

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, OCTOBER 18, 1925

FIRESTONE SALES FOR YEAR GIVEN

All Records for Previous Sales Are Broken by Tire Corporation

With less than a month of its fiscal year remaining, sales of the Firestone Tire & Rubber company have already exceeded \$100,000,000, compared with \$85,610,000 in 1924 and \$77,583,149 in 1922, according to an Akron dispatch to Dow Jones & Co.

Indications are gross business for the fiscal year ending October 31 will surpass the previous record in 1920, when sales totaled \$115,000,000. Certainly a net volume of sales will be larger, on the basis of business in the past eleven months.

Net profits of better than \$10,000,000 are anticipated this year, equivalent to about \$30 a share on the \$3,750,000 shares of \$10 common stock outstanding. Net earnings in 1924 were \$8,116,689.

The company has \$8,451,200 per cent cumulative preferred stock outstanding, and \$8,912,500 7 per cent preferred. A general surplus of \$30,247,530, shown in the last annual report, has been further built up.

Important developments during the year included purchase of the Sanford cotton mills at Fall River, Mass., now operated as a subsidiary under the name of Firestone Cotton Mills, and the beginning of negotiations for leasing 1,000,000 acres of rubber growing land in Liberia.

Another source of income which did not show in the report last year is the Firestone Tire & Rubber company of Canada, which has made splendid progress and substantial profits. Earnings in 1924 were used to increase its capacity and no dividends were paid to the parent company.—A. D. N.

REPEAL THE EXISE TAX ON ALL AUTOMOBILES!

Frankly, this is one of the big questions which the manufacturers of motor cars and parts are facing today. It is of no less importance to the general public as well. Because, after all, the excise tax in the last analysis is shouldered by the motorists of America, and in the last year was paid by some 17,591,981 car owners.

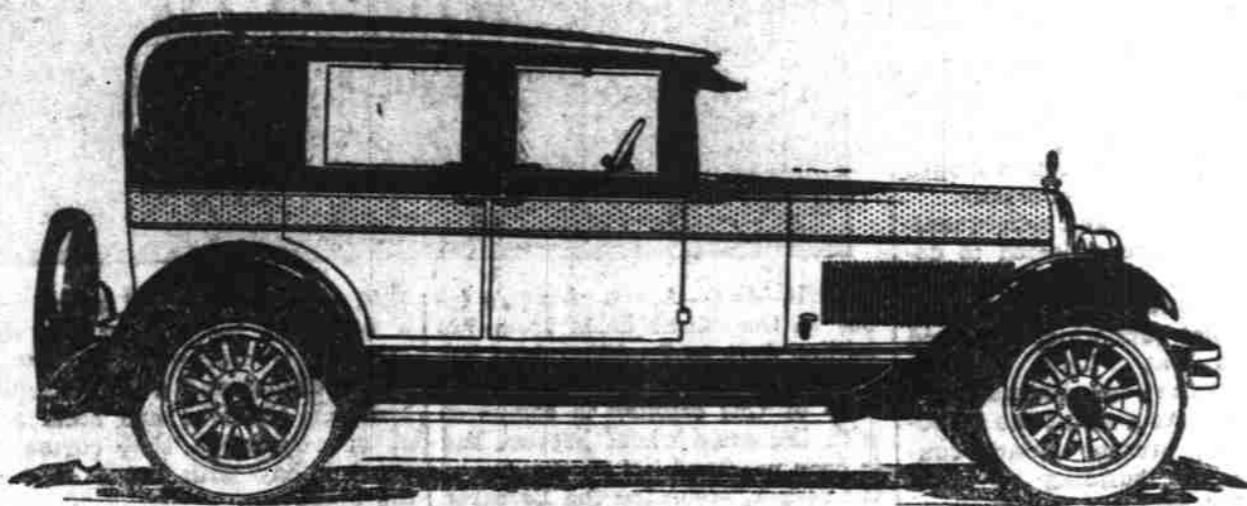
"This hoped-for repeal," says Edward S. Ver Linden, president of the Peerless Motor Car company, "is receiving a great deal of thought and attention by the manufacturer and hope is expressed that through the special efforts of the American automobile association some definite results may be obtained before the year is out."

