

# The BAKALL System

What is it?  
It is the greatest thing out!  
IT IS A

**BAKED ENAMEL FINISH**  
ON YOUR ENTIRE CAR  
IN ANY COLOR

THINK WHAT THIS MEANS!  
It Means Long Life, Lasting Lustre,  
Time and Money Saved. It Means  
SATISFACTION

Call and see us. See samples of this wonderful finish. And remember—it takes only 3 or 4 days for a complete job

**Reliance Auto Painting Co.**

PHONE 927 — 219 STATE  
Sole Distributors of the BAKALL FINISH in this locality.

## 40,000 CARS TO BE MARCH PRODUCTION

Sale of New Chevrolet Is Pushing Factory to Capacity

According to information received by the Newton Chevrolet company, Salem dealers, a production of 40,000 cars for March is scheduled, the Chevrolet Motor company is gaining increased momentum in the building of the new Chevrolet and the working force is being added to in each of the 12 manufacturing and assembly plants throughout the country.

W. S. Knudsen, president and general manager, estimates that within the next month and a half the actual factory working force will have been augmented approximately 40 percent.

"Whereas the sale of the new Chevrolet is pushing us to our capacity to fill orders, we are not

## Truck Replaces Horse



The death of an aged horse at one of the rural branches of the Union Oil company last week marked the final and complete downfall of old Dobbin as a medium of transportation in this country.

Figures on motor transportation of the Union are an interesting commentary on both the relative value of the petroleum industry to the automotive business and the astounding development of motor vehicles in recent years. From the peak of the horse-

drawn era in 1915, when the company's deliveries were made by four hundred horses and three hundred wagons, assisted by two hundred and fifty trucks and autos, the beginning of 1925 saw more than 1500 trucks and 100 trailers in the Union Oil service.

Fourteen hundred of the company's motor vehicles are in the sales department, the field, refineries, pipe line and engineering divisions having the balance. Displacement of the horse-

drawn vehicles started in 1908 when the Union put its first shaggy automobile into service. In 1910 the first truck was introduced. The transition during the next seven years, however, was gradual, and it was not until 1917 that motor vehicles really jumped into the lead with five hundred

in the service to some three hundred horses and wagons. Two years later the number of horses was reduced to seventy, and the following year practically all of these, too, were disposed of. During the past four years, a few stumpy holdovers have been retained, but now the last of these has

passed on to horse heaven, and the sales department is an all-motor organization. In a few of the mountain field districts where wells are being drilled, horses are still an occasional and invaluable aid to oil operations, but as regular employees they have passed out of the petroleum picture.

AUTHORIZED ELECTRICAL SERVICE

# U. S. L.



Authorized Factory Electrical Service On Nineteen Different Makes of Cars

Battery Or Electrical Repair Work Done By The Hour Or By Factory Schedule

## E. H. BURRELL

Battery and Electrical Service.

238 NORTH HIGH STREET.

PHONE 203.

