

Catalog Comparison Shows Changes in Accessories



The advancement in automobile equipment since 1909 can best be shown by comparison of Western Auto Supply Company catalogs. Note the windshield, auto top, and headlamp which were accessories eighteen years ago, and the modern equipment shown in the new 128 page catalog that the accessory company is now mailing to all western automobile owners.

MODERN WAYS BEAT FLOPS IN BUSINESS

(Continued from page 1.)
Trains and ships, telephones, telegraph, radio, automobiles, motor trucks, calculating machines, typewriters, automatic machinery electric power and light, are but a few of a multitude of tools now at the command of modern business. Vast improvements have been made during recent decades in distribution systems, in financial methods, in transportation, in communication. Perhaps the most far-reaching

improvement of all is the improvement noted everywhere in human relations. Vendors and customers, managements and workers, are showing an interest and sympathy with each other's plans and problems that would have been undreamed of a few short decades ago. While the millennium has not yet arrived, men and groups of men are realizing that their own success and prosperity depend upon the success and prosperity of others. The interests of workers, of stockholders, and of executives are mutual. The interests of groups in iron and coal are the

same as the interests of the groups who work in rubber and concrete. The interests of the bankers and the manufacturers and the agriculturalists and the transportation groups have much in common. Realization of a far-reaching dependence, each upon the other, is bringing about a spirit of good will and fair play that is extending throughout the world. Certainly no prophet can be wrong who says that 1927 will strengthen the bonds of ever growing allegiance that each man owes to every other man in the onward march towards perfection of modern civilization.

As for the specific business of Dodge Brothers, Inc., third largest manufacturer of motor cars and trucks in the world, we are looking to 1927 with confidence of being more useful to more people than during any year before.

TUNING OF RADIO FASCINATING JOB

(Continued from page 1.)
for one frequency and the others for different waves and expect to get the efficiency possible when all three are set for the same signals. It is only when this latter condition prevails that the tube will amplify the signals in the manner they are supposed to. Since there is a fundamental difference in apparatus, it will be less manifest in the mid-range of the dials. As one goes up or down the scale, however, it becomes more and more obvious. Thus, it will be seen, it is impossible to use single control except in the instances noted above. The ideal way is to have an arrangement whereby the condensers are belted in a way that when one turns a master control, there will be enough slack to readjust any single condenser without moving the others. Usually two or three degrees will suffice. More slack would prevent the pick-up of the carrier waves of local and semi-distant stations because the condensers of the extra lag would not be in resonance.

This is the system evolved by Grebe engineers and is applied in the Synchronphase type of broadcast receiver through the use of a chain and pulley method. If two or three dial tuning is desired, all one has to do is to loosen the thumb screw on the top of the tangent dials. This releases the grip on the pulley and permits individual dial tuning.

Everything in the book store line, books, stationery, supplies for the home, office or school room, at the Commercial Book Store, 163 N. Com'l. (*)

WESTERN AUTO MEN HOLD CONVENTION

Sales and Service Policies Discussed and Plans for 1927 Formed

What is declared to have been the most successful convention of Western Auto Supply Company managers ever held in the Seattle district, was brought to a close last week at the division headquarters in Seattle. According to Walter Rydell, local Western Auto manager who has just returned from Seattle, all the managers and executives from Washington, Oregon and Montana attended the four day sales and service conference which was unprecedented in every detail and was a glowing tribute to the growth and activities of the company.

Sales and service policies were discussed and plans for 1927 merchandising campaign were made. It was disclosed that the Western Auto Supply company will launch a more extensive campaign than ever before this year with a complete line of automobile accessories, tires, camping equipment and radios.

A few years ago when the Western Auto stores could be counted on the fingers of one hand, a central meeting of all the managers was held yearly in Los Angeles. The company has advanced with such meteoric strides since its inception, and the stores have been spread out over so wide an area that a general yearly convention is no longer practical and annual meetings are held at the district headquarters in Seattle, Los Angeles, Oakland and Denver.

O. J. Hull Auto Top & Paint Co. Radiator, fender and body repairing. Artistic painting adds 100 per cent to the appearance of your auto. 26' S. Com'l. (*)

NOW EXCLUSIVE NASH AGENCY

The F. W. Pettyjohn company announced during the week that they are now handling the Nash line exclusively having given up the Cadillac agency. The recent added improvements and the attractiveness of the Nash line is given as the reason.