Willing

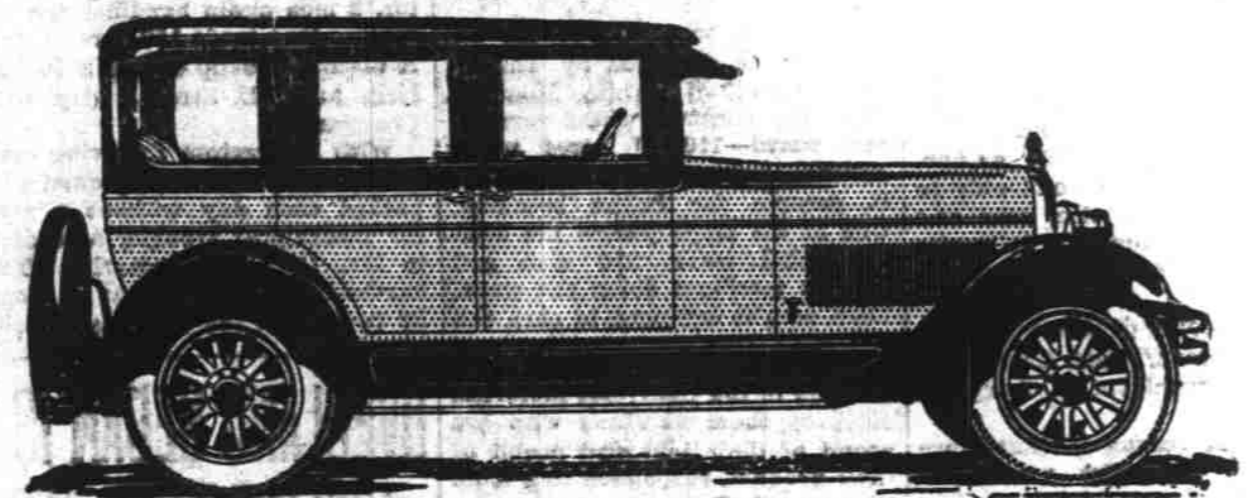
Young Lady: "I'm having trouble with my car. Have you a spare plug?"

Farmer: "Sorry, miss, I don't chaw, but I got an old cigar yekin have.—The Automoblist."

Buys Two Locomobiles



5 Passenger Junior Eight Locomobile Brougham



5 Passenger Junior Eight Locomobile Sedan

The above two cars were purchased last week by Frank Bligh from the MacDonlad Auto Co. The Sedan is for Mr. Bligh's mother, Mrs. T. G. Bligh and the Brougham for Mr. Bligh.

FAVORABLE SEASON SEEN BY DEALERS

Hudson-Essex People Look for One of Most Prosperous Automobile Years

One of the best automobile seasons in year is looked for this autumn by Hudson-Essex dealer, who declares that every factor he can observe points to unusual prosperity and activity.

"The most important of all factors," said Mr. Powell, "lies in the fact that the average motor car buyer believes that right now he can obtain the best values ever offered him. The best engineers and experts agree that this is so. With this firm belief in his mind, the motor car buyer is obeying his impulse to buy the car which he may have been considering for months."

"The great nation-wide factors favoring this activity are generally good crops, good prices, widespread employment at good wages and a general air of enterprise and optimism. When you add to these underlying factors the all-important favorable opinion of the man who is going to buy you have a situation which means good business for all concerned."

"We dealers who handle the Hudson-Essex line of cars are gratified to see the increasing emphasis which is placed upon value in motor cars. Value is made up of no one thing in a

motor car nor even a combination of special features, but rather is the whole total of the usefulness and reliability of the whole car. The motorist thinks to himself, 'What will this car do for me? What service will it give, and is that service in proportion to the sum which I am asked to pay for it? This state of mind in the buyer is commendable indeed, and incidentally it is one which Hudson-Essex has been seeking to create over a period of many months. 'Value for the money offered' has been the very keynote of the Hudson-Essex story.

"The sale of Hudson and Essex cars continues active. In part this is undoubtedly due to general conditions, but there is behind it also a particular demand for our line of cars. At the present time, as for several months, Hudson-Essex is the largest manufacturer of six-cylinder cars in the world. It is this volume indeed which makes our values possible."

