

## STICKERS TELL OF PROSPERITY ERA

Local Manager of Western Auto Supply Company Looks for Big Year

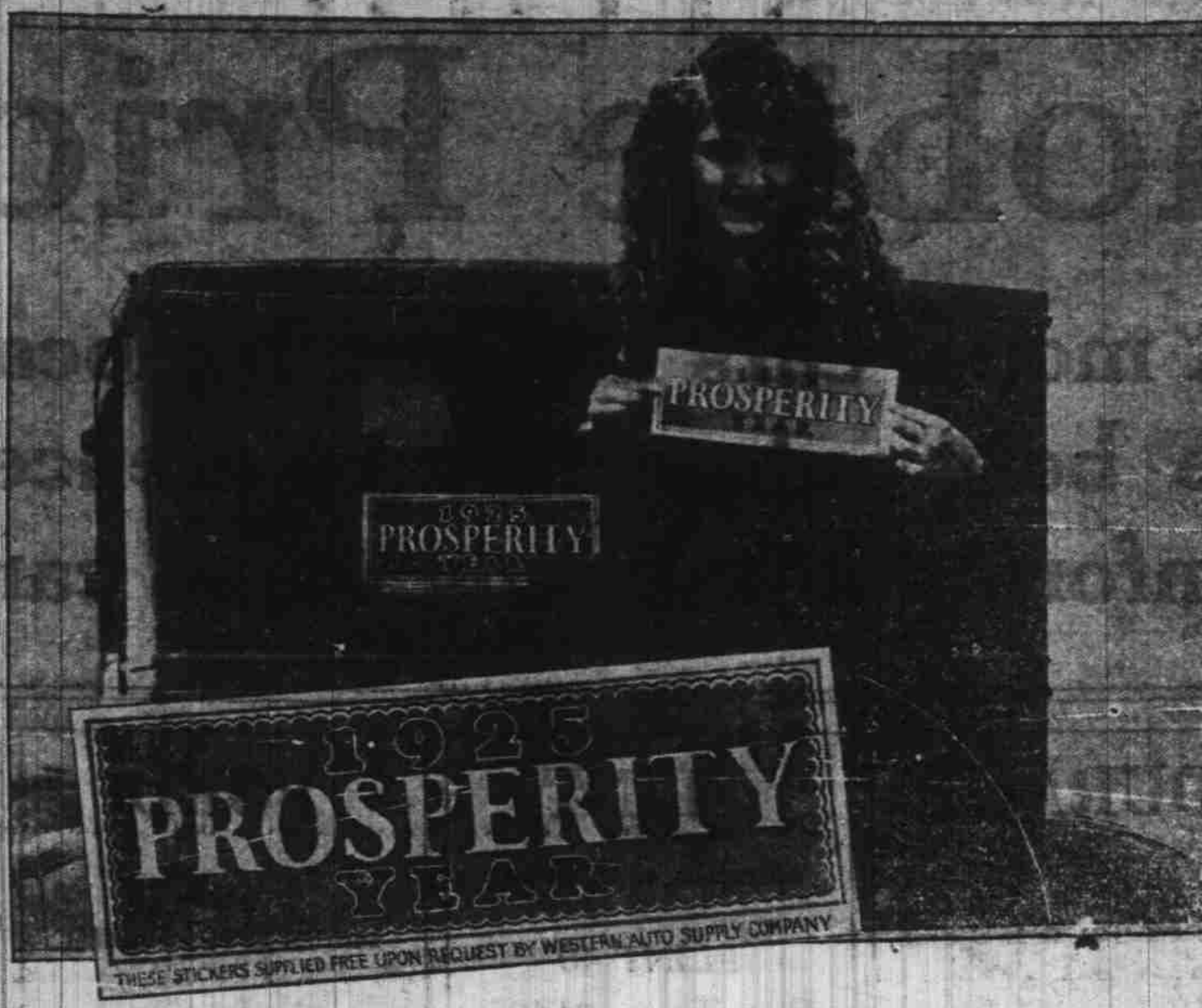
That 1925 is a prosperity year is the big thought which the Western Auto Supply company has undertaken to put over in the minds of the citizens of Salem as well as other cities of the west, in which the company has established a store.

As a part of the campaign, the company has had printed a quantity of the slogans in the form of window stickers which read—"1925 Prosperity Year." These placards are furnished free to all persons who wish to convey the idea that the ensuing year will be one of prosperity, and so that all who observe the poster may be guided psychologically to see the opportunities for better business.

