

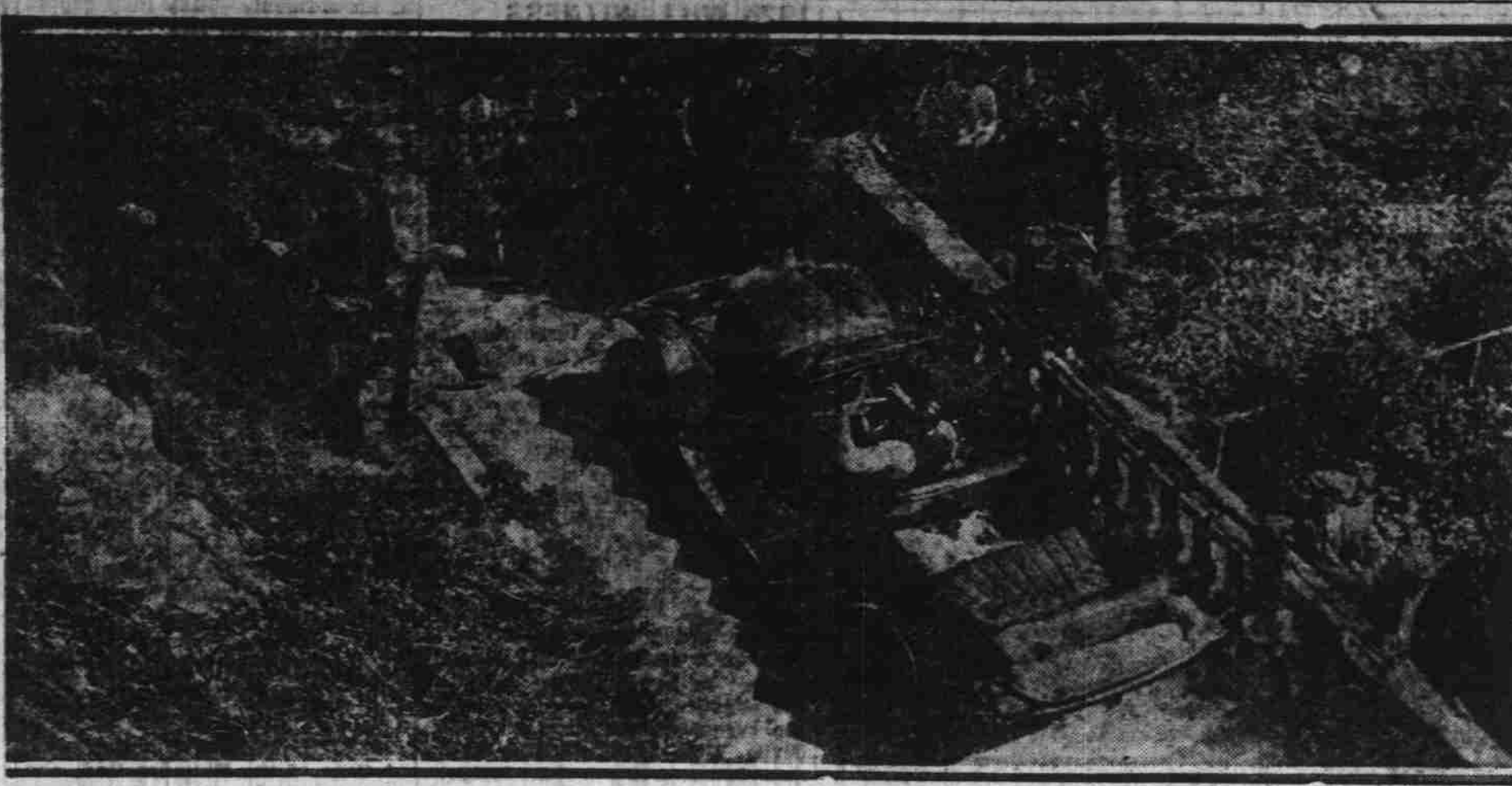
**OVER 5 MILLIONS
GALLONS ARE SOLD**

**Use of Gasoline Increasing
in State According to
January Report**

Oregon dealers disposed of a total of 5,212,655 gallons of gasoline and 62,616 gallons of distillate during the month of January, according to a statement prepared today by Secretary of State Sam A. Kozer. These figures were taken from the reports of dealers and distributors, submitted as required by the motor vehicle fuels license law.