NEW FACTORY MANAGER

I. J. Renter, president and general manager of the Olds Motor Works, has just announced the appointment of J. J. Carter to the position of factory manager. Mr. Carter joined the Oldsmobile staff last March as assistant factory manager, coming from the Remy Electric company, another General Motors unit, where during his thirteen years association with Remy he had been superintendent of the tool room, master mechanic, and manufacturing engineer. He succeeds John Scott, who recently resigned as factory manager at the Olds plant. Mr. Scott and family will sail in November for an extensive trip abroad.

STUDEBAKER WILL BUILD NEW PLANT

Large Spring Factory Will Cost \$300,000, Manufacturers State

Building operations will be started in a few days for a new spring plant for the Studebaker Corporation, to cost \$300,000, it was announced here today.

The most modern equipment will be installed in the new spring plant, which is intended to take the place of the present spring department housed in one of the company's older buildings. The new building will have 112,500 square feet of floor space.

The corporation has contemplated the building of the new spring plant for some time, said A. R. Erskine, president. He added that it will be another step in the expansion of the Studebaker factory here, which in his opinion will rate it as one of the finest and most complete in the world.—A. D. N.

A RARA AVIS

A prospective buyer walked into a garage and said to the proprietor: "I would like to see a first-class second-hand car."

The proprietor looked at him and smiled as he replied: "So would I, brother.—The Automobile Journal."

GRAHAM BROTHERS SHOW BIG GAINS

Truck Production Is Greatly Increased; Factories Are Rapidly Expanding

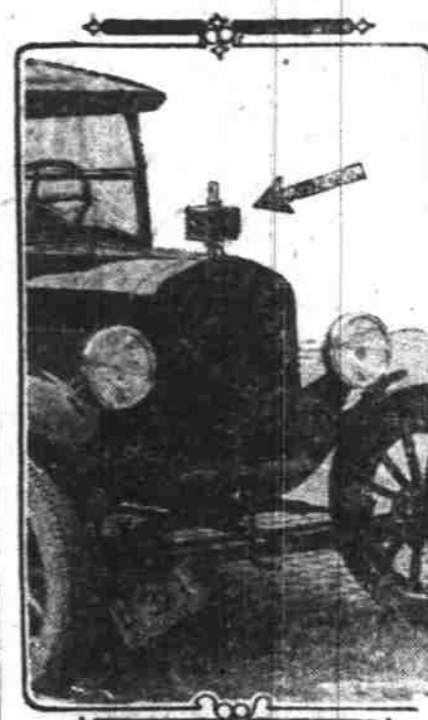
Official figures disclose the fact that production of trucks by the entire industry during the first eight months of 1925 exceeded the figures for the corresponding period of 1924 by 23 per cent, according to Russell Bonesteel, of Bonesteel Motor company, local Dodge Brothers dealer.

"Compared with this sound, healthy gain made by the industry as a whole," explained Mr. Bonesteel, "Graham Brothers sales increase of 105 per cent for the first eight months of this year over sales for the same months last year is convincing evidence of public recognition of the merit of their product."

"An annual increase in sales of over 100 per cent is not unusual with Graham Brothers," Mr. Bonesteel continued. "Their sales in 1922 exceeded their 1921 sales by 154 per cent, 1923 exceeded 1922 by 105 per cent, and 1924 exceeded 1923 by 54 per cent. The 1925 growth would logically be expected by anyone who is familiar with their policy of giving the greatest possible truck value at the lowest possible cost."

"To produce sufficient trucks to supply the constantly growing demand has necessitated repeated and extensive enlargements in manufacturing facilities. When Graham Brothers moved into their new Detroit factory, July 1 this year, their 250,000 square feet represented a 19-fold increase in floor space in Detroit in a little over four years. In addition to this modern steel and concrete building, ideally laid out for economical manufacture of high-grade trucks, and to their immense plant in Evanston, Ind., Graham Brothers have a plant, opened this summer, in Stockton, California, to manufacture trucks required by their dealers in the Pacific coast

Radio On Radiator



The arrow points to the smallest factory-built radio set. It is the one-tube Crosley "pup," only 3 1/4 inches high. Its size may be compared with the radiator of the new auto.

and the Rocky Mountain states. "Within the few months since the Stockton plant was opened the rapidly increasing demand in the far western states has far exceeded expectations and it is understood that plans are already being made to increase its size."

