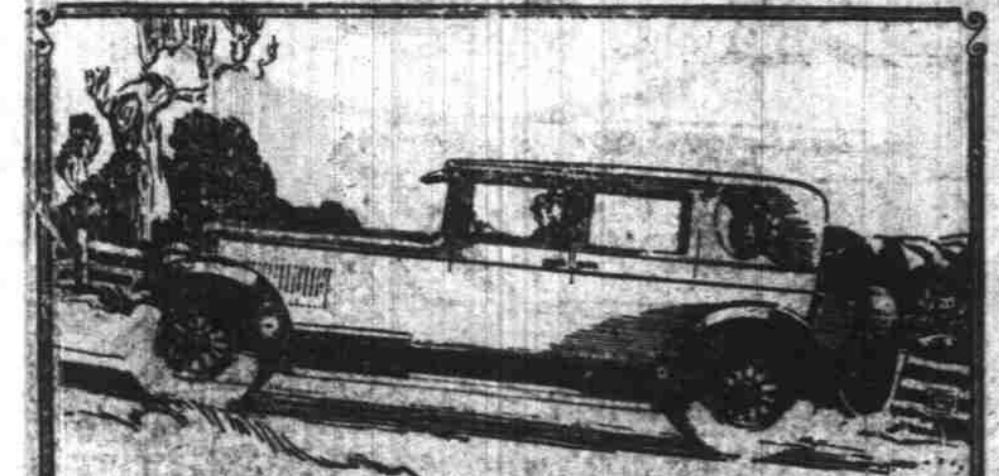


Opens Soon in London
 LONDON—London's first American-built moving picture house, The Plaza, on Piccadilly Circus, threw open its doors February 8, with "Nell Gwyn," an English-made film starring Dorothy Gish, as its feature offering.

for the opening. The theater was begun about two years ago by the Lasky-Famous Players Company and is a handsome stone building with every modern convenience and a magnificent pipe organ.

Astoria—Work begun for Astor monument on Cozcomb hill.



An Evening Gown On The Beautiful Lady

On that same wonderful chassis with which "Cannon Ball" Baker during the past twelve months, made the longest list of road and mountain climbing records ever made by one man driving the same car, in one year:—

On that chassis which is acknowledged world leader in advanced engineering and in fine workmanship:—

Is now mounted a body, which in design, in construction, in upholstery, finish and appointments is also the last word in quality.

Designed by Rickenbacker artists—fabricated by Rickenbacker artisans—built in its entirety in Rickenbacker's own shops—this new body which is now available in several types, is truly typical of Rickenbacker experience and facilities.

See the new Rickenbackers—they are a delight to look upon.

F. W. Pettyjohn Co.
 365 N. Commercial Telephone 1260

Famous "Six" Prices	Vertical "Eight" Prices
7 Pass. Phaeton - \$1795	7 Pass. Phaeton - \$2195
5 Pass. Phaeton - 1750	5 Pass. Phaeton - 2150
4 Pass. Sedan - 1795	4 Pass. Sedan - 2195
4 Pass. Coupe Sedan - 1885	4 Pass. Coupe Sedan - 2285
4 Pass. Coupe Roadster - 1920	4 Pass. Coupe Roadster - 2320
4 Pass. Roadster - 1895	4 Pass. Roadster - 2295
4 Pass. Sedan - 2095	4 Pass. Sedan - 2495
4 Pass. Sedan - 2125	4 Pass. Sedan - 2525
4 Pass. DeLuxe Coupe - 1985	4 Pass. DeLuxe Coupe - 2385

Rickenbacker
 A CAR WORTHY OF ITS NAME

NASH

The New 4-Door
SPECIAL SIX SEDAN, \$1315

4-Door
ADVANCED SIX SEDAN, \$1525

P. O. B. FACTORY

- 4-wheel Brakes
 - Full Balloon Tires
 - 5 Disc Wheels
 - Oil Purifier
 - Gasoline Filter
 - Air Cleaner
 - Force-feed Lubrication
 - Chase Velmo Mohair
 - Velvet Seat Upholstery
- Kirkwood Motor Co.**
 311 North Commercial Telephone 311

REACH NEW MARK

Volume of Business for 1926 Expected to Break All Previous Records

That sales of Nash cars for 1926 will reach a volume far beyond the record-breaking totals rolled up in the past year is evident in reports received from the Nash Motors company. January has already set a mark 40 per cent greater than the same month a year ago, thereby establishing itself as the seventeenth consecutive month—with a single exception—in which Nash had marketed more cars than during the corresponding month of the previous year.

