

FORD SHOW WEEK OBSERVED IN SALEM

Public to Be Given Opportunity to View Entire Line of Improved Fords

The show room of the Valley Motor company, local Ford dealer, will be just about the most popular place in the city this week. Ford National Show Week which opens today and will continue through next Saturday evening, has brought out the greatest exhibit in the history of the Ford Motor company. Not only is a full line of improved cars being shown, but the trim lines of the various types are enhanced by such new appointments as top boots and gypsy curtains, windshield wings, and windshield wiper supplied by the Ford Motor company. This special equipment, is being exhibited for the first time in Ford National Show Week and should prove mighty interesting even to those who are already driving improved Ford cars.

In addition to the cars and specialties, representative types of Ford ton trucks and Fordson tractors with both industrial and agricultural equipment will be displayed.

Arrangements for the week's display here were made by the Portland Branch of the Ford Motor company to coincide with exhibits in every dealer's showroom in the United States. The purpose of the display is to give the people of Salem an opportunity to become better acquainted with the improved Ford cars. The display will remain open in the evening to accommodate those whose city is occupied.

In Ford cars which will be shown during the national show week are incorporated improvements in body design and construction and chassis refinements more pronounced than any made in the history of the Model T chassis. Although thousands of

DOWN THE ROAD WILLIE DISCOVERS THE OATH OF ALLEGIANCE IS NOT SO EASILY IGNORED



Through Enemy Territory

these improved cars are in operation all over the country at the present time, there are still many persons who have not had opportunity to view the entire line and inspect in detail the improvements which have so greatly increased the popularity of Ford cars.

The first impression of the Ford cars for 1926 is one of increased beauty and smartness. Bodies are longer and lower, fenders hang low over the wheels and closed cars are finished in rich harmonious color schemes. But beauty is not the only quality to benefit by the redesigning. Riding comfort has been increased by wider, lower seats and greater legroom. New features of convenience have also been incorporated in these new cars. The gasoline tank is now filled from outside the car and in the open type a door at the driver's left permits entry or exit without disturbing the front seat passenger. Both transmission and rear wheel brakes have been enlarged.

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HIGHWAY CUT FROM SOLID ROCK CLIFF

Ventura Stretch on California Coast is Triumph of Engineering Art

Southern California, along with its famous sandy beaches, also has many miles of rock-ribbed coast line.

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 road 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 removed at a cost of \$238,871. Men and instruments were let down with ropes over the rocky cliffs and some of the work was done while the location men were dangling in mid-air above the foaming breakers of the Pacific.

Two years were spent in work to complete the grading and this spring the concrete pavement will be laid. The new road, when opened in the fall of this year, will be one of the most delightful drives to be found on the Pacific coast.

RUBBER FOR YEAR'S SUPPLY
PORTLAND, Jan. 9.—In view of recently announced price increases that have affected the entire world's purchase of rubber, officials of the Columbia Tire Corporation are congratulating themselves on the fact that, in anticipation of a rubber shortage, they have already purchased their entire 1926 rubber supply.

This, according to Alfred A. Aya, vice president and general sales manager, also takes in a material increase in production that is looked for during 1926, and places the company in an admirable position to carry out the greatest program of expansion in their three year history.

Many men emphasize their importance when they have no importance to emphasize.

MORELAND ANNOUNCES PROGRAM
OAKLAND, Jan. 9.—Backed up by a program of great expansion for the year 1926 in manu-

facturing and sales, the Moreland Motor Truck company of Los Angeles, Calif., is preparing to launch its greatest advertising program and has placed its advertising account with James Houlahan, Inc., coast-wide advertising agency with headquarters here.

Moreland trucks are sold in 11 western states through distributors, dealers, and fourteen factory branches located in key points in Pacific coast states.

NATIONAL CAPITAL PROUD OF HIGHWAY

Paved Street System in Washington, D. C., Carries Much Motor Travel

Eight broad boulevards carry nearly all of the motor traffic in and out of the nation's capital at Washington, D. C. Six of these are paved 89 feet wide from curb to curb, within the city's boundaries, principally of concrete.

Rhode Island avenue is one of the heaviest traveled. Philadelphia, Baltimore and Wilmington traffic converges and enters the city over this thoroughfare. Bladensburg road provides an outlet to the northeast toward Annapolis, Md., where the United States naval academy is located.

