

COMFORT PLUS BEAUTY SOUGHT

New Demands Now Added to Necessity of Operating Efficiency

For the first 20 years of the automotive industry, the buying public was chiefly concerned with selecting cars that would run. Stress was laid on machinery. Operating efficiency is as important a factor today as it was in 1910, but new standards must be attained by the manufacturer who seeks wide public approval.

Through the extensive dealer organization of the Willys-Overland company, we were quick to sense an insistent public demand for style and beauty; a demand that injected the fashion note into an industry which for many years had virtually ignored fashion. I am disclosing no trade secret when I say that the management of the company immediately set about acquiring for its engineering staff the one man we considered the leading stylist of motor cars, Mr. Amos Northrup. His conception of motor car artistry is reflected in the 1929 lines of Whippet fours and sixes, which already have received nationwide public acclaim, and in the 1929 lines of Willys-Knights, which made their first public appearance at the New York automobile show.

Spaciousness and comfort have mounted in importance from the viewpoint of the buying public as a natural consequence of good roads and motor car reliability. Modern American families think nothing of driving 300 miles a day in the family car, whereas the family of 1900 considered a 25 mile journey in the light of an event. Hence the 1929 automobile must have room for the babies and the baggage, and it must be so replete with easy-riding qualities that long tours may be taken without undue fatigue.

The time has not yet arrived when the motor car buyer can take operating efficiency for granted. Some cars are much better, mechanically, than others. Careful buyers will select their purchases in any given price group only after the closest comparison of the respective mechanical advantages offered by the different manufacturers. Motors, brakes, steering gears, rear axles, transmissions, spring suspension, ignition systems, starter and light controls, and other highly essential mechanical features of automobiles are varied. And they are not yet equally satisfactory.

Style, room, riding comfort, and

Bridge to Be Opened to Traffic in March



Marking another great engineering achievement, the San Francisco Bay Toll Bridge will soon be opened to the public. This bridge links Northern and Central California via Mt. Eden and San Mateo.

The map illustrates the territory to be directly benefited. Note the distance which this bridge saves the motorist in circling San Francisco Bay. The occupants of a new Chevrolet Six are getting a closeup view of the structure just before its completion.

mechanical excellence are the points by which the 1929 motor car is being judged; together with the responsibility of the manufacturer and the size and reputation of the dealer organization behind the product.

Willys-Overland company, endeavoring, in its 1929 creations, to give the public what it wants. The response already recorded indicates that our production plans for a vastly augmented output

during the forthcoming year are based on an accurate estimate of the motoring public's present tastes and desires.

INTRODUCES NEW CABRIOLET

Popularity of the four passenger convertible Cabriolet is reflected in the introduction of these smart body types on the Studebaker President Eight and Commander Six and Eight chassis.

SAFETY GIVEN DRIVER

Non-shatterable safety glass is standard equipment in the windshield of the new Studebaker President eight and commander six and eight models.

Where to put the luggage is no problem for drivers of Studebaker's new President eight brougham which carries a roomy trunk fitted with three cases.

GAS WAR END NOW IN SIGHT

"Don't Forget Independent Dealer, Then," Urges Richfield Company

In anticipation of the cessation of gasoline price cutting on the Pacific coast, and accepting the current prediction that the "fuel war" will soon be over, the Richfield Oil company has just issued a formal appeal to motorists on behalf of the independent dealer. Denying responsibility for what it terms "the present absurd and uneconomic price war," the Richfield statement, entitled "Don't Forget Him Then" makes this plea for the independent.

"When the price of gasoline is restored to a sane level by those companies responsible for the present price situation . . . don't forget this man who is now serving you at an actual loss on every gallon . . . the independent dealer." The statement, emphasizing the



Health As Well As Appearance Demands Frequent Cleaning

If you could see how the dust and dirt your garments can absorb in say three months—you would have them cleaned more often. We call and deliver anywhere.

JAPANESE HAND LAUNDRY AND CLEANERS

We Call and Deliver Telephone 752

right of the independent dealer to grow and make a reasonable profit further declares that "he (the independent), more than any other factor is your safeguard against a possible monopoly."

This appeal to motorists was the second announcement officially issued by Richfield in connection with the Pacific coast "gas war" and followed closely the first statement in which it was promised that the company, while not in sympathy with the "war," would meet all existing prices without lowering in any way the standard of its products.

Officials of the Richfield company, elaborating on these statements in comments for the press,

Wild Deer Eat "Off a Fork" in National Park

GLACIER PARK, Mont.—Park rangers are kept busy during the winter months maintaining the "bread line" for mountain sheep and deer in Glacier National park. The wild deer become quite tame when hungry. They even eat "off a pitch fork."

reminded newspaper representatives that it has been that company's stated policy for many years to give independent dealers the maximum of support.

These animals on Uncle Sam's preserve are regularly fed at different stations in the park while the snow lies too deep for them to rustle their own natural feed. Besides the rangers are kept quite busy fighting off the coyotes which attack the deer and sheep particularly.

EIGHTS HOLD RECORDS

A majority of the world speed records set by automobiles were made with eight cylinder engines, a recent summary reveals. Eleven of the 16 world records held by American cars were established by Studebaker's President straight eight.



WE ARE PLEASED TO ANNOUNCE THAT WE HAVE BEEN APPOINTED DISTRIBUTORS IN THIS TERRITORY FOR THE Holt Combined Harvester

The HOLT COMBINED HARVESTER has always been adaptable to "CAT-ERPILLAR" power, and the combination of sales and service under one dealer will work to the decided advantage of present and future owners of both.

