

### STUDEBAKER REPORT 9 RECORD MONTHS

Tabulation Shows Record Months From Last November to July 1925

Every month since last October the monthly export sales of Studebaker motor cars have been the largest for that month in the history of the corporation. Nine successive months, and each has hung up a new sales record.

In Canada alone, the sales for the first six months of 1925 were greater than for the whole year of 1924.

Over the entire export field, sales during the first seven months of 1925 are greater than the whole of 1924.

A tabulation of the increase in per cent of sales for each of the nine months mentioned, over the same month of the best previous year in corporate history follows: November, 1924, 49.6% increase. December, 1924, 93.9% increase. January, 1925, 63.7% increase. February, 1925, 103.5% increase. March, 1925, 52.5% increase. April, 1925, 35.8% increase. May, 1925, 41.3% increase. June, 1925, 50.9% increase. July, 1925, 76.5% increase, (based on orders on file for shipment during July.)

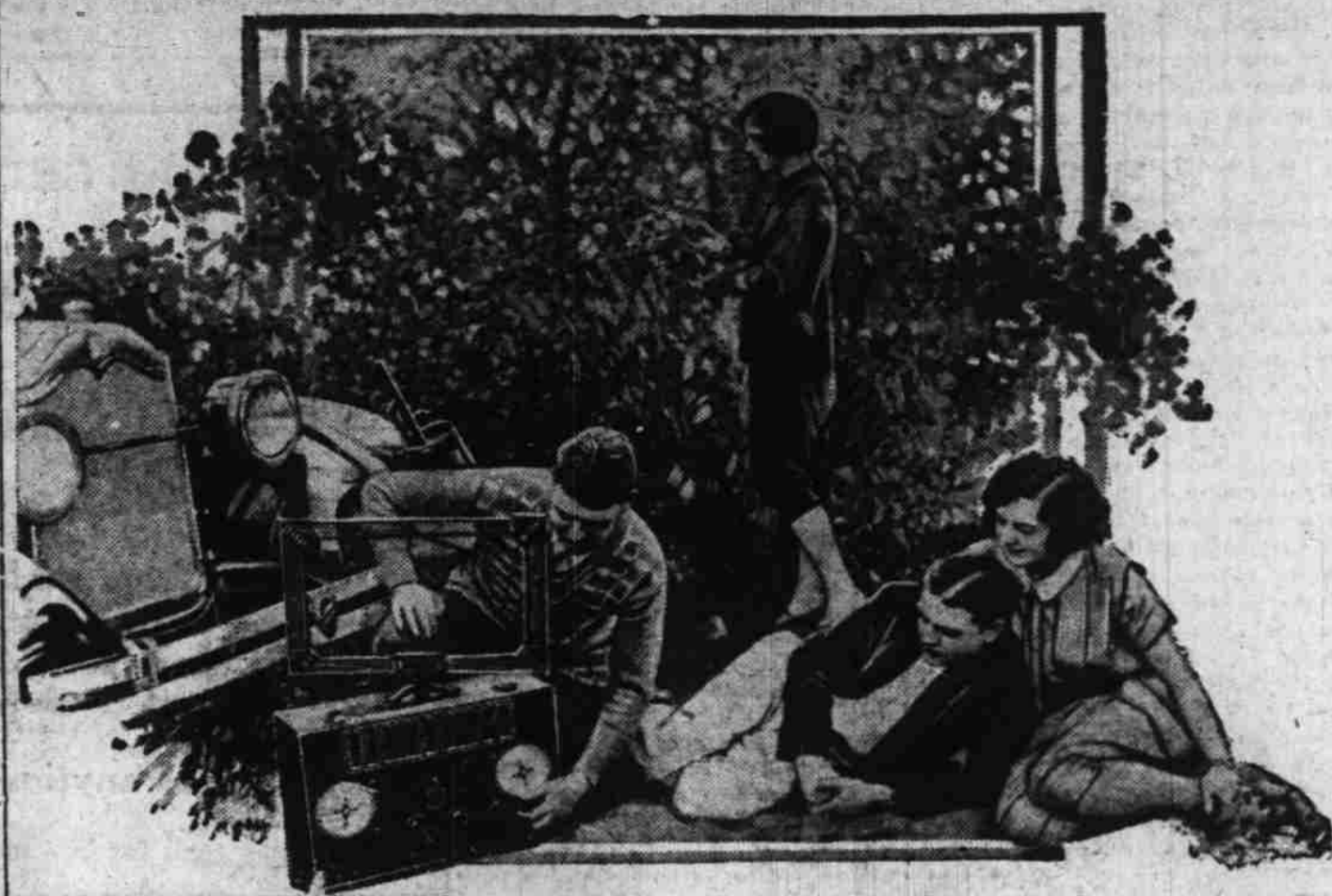
The average increase of the past nine months over the nine best such months heretofore recorded, was 60%. Every car exported after August 1 will be that much increase over the best previous year in the corporation's history.