In speaking of this campaign, W. F. Watson, local manager of the Western Auto Supply company, says:

"General indications point toward a healthy, prosperous year. This wave of prosperity has already started in the east and is gradually moving westward. Because of the few minor setbacks which we in the west have had in 1924, the general public has permitted itself to lapse into a pessimistic state of mind. Adverse conditions loom up like mountains, so while in this frame of mind, the buying public is blind to the favorable conditions which appear on the business horizon."

"It is high time that the pessimists lay aside their blue goggles and admit that prosperity is at their very door steps. If we look forward to prosperity, believe in prosperity, we will, in proportion to the power of our belief, have prosperity. On the other hand, however, if we anticipate a business standstill and invite depression, it is certain that we are bringing about just those conditions. It is our contention that while in this state of mind, the general



With the thought in mind that the year 1925 will be a big prosperity year, the Western Auto Supply Company is distributing to auto owners, a sticker bearing the slogan 1925 Prosperity Year. The young Miss above is shown placing one of the placards on the rear window of her Hudson Coach. Insert shows close up of sticker.

public will lose sight of the opportunities which will present themselves in the very near future. The buying public will not appreciate the coming of good times, because they will not be prepared for it and will not be ready to make the most of the favorable conditions which are on our very threshold.

"This is not a one man, or one organization undertaking. In order to have the desired effect in the community, the campaign of prosperity must receive the support and concentrated efforts of every civic body, of every company and individual."

The prosperity stickers may be obtained at the local branch of the Western Auto Supply company, and a quantity will be mailed to any company or individual requesting them.

### MANY TOURISTS

John Williamson, owner of the Lone Star Service Station and Auto camp grounds reports that there are many tourists passing through Salem now. He states that there is an average of about eight stopping at the Lone Star camping grounds each night. Most all of this number are accommodated in the cottages on the grounds.

## Balloon Tires Popularity Big Feature of the Year

Genuine (Not Semi) Balloon Tires to Fit the Regular Rims Had Done Much to Increase Popularity

By far the most important development in the tire industry has been the balloon, or low pressure casing. Practically every car manufacturer has adopted the balloon as standard equipment, and there are whispers that the largest producer of light cars in the world is likely to adopt its use.

The first experimental tire constructions which can be classified with balloon tires were made in October, 1922. Thus in two years there has been almost a complete change over to low pressure casings. Better than twenty per cent of our sales are balloon tires, indicating that the balloon casing has met with wide acceptance by motorists.

The basic principle of the balloon tire is a larger air volume, which makes possible a thinner side-wall construction, and lower air pressure. Riding on low air pressure insures a riding comfort

that the motorist has been quick to appreciate, and it is this factor that has been responsible for the ready acceptance of the balloon tire.

A motorist can now purchase genuine balloon tires for his car still using the original wheels and rims, at no additional cost over the price of the old high pressure type of tire.

## UPHOLSTERY



In the stress of competition among motor car manufacturers, cheapness of materials which are depended upon to give both durable wear and luxurious appearance unfortunately has come into the automobile industry.

Because of this, wiser buyers now look beyond the price, to see what quality of material has been used to provide those things which stand out in the finish and durability of the car.

Genuine mohair is expensive. Yet it is the best material made which, in closed cars, will give unending wear, will not mat down, and will continue to hold its rich appearance. Silky mohair in Studebaker cars, on cushions, doors and head-lining, has helped that car materially to gain its reputation.

## WALTER P. CHRYSLER'S TRAFFIC TALKS

### PLANT TREES ALONG HIGHWAYS

The person who goes to France for the first time and in fact to other European countries

Holland is a good example—is always impressed with the way in which all highways are lined with trees. It is a beautiful sight. And it is also an object lesson for America.

Various efforts have been made in America to line our highways with trees. A real nationwide effort should be made to beautify these roads. Motoring organizations in every state should take the lead in taking steps to have trees planted along the main highways of their respective states.

Each state should select the best trees for the highways. Washington, the Evergreen State, will, of course, use fir trees. In Rainier National Park near Seattle and Tacoma, for example,

## SPECK GIVES SOME FACTS ABOUT GAS

Local General Gasoline Dealer Gives Some Interesting Facts About Gas

Very few gasoline users realize the time and energy used by the large oil companies in placing "quality" first in their products states W. F. Speck, distributor of General Gasoline, Salem, "in the case of General Gasoline, which is becoming so popular in this territory, they worked for years to place the quality in their product, and now nothing is left undone to insure that this same quality is maintained."

"I know for a certainty," Mr. Peck states, "that the quality of General received the last shipment to the Portland distributing stations was the same as that received in the first, several months ago."

"Nor do they use any guess work in proving the quality of their gasoline, but keep a complete record by means of a series of distillation tests."

