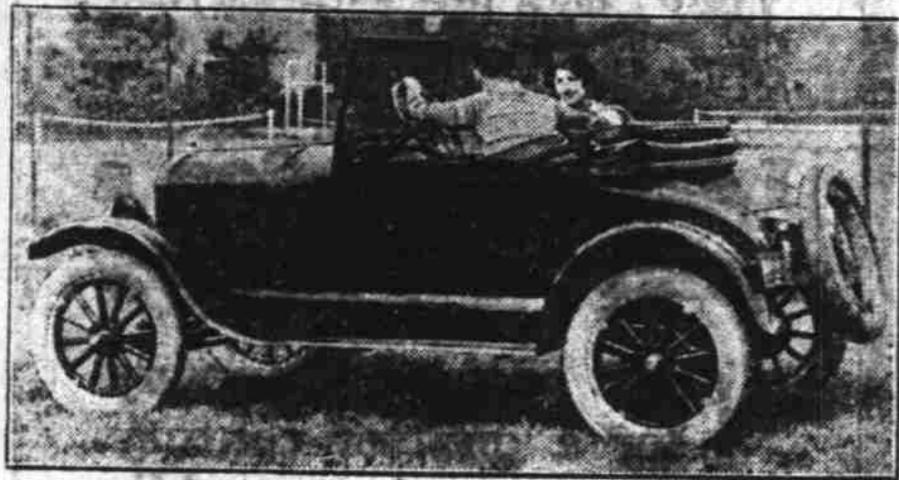


SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, OCTOBER 25, 1925

FIRST PICTURES OF FOUR MODELS IMPROVED FORD CARS--LOCAL DEMAND BIG

Rakish Lines Suggest Sport Car



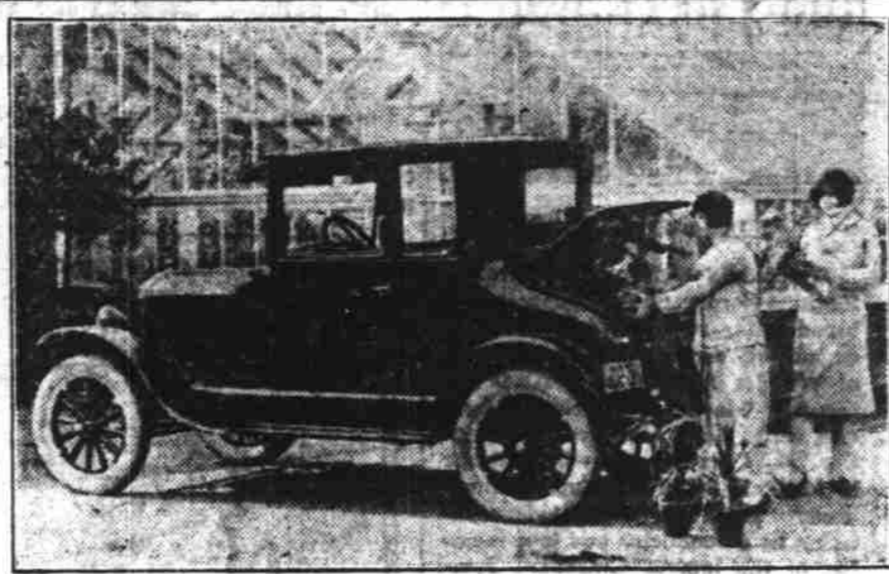
In the improved Ford runabout stream lines and low construction are accentuated. The entire appearance of the car suggests the sport type. As in the touring car, coupe and tudor, the gasoline tank is suspended under the cowl and filled without disturbing any of the occupants. A door at the driver's left, and storm curtains which open with the doors, have been provided. There is also a generous room under the rear deck for luggage.

Redesigning the Ford coupe has not only given it a new degree of

beauty, but has increased its comfort and utility as well. The body is lower and lowered on the chassis, contributing to roadability and riding ease. The rear deck also has been redesigned to carry out the stream line treatment of the body and provide a larger, dust and moisture proof compartment for luggage or parcels. Wide doors, one-piece windshield, indirect ventilation and improved brake are other notable features of the coupe.

