

New Car Sales are Better Than for the Past Four Years

LOW PRESSURE TIRES CLAIMED TO BE SAFE

Motorists may be getting police tickets for driving on tires perilously near the blow-out stage, says a news dispatch from Washington.

"Safety authorities who are behind a nation-wide campaign this month to reduce the toll of automobile accidents say that serious consideration has been given to the enactment of regulations that would provide a penalty for the use of dangerously worn tires," the dispatch continues.

"It is now possible for motor registration agencies in several states to refuse to give a license for a car that is being driven on tires that are down to the tread, on the ground that an unsafe vehicle may be refused registration. It is believed, however, that a specific law against driving with dangerous tires would be more effective."

"Safety authorities agree that, in the event of a tire blow-out, the average motorist cannot resist the impulse to apply the brakes vigorously. The result is often to turn the car over, particularly if the defective tire is on a rear wheel. A front tire blow-out usually means a loss of driver control, and at high speeds, the momentum may carry the car completely off the road."

Jim Smith, of Jim and Bill, General Tire and Rubber dealers in Salem, declares that low air pressure in tires is the one best preventative of tire blow-outs because a low pressure tire cannot blow out.

GOLDEN PLY TIRE MADE BY GOODRICH

A new automobile tire, engineered to reduce to the minimum the possibility of blowouts, has been manufactured by the B. F. Goodrich company, according to Walter H. Zosel, Goodrich dealer in Salem.

"This tire contains a ply processed by a special compound which resists internal heat, principal cause of blowouts," Mr. Zosel said.

"The new series of Goodrich Silvertown tires, containing what tire engineers call the 'life-saver Golden Ply,' was tested for months in the 'torment chambers' of the Goodrich laboratories at Akron and then on the fastest track in the United States."

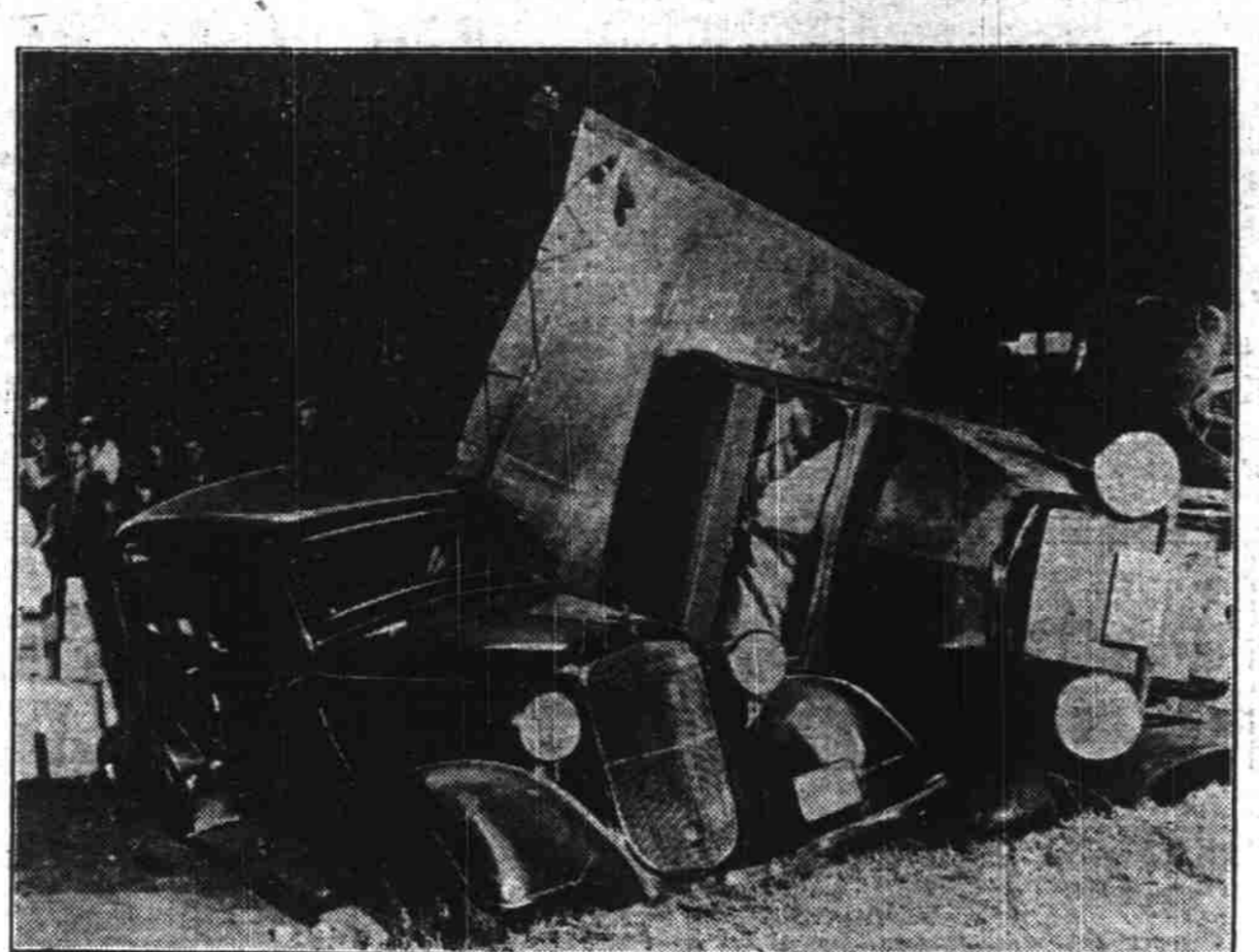
"Cars driven by impartial drivers were used for hours at high speeds equipped with the new tire running against tires of the old standard type."

