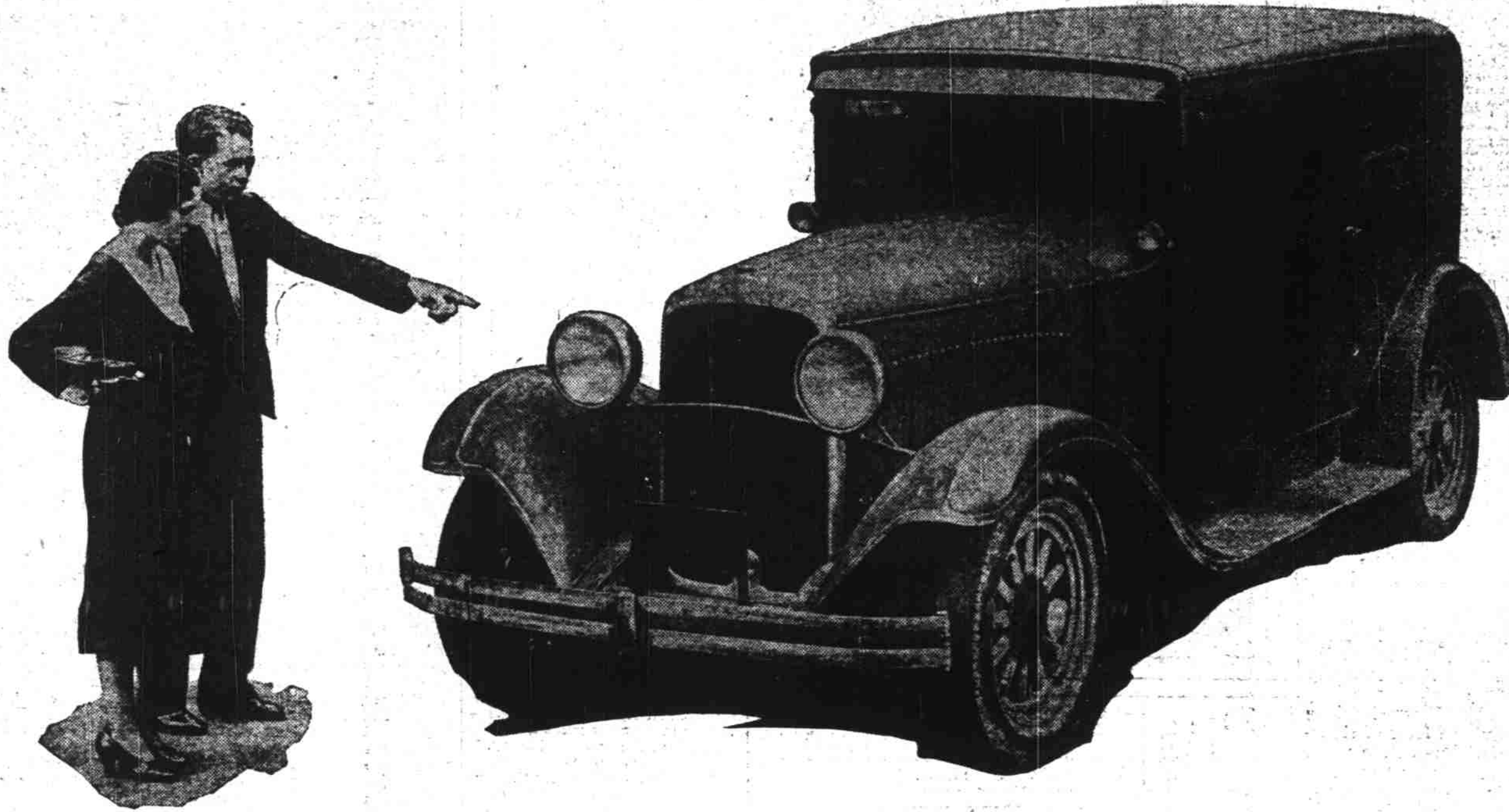


"Well, I guess it's good for another year"



But is it good enough for you?

It may be good for another year, that car of yours. In fact, it probably has several more years of service to give ... somebody.

But is it good enough for you?

Look at the cars that pass you. They are swifter, and more powerful, yet many of them probably use no more gasoline and oil than you do. Some of them, even less!

Perhaps you are afraid to follow too closely behind one of these cars, because they can come to such a quick, short-stop. Big, easy brakes are a modern safety factor, and so is a low center of gravity, the new large puncture-proof tires, safety glass, a sturdy body, and strong steel bumpers.

Listen carefully the next time one of these cars comes abreast of you. Try to hear the engine. When the light turns green, notice how quiet the gears are, and how quickly and absolutely silently they are shifted. The sound of clashing gears soon will be heard no more in the land. Ride in a modern automobile, and you will find that the ripple of the tires on the road and

the swish of the wind in the windows are louder than the murmurs of the machinery.

