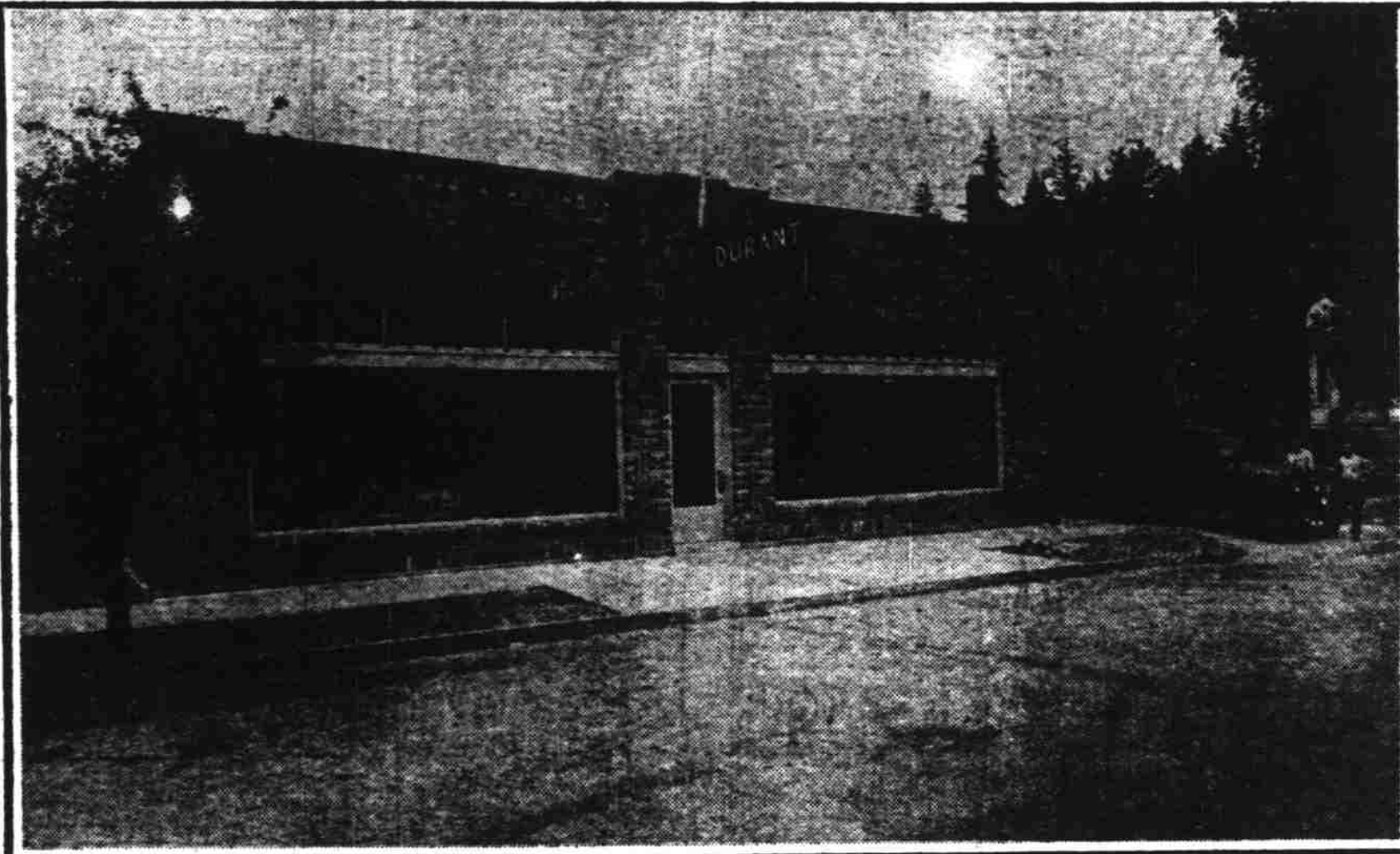


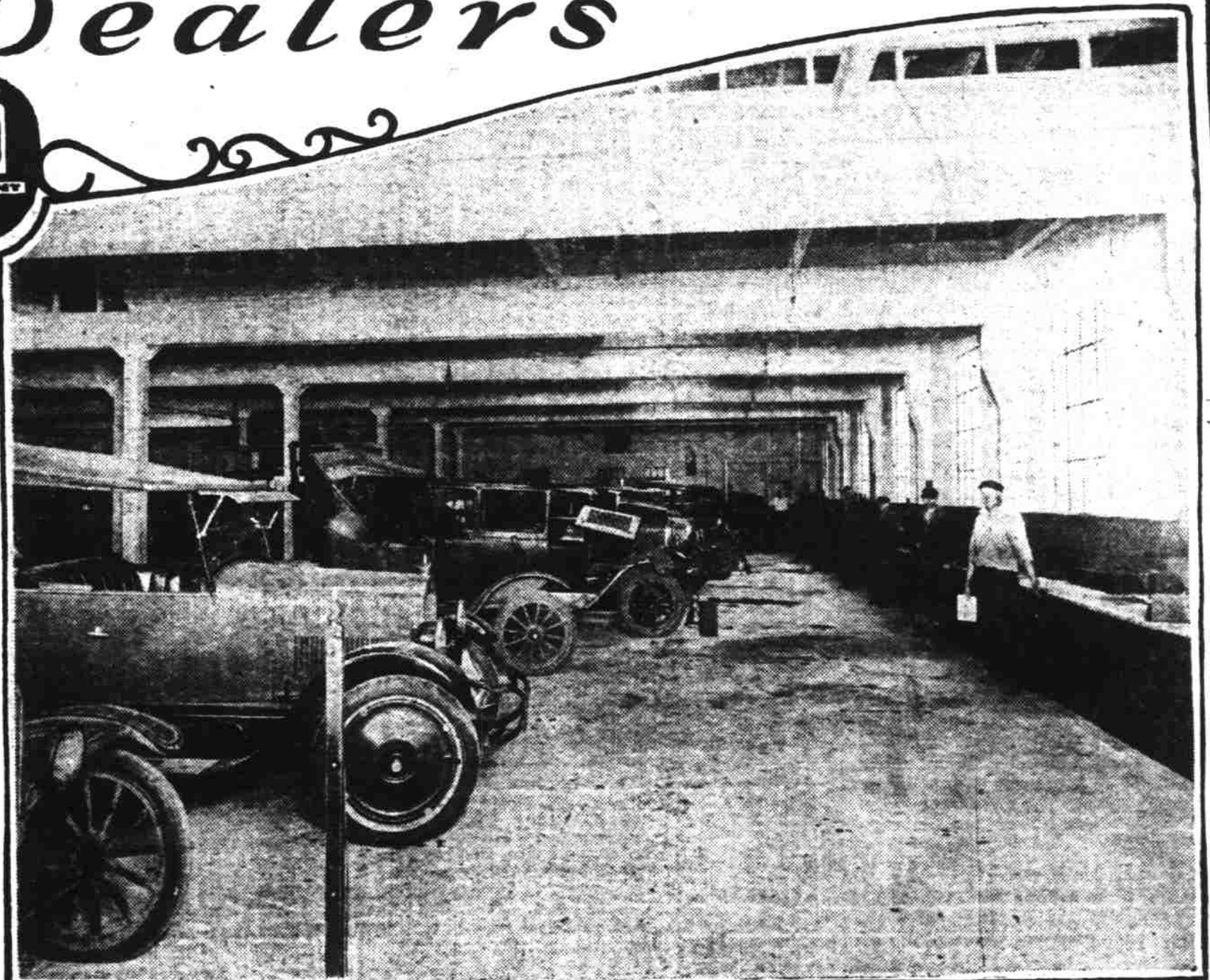
ANNOUNCING THE OPENING



of the New Home of the SALEM AUTOMOBILE COMPANY *Durant Dealers*



Modern, Spacious, Durant Show Room



The Roomy Shop

Located on North Commercial Street just off Center, the new home of the Salem Automobile Company is one of the most modern automobile dealer establishments in Oregon . . . The building 82½ feet by 165 feet, houses a well-lighted and spacious show room, a shop more than 100 feet long, and one of the largest used car departments in Salem.

The famous Durant Four-Forty, the outstanding Durant Six-Sixty, and the new and sensational Durant Six-Sixty-Six, with four forward speeds, offer motorists three of the greatest automobile values on the American market today. Incorporated in these models are such advancements as:— Red Seal Continental Motor, Close-Limit Bronze-Backed Bearings, Lanchester Vibration Dampner, Nelson

Bohnalite Invar Strut Pistons, Morse Silent Chain Timing Drive, Bendix Duo-Servo Four Wheel Brakes, and other features found on the highest-priced Sixes & Eights.

An invitation is extended to the motoring public of Salem and Marion county to visit Salem's newest automobile dealer home . . . to inspect the latest Durant cars on display . . . to tour the shop and used car departments . . . and to ride in and drive the record-breaking and record-making Durant Four-Forty, Six-Sixty and Six-Sixty-Six.

Every Durant owner should become acquainted with the Salem Automobile Company's new headquarters and take advantage of all that this modern building affords.

Open today for your personal inspection from 2 to 11 p.m.

SALEM AUTOMOBILE COMPANY

18 Hours Service
435 North Commercial Street

H. E. SHADE

C. J. TAYLOR

H. J. WOOLEY