

OVERLAND TURNOUT IS TO BE GREATER

Willys-Knight Company to Increase Production on 4 Cylinder Sedan

Word has come to all Overland and Willys-Knight dealers that factory plans for 1926 contemplate a greatly increased production of the Overland standard sedan, the four cylinder model on which the recently announced price of \$595 at the factory has set the slogan of "the lowest priced enclosed car of standard design in the world."

This is the first authentic note of 1926 which has yet been struck by any of the major manufacturers of motor cars, and coming from Willys-Overland, Inc., the third largest manufacturer in the motor car industry, it is significant of the developments which the new year is likely to see.

It proves definitely that the light yet roomy car, low in price,

with standard features of construction, will be the model around which manufacturers building in quantity will base their major production efforts.

When the present price of the Overland standard sedan was announced, it was stated that the price could not be maintained unless there was a demand in excess of 10,000 a month for this model. This is a large production for an enclosed car type but word from the factory shows that an even greater volume than 10,000 per month will be necessary to meet the actual demand as felt through orders from dealers.

The average at the present time is 85 per cent closed cars as against 15 per cent open cars with every indication pointing toward an almost 100 per cent demand for enclosed car before the end of the coming year.

Increased demand, with lowered sales resistance, has made it possible for Willys-Overland, Inc., to work out many noteworthy savings in manufacturing costs on this light sedan.

Forty distinct types of closed car bodies are built by Fisher for Chevrolet, Buick, Cadillac, Oakland and Oldsmobile.

MOTORING IS YEAR ROUND SPORT HERE

Closing of Football Season Turns Thoughts to Winter Car Driving

Football season has reached a spectacular close. Cheering throngs have turned their attention to other interests and injurious grid fans must content themselves with memories of hard fought games until next autumn.

Westerners are fortunate in having one popular sport, however that endures the year around. On the Pacific coast there is that great national pastime which knows no seasons, motoring.

In spite of the fact that automobiling has become an integral part of daily life it may, nevertheless, be looked upon as a sport. It is a sport—a great game, second to none in the world in number of followers. It is no mean privilege to be

Old Yuletide Customs Scheduled For Revival In America



Modern Hostess Provides Traditional Christmas Fare While Conserving Energy for Festivities

THE old-fashioned Christmas, with stockings hung up by children, a jolly Santa Claus, holly and mistletoe decorations, and, chief of all, a family table positively groaning with Christmas fare, is due for a revival this year, according to authorities. The ultra-sophisticated Christmas celebration, with most of the Christmas spirit left out, is rapidly going into the discard, and people are turning more and more to the quaint old customs which surround this most joyous of festivals.

While we may find it a little difficult to revive in America—at least in the cities—the bringing in of the yule log, as shown in the accompanying drawing by H. M. Paget,

there is no reason why all the traditional good things to eat cannot be incorporated in the Christmas menu, especially when they can be secured without the tiring process of being personally made by the busy mother. Today, for instance, the marvellous modern bakeries of America, produce the same kind of holiday fruit cake that "mother used to make," while similar advances have been made in other culinary fields.

Consequently the hostess of the occasion is not too tired to take part in the festivities, while the family can enjoy the goodies without feeling that they have been provided at a high cost of energy.

able to tour the surrounding country winter or summer, month in and month out with little variation in the degree of comfort.

While it is true that enclosed models jump to the forefront in popularity during chilly periods, touring and roadsters are no wise strictly summer vehicles. Chevrolet, for example, offer in their open models a very snug and comfortable means of transportation with adequate protection against wind, rain, fog and other weather contingencies that beset the motor traveler between November and April. With curtains up all around the interiors of these body styles are as comfortable as any fireside. Close fitting door curtains permit of easy access, and when the warm days come, as they do frequently in Pacific coast winters, the owner has an open car for the open road.

Some special features of the open models are: extra heavy brake bands giving greater braking efficiency, a positive steering mechanism, clear vision windshield with rubber weather strip and many other items intended for the safety and comfort of occupants.