AUTHORIZED ELECTRICAL SERVICE

## DODGE BROTHERS SPECIAL TYPE-A SEDAN

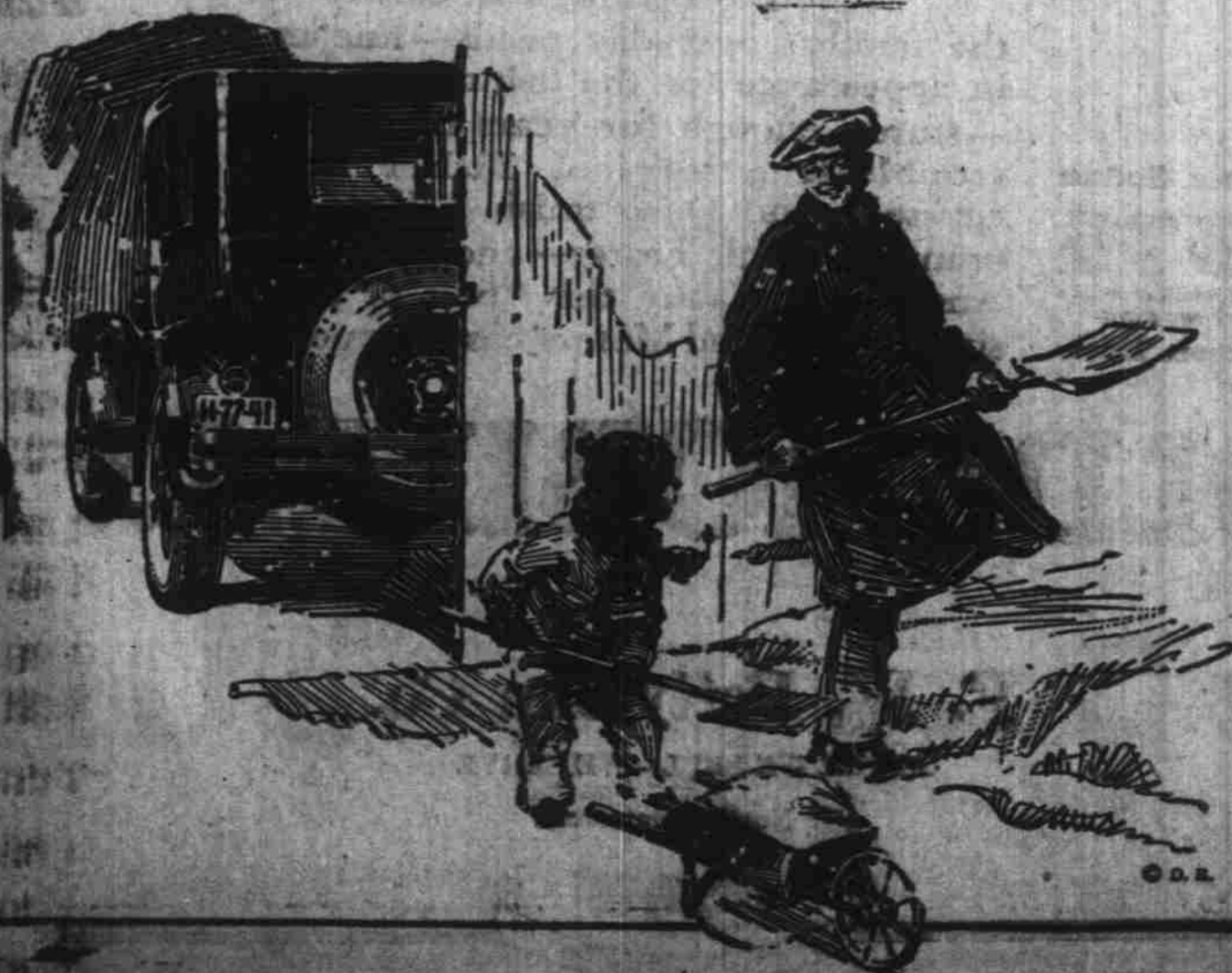
A car of genuine distinction, both in outward appearance and inside comfort.

The special equipment is obviously the sort you would expect to find on this vehicle.

Five Balloon Tires

\$1850 f. o. b. Detroit—\$1565 delivered  
**BONESTEEL MOTOR CO.**

424 South Commercial



expanding our working force any more quickly than we can absorb them," explains Mr. Knudsen. "When going into production with a new model made from new tools, it is important that the entire job be co-ordinated carefully so as to give the high grade result expected by the buying public now as never before.

"Happily, however, expansion of production in our Chevrolet factory centers is not so difficult as might be supposed, because lists of our former experienced workers who may have been out of employment during a short period are kept on hand and these men are recalled to their old positions as they are needed. In this way the majority of trained automotive workers are trained, leaving the training of a minimum number necessary."

### Maxwell-Chrysler Factories Attempt to Set New Record

Due to the great demand throughout the country for their products, the Maxwell-Chrysler factories are now undertaking the greatest production of cars in their history. J. E. Fields, vice-president in charge of sales, said yesterday. The six months' schedule on which the organization's five plants are now operating is the greatest ever attempted, he declared.