November of 1925 was the one exception, when production was temporarily halted to bring into manufacture the new "enclosed car" motor. But December swung back into line with a gain of 52 per cent over the same month of 1924, making it the biggest December in the company's history.

The above figures do not include the Nash-built Ajax. The record made on this line forms a separate and intensely interesting story in itself. Since production began, the latter part of June, 1925, over 13,000 Ajax cars have been sold. February production plans schedule 3,000 cars. There is every indication that plant operation, now rolling along at a rate of approximately 135 cars per day will be increased to 200 cars per day during the next 60 days which will accomplish the manufacture of 40,000 cars during 1926.

Were the Ajax sales figures for January added to the Nash figures, Nash would show an increase of 82 per cent over the number of cars sold during January, 1925.

Russian Boot Doomed In London Modistes Claim

LONDON—The Russian boot for young women, which came in here with a rush along with the fall rain and mud, is doomed, modistes claim, because there is not a chance of the idea ever being taken up by royalty and the "best people" generally.

The makers of fashion declare, incidentally, that the best people seldom set the styles but follow them after the second best have trodden the pathway of the pioneers.

But, it is pointed out, it is quite different with the Moscow boot, because to keep a fad going royalty must give its sanction, and royalty will never do that because no member of the king's household ever walks in damp, muddy streets which have made the Russian footwear popular—for the time being, at least.

Big production advantages enables Chevrolet to reduce prices this year in the face of a 40 per cent increase in material prices.



BRAND NEW PAIGE LINE FEATURES FIVE-PASSENGER SEDAN DE LUXE

Paige has produced a brand new line of cars, 125-inch wheelbase, with an engine of 72 horsepower. For the first time, this famous make invades the \$1500-\$2000 class. The five-passenger sedan de luxe, as illustrated, shows how the steel body construction reduces the thickness of the pillars, eliminating "blind-spot" dangers. Hydraulic four-wheel brakes are standard on all the new Paiges, which at present comprise five closed models. It will be shown here by the Trumm Motor company.

STAR DEALERS NOW IN EVERY HAMLET

Company Has Over 600 Representatives; Service Keynote of Success

A page in motoring history has been written by sales chiefs of the Durant Motor company of California, who have announced recently that the Star dealer organization in the six western states alone now comprises a chain of approximately 600 dealers and sub-dealers.

"Hardly a town of any size at all anywhere in the country today but what has a Star car dealer," says Fred G. Delano, local Star car dealer.

"This organization," Mr. Delano says, "is in a position to render service to Star car owners any time is called on. One of the greatest reasons for any motor car's success is the dealer organization behind it, and this vast army of Star car representatives, one of the greatest single units in the western states, is building a big success for Star cars.

"Most of them have been attracted to the Star car franchise through performance of the car itself—the little Star four car that built up the world's championship in hill climbing during 1925. With the Star six they are in an admirable position to strengthen Star's position as one of the leading quality manufacturers in the low cost class.

"One of the first things an owner wants today is the assurance that he will obtain service on his automobile practically anywhere in the country. The dealer, who can point to an organization as big as that representing the Star cars today is in a strong position to talk to his prospective buyer."

Stables and Attics in Mayfair Become Homes

LONDON—Many of London's aristocracy are busy converting disused stables and attics in Mayfair into stylish maisonettes for their own use and the Duke and Duchess of York indirectly are responsible.

Since these members of the king's family settled in Mayfair there has been a stampede of those who wish to live near enough to bask in the Royal smiles. There is a great shortage of houses in this section, and these available mostly are enormous, old-fashioned mansions, costly to lease and expensive to maintain. Hence the conversion of stables.

Mayfair has, of course, long been the home of the elite. It is to London what Park Avenue and Fifth Avenue are to New York.

In the old days, there were many mews filled with small buildings in which the blooded horses and the fine carriages of the aristocracy were housed. Since the automobile has come into such common use, however, the glossy steeds and the gorgeously uniformed lackeys have largely joined the other picturesque relics of the hey day of blue blood. Now there are few mews in Mayfair these days which do not house distinguished families.

College Making Record of Plant Life in Southwest
 CLAREMONT, CAL.—Mounting of 75,000 specimens of the botanical life of Southwestern United States, representing five years work has been completed by the plant department of Pomona College.