The Ford tudor in channel green with lower body on a low-

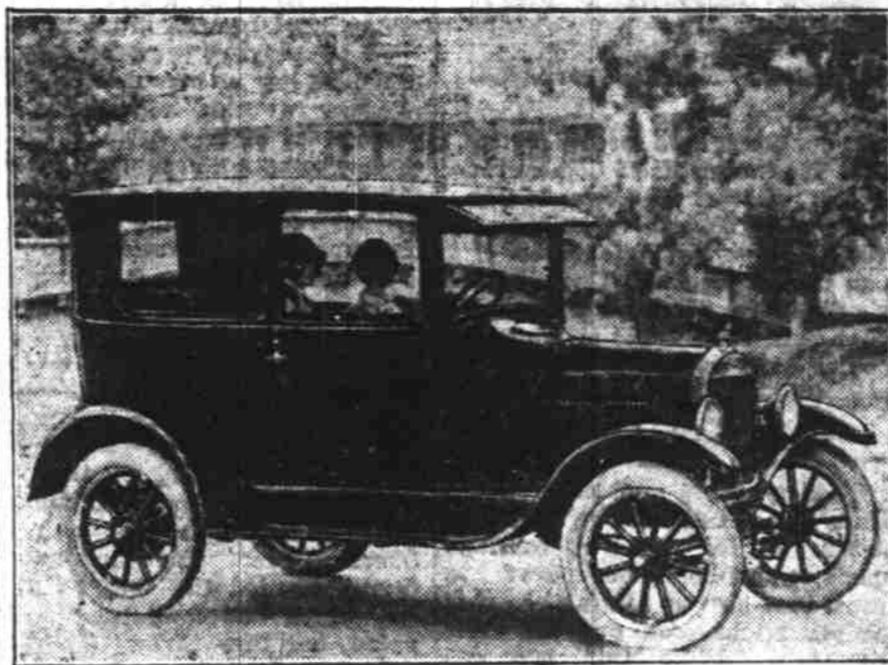
New Beauty and Comfort in Coupe



ered chassis is an ideal car for family use. With generous room for five adult passengers, the tudor has been redesigned to incorporate many new features of comfort and roadability, including the placing of the gasoline tank under the cowl where it may be filled from the outside, one-piece ventilating windshield, lower seats, improved control and larger more powerful brakes.

Driving and riding comfort have been materially increased in the improved Ford touring car by lengthening and redesigning the body, suspending the gasoline tank under the cowl and increasing the leg room in the rear compartment. A door has been provided at the driver's left and storm curtains which open with the doors makes easy entry and exit.

