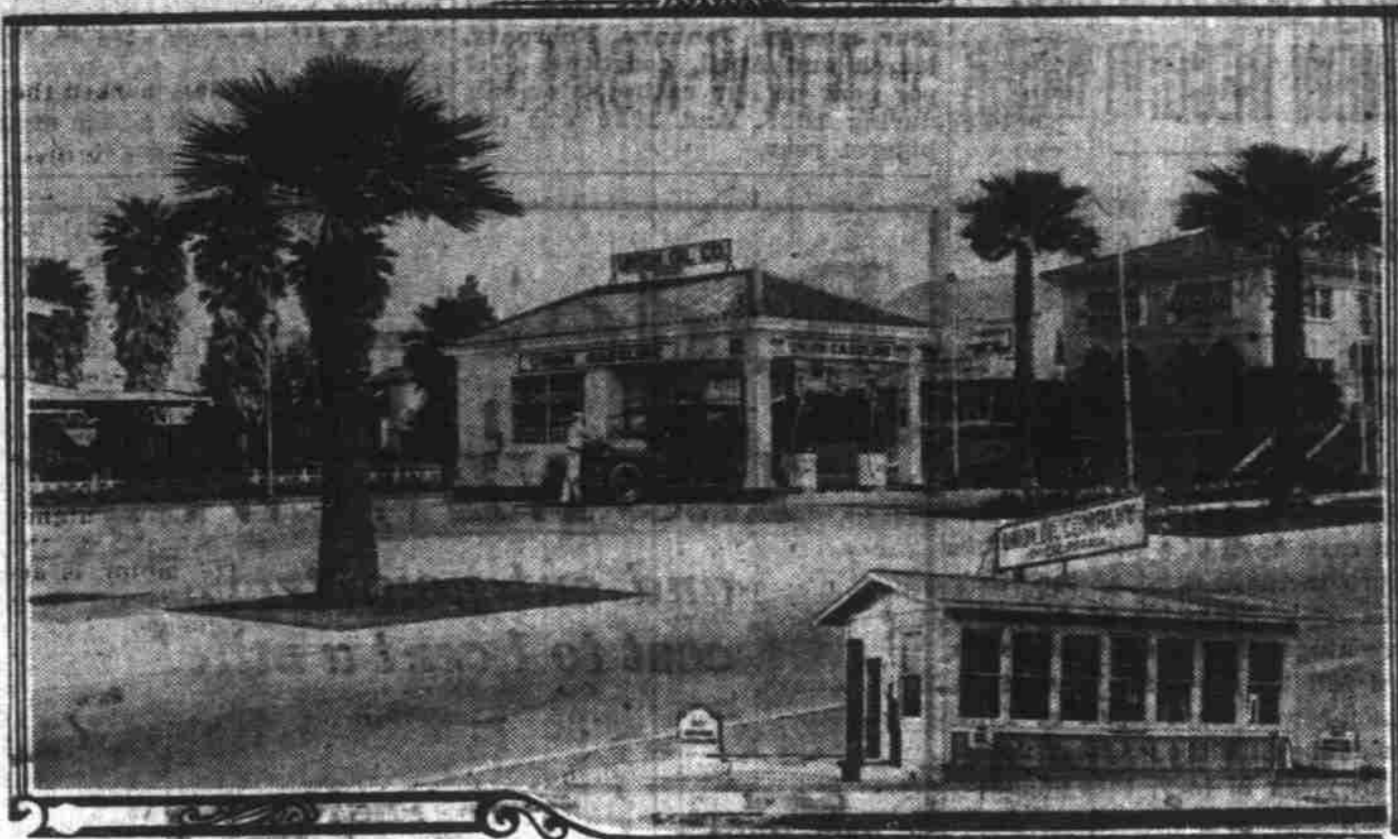


Growth in Service Stations



The service stations pictured above are 25 years apart. Lower right insert is the first service station built, while the other view shows the type of service station being built by the Union Oil company of California. The veteran still serves the district in which it is located, at Sixth and Mateo streets, Los Angeles.