"Cross-sections of the new tire are now available for inspection and demonstration here, showing the new ply construction," Zosel said.

INDOOR ROOM FOR USED CARS

Removal of most of the Valley Motor company used car stock from the outdoor lot at Marion and Liberty streets to the entirely enclosed sales room on Center street, is being completed by the Valley Motor company this week.

Safety Steel Body Saves Man's Life



As Fred C. Noble, an automobile salesman, was driving down a state highway several nights ago, the driver of a three and one-half ton truck with a ten-ton load was coasting out of gear and lost control. He crashed into Noble's Plymouth sedan, turning over on top of it. The safety-steel body did not give way and Noble climbed out of his automobile unscathed after the accident. After the truck was lifted from the Plymouth, it was found that the doors on the other side from the impact opened and closed perfectly.

K. Smith, manager of used car sales, believes used car buyers will welcome the change.

"It will eliminate the depreciation suffered by cars constantly exposed to extreme weather conditions, and will greatly facilitate thorough examination of the cars," Smith said.

The Valley Motor company, local dealers for the new Ford V-8, is this week distributing a novel pamphlet of sales literature to hundreds of Salem residents. The illustrations in the book are especially prepared so as to show a third dimension when viewed through the "Ford-o-Scope" which accompanies the book.

Holiness Ass'n To Hold Meeting

The annual missionary meeting of the Marion County Holiness association will be held Tuesday in the Highland Friends church where Rev. Clio Brown is pastor. Rev. and Mrs. Cecil Troxel and Dr. and Mrs. W. C. Wasche, missionaries from China will be the speakers.

There will be services at 10:30 a. m., 2 p. m. and at 7:30 p. m. Rev. Edgar P. Sims is president of the association.

BACK FROM TRIP

MUBBARD, Oct. 21.—A. Strubbar returned from a two-weeks' trip east Thursday night. He went as a representative of the Menonite aid plan over the Union Pacific as far as Kansas City. On the way home he stopped at Weatherford, Okla., where the cotton picking season was at its height, and at Los Angeles. He found the weather warm, and some, draught, especially in Oklahoma. He did not see any frost till he reached Klamath Falls. He found economic conditions about the same as here, but said home looked good to him.

Goodrich Silvertown Tires



The SAFEST TIRE ever built



Goodrich Silvertown Inc.

Walter H. Zosel
198 S. Commercial
Telephone 3442

BUY NOW IS ADVICE BONESTEEL GIVES

With 226 per cent increase in Dodge sales in the state of Oregon for the first eight months of this year over a corresponding period of last year and a continuing fall activity of like ratio, business takes on far greater optimism than for any time in the past four years, says Russell Bonesteel, secretary-treasurer of the Bonesteel Sales and Service company, local Dodge dealers.

"We have sold and serviced Dodge products in Salem for Marion and Polk county for sixteen years," stated Mr. Bonesteel, "and there has never been any more enthusiastic reception of our product for some time. This has been more than gratifying in face of the highly competitive market. Automobile values are possibly greater this year than can be hoped for in the future and with the advancing costs of all commodities a large number of people are finding it expedient to buy their new cars at the present low prices," states Mr. Bonesteel.

Give Program At Popcorn PTA

ORCHARD HEIGHTS, Oct. 21.—The opening meeting of the Popcorn P. T. A. Friday night was preceded by a 6:30 o'clock supper.

Mrs. I. W. Simmons, newly elected president of the association, appointed Mrs. J. B. Best as chairman for the year of the lunch committee, and Fred Wilson as chairman of the entertainment committee.