GENERAL MOTORS SET HIGH RECORD

(Continued from page 1.)
make the statement that the earnings of 1926, excluding equities, exceeded those of 1925 by \$48,506,214, or 45.6 per cent and further, that the earnings of 1926 exceeded the former high record previous to 1925 by \$92,923,447 or 149.7 per cent. For the purpose of making this comparison absolutely fair the additional earnings in 1926 resulting from the consolidation of Fisher Body had been eliminated. Comparison with previous reports will demonstrate that notwithstanding the very large disbursement account of dividends, there was added to surplus or reinvested in the business for further development, a total of \$64,508,864. This compares with \$36,909,544 for the year 1925.

The regular quarterly dividend was increased as of March 12, 1926, to \$1.75 per share or to the rate of \$7 per share per annum. The same rate of dividend was paid on the additional stock resulting from the 50 per cent stock dividend paid Sept. 12. The effect of this was that as of that date the regular quarterly dividend was further increased to the equivalent of \$10.50 per share per annum. There was paid as regular dividends on the common stock during the year, a total of \$48,497,216. In addition, two extra dividends were declared aggregating \$55,433,777. There resulted a total declaration of common stock dividends for the year of \$103,930,993. This includes the extra dividends amounting to \$34,788,558 paid Jan. 4, 1927 to stockholders of record Nov. 20, 1926.

Total assets of the Corporation at Dec. 31, 1926 amounted to \$920,894,105 compared with \$703,786,664 at the end of 1925. The investment in real estate, land and equipment at Dec. 31, 1926, was \$434,373,903 compared with \$287,268,286 at Dec. 31, 1925; an increase during the year of \$147,105,617 of which \$86,423,456 was due to the acquisition of the Fisher Body Corporation, and \$60,682,161 to expenditure for plant extensions and improvements. The investment in affiliated and miscellaneous companies decreased \$6,467,825 during the

year, reflecting the transfer of the Fisher investment to the plant account, also expenditures for additional capital stock of subsidiaries in the sum of \$23,400,000. Outstanding notes of the Fisher Body Corporation amounting to \$12,500,000 were retired, incident to the acquisition of the assets and liquidation of the Corporation. It will be noted from the foregoing that the sum of \$96,582,161 was required for the purpose of financing the necessary plant extensions, additional capital stock of subsidiaries, and the retirement of the Fisher Body notes.

FIVE SECONDS MORE TO LIVE!

What would you do if you were told that you had only five seconds more to live? That's rather a difficult question—but, just the question we could well ask the driver who scorns his brakes. That chap, driving his car with his wife beside him and his children in the rear seat, may suddenly see an inevitable accident looming up before his eyes. Not very hard to guess what he will do as he sees calamity striking. Now he jams down desperately brakes which won't hold, which seem to squeak "I told you so" as they fail. The pain of remorse is cold and bitter. There's a strong truth expressed in the picture of the unfortunate who has lost control of his car because his brakes are bad. Such a picture could have as its title "Being Sorry Won't Make the Brakes Hold." Do YOU know positively that YOUR brakes are all right? They may hold fairly well in ordinary driving, but will they stand the sudden strain of a quick stop? Come in and let us give your brakes a good inspection. This service is free and places you under no obligation.

MIKE PANEK SALEM'S BRAKE SPECIALIST

Yes, we have brake lining that holds in wet weather

THE car will work easier. The bills reasonable, your temper serene—when you bring your car to us.