SERVICE STATIONS GROWING STEADILY

Wonderful Improvement in Dispensing Gas Witnessed in 25 Years

LOS ANGELES, Cal., May 15.—One morning, nearly twenty-five years ago, Los Angeles motorists awoke to find they need no longer climb on the running board or on a handy box, tip up the old oil can after removing the potato from the spout in order to fill the gas tank. They found that an automobile filling station or what is now known as a service station had been provided by the Union Oil Company of California.

The station, which was the progenitor of the present immense chain of service stations, was located at Sixth and Mateo streets, Los Angeles. It has flourished in the intervening years and although in design and facilities offered the motorists it is overshadowed by the new Union Oil stations, it is still an important unit of the marketing system.

From the motorist's point of view the new facilities were pleasingly surprising, for it was now possible to secure gas and oil requirements with a minimum of inconvenience. He manifested his approval of the change by his patronage, and in response, the Union Oil company extended its facilities, until today, its red and gray service stations are to be found in practically every community and along every principle highway in the Pacific coast states.

These marketing facilities are augmented by many hundreds of

independent dealers dispensing the new popular non-denaturing gasoline and Aristo oil.

Something of the magnitude of this merchandising accomplishment can be grasped from the fact that the Union Oil company's investment in marketing stations is in excess of \$22,000,000. To this must be added another \$14,000,000 for marine and marketing equipment. But even these impressive figures fail to convey an adequate idea of how the Union feeds the motor man in the territory in which it operates.

Here are some figures which tell a story of their own. Over 5,000,000 miles were traveled by its tank cars, and over 750,000 miles by its tankers last year in transporting its products to marketing centers, and in the same period Union Oil trucks traveled 16,000,000 miles supplying service stations with gasoline and Aristo oil. Over 9,000 pumps dispense this gasoline to motorists.

CAPITAL TIRE MAN
(Continued from page 1)

tires built to a standard in an Oregon plant. In speaking of the Salem industry, H. S. Steinbock declared that he has great confidence in the possibilities here and believes that the Capital Tire company in this city is the nucleus for much greater development.

The Salem plant has greatly increased its facilities in recent months, has added a number of employees to the payroll, and has increased the size of the factory. An additional expansion is looked for in a short time. The most modern equipment obtainable is used in the factory which is modeled after the large plants in the eastern states.

remarkable achievement. If calculations are based on passenger car shipments alone the 970,414 cars shipped from factories in the United States show a gain of only 13,192 over the corresponding figure for the same quarter two years ago, or 1.38 per cent for the entire industry.

Since production activity during the first quarter of this year is to enable dealers to build up stocks in anticipation of the spring season as well as to supply public demand for immediate delivery careful study of the official records of new car deliveries, by their "dealers" released weekly by Dodge Brothers, Inc., afford a more accurate barometer of automobile market conditions.

"The mounting retail sales, week after week, to new record breaking levels," says the Hon. Steele Motor company, local Dodge Brothers dealers, "is the most con-

vincing possible evidence that their product today is more favorably regarded by the public than ever before and that the present prices are the most impressive values Dodge Brothers have ever offered."

The Dixie Bakery leads on high class bread, pies, cookies and fancy baked supplies of every kind. Best by test. Ask old customers. 439 Court St. (*)

C. A. Luthy, Reliable jewelry store. What you are looking for in jewelry. Where a child can buy as safely as a man or woman. Repairing in all lines. (*)

Capital City Cooperative Creamery. Milk, cream, buttermilk. The Buttercup butter has no equal. Gold standard of perfection. 137 S. Com'l. Phone 299. (*)

DODGE BROS. NOW IN THIRD POSITION

Retail Sales by Their Dealers Gained Greatly During First Quarter

Official figures just released by the United States department of Commerce covering the shipments of motor cars and trucks from factories in the United States during the first quarter of 1925 lend unusual interest to the corresponding records established by Dodge Brothers, Inc.

During the first three months of this year the entire automobile industry in the United States has shipped 1,085,394 complete passenger cars and trucks which, compared with the corresponding figure of 968,086 for 1925, establishes a gain of 12.1 per cent.