### OIL FILTER USED FIRST CHRYSLER DECLARED FIRST IN FIELD WITH DEVICE

"One of the things that shorten the life of a fine automobile engine is wear due to grit that gets into the lubricating oil," says J. E. Fields, vice president in charge of sales of the Chrysler Sales Corporation.

"This was one of the very first

## Radio Goes on the Automobile Tour



There is a new piece of luggage on the running boards of many a touring automobile this summer. It might be a luncheon kit or a new style of suitcase or again a folding stove in its container.

Presently an automobile with

new piece of luggage arrives at an inviting and secluded spot. The occupants step out and stretch their weary limbs to remove the kinks of a long ride. Then the women members bring forth a wide variety and liberal quantity of food. Meanwhile a male mem-

ber of the party has busied himself with that new piece of luggage which has been put down in some convenient place. The cover is thrown open, and—well, the secret is out; it's a portable radio receiver!

things guarded against by Chrysler engineers and more than 18 months ago, when the Chrysler Six was introduced, it was fitted with a filter that purifies the oil while the engine runs. It is due to foresight in providing such features as this that Chrysler Six engines can go on delivering the remarkable service that they do with a minimum of trouble.

"Chrysler was the pioneer amongst builders of motor cars in the adoption of the Purolator, as the oil purifying system is known. The leadership of Chrysler engineering methods is now once more apparent as the example of including an oil filtering device is now being generally followed."

### HOME NEARS COMPLETION

The new building for Fred M. Powell Motor Cars, Hudson and Essex distributors, is nearing completion, and will be ready for occupation by August 15, when the opening will be held. Powell's new home is at 350 North High street.

An old scofflaw was on his way home from a political rally, and his skin fairly oozed alcohol. Passing through a field, he picked up a rattlesnake, which emitted a warning. The old Volstead-hater drew himself up with a dignified solemnity and said: "Strike, darn you; you will never find me better prepared."

### BALL TEAM SUCCESSFUL

The baseball team of the Valley Motor company placed first in the second division of the Twilight league here, after getting away to a bad start. The Ford dealers won the last game, when Manager Phillips appeared in the lineup. They defeated the Grotto nine by a score of 9 to 4.

### MECHANIC NOW WELL

Lawrence Hammer, mechanic for the Valley Motor company, has returned to work after having been off for two months as a result of receiving a steel splinter in his eye.

### REDUCTION IN AUTO TAX ASKED BY CAR BUILDER

CAR MAKER SAYS THE TAX IS AGAINST TRANSPORTATION

General Reduction Should Include Lifting Assessment on Autos, Said

It is assumed that tax reductions amounting to some \$300,000,000 will be made at the next session of congress. But as yet, there has been no indication that this tax reduction will be extended to include automobiles. The inequity of all war levies has already been recognized by partial repeals, and it certainly seems unfair to tax any one group, especially when the public welfare as vitally affects the automobile industry.