Monroe S. Cheek

Complete Automotive Lubrication Court at Capitol Phone 2295

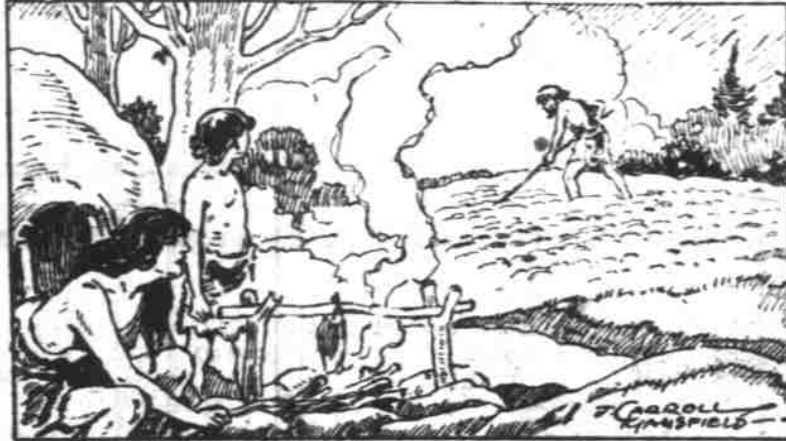


Call On Us For Any Auto Parts

C. & L. PARTS STORE INC. Corner Ferry and Liberty Telephone 666

If You Save This Page Each Week You Will Have a Complete History of Man

OF THE THREE GREAT NECESSITIES OF LIFE FOOD, CLOTHING AND SHELTER, THE FIRST IS THE MOST IMPORTANT TO MANKIND. TEN THOUSAND YEARS AGO EVERY MAN WAS OBLIGED TO RAISE THE FOOD FOR HIMSELF AND HIS FAMILY

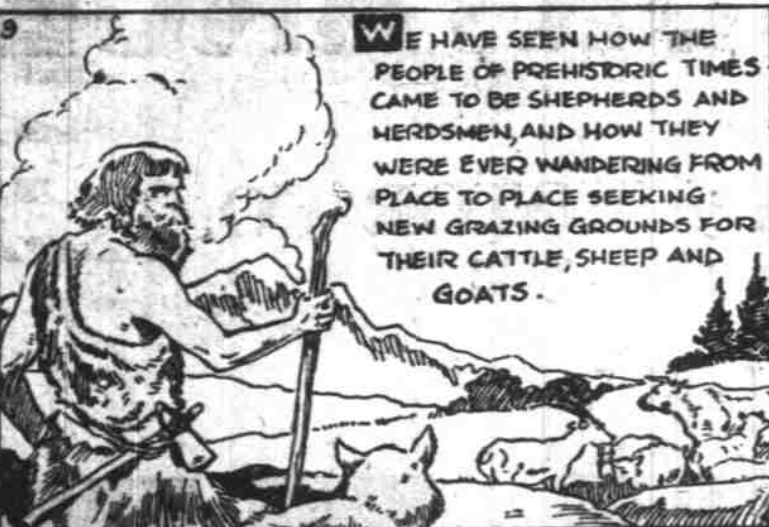


TODAY, IN THE UNITED STATES, THANKS TO OUR IMPROVED AGRICULTURAL MACHINERY AND MODERN FARMING METHODS, THE WORK OF LESS THAN THIRTY PERSONS OUT OF EVERY HUNDRED IS REQUIRED TO PRODUCE ENOUGH FOOD TO SUPPLY THE ENTIRE POPULATION AND STILL HAVE A LARGE SURPLUS TO EXPORT.

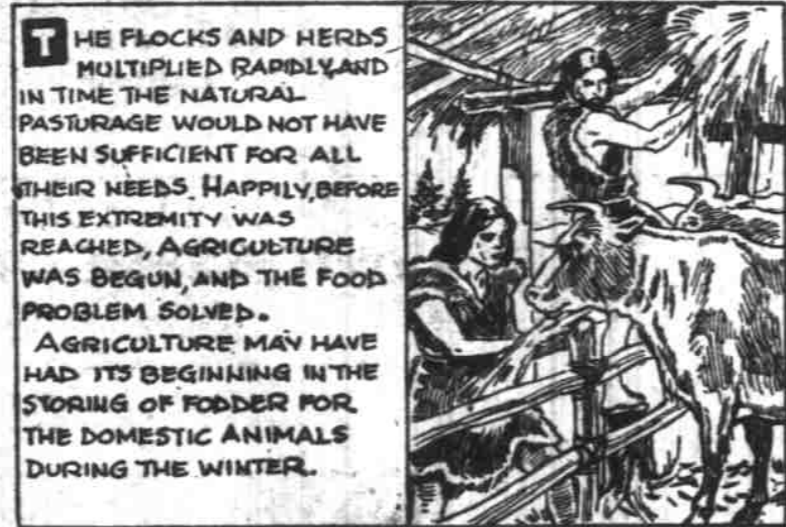
HIGH LIGHTS OF HISTORY

Prehistoric Agriculture.

By J. CARROLL MANSFIELD



WE HAVE SEEN HOW THE PEOPLE OF PREHISTORIC TIMES CAME TO BE SHEPHERDS AND HERDSMEN, AND HOW THEY WERE EVER WANDERING FROM PLACE TO PLACE SEEKING NEW GRAZING GROUNDS FOR THEIR CATTLE, SHEEP AND GOATS.