The shipments of Dodge Brothers passenger and commercial cars and Graham Brothers trucks for the same period this year were 86,883 units and for the same quarter last year were 59,363. The gain was 46.3 per cent or nearly four times the gain made by the industry.

A gain of 46 per cent by a builder whose output places him easily in third rank among motor car manufacturers is regarded by those who watch closely the pulse of the automobile industry as a

For Economical Transportation

CHEVROLET

Everybody says "It costs so little to Own and to Operate"

Although it is bigger, and more rugged than other low-priced cars, Chevrolet has a world-wide reputation of costing less to own and to operate.

This reputation has been won, first, by the longer life, slower depreciation, and freedom from repair that result from Chevrolet's modern design— and, second, by the oil and gas economy of Chevrolet's powerful valve-in-head motor.

Hundreds of thousands of Chevrolet owners will tell you that this car is not only powerful, speedy, comfortable and smart appearing—but that you can enjoy its exclusive advantages at a cost which is lower than you imagine. Get a demonstration and let us show you why this is true.

Runabout	\$510
Coach or Coupe	\$645
Runabout Sedan	\$735
Landau	\$765
1/2 Ton Truck (Chassis Only)	\$395
1 Ton Truck (Chassis Only)	\$550

All prices f. o. b. Flint, Mich.

Newton Chevrolet Co.
Opposite City Hall Telephone 1000
Everyone Is Talking Chevrolet

QUALITY AT LOW COST

1926 SESQUI-CENTENNIAL YEAR
150th Anniversary of the Signing of the DECLARATION OF INDEPENDENCE
• • • JULY FOURTH • 1926 • • •

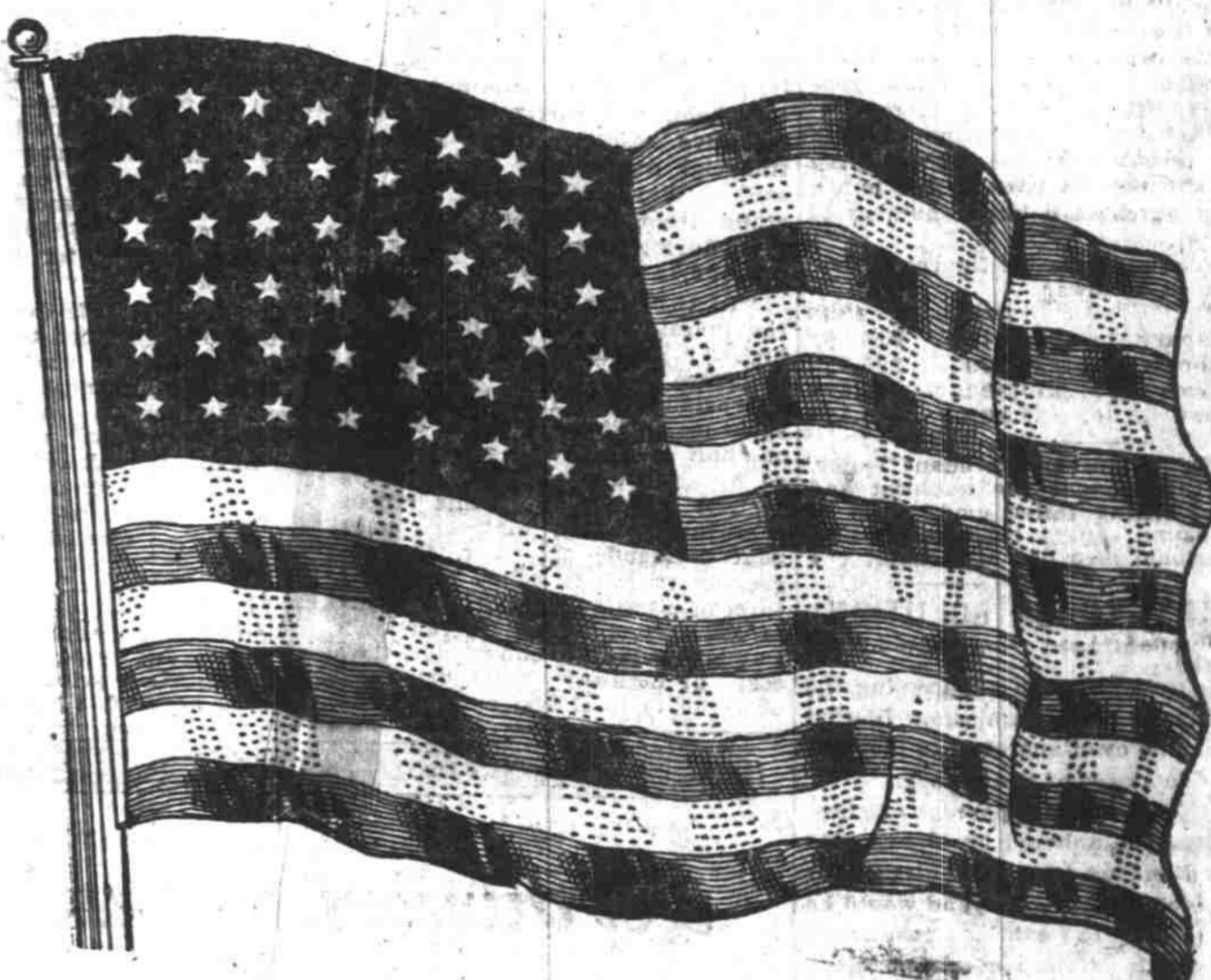
One hundred and fifty years ago this Fourth of July the Declaration of Independence was signed. Everyone will want to fly a fresh, clean flag of the United States of America in commemoration of that historic event.