In making this announcement, Dr. Philip A. Munz, head of the botany department, declared the herbarium to be one of the largest in the country.

Two years will be required to mount the remaining 174,000 specimens which have been collected. Effort will be made to mount 50,000 each year until the complete array of 250,000 varieties has been cared for permanently.

Ranchers, amateur botanists and school teachers from all over the southwest visit the Pomona herbarium to identify new weeds or native plants. Special lines of study are conducted by students and teachers from virtually all sections of the country using research statistics gleaned from botanical specimens on exhibit here.

WALTER P. CHRYSLER'S TRAFFIC TALKS

CENTRALIZED DELIVERY AS A RELIEF

Centralized delivery of retail merchandise is one step that can be taken to help relieve traffic congestion.

A woman will go to four department stores—in most cities—make four purchases, give instructions to have all packages delivered and four trucks will stop at her home.

One would be enough.

The time is coming when the loading and unloading of trucks will not be permitted on the streets in congested areas except during certain hours. Department stores and large business houses should and will some day have underground loading platforms.

The practice of having traffic officers blow their whistles twice, the first as a warning and the second as a signal for vehicles to start, is for the convenience of the pedestrian. But how often we see pedestrians darting out into the street when the warning whistle is given. When the first whistle is blown the pedestrian should wait on the sidewalk.

The motorist must recognize fully that the pedestrian has rights in the street and the pedestrian must recognize that motorists have rights too and that when compelled by signal to go their progress must not be impeded.

We have made a lot of progress in handling traffic problems but we have a long way to go yet. The police are doing splendid work but traffic control and regulation is a civic rather than simply a police problem. It is a problem affecting the entire community.

Astoria—Astoria Building company starts first important building of 1926, to cost \$15,000.

PAIGE OFFERS NEW FEATURES IN AUTOS
 (Continued from page 1.)

actually give increased interior space and comfort. This was accomplished in part through the general use of steel in the body construction, combining an increase in strength with a decrease in bulk. There is a corresponding improvement in visibility, the corner pillars and other uprights be-

ing no steeper as to eliminate the old "blind spot" annoyance and danger.

The standard colors are striking two-tone lacquer combinations.

Standard equipment for the new line is unusually complete. Besides the usual instruments and tools, it includes an electrically operated clock and dash-board gasoline gauge, coincidental steering and ignition lock, shock absorbers, automatic windshield wiper, rear view mirror, and strip light. In addition, the deluxe models are equipped with front bumpers and quarter fenders, while all de luxe closed cars have heaters. Both standard and de luxe five-passenger sedans carry steel trunks, lacquered in the same colors as the bodies.

McClaren

JUDGE them on their Records

- 68,218 miles on a Dodge, Ventura, Cal.
- 49,000 miles on a Gaxford Bus, Norfolk, Va.
- 47,000 miles on a Hupmobile, Coyote, California.
- 42,000 miles on a Winton, Portland, Oregon.
- 38,000 miles on Baker Trucks, Daytona, Florida.
- 35,000 miles on a Ford, Covington, Georgia.
- 30,860 miles on a Studebaker, Santa Rosa, California.
- 26,000 miles on a Checker-Taxicab, Cummings, Georgia.
- 25,751 miles on a Ford Jimmy, Salem, Massachusetts.

We guarantee them to cost less per mile

"JIM" "BILL"
Smith & Watkins
 Court at High Street Phone 44

Autocrat Cords

Thousands will Drive this New STAR SIX



—and save Hundreds on the Purchase Price

IN A FEW weeks the new Star 6 has swept all before it. This extraordinary car is so far in advance of every previous creation offered—so much in the way of power—of sheer beauty of flowery line, effortless performance—that all who have seen it admit it to be the finest car ever built to sell for such a low price, \$855 here.

Already thousands have chosen this new Star Six, and incidentally saved hundreds of dollars in the low purchase price.

It is not only the car of tomorrow in advanced features, but so much real value has been built into it in every detail of its design and construction, that once you see it, you too will say that this car does change price class for all time, \$855 here. Bendix Four Wheel Brakes optional.

And at a lower price, there's always the Famous Star 4—Tomorrow's Car Today, with its advanced high grade features, its record breaking Million Dollar Motor.

The STAR SIX

Salem Automobile Co.

151 N. High Telephone 97

"TOMORROW'S CAR TODAY"