

DODGE BROTHERS SET NEW RECORD

Deliveries and Production
Exceed Best Previous
Week in History

Dodge Brothers have been establishing new high records continuously for several months, as compared with similar periods for previous years, but the record of the week ending April 11 is the best in the company's history. With retail deliveries aggregating more than 7,000, an average of more than 1,300 each production day, the best previous week was surpassed by several hundred cars. New retail orders exceeded the corresponding week of 1924 by 1,000, or approximately 19.7 per cent.

"Had dealers' stocks permitted, the number of deliveries for the record week would have been even greater," said John A. Nichols, Jr., vice-president in charge of sales. "It is not a spurt, but a steady, healthful climb."

Smith & Watkins Claim Quality of Autocrat Steady

The McClaren Autocrat cord tire has been noted for its unusually long-wearing qualities under every possible road condition. That the quality of the tire has not varied during the past four years is conclusively proven by following remarkable record: Six McClaren Autocrat cord tires built in the years 1920, 1921, 1922 and 1923, all averaged 47,620 miles of service apiece.

In each case the carcass was still perfect and that the tread construction was also in A-1 condition as shown by the fact that all delivered this phenomenal mileage wearing down evenly all around and not one ever blew out.

"The most gratifying thing to me about this mileage of tires built during four consecutive years is the fact once the perfect carcass construction and tread design was found by H. L. McClaren after countless exhaustive tests, they were never changed. Price fluctuations after price fluctuations came, yet never did McClaren lower the quality of materials required to build this phenomenal mileage giving tire nor hire any but the most skilled workmen. By so doing motorists today the country over recognize the fact that they cannot buy cheaper mileage."

Lincoln Add Sport Touring To Line of Smart Models

DETROIT, Mich., May 2.—A sport touring car, duplicate of the type which created so much comment in the Lincoln exhibit at the Automobile salon, held early in the year in Chicago, has been added to the Lincoln line. Introduction of this smart car comes as a result of the popularity which it attained at the show and the numerous orders coming in for it since that time.

Paint is in lively colors with striped moulding which accentuates the long sweeping lines of the car. The upholstery is of a

special leather done in plain paneled effect to harmonize. Fender wells forward for spare tires, front bumper and rear fender guards, windshield wings, folding trunk rack and nicked windshield frame comprise standard equipment for this attractive body type. The top, made of special material over mahogany bows, with nickel trimming, when not up may be folded back unusually flat and fitted into a top boot of the same material.

The Lincoln was awarded the grand prize at the Elks' Automobile Fashion show held recently at New Orleans, La.

Driven by a prominent society girl of the city, a Lincoln touring car captured first honors in the sport medal touring car class, and then was given the grand prize over all other entrants.

The Lincoln Judkins coupe also came in for honors, capturing the first prize in the two-door closed car class.

ESSEX CARAVAN RESUMES JOURNEY

Three Machines, Gaudily
Painted, Stop for Short
Visit Saturday

Three Essex coaches painted red, white and blue and covered with large letters and figures showing the new price of the car left Salem Saturday on the first leg of their journey down the Willamette valley. They arrived Friday night.

The caravan of three cars arrived in the city for the express purposes of showing the prices of the new cars and to show the reductions in price that have been made recently.

Under the leadership of O. L. Letterts, wholesale representative of the Portland Motor company, the caravan will visit practically every part of the state, touching at every agency of the Essex and Hudson company.

The Essex company has taken a step forward in the production of cars. Their record was at the 1200 mark, which will be increased to 1400 cars per day within a few weeks. The change will mean that the Hudson and Essex cars will be the second largest producers of automobiles, estimating from a monetary valuation.

VELIE APPOINTS ASSISTANT SALES MANAGER WITH HEADQUARTERS AT MOLINE

Announcement is made of the appointment of L. F. Murphy as assistant sales manager of the Velie Motors Corporation, Moline, Illinois.

The new sales executive brings to the company a wealth of experience in the field of automobiles, having been identified with the industry for a period of nine years, during which time he held responsible positions with leading motor car manufacturers.

FORDSON TRACTORS SUPPLY PLANT POWER

Chugging smoothly along, seemingly conscious that fulltime employment of many men and full production of the plant depends upon them, thirteen Fordson

Source of General Petroleum Corporation Products



"Practically all of the General Petroleum products used in this vicinity are refined at the refinery located at Vernon, California," states W. R. Speck, distributor of General Petroleum products, Salem, Ore. However, a portion also comes from the refinery at Lebec, California. It is at these two plants that the distinctive process used by the General Petroleum corporation develops General gasoline from the crude petroleum oil.

"The General Petroleum corporation, which is a comparatively young organization, having been formed about 12 years ago, has had an amazing growth and enjoyed a rapid but sound expansion. Its payroll already numbers several thousand employees. Its latest annual report showed an investment in property of more than \$76,000,000 and total assets

approximately \$115,000,000. The first shipment of fuel oil to the Northwest by this organization took place just ten years ago, at which time the corporation's holdings here would approximate only \$60,000. This has been increased until at present the holdings are valued at \$4,000,000.