Loggers and Contractors Machinery Co.
"Caterpillar" Tractor and Holt Combined Harvester DISTRIBUTORS

Portland, Oregon 345 EAST MADISON
Salem, Oregon 845 CENTER




JOE WILLIAMS

The Reason!

We sold more than twice as many Willard Batteries this February than in February, 1928. That is the reason we have reduced prices at this time.

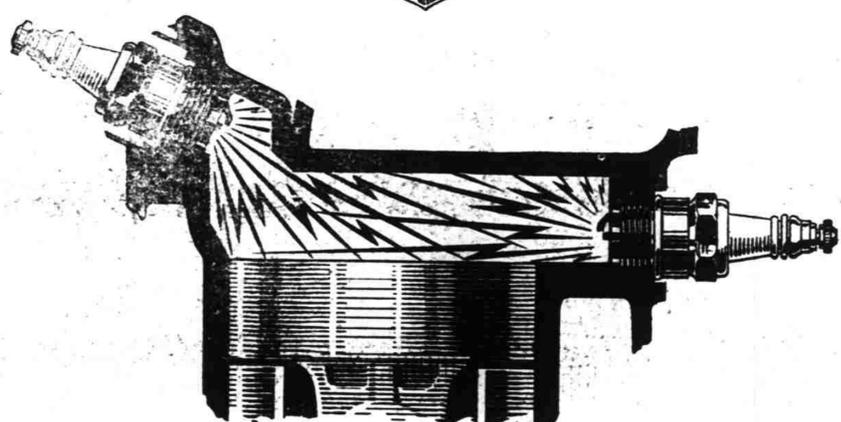
THROUGH INCREASED VOLUME AND NOT REDUCED QUALITY

"Electric Size at the Right Price and Service that Satisfies"

JOE WILLIAMS

The Willard Battery Man
Corner Center and High Streets

FROM NINE TO FOUR PLACE IN SIX MONTHS!



What TWIN IGNITION Does

THE New Nash Twin Ignition motor has two big aircraft spark plugs for each cylinder, instead of the ordinary single plug, as you can see in the diagram.

Both plugs fire simultaneously. The gas vapor is ignited at two points instead of the usual one. One effect is quicker combustion, which produces more power, more speed, much faster acceleration. Another result is more uniform combustion, which helps to create the very noticeable smoothness and rhythm found in Nash motor performance.

And still another result of Twin Ignition is more efficient combustion, which prevents wasted fuel.

With Twin Ignition, instead of single ignition, higher compression is practical, and the same Nash motor produces 9/16 more horsepower, 5 miles an hour more speed, and 2 extra miles from every gallon of gasoline.

The Twin Ignition motor is one of the most important improvements ever achieved in the development of the motor car . . . faster . . . peppier . . . more efficient in every way. Have you tried it?

The New NASH '400'

Leads the World in Motor Car Value

- IMPORTANT '400' FEATURES—NO OTHER CAR HAS THEM ALL**
- Twin-ignition motor
 - 12 Aircraft-type spark plugs
 - High compression
 - New double drop frame
 - One-piece Salon fenders
 - Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
 - Aluminum alloy pistons (Incar Street)
 - 7-bearing crankshaft (aluminum crank pins)
 - Bijur centralized chassis lubrication
 - Salon Bodies
 - Torsional vibration damper
 - World's easiest steering
 - Electric clocks
 - Short turning radius
 - Longer wheelbases
 - Nash Special Design front and rear bumpers
 - Exterior metalware chrome plated over nickel
 - Clearvision front pillar posts

F. W. PETTYJOHN CO.

365 North Commercial Street

Telephone 1260

FASTER WE SELL—WE SERVE!

This is DURANT OPEN ROAD WEEK

You are invited to participate... March 9 to 16

DURANT DEALERS everywhere invite you to Thrilling Demonstrations and BEAUTIFUL DISPLAYS

See the DURANT SIX Out-speed & Out-pull all other Low-priced Six-cylinder cars
See the DURANT FOUR Out-climb all other Fours & many Sixes, except the Durant Six

TAKE a demonstration. Then choose any five competitive Sixes . . . absolutely no exceptions! . . . and compare the amazing performance of the Durant Six with their performances.

Be Our Guest . . . TUNE in on the coast-wide American Broadcast program direct from the Western Durant Factory . . . Monday Night, March 11, 8:00 to 9:00 p.m., Pacific Standard Time. A splendid program of entertainment awaits you.

DURANT FOUR TWO-DOOR SEDAN

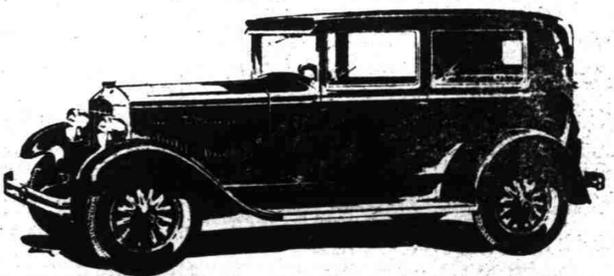
695

Delivered Here Fully Equipped

DURANT SIX TWO-DOOR SEDAN COUPE or SPORT ROADSTER

795

Delivered Here Fully Equipped



A WEEK FOR COMPARISON

Salem Automobile Co.

255 NORTH CHURCH STREET