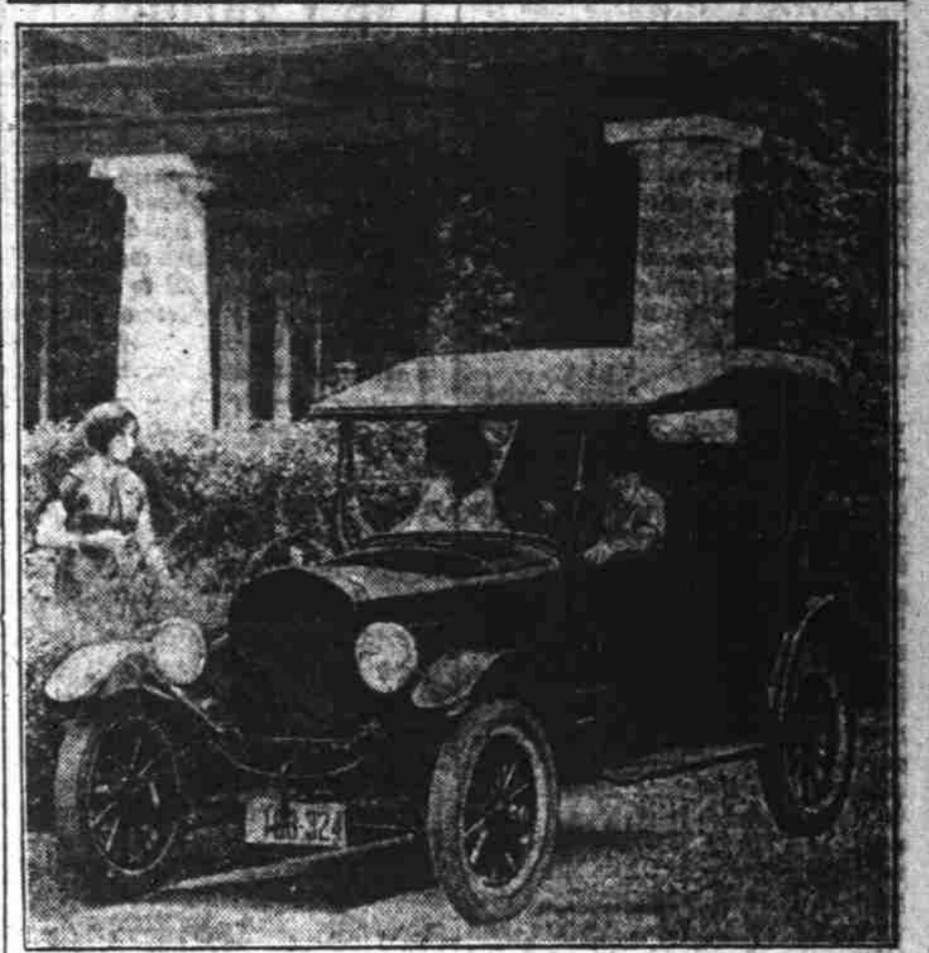
Tudor Ideal Family Closed Car



The Valley Motor company, local Ford dealers, are still behind with orders, but are receiving shipments right along and hope to be able to supply the demand without much delay, although Manager W. L. Phillips advises those wanting cars to place their orders in plenty of time.

Another large shipment of cars will arrive here during the week, but orders already placed will take a large number from this amount. By the time the next shipment is received the Valley Motor company believes it will be in a position to guarantee immediate delivery on all orders.

Touring Car Longer and Lower



PAVING PROGRAM ENDED FOR YEAR

State, County and City Operations Have Practically Ceased at Present

Paving operations in the state, county and city are practically over for the year, the only work of any importance being the surfacing of the Canemah section of the Pacific highway at Oregon City.

Approximately 75 miles have been hard surfaced in the state this year, all but 8.2 miles being done by the various counties, chiefly Marion, Multnomah and Clackamas. At present there are 1280 miles of paving laid down by the state highway department and counties.

Marion county paved 16 miles during the season and graded and graveled an additional 20 miles, according to Jim Culver, county road master. There will probably not be so many miles paved next year as the five-year program has been completed. However, attention will center upon the market road program and an effort is being made to grade and gravel as many miles as possible each year in order to reach the outlying district. The road so prepared will be in readiness for paving in future years. Marion county now has 138 miles of paving by the county. Included in this amount are 36 miles of state paving operations. One of the main paving jobs this season was the placing of "black top" between St. Paul and Newberg, giving another hard surface route to Portland.

Eighty-four blocks were paved with concrete in Salem this season, involving 85,400 square yards, according to Walter S.

Low, street commissioner. There was no black top laid in the city. Streets and alleys paved this year are as follows:

Alley, block 8; alley, block 20; alley, block 19; Cottage from Ferry to Trade; Oak from Liberty to High; Rural avenue from Commercial to High; Lefelle from Commercial to Saginaw; block 24; Fairmount avenue from Superior to Luther; Saginaw from Washington to Lincoln; Fairmount avenue from Luther to Rural; Fairmount avenue from Wilson to Miller; University from Mill to Bellevue; Luther from Fir to Fairmount; Church from Lefelle to Howard; 3; Church from Hoyt to Oxford; 3; Cross from High to Church; Thirteenth from Rural to city limits; 3; Electric avenue from High to Cottage; 2; Mill from 21st to Twenty-third; Trade from Commercial to High; 2; Howard from High to Church; Belmont from Summer to Capitol; Eighteenth street from D to Market; 5; Ferry from Fifteenth to Nineteenth; Marion from Twenty-third to Twenty-fourth; alley, block 88; Court from Eighteenth to Mill creek; Chemeketa from Twenty-first to Twenty-fourth; alley, block 89; Winter from D to Market; 3; Shipping from Capitol to Cottage; 2; Shipping from Capitol to Southern Pacific R. R.; 2; Maple avenue from Highland to South; 4; South from Cottage to Maple; E street from Broadway to Fifth; Market from Commercial to South; 7; alley, block 50; alley, block 26; Lefelle from Saginaw to Fir; Nebraska avenue from Capitol to Fifteenth; 3; Leslie from High to Church. Now total 1280 miles paved highway in Oregon. This includes three cities.

The thorough cleaning of the spark plugs make a distinct difference in the running of the engine, but the complete renewal of all the plugs will make a still greater difference.

LITTLE ECONOMIES CUT LARGE LOSSES

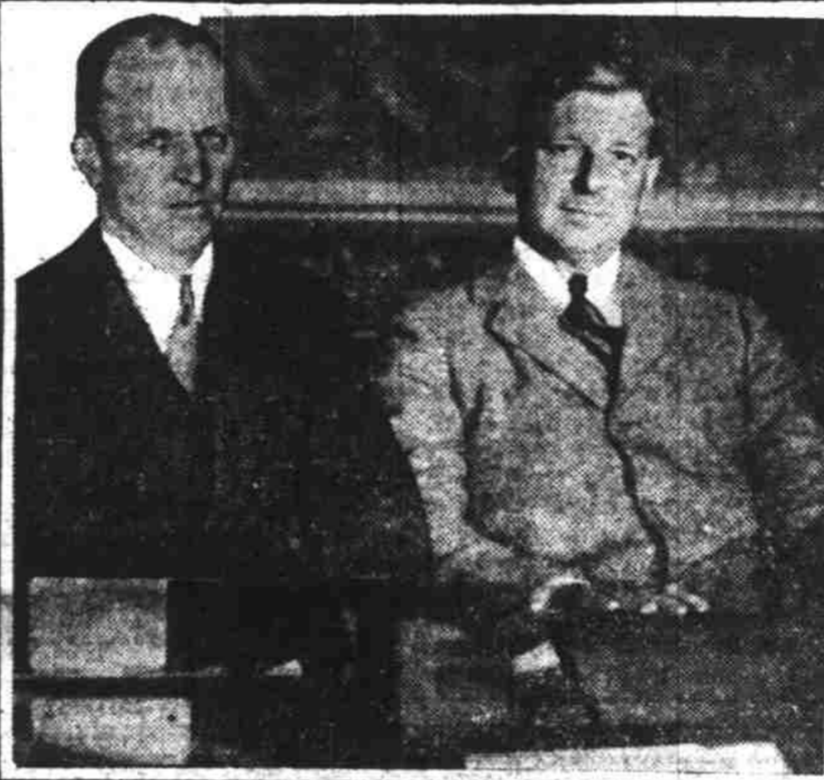
Apparently Trivial Waste Found to Mount High; New Machines Used

Automobile manufacturers are constantly striving to reduce manufacturing costs and thereby lower the selling price to the purchaser. The big economies have long been effected in the automobile business; but it is the small apparently trivial savings that the more progressive manufacturers are constantly seeking that make it possible for them to further reduce cost. These seemingly small savings mean big ones, however, to the large scale manufacturers.