A delightful program, sponsored by the Salem chamber of commerce, was given. Professor Rahe of Willamette university, with seven university students, gave a pantomime supplemented by readings and vocal and trumpet numbers.

Why Riversides Counted Better Outside and In

Why Riverside tires are "better" was answered by B. A. Newman of Montgomery Ward & Co., local dealers. Better, he says, outside, because they have more rubber on the road with their wide tread and flat surface, giving an oversize traction area. "The Riverside patented center traction

tread offers two-way skid protection. The new method of compounding rubber with wear-resisting ingredients retains the original toughness of rubber and thus gives much longer wear."

Better inside, Newman says, because the plies lie flat and there are no cross threads to cause friction. Each cord is coated with latex so the cords are securely bound together, offering greatest resistance to separation and blow-outs. Choice long staple cotton is used.

Always First . . . in service and in values . . . the used car department of

The Valley Motor Company Now Makes this Important Announcement:--

During the winter months practically all of our used car stock will be on display in our Center street display room, protected from all bad weather, and resulting depreciation.

We feel it just as important to keep our cars in first class condition, both inside and out, as it is to recondition them.

Don't forget the convenience of shopping here for used cars.

BUY NOW for BETTER USED CAR VALUES

See List on Page 11

VALLEY MOTOR COMPANY

Center at Liberty Sts. Tel. 3158

In Addition to Our Franklin Authorized Service

We Are Pleased to Announce

NASH and INTERNATIONAL TRUCK AUTHORIZED SERVICE

HERBERT J. OSTLIND GARAGE

352 N. High St. Tel. 4093

How to get 4 Extra months tire wear!

NOVEMBER SMTWTFSS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
 DECEMBER SMTWTFSS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
 JANUARY SMTWTFSS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
 FEBRUARY SMTWTFSS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

Ward's Tests Show . . . that Riversides wear less in winter cold and give you practically FREE MILEAGE! You get new tire safety through the bad weather. The tires will be practically new next spring. All at little or no extra expense.

NOW is the time to buy. Get the full 4 months practically free mileage from now until March. And drive extra safe with the extra protection of Riverside's Latex-dipped cords that remove blow-out cause—the husky, skid-resisting tread for ice and snow. Riversides are made by one of the Big 4 companies. Satisfactory service is guaranteed regardless of MILEAGE or TIME—the strongest guarantee ever written!

Those 4 extra months look good to me!

Will Your Spare Get You Back? When you need a spare you really need it! Don't get caught with a poor spare when you're miles from help.

Prices as low as

\$360

4.40-21 Rumber 6 plies under tread

30x4.50-21 . . . \$4.25
 28x4.75-19 . . . 4.65
 29x5.00-19 . . . 4.95
 28x5.25-18 . . . 5.60

Other sizes similarly low
 FREE TIRE MOUNTING

TRUCK OWNERS!

Save on Riverside Truck Tires. Made by one of the Big 4 companies. Deep non-skid tread. Latex dipped cord carcass and Riverside Guarantee.

30x5 Mate

10 plies under tread

\$1375

MOUNTED FREE

RIVERSIDE Quality TIRES

Winter King Battery

Guaranteed 18 Months (3 Winters)

\$5.75

with old battery. 13 plates. Other sizes up to 21 plates.

Ward's Lunch Kit

For School or Work

\$1.50

Ventilated. Lunch is fresh for hours. Flat vacuum bottle included. Fits inside.

Riverside Spark Plugs

Buy Them in Sets

33c

Each, 4 or more

Get a set so cylinders spark alike. Riverside 1st quality. Single plug 35c.

Winterized Auto Oil

Ward's Riverside Brand

15c

Bring your own container. Best 100% pure Pennsylvania that money can buy.

Fiat Type Auto Horn

Chromium Front

\$1.00

Penetrating tone that gets action. All complete to clamp on lamp tie rod.

MONTGOMERY WARD & CO.

275 N. LIBERTY ST. SALEM, ORE. PHONE 8774

JUST THE USED CAR YOU WANT

1928 Buick Sedan—A-1 finish, good condition	\$250	1927 Buick Sedan Standard	\$150
1928 Chrysler 72 Brougham	\$365	1928 Nash Sedan Standard	\$150
1931 Studebaker Coupe Reconditioned car	\$395	1926 Stutz Sedan—Overhauled, new tires	\$150
1928 Studebaker Sedan	\$195	192 Pontiac Sedan	\$95
1932 Ford DeLuxe Roadster V-8, airwheel equipment	\$450	1929 Chevrolet Coach Good condition	\$225

Bonesteel Sales & Service, Inc.

Next to Montgomery Ward Building
 Phone 4444 Chemeketa & Liberty