Automobile taxes are taxes on transportation. Other federal taxes on transportation have been removed. Government authorities have repeatedly acknowledged the present levy on automobiles inequitable and concede it should be removed when conditions permit. As a matter of fact, the automobile industry now pays all the taxes other industries pay, and in addition, must shoulder the additional burden of a special wartime sales tax.

The war ended more than six years ago. Today there is probability of a \$400,000,000 federal surplus. And yet the American public is still forced to pay approximately \$31 more per car than would be necessary were the federal tax on automobiles removed.

The elimination of the federal tax on transportation would have a favorable effect on business generally. The automobile industry employs more than 3,119,000 persons directly or indirectly. The continued success of the automobile industry is vital to the standard of living and purchasing power of this great group are to be maintained.

Its welfare is important to other businesses as well. Today the makers of motor cars take 46% of our aluminum production, 52% of our plate glass, 69% of our leather upholstery, 80% of our crude rubber, and 15% of our hardwood lumber.

The importance of the automo-

bile industry to the railroads can be readily appreciated when we realize that motor transportation products provide the steam railroads with more than 2,000,000 carloads of freight annually. In fact, the deeper one goes into the making and marketing of automobiles, the more one appreciates what an essential part the motor car plays in American business and social life, and the less reason one finds for the continuation of the time tax on the industry.

### CARS ARE UNLOADED

Fred M. Powell Motor Cars unloaded four cars of Essex and Hudson automobiles in Salem last week, with one car consigned to Albany, three to Salem, and one to Silverton. A new arrival in Salem, the new Brougham, super-six Hudson, was received in the order. The new car has all aluminum body construction, genuine leather finish in the rear quarters, and distinctive lines. It is custom built on a Hudson chassis.

### VANCOUVER IS TAKEN

Leo Wier, bookkeeper for the Valley Motor company, Ford distributor, is now taking his vacation at Newport beach.

**GUARANTEED**

*Ford*

**used cars**

IT IS our desire to make satisfied owners of used car buyers. All reconditioned used cars bearing this tag carry our guarantee and our pledge—backed by our service—that you are getting full value for the money spent.

**VALLEY MOTOR COMPANY**  
260 North High—Phone 1995

## Let "Western Auto" Help You Plan Your Camp Trip

Your camping trips, in order to be enjoyed thoroughly, should be planned carefully. Your equipment plays an important part. Know before you start just what you can expect from your supplies. Let us help you. You'll find the salesmen in all "Western Auto" stores eagerly awaiting the opportunity to serve you.

### SPECIALS FOR THIS WEEK

#### All-Purpose Jars

At a worthwhile saving. You can always use one—for picnics, motor and camping trips and at home. Keeps contents at the original temperature. The capacity is one gallon, and its extra wide mouth permits the insertion of meats or loaves. This week only, each..... **\$2.88**

#### Luggage Carriers

Good quality heavy steel outfit that fastens securely to your running board. Easy to take off—adjustable to a length of from 10 to 50 inches—long enough to carry good sized packages. Priced exceptionally low this week..... **\$1.67**

#### Lazy-Back Chairs

As comfortable as your favorite chair at home. You'll welcome it after a strenuous day in the open. Very light in weight—folds into a compact package—no trouble to carry along. Only..... **\$3.25**

#### Camp Stools

Made with durable duck seat and hardwood frame. Without back, 70c; with back, 90c. Reinforced stools—without back, 90c; with back, \$1.15.