Decoration Day MAY 30TH
Flag Day JUNE 14TH
Independence Day JULY 4TH

With these three great holidays close at hand, now is the time to get your flag and be prepared for all the holidays throughout the year.

A Beautiful American Flag Outfit For Every Reader of THE OREGON STATESMAN

The Oregon Statesman, knowing that all of its readers would want to fly an unsoiled and untorn flag this year, bought a large number of flags and will be able to supply its readers with flags at a very small cost while they last.



A Remarkable Flag at an Exceptional Price. Only 98c

Description of Flag
This flag is 3x5 feet and is made of specially selected cotton knitting, has sewed stripes (not printed) and fast colors. The yarns used are tight, strong, yet they are sufficiently light to permit the flag to float beautifully in the breeze.

How to Get Your Flag

Clip three flag coupons (which will be published daily) from this paper and hand in or mail to The Statesman office, together with 98c and take home your flag or have it mailed to yourself or a friend.

FLAG COUPON

Three of these coupons and 98c when presented at or mailed to the Statesman office, 215 South Commercial St., Salem, Oregon, entitles you to a beautiful American Flag, size 5x3 feet as advertised.

Name.....

Address.....

NOTE—If flag is to be mailed add 10c additional for cost of mailing and flag will be sent postpaid to the address given.

HIGH YIELD AND SAFETY

Two things the prudent investor always looks for when considering how he shall put his spare money to work.

- 1—Safety of the Investment.
- 2—Attractive rate of return.

At the present time there is not a public utility security on the local market that meets these two acid tests any better than does the

7.20% First Preferred Stock

of the

Portland Electric Power Company

The safety of this investment is based upon the essential nature of the utility service which this company is now rendering to a population of over 400,000 in a total of 67 different communities, and also upon the large capital investment—over \$75,000,000—in physical property which is devoted to giving these services.

You are assured of receiving regular dividend checks at the rate of 7.20 per cent per annum, which is the highest rate of return paid on any utility security now offered local investors.

It will pay you to investigate this opportunity, at once.

Investment Department
237 N. Liberty St., Salem

Portland Electric Power Co.
Portland, Salem, Oregon City, St. Helens and Hillsboro, Oregon, and Vancouver, Washington

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that the Philco Dynamic Battery is the highest-powered, longest-life battery ever built for automobile service. Ask any car owner who has one.

Once you have tried a Philco—proven its tremendous reserve power and freedom from ordinary battery troubles—you'll never again put up with just an ordinary battery.

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