For instance, a laundry machine would seem out of place in an automobile factory. But such a machine has recently been installed by the Olds Motor Works. This machine washes, rinses and sterilizes 800 pounds of oil soaked rags each day. Heretofore these rags were destroyed after they had been used but once. Now they are reclaimed and do duty until worn out. This results in a considerable saving during the year and is but one of the many small economies successful automobile manufacturers are using to reduce expenses. The fact that automobiles today are selling 25 per cent less than they did before the war, while general commodities are selling for 67 per cent more, shows that the manufacturers are successful in eliminating unnecessary costs.

It is estimated that nearly 1,000,000 motorists installed sets of new spark plugs during Champion National Change Week last May.

Trained Army Men Now Civilian Bosses of U. S. War Department



For the first time in some years, the two highest civilian posts in the war department are held by "army men." Dwight W. Davis (right), secretary of war, and Hanford MacNider, assistant secretary of war, both served in the world war as officers. They are seen conferring in the former's office in the war department.

FIRESTONE PLAN TO GROW RUBBER

Manufacturer Announces a Development of His Idea Now Under Way

NEW YORK, Oct. 24.—With the leasing of 35,000 acres of land in Mexico and 1,000,000 in Liberia, plans of Harvey S. Firestone, Sr., president of the Firestone Tire and Rubber company, to produce his own rubber is gradually reaching materialization. The development of the project, according to Mr. Firestone, will require a minimum of \$100,000,000.

As previously announced in the Automotive Daily News, Mr. Firestone has long seen the need for American produced rubber. The increasing demand by this country, now totaling 75 per cent of the entire world's demand, and the rigid restrictions on exports by the British government, which controls all but a small percentage of the total output, has convinced American rubber manufacturers for some time past, that it was up to them to furnish their own supply. Mr. Firestone has been the leader in the movement, and for the past three years has conducted experiments and investigations in all quarters of the globe in an effort to find suitable territory for rubber growing.

Outlining his plans in an interview at the Hotel Plaza yesterday, Mr. Firestone said he had formed 20 planting organizations, and expected eventually to have an output of 250,000 tons of rubber a year, which is more than 50 per cent of the world's present output. At present, America controls 3 per cent of the world's rubber production, the remaining 97 per cent being controlled by British and Dutch capital.

"This is the first big movement that America has made to obtain her own rubber," said Mr. Firestone.

A contract with the Liberia

government enables the American company, Mr. Firestone said, to survey the whole of Liberia, and choose here and there the land best suited for rubber production until 1,000,000 acres have been taken over. His plans call for the employment of more than 300,000 natives, besides a great organization of whites.

One 2,000-acre plantation—a going concern in British hands—was purchased outright by the company, and its production of thousands of pounds of raw rubber per month is coming to this country, though the plantation is being used mainly as a great nursery of rubber trees for the new ones.—Automobile Daily News.

BALL CHAMPS BUY CARS

WILLYS-KNIGHT SIXES PURCHASED BY MEADOW-YDE

During the world series games in Pittsburgh and Washington, two Pirate pitchers, Lee Meadows and Emil Yde created quite a sensation by driving to and from the games in their new Willys-Knight sixes which they had just purchased.

The two members of the new world's championship team are enthusiastic boosters for the new sleeve-valve sixes and claim they wouldn't own any other. Yde, who proved an outstanding figure during the recent series, bought a Willys-Knight six coupe sedan while Meadows, who hurled masterly ball against the great Walter Johnson in the series' opener in Pittsburgh, is the proud possessor of a Willys-Knight six sedan. Both cars were purchased through the Norris Motor company, Willys-Overland dealers in Pittsburgh.

Notice to Advertisers

In order to better take care of the large volume of advertising for the Sunday Statesman it is necessary for copy for the Automotive Section to be in not later than Thursday evening instead of Friday. We ask your cooperation in this matter and assure you a better paper each Sunday morning.—Advertising manager.

STUDEBAKER PLAN INCREASES SALES

One Profit Plan Has Developed 1925 Sales Over Previous Year

"If the buyer of every automobile had to make just one car he would understand thoroughly how much the term 'One-Profitt Manufacture' introduced to the industry during the summer, means to each purchaser," declare Studebaker officials.