Taxes remitted on the January sales aggregated \$160,945.07. Of this amount, the sum of \$53,439.65 resulted from the operation of the original law of 1919 imposing a tax of 1 cent per gallon on gasoline and ½ cent per gallon on distillate, while \$107,505.42 was returned under the additional tax law providing for a uniform rate of 2 cents per gallon on all kinds of motor vehicle fuels.

As compared with the month of January, 1924, gasoline sales increased approximately 25 per cent, distillate sales having advanced about 18 per cent. To date the motor vehicle fuels tax measures have brought to the



This demonstration of Star motor power and four wheel brake efficiency has been starting people in many sections of the Pacific coast where a stairway that is

steep enough can be found. The scene depicted above shows Julius Dusevoir, factory engineer of the Star Motor Company of California, driving up a particularly steep

stairway in Los Angeles. The Star not only negotiated the long stairway, but turned around at the top and came down, its four wheel brakes making the feat possible.

It was the first time this stairway had been successfully climbed by a motor car, let alone descended in the same car.

state treasury the total sum of \$7,886,057.25. Of the amount collected under the law of 1921 there has been returned up to February 28, 1925, the sum of \$228,736.15 to operators of farm tractors, motor boats, commercial cleaning establishments, etc., pursuant to that provision authorizing refunds of taxes on such motor vehicle fuels as are used to purposes other than in the operation of motor vehicle upon the public highways.

Motor vehicle fuels taxes are credited to the state highway fund, being available for expenditure in the construction and maintenance of state highways.

**Spring Delivery to Reach
Vick Bros. at Early Date**

Two carloads of new model autos will be unloaded in Salem early in the week, consigned to the Vick Brothers Motor company. Five of the machines are already sold. It is stated, Vick Brothers are very enthusiastic over the new Willys-Knight and Overland models, which include sixes in both lines. The demand for the spring delivery is heavy.

**QUALITY IS OBJECT
OF GENERAL GAS**

General Petroleum Corporation Feels Well Repaid for Efforts

For several years the General Petroleum corporation has maintained fuel oil plants at Meadow Point on Puget Sound and on the Willamette River, near Portland, but it was only a little more than a year ago that they introduced themselves to the automobile public, says W. R. Speck, Salem distributor.

Formerly the handling of fuel oil in bulk was practically the only business with which they were identified. But with the tremendous expansion and production due to the development of their California oil fields it was decided there was need for a sure outlet of the refined products as well as for the crude fuel oil. Two large plants were constructed, one at Harbor Island in Seattle and the other at Linnton, near Portland, from which distribution would be made. It was then necessary to acquire a fleet of tank trucks, and at the present time there are 13 in Seattle and 10 in Portland, busy, literally, night and day distributing General Products. In addition to the "land fleet," they have a "water fleet" of eight large tankers to carry the products northward from these southern fields, with a number of other vessels under charter.

The General Petroleum corporation has built no service stations of its own, but distributes its products exclusively through independent dealers. The green-and-white of General is becoming a familiar sight in Washington and Oregon, and will soon be seen in California as well. Two plants are practically completed, one at San Francisco and the other at Oakland, from which the San Francisco Bay territory will be supplied.

Since the time when General gasoline was first placed on the market, quality maintenance has been uppermost in the minds of the executives. They feel that they have been highly repaid for the care and diligence used, in keeping their standard so high by the remarkable reception ac-

corded General gasoline wherever it has been introduced.

**Harry Tracy Joins the
Fred M. Powell Sales Force**

It will be of interest to the many friends of Harry Tracy to learn that he has just joined the sales force of Fred M. Powell-Motor Cars, distributor for Packard, Hudson and Essex Motor cars, and will assume the management of Powell's Used Car department. Mr. Tracy is well known in Motor Car circles and has an enviable record as a car salesman. In conversation with Mr. Tracy relative to the outlook for the coming season, he informs us that never before in the history of the automobile industry has such opportunities existed for the purchase of high grade used cars at such attractive prices as is afforded today. "I believe," said Tracy, "that a good used car is much better value than a cheap new one and since becoming associated with Fred M. Powell-Motor Cars and having had the opportunity of inspecting his stock of used cars, that values such as I have never seen are available at prices almost astounding. The policy of the 'Golden Rule' is unquestioned and Mr. Powell adheres to it religiously and using his own words to me 'sell as you would be sold to' is a religion with him. Business has been very active with us the past week and if the sun will only continue to shine for a while I am sure all dealers will enjoy a good business. 'I will be glad to see any of my old friends in my new location.'