Oregon eggs being shipped in cold storage to exclusive English market.

MOLYDITE

Auto and Furniture Polish
Cleans and Polishes

\$1.00 a Bottle

Blue Ribbon Winner
at State Fair

Barrett Bros. Garage

1909 N. Capitol

NEW PLUGS NECESSARY

RENEWAL OF SPARK PLUGS SAID GREAT ECONOMY

Local dealers in automotive equipment are uniting with the Champion Spark Plug company in urging all motorists who did not renew their spark plugs earlier in the year to install new sets now so that they will be ready for winter driving.

During Champion National Change Week last May literally millions of car owners put in new spark plugs as recommended.

Their reports to the dealers have been so enthusiastic that the trade has gotten together to urge

all those who did not act earlier in the year to do so now.

It is generally agreed by automotive experts that present day engines are so hard on spark plugs that it is desirable to install new plugs every 10,000 miles and this is more than ever necessary in cold weather as new spark plugs make starting very much easier and improve car operation materially.

YOUR BICYCLE

is like
AN AUTO

IT NEEDS

Repairing

at frequent intervals to assure the best service.

We do expert repairing at reasonable prices. Let us overhaul your bike.

New Bicycles

Sold on easy terms

Lloyd E.

Ramsden

387 Court Street

Headquarters for scooters, wagons and all kinds of children's wheel goods.



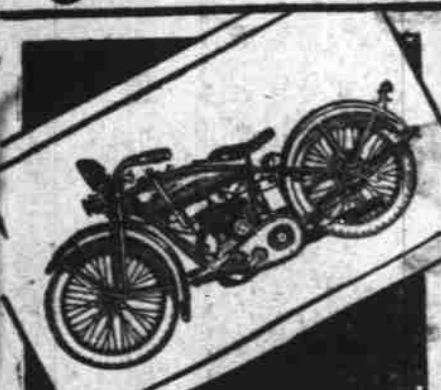
—this week
—or
—next month
—when you're
—buying your
—Tires

FOR YOU CAN'T TIE MY TIRE
SO T-I-E your finger and remember Salem's best tire buy —is at Ferry and Commercial



ZOSSEL'S TIRE SHOP
198 South Commercial
PHONE 471

Three big features



Low Price. Now you can have the handy personal mount you've always wanted, for pleasure and business riding.

Cheap Upkeep. One gallon of gas takes you 70 to 80 miles; one gallon of oil 800 miles; one pair of inexpensive tires 10,000 to 12,000 miles.

Easy to Ride. Beginners learn within a block. Controls are simple and handy. Park it anywhere. Little garage space needed.

Come in and see it. Ask us about the low price and our easy Pay-As-You-Ride Plan.

The New HARLEY-DAVIDSON Single

HARRY W. SCOTT "The Cycle Man"