"Though automobile plants throughout the country are generally active, we are enjoying more than a surprising demand," Mr. Fields said. "Although we realized that the new Maxwell, with its 25 miles per gallon, 58 miles per hour and 5 to 25 miles in eight seconds was bound to enjoy a record business, our Maxwell division is actually behind on orders today—a condition almost unheard-of in the automobile industry at this time of year.

"The splendid reception given the car when it was announced last November was even outdone by that accorded it during the Automobile Shows throughout the country. There is every evidence today that Maxwell is becoming equally as outstanding in its field as the Chrysler Six has become among cars of higher price. Its tremendous speed, economy and striking appearance are being widely commented on the country over."

Mr. Fields reports that retail sales of Maxwells in the Detroit district, generally considered to be the barometer of motor car sales, exceeded by 40 per cent during the first six weeks of 1925 the highest previous mark for a corresponding period.

### Briggs Body Company Said to Have Established Record

"In 1924 Briggs produced over 500,000 automobile bodies. Over half a million automobile bodies in one year is a record performance," states an executive of the Briggs Manufacturing company, Detroit, Mich.

"Of this amount over 98 per cent were closed bodies, which is more than was built by any other manufacturer in the world.

"Briggs was the first to introduce the new popular type of closed car body known as the coach.

"From the first it was evident that this all-year-round comfortable body was exactly what the overwhelming majority of motorists demanded.

"So popular has the coach become that practically every car manufacturer includes some type of coach body in his line. The entire industry is now talking in terms of coaches.

"Furthermore, due to great creative designing and manufacturing ability we were able to produce this coach body at prices

which have made the motor cars equipped with it the most talked of values on the market.

"In addition to the coach, of course, this company builds all the standard designs of closed and open bodies for all types of automobiles.

"We are building bodies today for some of the largest and leading manufacturers of high grade, quality motor cars.

"Everyone in America is familiar with the advantages of production in huge quantities. The Briggs organization, through tremendous production, has been able to introduce efficient and cost reducing manufacturing methods which have brought prices down to an absolute minimum.

"A large organization such as the Briggs Manufacturing company is also able to command the best and most high priced engineers, designers and decorators in the world. We are able also to spend large sums of money in research to find exactly the best materials and methods of construction.

"And then these large expenditures, when distributed over 500,000 units per year, shrink to insignificance, when their effect on the price of a single unit is considered.

"In this way it is possible to give motorists the high quality, the fine workmanship, the excellent designs that have made Briggs Bodies the standard—and the criterion of value.

"Automobile makers adopting Briggs Bodies offer greater all-around car value than ever before in the history of the business."

"Automobile makers adopting Briggs Bodies offer greater all-around car value than ever before in the history of the business."

Now it is said a new civilization will be produced by the Einstein theory, presumably with a race of super-men capable of understanding it.

Greasing and Towing

We Give You Your Money's Worth

**Tires and Accessories**

### TEXAS GARAGE

Guaranteed Expert Repainting

Fords and Chevrolets

a Specialty

1509 N. Capitol St.—Phone 520

Salem, Oregon.

Quick Starting

SHELL

GASOLINE

## February 28<sup>th</sup> the last day of "Western Auto's

# 2 Weeks of Special Values

Only a few days left in which to take advantage of these "Special Values" prices. Many other articles on sale. Make your selections today.

**"Extra Special" Milwaukee Timers**

Yes, the genuine "Milwaukee" at a really worth-while saving—it is one of the best known timers on the market. Every Ford owner should take advantage of this price. Factory list price \$2.00. (Limit one to a customer.) Special Value \$1.28

**"Extra Special" Drum Type Stop Signals**

The new popular drum type stop signal that attaches to the car without drilling any holes. Attaches to tail light or license bracket. Black and nickel finish, regular at \$2.49. Special Value \$1.39. All nickel finish, regular at \$3.49, special at \$1.79.