Then, too, there is comfort. Any automobile dealer will show you how to ride IN and not ON a car that is swung low and floats ALONG the road instead of bouncing over it. Sitting in relaxed ease is a very important part of modern motoring.

For all these great improvements that make the modern automobile what it is today, there is an outward sign and symbol. That symbol is beauty, which all thoroughbreds possess as a visible proof of perfection.

Now ... today ... is the time to select and buy a modern car. Today low prices save you money; tomorrow you may have to pay more. See how all the basic costs of automobile manufacture have risen; such increases must mean higher prices, eventually.

Used cars are no longer cluttering the market place; they are fairly priced. Let some one else step up his motoring enjoyment with your present car while you

swing into the lead with an up-to-date automobile at today's bottom prices.

THE AUTOMOBILE INDUSTRY BUYS

- 54% of the malleable iron used in the United States.
- 77.6% of the alloy steel used in the United States.
- 84.4% of the rubber used in the United States.
- 43% of the plate glass used in the United States.
- 28.8% of the nickel used in the United States.
- 33.8% of the lead used in the United States.
- 53% of the upholstery leather used in the United States.

The automobile industry is the largest single purchaser of these and several other commodities

Figures for 1932, as supplied by the National Automobile Chamber of Commerce.

THESE COSTS HAVE ALREADY RISEN!

Automobile pay rolls are 60 per cent higher than a year ago

- Steel costs 15% more.
- Iron costs 10 1/2% more.
- Copper costs 29 1/2% more.
- Zinc costs 72% more.
- Lead costs 48% more.
- Leather costs 41% more.
- Upholstery fabrics cost 50% more.
- Crude Rubber costs 144% more.

The trend of the time is to purchase new things — necessities and even luxuries. Thus is being achieved the high aim of raising the American standard of living, giving a fair and equitable reward for human endeavor, and placing more and better things at the command of all.

