introduced. It required seven years and two months to produce the first million Ford T motors, while the first million mark was obtained. From then on production grew rapidly, until in 1927 when the fifteenth millionth car was built, the company had facilities for producing two million Model T cars and trucks a year. Then came the decision to build a new car. Manufacture of the Model T, except for service parts, ceased. The new Model A car was developed.

It was necessary to change over all the plants to meet the building requirements of the new car. New machinery had to be installed. Other machinery was specially designed, developed and built, and old machines remodelled, all to meet the closer limit and higher precision de-

The GREATER HUDSON



and Motordom calls for LARGEST HUDSON output of all time

Already in response to the public's demand, production of the Greater Hudson has been increased, and then increased again—by far the largest schedule Hudson ever found necessary.

In their own words, by their marked and recorded ballots, motorists by tens of thousands are telling us the Greater Hudson is truly the greatest of all time.

Voting in every Hudson salesroom in the country, these enthusiastic multitudes have piled up the most convincing endorsement in Hudson history. Perhaps even more important, they have bought these beautiful new Hudsons in such numbers that we must make thousands more of them to insure prompt delivery.

Every experience and suggestion of the

world's largest 6-cylinder ownership is incorporated in the 64 improvements of the Greater Hudson.

As co-authors of these creations the 1,000,000 Super-Six owners are naturally first to want to see, inspect and drive them. It is particularly interesting to observe their special satisfaction in the numerous body improvements. In comment, these important developments in body design and appointment, fully-equal the more dramatic qualities of the more than 80-mile-an-hour performance.

They definitely set Hudson apart from like-priced cars, just as Hudson performance stands alone among all cars.

Come, see and drive the Greater Hudson. We believe one ride will make it the car of your choice.

\$1095 and up - at factory

Standard equipment includes: 4 hydraulic two-way shock absorbers—electric gas and oil pump—radios—dual headlights—metal wheels—metal valves—rear view mirror—steering wheel—control on steering wheel—all bright parts chrome-plated.

Standard wheelbase
Coach, \$1095; Standard Sedan, \$1175; Coupe, \$1195; Roadster, \$1250; 5-Pass. Phaeton, \$1350; Town Sedan, \$1375; Convertible Coupe, \$1450; London Sedan, \$1500; Victoria, \$1500.
Long wheelbase
5-Pass. Club Sedan, \$1850; 7-Pass. Sedan, \$2000; 7-Pass. Limousine, \$2100.

Hear the Radio program of the "Hudson-Excellence" every Friday Evening

STATE MOTORS, Inc.

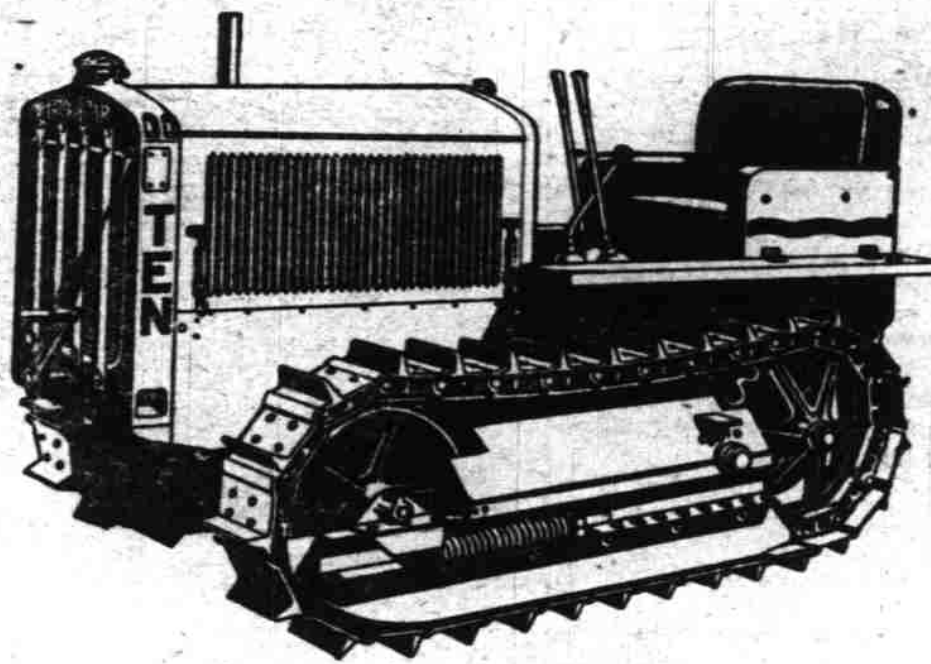
Across from City Hall, High and Chemeketa