"These tests are made not only during the refining process, but before ships and also during storage."

"As an example, every shipment of gasoline is tested before it is pumped aboard the tanker and again after reaching their Portland storage station."

Still another test is made of each lot before it goes to the principal distributing stations, the refining process of General Gasoline is accurate and dependable, so much so, that the test has shown that there is not the slightest variation between their first shipment to Portland and the last. It is because of this unusual refining process that their product is sufficient dependable to allow us to tell the motorist confidently to fill up and let the engine decide."

"A good gasoline requires many peculiar qualities—it should start easy, so it is necessary for it to have sufficient of the very light factors to vaporize easily and ignite quickly in a cold motor. It needs to have an even range of boiling points, so that it will ignite and burn evenly and give a steady power push. Because the heavier factors in the gasoline contain the greater number of heat units, and one therefore the greatest power factor, it should have as higher end point as is practical."

"After a period of years of careful investigation and experimenting the General Petroleum corporation has been able to place on the market a gasoline which has the necessary requirements. The motorist is now able to secure a dollars worth of gasoline for every dollar spent."

"The distribution of their gasoline to back their product to the limits, because they really believe in it. The knights of the green and white signs not only deliver gasoline, but they add that extra touch of service and attention, with a pleasing smile, that appeals so strongly to the motorist of today."

### Chevrolet Is Producing Record Number of Cars

DETROIT, Mich., April 25.—The Chevrolet Motor company is producing this month an April record of 52,299 motor cars and trucks, or more than 2,000 for each working day.

This monthly schedule, planned also for May and June, has been exceeded only twice in the company's history.

At the present rate Chevrolet will produce its "two millionth" car early this fall. It will be the

first three-speed gear shift type of car to reach that total.

Of the cars being made this month, 43,556 are destined for domestic sale, 5,234 are to be exported and 3,500 are to be built at the Chevrolet plant in Canada.

Acceleration by the demand for the improved new series with refinements previously obtainable only in cars of much higher price, the Chevrolet production has mounted rapidly since January 1. The capacity programme requires approximately 17,545 workers at the twelve Chevrolet factory and assembly plants throughout this country.

The popularity of the new Chevrolet models has developed a unique situation in which sales and production figures practically are identical. Unfilled orders on hand indicate that production for the next three months, even at the high pace set, will be absorbed at once.

### AUTO PARK FIGURES

Registration of cars at the Salem municipal auto park were:

1923 ..... 4,535

1924 ..... 5,896

This shows an increase in 1924 of 30 per cent over 1923.

How About This Year? If there is the same increase in 1925 over the year 1924, there will register at the auto park this year, 7,664 cars.

Other Auto Camps With the auto camps in and near Salem, it is a good estimate to say that the people traveling in 9,000 cars will stay over night in Salem.

Maybe 40,000 Visitors It is estimated that 10 per cent of those who tour in autos, are looking for a new location.

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### Ford to Have Assembly Plant at French Capitol

DETROIT, Mich., April 25.—Edsel B. Ford, president of the Ford Motor company, today confirmed reports from Paris announcing that the company has acquired property and buildings for the establishment of an assembly plant at the French capital.

"Negotiations for the acquisition of the Paris property, which have been under way for some time, have just been concluded," Mr. Ford said. "We will at once begin making additions and necessary alterations to meet our assembly requirements."

"Production at the new plant probably will start about August 1 and will provide for the assembly of 150 cars and trucks a day according to our present plans."

The Paris property, which has an area of approximately 16 acres, is known as Oxylythe, a plant formerly devoted to the manufacture of oxylythic products, located on the banks of the Seine river and about five miles out from the heart of the city.

While the present factory buildings, with a floor space of 100,000 square feet, differ somewhat from the type standard with the Ford Motor company, they are well constructed and will need but few alterations. Plans include the construction of an addition which will add 85,000 square feet of floor space in order to permit installation of equipment necessary to carry out the Ford system of progressive assembly. This equipment will include an assembly line more than 400 feet long.