In other words, if he had to buy the engine from one maker, the body from another, and from different makers had to purchase axles, transmissions, springs and other important component parts, then fit them together to make the car run, these things would be apparent to him at once.

The necessity for revising his original plans to accommodate the size, shape and power of the engine; to make the body fit and present a neat appearance; to arrange all component parts so they function with each other.

The profit paid each separate manufacturer for the part which he produced would add up to a respectable total in the entire cost. Now if this buyer were to sell his product adding his profit to the entire cost to him, he would realize "what a proportion on his selling price was represented by no actual value in the car, having gone to pay these profits.

Studebaker lays no claim to having originated the thought, having found it already taking strong hold of the car-buying public mind. But a survey of the field demonstrated that just as Ford was the only manufacturer of low-priced cars having sufficient plant equipment to manu-

facture cars complete and avoid filling his price with parts-makers profits, so Studebaker with \$100,000,000 in assets enjoyed that distinction alone in the fine car field. Probably no phrase has been as much talked of during the past season in the industry, and the result has been a continuation of sales through 1925, considerably in excess of those during 1924.

DEALERS DECORATING

CAR AND ACCESSORY FIRMS DRESS FOR HALLOWE'EN

The fact that hallowe'en time is drawing near is called to our minds by the window decorations of automobile accessory houses. Smith & Watkins, local tire and accessory dealers have their Court street window decorated for the occasion. A background of yellow and black with black cats and witches bring out the color scheme. Jack-o'-lanterns of pumpkins with electric lights inside, and spot lights with a face painted on the lens fill the window. Dana Straw, salesman and window decorator for the firm is responsible for the display.

At the Salem Automobile company, H. E. Shade has put in a very attractive window, using spot lights and jack-o'-lanterns and colored paper. The lights in the lanterns and spot lights flash on and off at regular intervals giving spooky effect to the window.

MOTORCYCLE RACES TODAY

Motorcycle races will be held today at Oakland, Oregon, under the auspices of Oakland Gobbles and the Eugene Motorcycle club. There are many thrilling events scheduled and riders from Eugene, Salem, Portland, Medford, have entered. Cody Evans, Salem, well known rider will participate riding a Harley Davidson for Harry Scott local cyclist.

PAIGE IS PLANNING LARGER PRODUCTION

Will Double Factory Output, Announcement Made by President

DETROIT, Oct. 24.—The Paige-Detroit Motor Car company is planning for the production next year of at least twice as many Paige cars as in 1925, and more than fifty per cent more Jewetts. This announcement was made today by H. M. Jewett, president, in commenting on the company's high production in September.

In August and September, the company's production doubled the figures for those two months last year. Mr. Jewett says that the demand will continue brisk for the remainder of this year, and that 1926 will be a big year for the automobile industry.