**OUTDOOR FRANKLIN
TO BE SEEN SOON**

Sport Car Is Fitted With Every Needed Accessory; To Make Long Tour

"Outdoor Franklin" is about ready to take to the road again. With a new sport car fitted with every needed accessory and camping convenience Franklin will set out from Los Angeles within a few days to begin to gather first hand information regarding roads, camping places, hunting and fishing; every sort of outdoor information imaginable for the benefit of the information bureau of the scores of stores of the Western Auto Supply company.

In the course of his travels this year the road scout expects to visit every one of the nine Western states in which the Western Auto Supply company is represented, and his journeys will take him as far east as Denver and over the country from the Mexican border to Canada. He will visit all the national parks in this vast territory and collect all valuable information concerning the best roads into them, camping facilities, etc.

According to Mr. W. F. Watson, local manager of the Western Auto Supply company, the photographs and information that Franklin's researches will collect will be a very valuable addition to the service of the Western Auto Supply company.

"Nearly everyone who comes in to buy camping equipment has questions to ask concerning some locality they intend to visit," says Mr. Watson. "Very few men in the west are as well equipped as Franklin to answer such questions and when he completes the itinerary that has been laid out for him this spring, he will have a further fund of valuable information.

His outfit contains the finest equipment that our experts could assemble. It is safe to say that wherever Franklin pitches his tent it will attract keen interest from other tourists. It will be a compact, comfortable and practical outfit, such as Franklin's years of camping experience have taught him to select.

We believe that the material he will gather will prove of very practical value to our customers, and one that will be appreciated by thousands of motorists who love the outdoors."

**RICKENBACKER CO.
IN GOOD CONDITION**

Financial Statement Shows Large Gain in Trade; Sales Are Large

Showing "quick assets" just about two and one-half times greater than "quick liabilities," the annual financial statement of Rickenbacker Motor company recently sent to its 10,000 shareholders, indicates that this three-year old concern is in a most flourishing condition.

From its inception, Rickenbacker Motor company has been a phenomenon among automobile concerns.

Rarely can a group of men embark in any industry and hope to pay dividends in the first three years.

Rickenbacker Motor company went on a profit earning basis within the first three months of production and so far has paid its shareholders dividends aggregating nineteen per cent.

When, on January 1, the Board of directors wisely decided to pass the regular 2 per cent dividend and retain the surplus in the treasury for expansion, competitors seized on the opportunity to spread propaganda to the effect that things were not so good with the dynamic young concern.

"I consider it the soundest and fairest thing we could do by our shareholders," says B. F. Everitt, president and general manager, "to pass not only one but perhaps two or three dividend periods, and retain the money in the treasury for expansion. This would insure still larger dividends to our stockholders in the future."

CHILD SUICIDE HEAVY IN JAPAN

TOKIO, Mar. 7.—A marked increase in child suicide in Japan is revealed by the psychological bureau of the department of education. In the last ten years 2316 children have taken their own lives and for the year just ended there were 427.

Money spent by tourists in Colorado last year equalled six times the gold output.

**Royalty's Neighbor Plays
Piano on 102nd Birthday**

INGOLDSTHORPE, Eng., Mar. 7.—Mrs. Eleanor Tylden, a neighbor of King George and Queen Mary at Sandringham House and York Cottage, celebrated her 102nd birthday recently by playing the piano from memory for the benefit of scores of her relatives and friends who had assembled to pay their respects.

Two years ago, on her 100th birthday, Mrs. Tylden was visited in her home by three queens—Queen Mary, the Queen of Norway and Queen Alexandra. She and her family have long been known in the district, where her husband, the late Rev. William Tylden, was Vicar of Boringham, near here 50 years ago.