THE FLOCKS AND HERDS MULTIPLIED RAPIDLY AND IN TIME THE NATURAL PASTURAGE WOULD NOT HAVE BEEN SUFFICIENT FOR ALL THEIR NEEDS. HAPPILY BEFORE THIS EXTREMITY WAS REACHED, AGRICULTURE WAS BEGUN, AND THE FOOD PROBLEM SOLVED. AGRICULTURE MAY HAVE HAD ITS BEGINNING IN THE STORING OF FODDER FOR THE DOMESTIC ANIMALS DURING THE WINTER.



SINCE MEN FIRST BEGAN TO DOMESTICATE ANIMALS, THEY HAD REAPED THE WILD-GROWING WHEAT AND BARLEY, BUT HAD BEEN IGNORANT OF PLANTING AND SOWING. SOME OF THE WILD GRAIN THEY BEAT OUT FOR THEIR OWN USE.



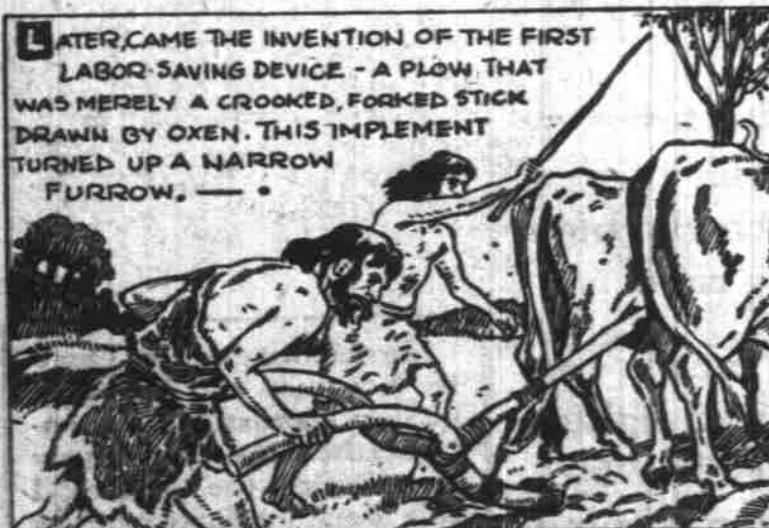
AT SOME TIME IN THE DIM PAST, CAME THE IMPORTANT DISCOVERY THAT A SEED DROPPED INTO THE GROUND WOULD SPROUT, TAKE ROOT, AND IN A CERTAIN TIME PRODUCE A PLANT LIKE THAT FROM WHICH IT CAME.



WHEN MEN BEGAN TO RAISE CROPS IN SMALL PATCHES, EXPERIENCE TAUGHT THEM THAT THE SEED WOULD GROW BETTER IF THE SOIL WAS BROKEN UP. A SHARPSTICK WAS PROBABLY USED AT FIRST FOR THIS PURPOSE.



FROM THE SHARP STICK A PRIMITIVE HOE WAS DEVELOPED, BUT PREPARING THE SOIL WAS SLOW, ARDUOUS WORK.



LATER, CAME THE INVENTION OF THE FIRST LABOR SAVING DEVICE - A PLOW THAT WAS MERELY A CROOKED, FORGED STICK DRAWN BY OXEN. THIS IMPLEMENT TURNED UP A NARROW FURROW.



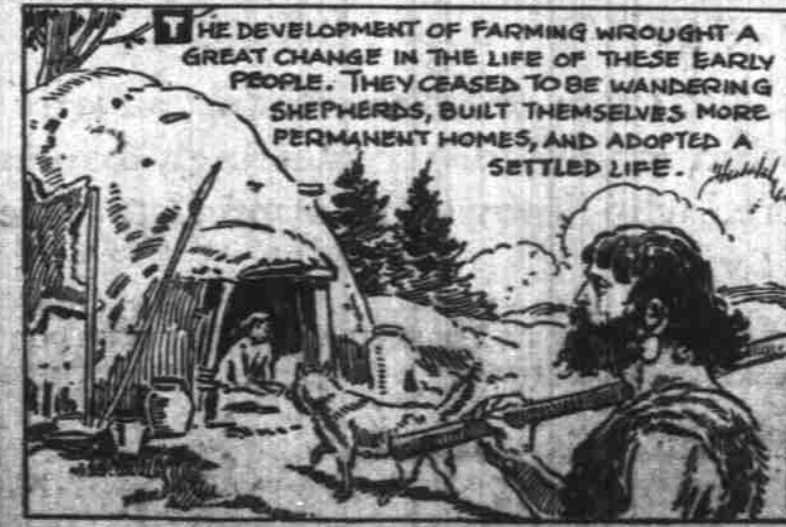
MAN'S LABOR WAS REWARDED. HE SOON FOUND THAT THE WILD GRAIN WHEN CULTIVATED GREW LARGER IN SIZE AND GREATER IN YIELD.