#### Palmetto Tents

Take down the four corners, raise the umbrella-like center pole and your tent is up. Experienced campers will tell you it is the ideal tent. Equipped with a heavy floor, screen windows, pocket and awning. 10-oz. khaki, floor size 7x9 1/2 feet, height 6 feet. Priced..... **\$28.50**  
Floor size 8x11 feet, 2 doors, khaki..... **\$36.75**  
Floor 11x11 feet, khaki..... **\$38.50**

#### Icy-Hot Restaurants

Include knives, forks, spoons, cups, plates, napkins, an icy-hot bottle and food jar, two nickel-plated lunch boxes and a jelly jar, packed in a steel-bound patent leather finished case. Six-person size..... **\$39.25**  
Four-person size (suitcase style)..... **\$24.80**

#### Ajax Motor Restaurant

Six-party kit, suitcase style, without bottles, **\$16.50**

#### Boyco 3-in-1

This canteen fitted on the running board of your car, filled with two gallons of water, one gallon of oil and two gallons of gasoline, may save a long hike back to a filling station. Made of heavy galvanized metal and nicely enameled. Price..... **\$6.50**

#### Handy Service Unit

Three one-gallon cans for carrying oil, water and gas. \$3.45  
Swing Spout Service Unit For gas, oil and water. Compact, substantial..... **\$8.90**

#### Auto Tents

Ideal for beach and short camp trips—has convenient side doors. Known as the "standard," floor size 7x7 feet, is of white 8-oz. 16-inch duck. It weighs only 16 pounds. Our price, complete with poles and stakes..... **\$9.50**  
Same tent in khaki 16-oz. duck..... **\$14.85**

#### Auto Covers

The heavy material in these covers will protect your car from sun, dust, or dew—it will even turn ordinary rain. We have for your approval three sizes—14x18 ft., light weight O. D. drill, \$10.55; 16x18 ft., 8-oz. duck, \$14.95; 18x20 ft. (for large cars), \$18.25

#### Disappearing Luggage Carrier

Folds down flush with running board—strong, durable. Two grades..... **\$1.40 and \$2.50**

#### Water Bags

Keep Water Cool  
Two gallon, two grades—priced..... **\$1.25 and \$1.45**  
3 1/2-gallon size..... **\$2.50**

#### Flat Bottom Canteens

Covered with good quality blanket material.  
2-gallon size..... **\$1.95**  
3-gallon size..... **\$2.15**

#### Round Canteens

Covered with good quality blanket material.  
1 1/2-gallon size..... **\$1.75**  
2-gallon size..... **\$1.95**

#### Lightweight Folding Table

Firm and steady; large enough for 4 persons..... **\$4.50**

#### All-Steel Beds

This folding bed will not bend or sag—easily accommodates two large persons—just as comfortable as the bed at home. Folds into small compact package. Price is only..... **\$12.45**

#### Folding Mattresses

Constructed in four sections. Single size..... **\$5.90**  
Double size..... **\$9.15**  
Peach Mattresses Soft, comfortable..... **\$9.85**

Help Prevent Forest Fires

More than 125 Stores in the West—  
**Western Auto Supply Co.**  
SALEM STORE  
CORNER COURT AND HIGH

Help Prevent Forest Fires



## This Man Has a Stake in Your Town!

He's an Independent Dealer in gasoline and oils. He depends on the sales he makes for his livelihood. Naturally, he wishes to please as many customers as he can, so as to bring them back regularly. He's courteous, square-dealing and obliging. He's a good citizen, a good neighbor, a good man to do business with. What money he makes, he spends right here. This dealer wants to sell GENERAL Gasoline. And, as he comes up to our standards of requirements, we authorize him to do so. He is free to sell any gasoline he chooses. Suppose you ask him why he handles GENERAL. The reason may be worth something to you.

GENERAL is Sold Only by Authorized, Independent Dealers, at the Green-and-White Sign

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

**Remember:**  
GENERAL Gasoline assures YOU—  
MAXIMUM MILEAGE  
CLEAN COMBUSTION  
FULL POWER  
EASY STARTING

W. R. SPECK, Distributor  
Salem, Oregon Phone 2102

# GENERAL GASOLINE and Lubricants