DECREASING MOTOR ACCIDENTS IN LARGER CITIES

	January 1924	January 1925
New York	97	52*
Chicago	25	23*
Philadelphia	23	12*
Detroit	26	11*
Cleveland	9	12*
St. Louis	15	14*
Boston	13	8*
Baltimore	6	8*
Pittsburgh	11	11
Los Angeles	23	12*
	248	168

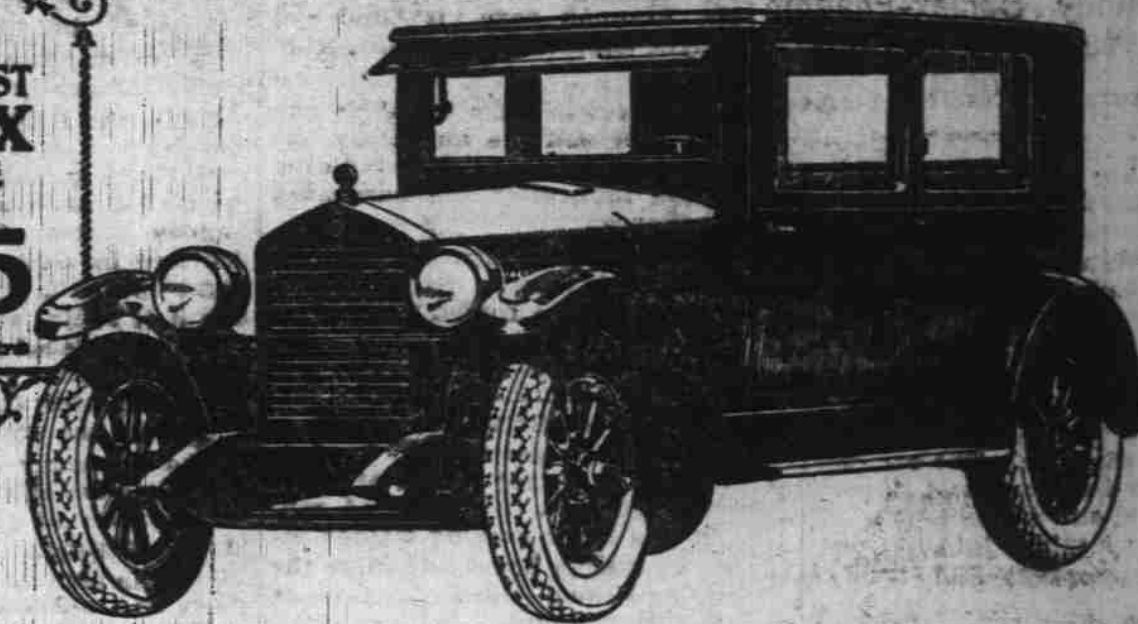
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**THE FINEST ESSEX
EVER BUILT**



THIS
GREATEST
ESSEX
VALUE

\$895
Freight and Tax Extra



**You Cannot Get Equal Style
Performance and Reliability Within
Hundreds of Dollars of Its Price**

Essex is a totally different type. Its advantages are exclusive because patented. It gives results never before attained in any car:

- Low price, without disappointment in looks or reliability.
- Economy without sacrifice of performance.
- Stability and highest roadability without unnecessary weight.
- The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design.
- The lowest maintenance cost, we believe, of any car in the world.

A Car You Will Be Proud to Own

These qualities make it the most wanted and largest selling car of its class in the world.

comfortably riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most

Surely you cannot be satisfied with less than Essex offers when its cost is but little more than cars of the lowest price.

**Hudson-Essex, Largest Selling 6-Cylinder
Closed Cars in the World**

**Fred M. Powell
MOTOR CARS**

Corner Ferry and Cottage.

Phone 2126

FOR TEN YEARS—DEPENDABLE

Exceptional dependability has been a characteristic of Dodge Brothers Motor Car since the day the first of these sturdy cars was marketed.

Not once in a decade has it failed to uphold and enhance its reputation for faithful performance.