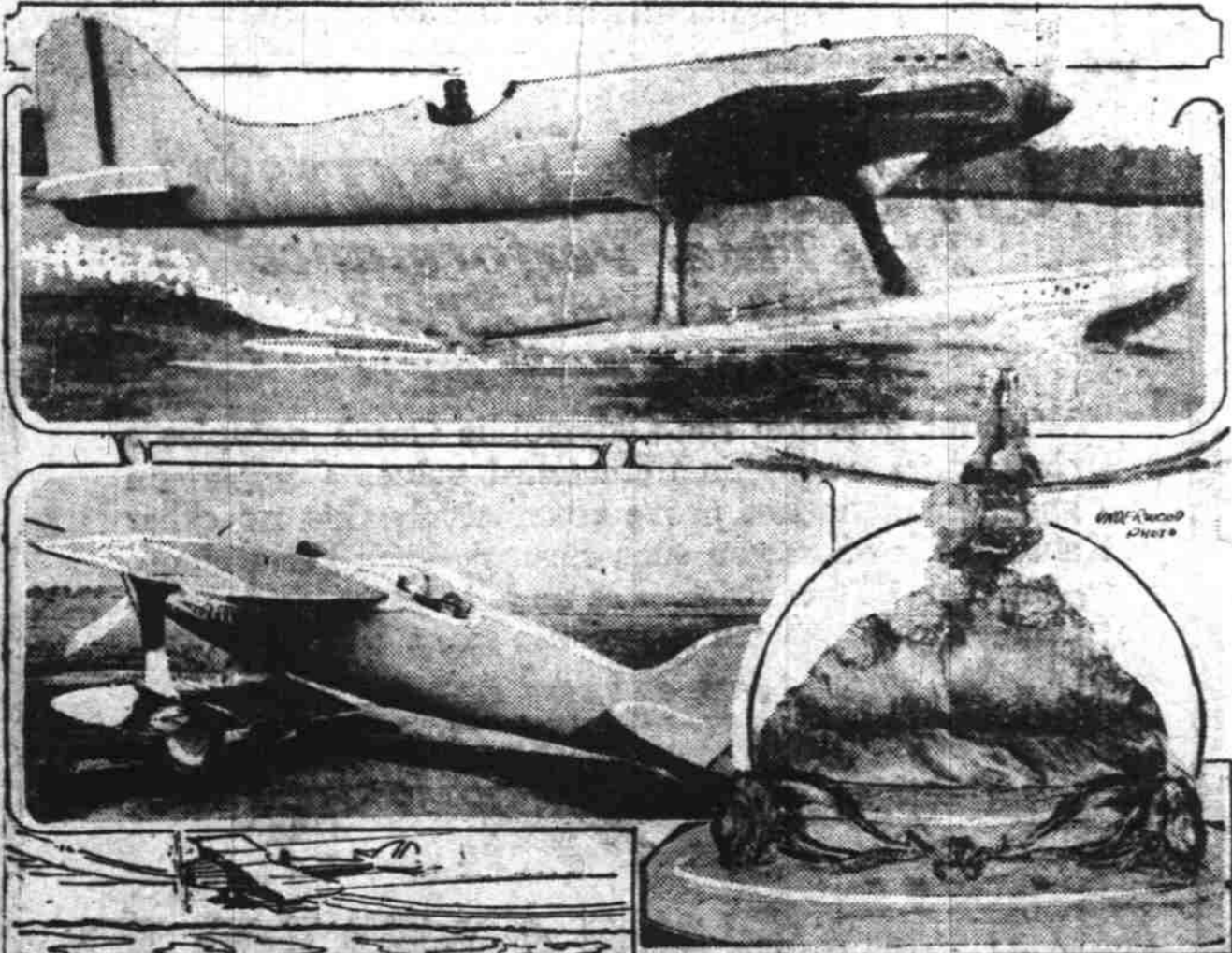
PAINT JOB DISTINCTIVE

DESERT GREY WITH BLACK TRIM USED ON FORD

F. E. Perry, apprentice printer, employed in the mechanical department of the Capital Journal, is the owner of perhaps the most attractive Ford coupe in Salem. Soon after purchasing the car, Mr. Perry tired of its appearance and decided to have it painted. He consulted with A. V. White, local auto paint man, and ordered the job. The color used was desert grey with black trim and the material used was the J. W. P. auto enamel.