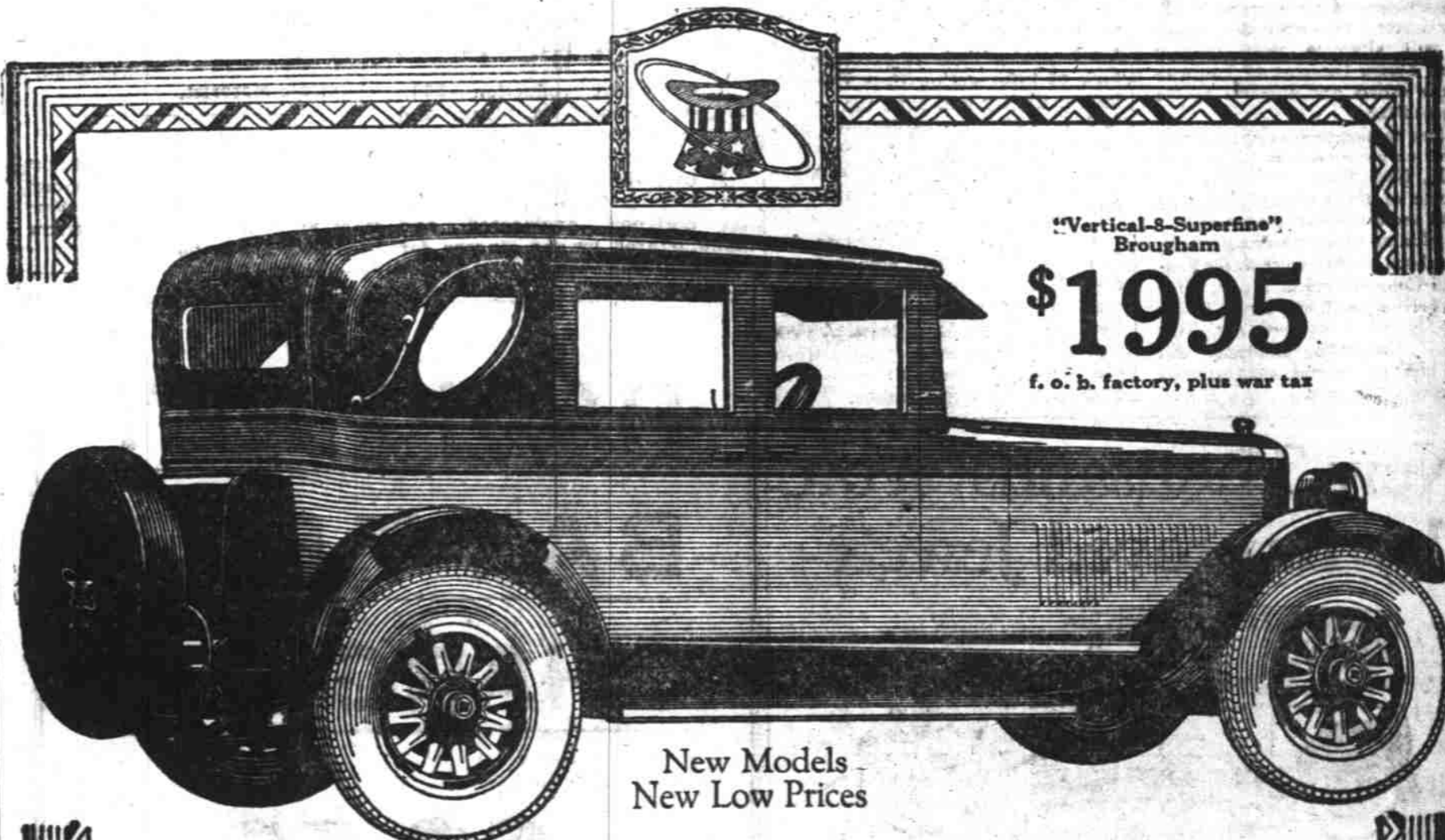
147 South Commercial Telephone 68

NOW SHOWING

NEW HUPMOBILE SIX

KIRKWOOD MOTOR CO.

311 North Commercial—Telephone 311



"Vertical-8-Superfine" Brougham

\$1995

f. o. b. factory, plus war tax

New Models
New Low Prices

Most Amazing Value

Never before, since the first automobile was built, has the buyer been offered so much for his money.

And of all the cars offered, this new Rickenbacker "Vertical-8" Brougham, at its new reduced price, is the most amazing value.

Two years ago—only two years back—you could not have possessed so beautiful a car as this for several thousand dollars more than its present price.

This 4-door Brougham mounted on that wonderful eight-cylinder chassis now lists at \$1,995 f. o. b. factory.

Did you not know its price, you would, on see-

ing it—expect to pay more nearly \$5000. In performance, it is "1927"—no such performance was obtainable at any price two years ago, or even one year back.

Two years hence, other cars will be as this "Vertical-8" is now.

Unless you have seen—unless you have actually ridden in this car—you cannot appreciate how great is this value.

And, until you have held the wheel with your own hands and sensed the thrill of this beautiful silent thing in action—you can have no adequate idea of what we mean by that word "Performance" as achieved in this Rickenbacker Eight.

F. W. PETTYJOHN COMPANY

365 North Commercial

Famous "8's" Prices	
Phaeton	\$1495
Coupe-Brougham	1595
Roadster	1595
Coupe-Roadster	1695
Sedan	1795
De Luxe Coupe	1995

Vertical "Eight" Prices	
Phaeton	\$1995
Brougham	1995
Roadster	1995
Coupe-Roadster	2095
Sedan	2195
De Luxe Coupe	2395

f. o. b. factory—plus war tax

Rickenbacker

A CAR WORTHY OF ITS NAME