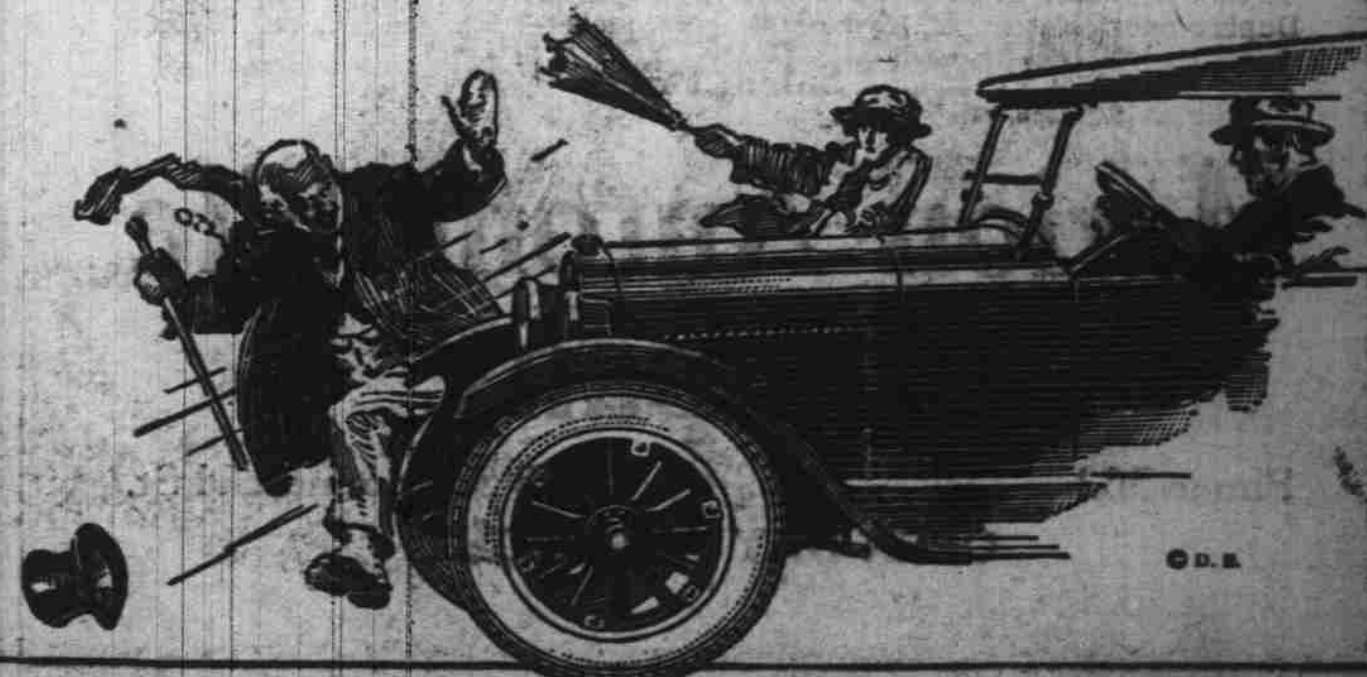
The reason for its consistent goodness and continued betterment points directly back to the ideals of the founders.

Instead of fluctuating between an endless series of annual models, they determined to concentrate on the perfection of a single chassis.

Dodge Brothers Motor Car today is the embodiment of that ideal—an ideal that will endure as long as the institution itself.

BONESTEEL MOTOR CO.

474 South Commercial



**Compare these prices on STANDARD FACTORY armatures
with the prices to which you have been accustomed**
NEW PRICES
ON
DELCO and REMY Armatures

Effective March 1, 1925
Built to Factory Standards and Specifications
Here are a few typical examples:

Car	Make	Our Owner's New Exchange List	Car	Make	Our Owner's New Exchange List
Auburn	Remy Generator or Starting Motor	\$7.00	Essex (1919-22)	Delco Generator or Starting Motor	\$9.00
Chevrolet			Jordan		
Chrysler			Marmion		
Jewett			Moon		
Maxwell			Nash		
Oakland	" "	\$8.00	Oldsmobile	" "	\$18.00
Studebaker			Peerless "8"		
Stutz	" "	\$8.00	Pierce-Arrow	" "	\$18.00
G. M. C. Truck			Buick		
Hupmobile (1919)			Cadillac		
Paige			Hudson (1917-21)		
Reo Truck (1919-21)			Lincoln		
	Willys St. Claire		Delco Motor Generator		

You can no longer afford to take chances on cheap, rewound armatures when

UNITED MOTORS announces greatly reduced prices on DELCO and REMY ARMATURES

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