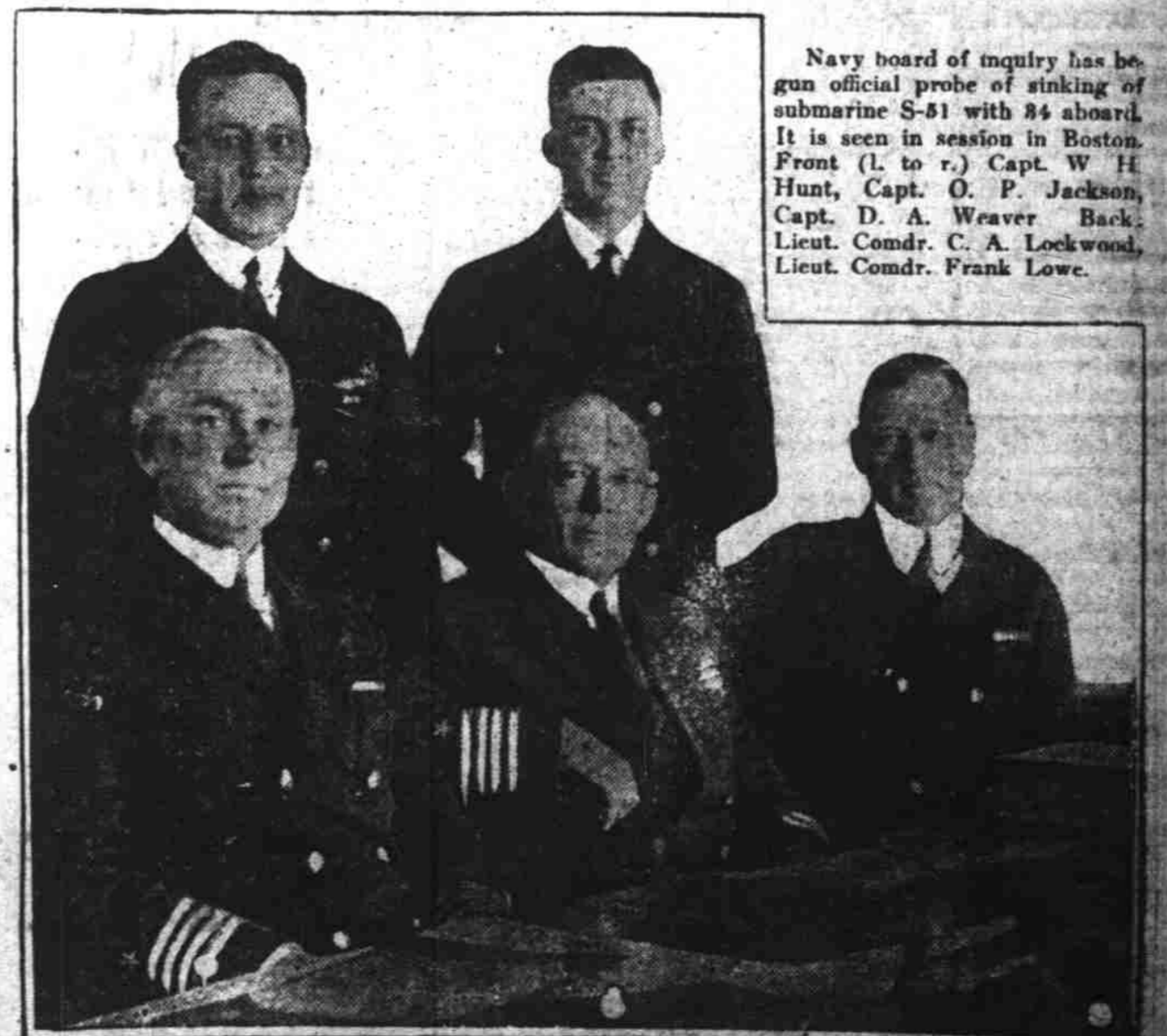
The car is decidedly different than anything else in Salem. It has a very keen and pleasing appearance.

Britain May Take Seaplane Supremacy From U. S.



American airmen are worried over the prospect of Great Britain carrying off the famed Schneider Cup in the international seaplane races at Baltimore, Oct. 24. Britain is entering a "mystery plane" (top) reported to be capable of more than 300 miles an hour. One of the American entries (bottom) is the army's winner in the Pulitzer trophy race, which will be equipped with boosters for the craft.

Navy Board Probes Blame for S-51 Disaster



Navy board of inquiry has begun official probe of sinking of submarine S-51 with 84 aboard. It is seen in session in Boston. Front (l. to r.) Capt. W. H. Hunt, Capt. O. P. Jackson, Capt. D. A. Weaver, Back, Lieut. Comdr. C. A. Lockwood, Lieut. Comdr. Frank Lowe.