"Until recently, the entire business was that of supplying the industrial trades and transportation companies with fuel oil. Among the corporation's customers in this department are the Admiral Line, the Dollar Steamship company, Union Pacific Railroad, Great Northern Railroad, and many large industrial plants. It also supplies diesel oil, distillate, gasoline, and lubricating oils for all types of marine engines.

"About a year and a half ago, it started shipping General Gaso-

line from the Vernon refinery, into this territory for use of the automobile trade. Since that time its gasoline business has had a most phenomenal growth, and now the Green-and-White signs of General are displayed by independent dealers throughout the entire Pacific northwest.

"This exceptional growth has been due largely to the quality of the product turned out at the refineries. Through a special process used in refining, they have been enabled to make a gasoline that has all the necessary requisites desired by motorists, namely mileage, power, easy starting, and clean combustion. This gasoline has been sold to Pacific coast motorists on the basis of: 'Fill up your tank and let your engine decide.' This has proved very satisfactory as sales records show."

tractors are now furnishing power for the Sao Paulo, Brazil, branch of the Ford Motor company.

The use of the tractors is occasioned by a shortage of electric power due to lack of rain. During the emergency, power and lights are completely shut off three days of the week, and on other days only 70 per cent of the power quota of the plant is received. The situation is calculated to last six months and possibly to the end of the year.

IMPORTANT TO OTHER LINES

The success of the automobile business is important to other

lines of effort when we realize that the automobile industry is a customer for 46 per cent of aluminum production, 52 per cent of plate glass, 69 per cent of upholstery leather, 80 per cent of crude rubber, and 16 per cent of hard wood lumber.

SEATTLE PLANT EMPLOYEES SEE SELVES IN FILM

Seeing themselves in the movies was the pleasant experience of employees of the Seattle branch of the Ford Motor company who saw the film, "The Busiest Factory in Seattle," shown at a Seattle theater recently.

The picture is a newsreel depicting

views of the progress of a Ford car through the various phases of production at the branch. Featured among the many scenes was the orderly progress of the car along the final assembly line.

LAKE ARROWHEAD HAS ALL ROADS READY

LAKE ARROWHEAD, May 2.—All roads to Lake Arrowhead will be in good condition for travel the day before fishing season opens May 1. The City Creek road is in only fair condition. The Waterman Canyon road, and on through Burnt Mill road, instead

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It's amazing Success isn't amazing when You Know what a Fine Car it is

The success of the new Overland Six clearly substantiates this fine car's standing as a motor car value beyond comparison . . . a car whose beauty, style and luxury command attention, respect, admiration . . . outdoing cars of higher price in power, pickup, smoothness . . . a car of exactly the right size, weight and balance. Giving car value far in excess of its remarkably low price. Small down payment, long easy terms. De Luxe Sedan \$1150 f.o.b. Toledo.

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Lowest Priced
Sedan
with
Sliding Gear Transmission
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OVERLAND with SIX Cylinders

VICK BROTHERS
Trade Street at High

over Strawberry Flat, is in fine condition. The toll road, via, the desert from the toll road to Hesperia is camp now open.

Ford Weekly Purchase Plan

The easiest way to buy a car.

It is easy to save a small sum each week to apply on the purchase of a Ford car. The amount you pay is what you feel you can afford out of your earnings. You do not have to sacrifice other necessities. The "down payment," so often a handicap, is eliminated.

A local bank acts as your depository and allows interest on your deposits.

165,000 families have already secured their cars by this method. Enrollments are now being made at the rate of 1000 a day.

**BALLOON
Tire Equipment
Full Size (29" x 4.40)**

Ask the nearest Authorized Ford Dealer about this practical plan or write us direct.

Now Optional On All Ford Cars At An Extra Cost of
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SPRINGFIELD
FLEXIBLE
CORD**

THE Kelly Flexible Cord is the best tire Kelly has ever built. In addition to giving the long, uninterrupted mileage for which Kellys have always been noted, this new Kelly tire affords a degree of riding comfort second only to Kelly Balloons.

We have them in a size to fit your car.

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The Club Sedan

This Built-in Quality Means Lower Costs of Operation

The fast-increasing number of new good Maxwell cars on the streets is causing widespread comment. It is a perfectly logical happening, for no other four delivers the Maxwell combination of 58 miles an hour, 5 to 25 miles in 8 seconds, and 25 miles to a gallon of gasoline.

But there are still greater satisfactions for the Maxwell owner. The car is completely manufactured within its own great plants. This is an advantage of genuine importance to the buyer. In no other way could you be assured of the quality that distinguishes the new good Maxwell from all other fours.

It is this high quality that accounts very largely for the dependable nature of Maxwell performance, the car's durability and, above all, costs of operation and maintenance so low as to create a new standard of economy.

We are always eager to demonstrate the new good Maxwell, for a ride in the car proves at once that it offers more fine motoring than was ever before available at the price.

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