### Leader Spotlight

Unbelievable—A Guaranteed Spotlight at This Price. Can also be adapted as trouble light—constructed entirely of brass and equipped with convex front lens—diameter of face about 5 inches. Special Value \$1.75

Automatic Valve Lifter—Works easily and automatically. Special Value Price 48c

Western Valve Grinding Compound—Two grades in each can—course and fine. Per can 15c



**Handy Cigar Lighter**

Keep your eyes on the road and hands on the wheel at all times. Just draw the lighter forward—your light is ready instantly. Our regular low price is \$2.90. Special Value Price \$2.30

**Ash Receiver**

This receiver has a match box holder and cigar rest. Made of solid brass, heavily nickel-plated. Our regular low price \$1.20. Special Value Price 95c

**Flashlights**

A tubular flashlight, size 6 1/2 x 1 1/2, is offered in our "Two Weeks of Special Values" purchase one now and place it in your car, for there will come a time when one is necessary. Regular price 90c. Special Value Price 78c

**A TUBE any size—this week for \$1 with every tire you buy**

Blue Ribbon Tube with Wearwell Cords. Jumbo Tube with Western Giant Cords.

Wear-Well Cords 30x3 1/2 \$7.90

Western Giant Cords 30x3 1/2 \$9.70

30x3 1/2	Reg. Size	\$7.75
30x3 1/2	Over-size	8.90
31x4	Str. Side	13.85
32x4	Str. Side	13.85
33x4	Str. Side	14.70
32x4 1/2	Str. Side	18.40
33x4 1/2	Str. Side	19.10
34x4 1/2	Str. Side	19.85
33x5	Str. Side	23.15
35x5	Str. Side	23.85

Flashlights

30x3 1/2	Giant Over-size	\$11.40
32x3 1/2	Giant Str. Side	13.85
31x4	Giant Str. Side	16.95
32x4	Giant Str. Side	18.60
33x4	Giant Str. Side	19.20
34x4	Giant Str. Side	19.70
32x4 1/2	Giant Str. Side	23.90
34x4 1/2	Giant Str. Side	25.35
35x4 1/2	Giant Str. Side	26.30
35x5	Giant Str. Side	30.90

Ash Receiver Prices on Other Sizes

**Flower Vase**

For that home touch that makes your trip more enjoyable. This standard flower vase has a beautiful cut glass body and the bracket into which the instantly removable vase fits is well finished with nickel plate. Regular low price \$1.15. Special Value 92c

Valve Grinder Bit. Brass. Adjustable to fit any valve. 22c

Gasket Cement—For asbestos, copper or cast brass. Special 12c

**Locking and Tilting Wheels**

**Bulb Chest**

As a precautionary measure, every motorist should have one of these shock metal chests in which to carry spare bulbs. Regular price 50c. Special Value 44c

**Straight End 2-Bar Spring Steel Bumper**

\$775

1 1/2-INCH SPECIAL 2-BAR BUMPER. (For Fords, Chevrolets, Stars, Overlands.) Made of high carbon spring steel, tempered in oil and heat treated—a "three-coat" nickel plating for the bars are highly polished. The factory list price is \$2.00. Special Value Price \$7.75

1 1/2-INCH CURVED TWIN BAR BUMPER. (For Fords, Chevrolets, Stars, Overlands.) Regular price \$10.80. Special Value Price \$10.80

1 1/2-INCH CURVED TWIN BAR BUMPER. (For all other cars.) Regularly priced at \$13.95. At the Special Value Price of \$13.95

**Double Duty Bumpers**

\$1245

Made of high carbon spring steel, tempered in oil and heat treated—copied plated, then nickel plated and highly polished. The spring steel black enameled bar between the polished nickel plated bars give added strength and "Bump Resistance."

1 1/2-INCH BAR FOR SMALL CARS. Regularly priced at \$14.50. At the Special Value Price of \$12.45

1 1/2-INCH BAR FOR MEDIUM CARS. Regularly priced at \$18.00. At the Special Value Price of \$14.25

2-INCH DOUBLE DUTY BUMPERS. For Large Cars. Regularly priced at \$18.75. At the Special Value Price of \$15.75

More Than 100 Stores—All Over the West

Order by Mail Our Guarantee Protects You

**Western Auto Supply Co.**

Salem Store Corner Court and High