

Ford's Old Time Dance Orchestra To Go On Air



Henry Ford's old fashioned dance orchestra is going on the air. This unique musical organization will make its radio bow next Tuesday and Friday nights, January 12 and 15, through fourteen broadcasting stations and five thousands an opportunity to go the old time steps to the old time tunes.

The orchestra is to appear in New York during the week of January 11 to 16, playing every afternoon and night at the Ford Motor company's exhibition, 1710 Broadway, and arrangements have been completed for broadcasting an hour's old fashioned dance music from 10 to 11 o'clock, Eastern Standard time, on Tuesday and Friday nights.

It is remarkable how interest in the old American dances is increasing. The younger generation is turning to the old time dances because of their technique and beautiful style and the older people are able again to enjoy the dances of their youth. So the popularity of these good old fashioned dances is coming back fast.

In selecting his orchestra for playing old fashioned dance music, Henry Ford chose a somewhat unusual combination of instruments, extremely ancient ones, the dulcimer and the cymbalom, a modern bass horn, the sousaphone, and a violin. They are said to be ideal for a small dance orchestra. The cymbalom is a Hungarian stringed instrument like an

open piano and is played with padded sticks. The dulcimer, also is a stringed instrument and is played with little hammers.

Stations through which the programs will be broadcast each night are WFAA, New York; WFH, Boston; WCAE, Pittsburgh; WEAR, Cleveland; WOO, Davenport; WGN, Chicago; KSD, St. Louis; WDFW, Providence; WGR, Buffalo; WWJ, Detroit; WCCO, Minneapolis-St. Paul; WTAG, Worcester. On Tuesday night WFL, Philadelphia, and WSAI, Cincinnati, will broadcast the program along with the other stations. They will be silent on Friday night and their places taken by WOO, Philadelphia, and WCAP, Washington.

TIME PLAN IS NOW IN USE BY WILLYS
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opportunity to divide his payments into twelve or more equal parts and to keep his capital unimpaired by a heavy initial demand is a business matter of great importance to him.

"It has opened up car ownership to many who have not felt that they could afford cars before. And it has done so without injuring their credit or working a financial hardship.

"It has permitted owners of small cars to step into large cars on terms which were advantageous to them.

"At the present time it is safe to assume that better than 90 per cent of all car purchases are on the time payment plan.

"Recognizing this fact, it is the duty of the motor car manufacturer to present to the hundreds of thousands of buyers who are planning their new expenditures for transportation a finance plan which is equitable and sound in every detail.

"The down payment must be

equitable and fair. The monthly payments must be sound and of a size that is convenient to the buyer. The important phase in this, of course, the finance charge.

"Spread over a money volume of between \$2,500,000,000 and \$3,000,000,000, the rate charged for finance assumes large proportions.

"Conditions in the operation of finance companies and the rates charged for financial accommodation are changing rapidly at the present time. The manufacturer has realized that he could not continue at his present rate of output unless he paid careful attention to the situation.

"We are offering, through the Willys-Finance Plan, an accommodation on such a basis that, the minute the order is signed and the down payment made, the dealer can immediately get the sum represented by the loan from his bank.

"We are offering to the buyer the loan of the balance due on his car at a rate which has never been equalled before and which is founded on the soundest basis of good banking.

"We are reducing his down payment, since we are not writing the

finance charge into the down payment.

"This plan is open to every Willys-Knight and Overland car dealer and is at present in operation all over the United States."

Chevrolet prices were reduced, effective January 1, from \$15.00 to \$50.00 list, according to model.

Automobile exports increased nearly 60 per cent in 1925 over the preceding year.

AUTO TAX TOPIC

WASHINGTON, Feb. 6.—Chairman Green of the house ways and means committee in his address to the house, made it clear that he feared an attempt to remove the remaining three per cent tax on passenger automobiles despite the promise of automobile manufacturers that they would seek no further concessions.

Green stated that nearly one-

quarter of the total tax cut had been applied to repealing or lowering of the automobile taxes.

Among the speakers at the Chevrolet banquet in New York during the automobile show were R. H. Grant, vice president and general sales manager of Chevrolet; C. E. Dawson, assistant sales manager, and C. P. Kettering, vice president of the General Motors company.

Perfects New Radio Loud Speaker



Dr. Lee De Forest, radio pioneer has perfected a loud speaker device which will eliminate "blasting" and gives the same volume of sound no matter how the listener is situated in relation to it. Photo shows him at work in his laboratory.

EIGHT-IN-LINE IS OUTSTANDING CAR

Noted Engineering Authority Says Public Approval Generally Evident

By C. L. FREEMAN
Automotive Engineer

The past fifteen years have witnessed one outstanding achievement after another in the design and equipment of the automobile. First came the demountable rim, and the electric starter, the en-

closed car, balloon tires and four wheel brakes followed in rapid succession. And the past year has witnessed one of the outstanding achievements in automotive history—the perfection of the eight-in-line motor.

A year ago, one heard little about the eight-in-line outside of engineering circles. In 1924, production barely exceeded 5000. During 1925, approximately 43,000 eight-in-line cars were produced. And further increases can confidently be expected during the coming year. Gardner's production schedule for 1926, for example, calls for an increase between 25 and 50 per cent over last year.