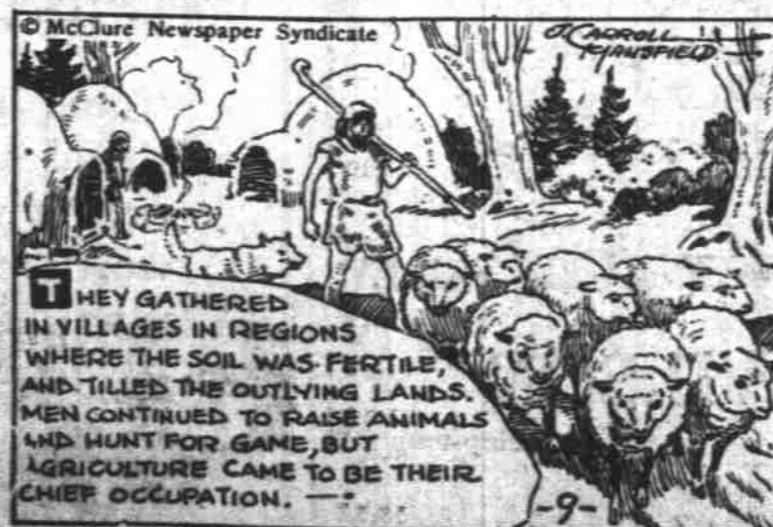
THE GRAIN WAS GROUND BETWEEN STONES AND THE FLOUR KEPT IN EARthenWARE VESSELS FOR FUTURE USE. THEY HAD NO YEAST BUT MADE A HEAVY BREAD.



IN TIME, MEN LEARNED TO WEAVE VEGETABLE FIBERS. FROM FLAX THEY MADE FISHING NETS, ROPE, AND A ROUGH CLOTH FOR GARMENTS.



THE DEVELOPMENT OF FARMING BROUGHT A GREAT CHANGE IN THE LIFE OF THESE EARLY PEOPLE. THEY CEASED TO BE WANDERING SHEPHERDS, BUILT THEMSELVES MORE PERMANENT HOMES, AND ADOPTED A SETTLED LIFE.



THEY GATHERED IN VILLAGES IN REGIONS WHERE THE SOIL WAS FERTILE, AND TILLED THE OUTLYING LANDS. MEN CONTINUED TO RAISE ANIMALS AND HUNT FOR GAME, BUT AGRICULTURE CAME TO BE THEIR CHIEF OCCUPATION.

CHEVROLET An Entirely New Conception of "Quality at Low Cost"



The Most Beautiful Chevrolet in Chevrolet History!

Reduced Prices! The COACH \$595

- The Touring or Roadster \$525
 - The Coupe \$625
 - The Sedan \$695
 - Sport Cabriolet \$715
 - The Landau \$745
 - 1-Ton Truck (Chassis Only) \$495
 - 1/2-Ton Truck (Chassis Only) \$395
- Balloon Tires Now Standard On All Models. All prices f. o. b. Flat, Mich.

Because it carries the lowest prices ever placed on a truly fine automobile, the Most Beautiful Chevrolet brings into existence an entirely new conception of "Quality at Low Cost." Never before at Chevrolet's amazingly reduced prices has any manufacturer provided so many fine car features, so many marks of distinction and so many mechanical improvements. These are typified by new bodies by Fisher finished in Duco colors, full-crown one-piece fenders, bullet-type lamps, AC oil filter, AC air cleaner, improved transmission, larger radiator and many others. You need only to see these supremely beautiful cars to realize why all America is proclaiming them as the greatest sensation of America's greatest industry! You need only to compare them with the finest the market affords to see that they represent the biggest dollar-for-dollar value ever offered! Come in today and get a demonstration!

Newton Chevrolet Company Opposite the City Hall Telephone 1000

"EVERYONE IS TALKING CHEVROLET" QUALITY AT LOW COST