- | | | | |
|--|--|---|---|
| ART SHOPS
Mrs. George H. Alden, Oriental Shop.
AUTOMOBILE DEALERS
Valley Motor Co.
Douglas McFarley Chevrolet Co.
Otto J. Wilson.
James H. Maden Co.
State Motors, Inc.
Salem Automobile Co.
W. L. Anderson, Inc.
AUTO PARTS SHOPS
Walter H. Zeeb.
Salem Auto Wrecking.
Firestone Service Store.
H. & W. Parts Store.
Western Auto Supply Co.
Carl Hultenberg.
The Tire Man.
AUTO TOP & BODY SHOPS
Hale's Top & Body Shop.
BAKERIES
Duke-Ritt Bakery.
Holland Bakery.
Benson Bakery.
Peerless Bakery.
Cherry City Baking Co.
BANKS
Ladd & Bush, Bankers.
United States National Bank.
BARBER SHOPS
Parrish Barber Shop.
Capitol Theatre Barber Shop.
W. L. Osburn: Walk's Shop.
Prescott's Accommodation Barber Shop.
State Street Barber Shop.
12th Street Barber Shop.
H. A. Gwynn.
W. J. Bristake.
Senator Barber Shop.
O. K. Barber Shop.
Quality Barber Shop.
F. J. Binkley Barber Shop.
DuBois Barber Shop.
Liberty Street Barber Shop.
Andy's Barber Shop.
Joe's Barber Shop.
Tumblison Barber Shop.
BILLIARD PARLORS
Elgin Billiard. | BEVERAGES
Ramage's Beer Bottling.
Puritan Cider Works.
BICYCLE SHOPS
Harry W. Scott.
Douglas McFarley Chevrolet Co.
Moore Bicycle Shop.
BOOK STORES
Commercial Book Store.
Atlas Book Store.
Patton Bros.
BRICK AND TILE COMPANIES
Salem Brick and Tile Co.
BRUSH BUSINESS
John M. De Moss.
CANNERIES
Reid Murdoch & Co.
Producers Co-operative Packing Co.
CONFECTIONERIES
Cox-Confectionery.
Sweetland Confectionery.
Blue Bird.
The Box.
CLEANERS AND DYERS
Market Cleaners.
Kennedy's Cleaning Shop.
Electric Cleaners & Dyers.
Standard Cleaners & Dyers.
Valerita Cleaners.
Watson's Cleaners.
Salem Cleaners.
Peacock Cleaners.
COSMETICIANS SHOPS
Beauty Box.
Adele's Beauty Salon.
Senator Beauty Shop.
Miller Beauty Shop.
Parrish Beauty Shop.
Marjorie Beauty Shop.
H. A. Lovell.
Bonnie Dee Beauty Shop.
Mildred's Beauty Shop.
DEPARTMENT STORES
Miller's.
J. C. Penney. | Fred Meyer.
Montgomery Ward.
J. E. Buchanan, Army & Navy Store.
U. G. Shipley.
F. W. Woolworth & Co.
F. & W. Grand Silver Store.
Elliott Dry Goods Co.
Schuler's.
Bloch's Golden Rule Store.
Army & Navy Store.
Kaffery's, Inc.
Margaret's Baby Shop.
DAIRIES AND CREAMERIES
Producers Milk Co.
Capitol Dairies.
Hazel Dell Dairies.
Curley's Dairy.
Curry Street Dairy Store.
Lem's Jersey Dairy.
Madison Creamery & Produce Co.
Anderson & Son.
Salem Sanitary Dairy.
Producer's Dairy.
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Dr. J. W. Springer.
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Dr. O. A. Olson.
Dr. Louis B. School.
Dr. Mark Skiff.
Dr. F. V. Prime.
Dr. D. X. Beechler.
Dr. H. H. Ollinger.
Dr. C. C. Burton.
Dr. W. A. Johnston.
Dr. Max A. Moon.
Dr. A. D. Woodmansee.
Dr. H. C. Epley.
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General Finance Co.
FUEL BUSINESS
Fred E. Wells, Fuel Dealer.
Capitol City Transfer.
Larmer Transfer Co.
Billman's Fuel Co.
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Imperial Furniture Co.
H. L. Skiff Furniture Co.
Nash Furniture Co.
Fidler's Furniture Store.
GARAGES
Cherry City Garage.
Ramseyer Brothers.
GRAVEL BUSINESS
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Oregon Gravel Co.
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Will H. Bloch, Grocery.
Busick's.
Crown Drug Store.
Red Cross Pharmacy.
J. E. Buchanan, Army & Navy Store.
Quisenberry's Central Pharmacy.
The South Salem Pharmacy.
Perry Drug Store.
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Fry's Drug Store.
Schuler's Drug Store.
Bloch's Golden Rule Store.
Market Drug Store.
Carson's Pharmacy.
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Hoff Electric, Inc.
Boston Electric Co.
Vibbert & Todd.
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F. C. Lutz, Florist.
Capitol Florists.
Brechtman, Florist.
Adams Florist.
FINANCIAL HOUSES
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Capitol City Transfer.
Larmer Transfer Co.
Billman's Fuel Co.
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Imperial Furniture Co.
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W. H. Clark, Grocery.
Will H. Bloch, Grocery.
Busick's.
Irish Cash Store.
C. M. Roberts.
Carl & Bowersox Grocery.
W. B. Gerth Grocery Store.
W. M. McKorris.
P. E. Bailey.
O. P. Briggs.
Geo. W. Moore.
J. G. Marr Grocery.
Model Food Market.
Elmer A. Dume.
Krueger's Grocery.
J. G. Marr Grocery.
Willamette Valley Supply Co.
Chas. Kraeger.
Cam's Street Grocery.
Knutson Grocery.
Kaplan's Cash Grocery.
Pure Food Grocery.
D. L. Schrade.
Green's Purify.
Rich's Grocery.
Wood Bros. Grocery.
Royal Court Grocery.
Upston's Grocery.
Fay's Market.
C. M. Epley Co.
Safeway Stores, Inc.
N. T. Bell's C & O Store.
State St. Grocery.
Economy Grocery.
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Walker Hardware Store.
Doughton & Sherwin.
Salem Hardware Co.
Ray L. Farmer.
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Central Hotel.
Chadwick Hotel Co.
Argo Hotel.
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H. F. Shanks, Jeweler.
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Smart Form Corset Shop.
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Fashionette.
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Milady's Shop.
Smart Shop.
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The Oregon Statesman.
The Capital Journal.
Thatcher Printing Co.
E. Reed Rowland, Printer.
Bertelson and McShane, Printers.
Capital Press.
Salem Stationery & Printing Co.
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Bentler-Quistad Paper Co.
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Elake, Moffitt and Towne.
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Craber Bros.
Nelson Bros.
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Moore & Skewis.
Central Radio Service.
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Little Cigar Store.
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County Island Restaurant.
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Little Lady's Store.
Tourist Cafe.
Canton Tavern.
Peter Pan.
Hot Brain.
State Cafeteria.
Gray Belle.
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W. H. Grabenhorst.
P. H. Bell, real estate.
Realty Center.
Sociolofsky & Son.
Childs & Miller, Inc.
A. O. Sokratsch, Realtor.
W. M. Davis, Real Estate.
Homer D. Foster, Real Estate.
Anderson & Rupert.
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Firestone Service Store, Inc.
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Davidson's Auto.
Texaco Service Station.
Jim & Bill, Inc.
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Bob's Service Station.
Roy M. Smith Service Station.
Joe Woodrow, Texaco Service Station.
Kinwood Service Station.
Parrish Garage.
Lake Service Station.
The Texas Company.
Adam Repp.
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Rader Brown Shoe Store.
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Kefeteria Shoe store.
Price's Shoe Co.
Block's Shoe Store.
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SIGNS AND SHOW CARDS
Service Sign Co.
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