Why the quite remarkable increase in the number of eight-in-line automobiles purchased in 1925? "Purchased" rather than

"sold" is used advisedly, as it does not appear that either advertising or sales effort in behalf of this type of car has, in the aggregate, overshadowed that focussed on the six or on other types of eights.

It is quite apparent that the answer lies in the car itself. The eight-in-line have sold themselves which indicates a continuation of last year's sensational growth. They really are just about the smoothest, slickest mechanisms ever put on wheels. Their appeal is a rather subtle one and they are perhaps a little reticent about revealing their really superlative qualities of performance until they become fairly well acquainted with their drivers. An eight-in-line doesn't feel much different than a good six for a short ride of a few blocks—certainly no such great difference as is immediately apparent between a six and a four. But let an eight-in-line under a closed body take you for a long journey—a hundred miles or more and you will experience a delightful sense of freedom from all effort or strain that will be difficult to duplicate with any other type of car.

If the car struggles and has generally a hard time of it, so does the driver. With an eight-in-line you relax your grip on the steering wheel and think more of the scenery than of the means of your transportation. You don't try to push the accelerator pedal through the floor board on a steep hill. Any speed you drive at seems like twenty miles less. Look out when you approach small towns after driving 45 or 50 or more. You observe the 15 or 20 mile warning signs at the village limits and dutifully slow down to what you estimate to be about the prescribed speed. Then look at your speedometer! It will tell you that you are still going anywhere from 10 to 20 miles too fast. You have no idea how slow 35 miles an hour really is until you have driven 60 in an eight-in-line.

A GOOD TUTOR

Mrs. Hazel: "What dreadful language your parrot uses!"

Mrs. Knutt: "Yes. My husband bought the bird in town and brought it home in his car. And I understand he had three blow-outs and engine trouble on the way."—Princeton Tiger.

Two pounds have been taken off the weight in the new Chevrolet pistons and piston pins.

Your next Car should be a BUICK

For Comfort's Sake
The Better Buick offers every ordinary motoring comfort, and many that are exclusively Buick: Easier starting—a new, high-speed starting motor does it. Smooth running from the go—Automatic Heat Control is an exclusive Buick feature. Easier steering—Buick's 5-control-surface steering gear is the most expensive and most efficient type today.

For Safety's Sake
Buick surrounds you with every ordinary protection, and then adds Buick protection: Buick dependability, which takes you and brings you back, on time, all the time. Buick mechanical 4-wheel brakes, with no liquid in them to expand, contract or leak away. And Buick Controllable Beam

Headlights, with steering wheel control, which make night driving a pleasure.

For Economy's Sake
No other car has the "Sealed Chassis" and the "Triple Sealed Engine." The "Sealed Chassis" lowers operating costs by enclosing every operating part inside a dirt-proof, oil-tight housing, while "Triple Seals" close every engine point of entry to dirt and the wear dirt causes.

For Value's Sake
At present prices, Buick with all of its added comfort, safety, and economy, is easily the greatest automobile value in the world.

If you want finer transportation at lower cost, come in and see the Better Buick!

THE BETTER BUICK
Otto J. Wilson
388 N. COMMERCIAL TELEPHONE 220

HUM-FREE

ON ANY SET—ANYWHERE

Philco Socket Power 'B'

Philco Socket Power "B" Eliminates "B" batteries—both dry and storage.

It gives FULL-WAVE rectification—therefore clear, HUM-FREE, undistorted reproduction.

Plugs permanently into a lamp or wall socket—snaps "ON" and "OFF" like an electric light.

Can be used on and will improve, any set. Has no tubes to burn out—no acid to corrode—no water to add—no high voltage transformers.

For one-switch control of both radio set and "A" and "B" power—use BOTH Philco Socket Power "A" and Socket Power "B"

ASK FOR DEMONSTRATION

Battery and Electrical Service

If your car starts hard these cold mornings—bring it in and let our electrical experts fix it.

E. H. BURRELL
Battery and Electrical Service
238 N. High Telephone 203

Having once enjoyed the exhilarating action of the new 90-degree eight-cylinder Cadillac, felt the eagerness of its response, been enveloped by its luxury and elegance—you will be too critical to be satisfied with anything except the new 90-degree Cadillac itself.

Prices range from \$2995 for the Brougham to \$4485 for the Custom Imperial. F. O. B. Detroit. Tax to be added.

The total cost of a Cadillac paid for out of income is the cash delivered price, plus only the low GMAC financing charge.

CADILLAC
F. W. Pettyjohn Co.
After We Sell We Serve
265 N. COMMERCIAL TELEPHONE 1260

for Economical Transportation

CHEVROLET

Improved!

A Revelation in Low Priced Transportation

A type of performance never before approached in any low priced car—a new smoothness of operation—new flexibility—new swiftness of acceleration—new beauty—new comfort—these have been added to its already world-famous power and economy to make the Improved Chevrolet a revelation in low-priced transportation.

Just take one ride in this remarkable car—and you will be amazed to find that qualities, heretofore the chief advantages of owning costlier cars, are now obtainable in a car of very low price.

New Low Prices!

prices f. o. b. Flint, Michigan

Touring	\$510	Sedan	735
Roadster	510	Landau	765
Coupe	645	1/2 Ton Truck (Chassis C)	395
Coach	645	1 Ton Truck (Chassis C)	550

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