Location of the plant on the Seine at the French capital will permit all water shipments of manufactured automobile parts

# \$715

John Toledo

## World's Lowest Priced Sedan

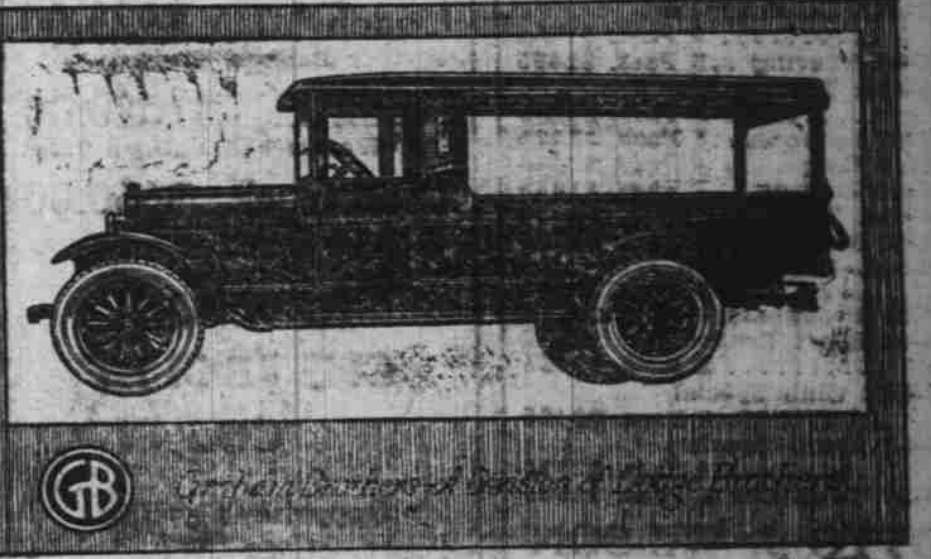
with Sliding Gear Transmission

All-Steel Body... Big Power... Disc-Type Clutch... Extreme Economy... Great Reliability... Easy Terms

# OVERLAND

See Your Local Willys-Overland Dealer.

from this country in which Ford Ships carrying automobile parts ships will participate when the will dock at Havre, where the company enters trans-Atlantic cargo will be trans-shipped to shipping, a new departure expected for delivery to the plant ed during the coming summer, at Paris.



### A Body for Every Business

When you buy a Graham Brothers Truck you have your choice of the largest line of standard bodies in the industry. Whatever your requirements may be, Graham Brothers can supply you at minimum cost.

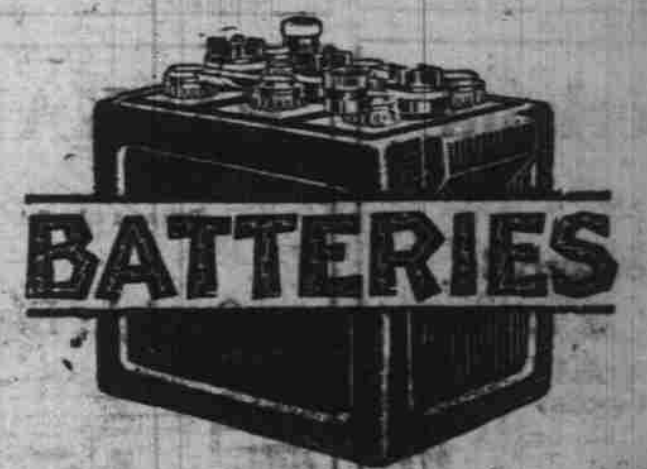
1 Ton Chassis, \$1360; 1 1/2 Ton, \$1595 Delivered

Bonesteel Motor Co. 474 S. Commercial. Phone 423

## GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

# PHILCO



### Leads The Field

The enormous demand and increased production enables PHILCO manufacturers to again lower the price of

### PHILADELPHIA DIAMOND GRID BATTERIES

You can now get a PHILCO at prices lower than just an ordinary Battery.

90 Amper Hour Batteries

AS LOW AS

# \$13.95

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Battery and Electrical service 238 N. High Street—Phone 203



## You Can Depend Upon GENERAL!

TEST records show that as between the quality of the first shipment of GENERAL Gasoline for motor car use, which arrived here more than a year ago, and the shipment which is being distributed by our Independent Dealers today, there is no difference!

In other words, GENERAL remains unchanged. It is the same peppy, clean-burning, power-giving, old-fashioned gas that first sold itself, on its merits alone, to thousands of motorists in this territory.

Most drivers appreciate this great dependability of GENERAL. They like to know that the GENERAL that goes into their tanks today will be the same superior fuel they got six months ago. Spring, Summer—any season—you can depend upon GENERAL. It is planned for the purpose for which it is sold.

Sold Only by Authorized Independent Dealers

"Fill Up Your Tank and Let Your ENGINE Decide!"

# GENERAL GASOLINE and Lubricants

W. R. SPECK Distributor Salem, Ore. Phone 3102



Plenty of them right in town—enough bad spots to wreck any tire's temper, but

### Cheerio! The Seiberling All-Tread

will pull you into 'em, through 'em and out of 'em and never lose a smile.



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