The paint on both touring and roadster models of Chevrolet is Duco; that durable finish which resists the ravishes of salt air dampness and retains its lustre even under extreme exposure to the hot sun.

WESTERVILLE, Ohio.—Much ink, labor and local pride would be saved, in the opinion of Raymond Phelan, professor of business administration, Otterbein college, if the state designations were dropped on letters to important cities.

In a letter, Professor Phelan urges the postoffice department to take under consideration a plan of arbitrarily specifying a list of cities so well known that the state is unnecessary.

General Motors, in their five automobile lines, offer 46 different models.

Highway Hewn Out of Solid Rock on California Coast

LOS ANGELES—The rock ribbed coast of southern California, little known because of so many sandy beaches, has been conquered by roadbuilders.

The cutting of the Ventura coast stretch of the new ocean shore highway, just completed, ranks among the outstanding highway projects of the nation, in the opinion of engineers.

In a stretch of 7.4 miles, an excavation of 1,213,724 cubic yards of rock and earth was accomplished. The most expensive section was one mile through solid rock cliffs, south of Big Sycamore Canyon, where 334,086 cubic yards were moved at a cost of \$238,817.20.

Men and instruments were let down with ropes over rocky cliffs and some of the work was done while the location men were dangling in midair above the oaming breakers of the Pacific.

Two years were spent in this work to complete grading and next summer the paving will be laid.

no Doctors and Cemeteries in This Home-Cook Town

OAKLAND, Cal.—Newark, a town with a population of 1000 people, situated near here, has never had a doctor, dentist, undertaker, ambulance, drug store, or a cemetery.

Mayor Louis Ruschin, authority for the statement, attributes the health of the community to home cooking. Newark is also without a restaurant.

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Liberty and Ferry

Phone 211

BATTERY STATION IS STARTED HERE

Farmer & Stewart Open New Plant at 263 South Commercial Street

G. C. Farmer and W. M. Stewart have opened up a battery station at 263 South Commercial and have secured the Westinghouse agency and will carry batteries for all makes of cars. A Hobart constant potential charging machine that will handle about 25 batteries daily has been installed.

A good assortment of ignition parts and generator brushes will be carried and repair will be made on all ignition systems as well as on all makes of batteries. They will specialize on generator and starting motor repairs and have installed an up-to-date testing board for this work.

G. C. Farmer has had special training in this line and has been employed in a local battery shop for some time. Both men have lived in Salem for over 20 years.

EXCISE TAX HIGH

The automobile business pays five times as much in war excise taxes as the total of war excise taxes paid by all other industries, says the National Automobile chamber of commerce.

The next New York National automobile show will be held January 11 to 16, 1926.

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This applies to either
NEW OR USED CARS

Be sure and compare our cars and prices before you buy

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Buy Something the Whole Family Will Enjoy 12 Months in the Year

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Dynamic!—In Performance

Acceleration—as rapid as it is smooth and free from apparent effort.
Speed—that will make your hair stand and your nerves tingle.
Stamina—which makes sustained speeds possible for incredible lengths of time and for any distance you will ever want to drive in a day.

These are characteristics peculiar to the Vertical-8 type of motor—unique in this Rickenbacker car.

F. W. PETTYJOHN COMPANY
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Famous "Six" Prices		Vertical "Eight" Prices	
Phaeton	\$1495	Phaeton	\$1895
Breakdown	1295	Breakdown	1695
Roadster	1295	Roadster	1695
Coupe-Roadster	1795	Coupe-Roadster	2195
Sedan	1795	Sedan	2195
De Luxe Coupe	1795	De Luxe Coupe	2195

f. o. b. factory—plus war tax

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PHILCO is now able to supply Radio Fans with Radio "A" and "B" batteries at a low cost not before realized. While the initial cost on storage "A" and "B" batteries is a little greater than on dry cell batteries, over a certain period an economical saving will be realized in the upkeep of operating a Radio Set. Any PHILCO dealer will be pleased to demonstrate PHILCO Radio "A" and "B" batteries at any time.

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