Connecticut and Wisconsin avenue received their heaviest traffic during the tourist season. Visitors from all over the country after viewing the historic civil war battlefield at Gettysburg and Frederick, Md., made famous by the Barbara Fritzsche episode, enter the national capital over these two boulevards.

Washington is justly proud of its entire system of paved streets. Few avenues of traffic are less than 60 feet wide, while one street boasts a width of 160 feet. Of greatest fame perhaps is old Pennsylvania avenue. It is exactly one mile long and runs in a straight line from the capitol to the White House.

PAVED ROADS BRING BUSINESS TO TOWNS
(Continued from page 1)

Bellingham, Wash., in Whatcom county, one of the greatest egg-producing districts in the United States, has seen its egg business grow from 400 cases weekly to over 2,000—before a paved road system was laid and after. Concrete roads have rightly been considered one of the country's greatest assets.

Hotel business has flourished and elaborate tourist camps have sprung up in towns that are on paved highways. In Wisconsin hotel keepers have declared that from May until November 75 per cent of their transient guests are motor tourists. Automobile campers, when they strike a town with a well-equipped tourist camp, often spend many days and countless dollars, thus bringing in new business.

Good roads and the automobile. The former may be had with a little combined effort; the latter is already here. Together they present the opportunity for the smaller communities to grow and prosper. Every dollar spent for paved roads will come winging its way back in the form of better business, happier home life and a general air of prosperity to the American town.

By BECK

POST TOWN NAMES

Suitable identification signs should be a part of every town on a main highway. Too often, motorists are forced to stop and ask the name of the town they are in to get their bearings. A few wide-awake towns have advertised their community and at the same time advised motorists where they were by means of an appropriate sign on the main road at either end of the town limits.

MOTORISTS PAY SHARE

Motorist vehicle taxes in 1925 were almost one-half of the country's expenditure for road construction and maintenance.

PROSPEROUS SEASON SEEN BY CHEVROLET

No Falling Off in Sales of Passenger Cars Predicted; Trucks to Gain

W. S. Knudsen, president and general manager of the Chevrolet Motor company, predicts continued prosperity for the automotive industry during 1926.

"My opinion is that 1926 will be a good year in the automobile

industry," he said. "That there will be as many passenger cars sold at retail as in 1925.

"That there will be more trucks sold at retail than in 1925. That dealers will improve their merchandising methods and the dealers who do will increase their turnover.

"That used cars will have to be treated as merchandise and dealt in as such at fair prices and in running order.

"That dealers' improvements in shops and tools will help to reduce the maintenance cost of automobiles.

"That people will never stop buying good motor cars at the right price."



Absolute riding comfort in this new Six, with 90 inches of Semi-Elliptic Springs for the 107 inch wheel base! Big, full cushion Balloon Tires and genuine Spanish leather upholstery.

These Great Features: Continental Red Seal Motor; Bendix Four Wheel Brakes; Heavy Drop Frame; Force Feed Lubrication.

See it at your Dealer Sunday

January 17



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Philco Socket Power 'B'

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Years of experience have proved to us that winter paint jobs wear far better than spring and summer jobs. The winter rain and wind will not injure our BAKALL Baked Finish
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What is the Meaning of "Sweeping Reductions?"
Here is what OAKLAND means —
New Prices 70 to 350 Lower
+ Additional savings of as much as 40 to 60 because of the New General Motors Time Payment Rates
+ More than 100 improvements —
These include new Bodies by Fisher, Air Cleaner, Oil Filter, Four-Wheel Brake refinements and The Harmonic Balancer—an exclusive feature rendering the New Oakland Six unmatched in freedom from engine vibration.
Roadster \$ 975 (Old Price \$1095) Sedan \$ 1195 (Old Price \$1295)
Touring 1205 (Old Price 1305) Coach 1395 (Old Price 1495)
All prices at factory — General Motors Time Payment Rates. Accessories the lowest in the industry. Have been made still lower. You can save as much as \$40 to \$60 in your time payment cost.
VICK BROTHERS
High Street at Trade
WINNING AND HOLDING GOOD WILL
OAKLAND SIX
A PRODUCT OF GENERAL MOTORS