Telephone 1000

facture of the Model A car parts. Model A engines already built merely a campaign promise.—The Pathfinder.
Another task involved the training of thousands upon thousands of new workers, an enormous undertaking in itself. And it is one that still goes on as additional hundreds of workers are being hired to bring factory production up to the six day basis. Today with the first million production is proceeding at the rate of 7,000 units per day.
Aggie—You swore, before we were married, that never again would you gaze upon another woman.
Reggie—Of course, that was

CATERPILLAR

NEVER BEFORE SUCH TRACTOR VALUE AT THE NOW AMAZINGLY LOW PRICES



Prices Go Tumbling But Quality Improves

"Caterpillar" Ten - - \$1225 F.O.B. Your Farm Salem
"Caterpillar" Two Ton \$1625
"Caterpillar" Twenty \$2125

ONE PRICE TO EVERYBODY—SAME SERVICE TO ALL INTERESTING LITERATURE—FREE—NO OBLIGATION

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"Western Auto's"

WESTERN GIANT Super-Power Batteries

give 20% to 30% MORE POWER



and are more ECONOMICAL

under any motoring conditions!

Case and Cell Walls (1 and 2) are moulded in one piece, of extra quality hard rubber. Plates (3) have much increased capacity because they are extra thick and 1/2-inch higher than usual, while our new Oxide Combination gives 20% to 30% MORE POWER... Separators (4) are of high grade specially treated white cedar, reinforced with perforated rubber veneer, assuring longer life and perfect insulation... Terminal Posts, top and bottom (5 and 6), are scientifically designed and of proper size for easier current flow... Cell Connectors (7) are solidly fastened and carry current with least resistance.

Our Guarantee

If any "Western Auto" Battery develops trouble due to defects in materials or workmanship, within the guarantee period, we will repair or replace it on a service basis.

This guarantee is backed up by every one of our more than 150 conveniently located stores throughout the West, and by our well-known CUSTOMER IS ALWAYS RIGHT policy!

This SERVICE is FREE!
FREE Installation
FREE Service—at our more than 150 stores.
FREE Loan Battery—if needed during guarantee period.

"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!

Our Trade-In Allowance Offers Even Greater Savings
Your old battery is just as good as cash, in part payment on a new, fully guaranteed "Western Auto" Battery at any of our more than 150 conveniently located stores.

Better All-Around Performance
Because of these superior structural features, together with skilled workmanship, expert supervision, and rigid tests and inspections, Western Giant Super-Power Batteries give you longer life and EXTRA POWER, which means instant starting; hotter, fatter sparks; complete combustion with less carbon, and faster re-charging by your generator.

Low Prices Because of Our Huge Volume

Our tremendous sales volume... our economical "150 store" distribution, and our "One Low Profit" selling policy, make it possible for "Western Auto" to offer you these rugged 2 1/2 year Guaranteed Western Giant Super-Power Batteries for less than you'd pay elsewhere for the ordinary standard kind.

Deduct Trade-In Allowance from These Low Prices
H 8-11 Western Giant, Guaranteed 2 1/2 years... \$11.95
H 6-13 Western Giant, Guaranteed 2 1/2 years... \$13.45
H 12-7 (12-volt) Western Giant, Guaranteed 2 1/2 years... \$16.95



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The same one-piece rubber case Wizard Batteries that are now giving satisfactory service and economy to many thousands of motorists throughout the West. Our Two-Year Guarantee is backed by our famous "150 Store" Service and our CUS-TOMER IS ALWAYS RIGHT policy, and our Trade-In Allowance makes these New Low Prices even lower!

Guaranteed 2 Years (Wizard Special 1 Year)
Deduct Trade-In Allowance from These Low Prices!
8-11 Special... \$ 6.95
8-11 Standard... 7.95
8-13 Special... 7.95
8-13 Standard... 8.45
8-16 Special... 10.45
8-16 Standard... 11.45
8-17 Standard... 13.45
8-17 Z... 14.95
12-7 Standard... 11.45

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