

FORD PRICE SLICE COMES AS SURPRISE

Reduction in Prices on Closed Models Comes Unheralded From Factory

Probably the biggest recent piece of automobile news is the Ford Motor company announcement of a reduction in price of the entire line of Ford closed cars.

The new price level is ascribed to the trend of closed car buying which has been rapidly developing. According to a statement by the company accompanying the announcement, this trend has reached such a high point that manufacturing economies have been effected and in accordance with the established policy of the company, the benefits of these economies are passed on to purchasers of Ford cars.

Coming virtually on the heels of the sweeping improvements and refinements made in Ford cars last fall, the new prices mark the climax of a period of general ascending values. Less than six months ago, Ford bodies were completely redesigned to make possible a greater degree of beauty, driving ease and riding comfort. In line with this development all-steel bodies were introduced together with closed cars in color and numerous refinements in the chassis.

These improvements, which were the most pronounced ever made in Ford cars, are now supplemented by the lowest prices at which Ford closed cars have ever sold. The reductions range from \$95 off the cost of the Fordor to \$20 off the price of the Coupe. The Tudor, most popular family car of the Ford line, is reduced \$60.00.

CONTINUED GAIN IS SEEN IN CAR SALES

Star Four Battles for Leadership; Large Retail Gain Is Noticed

The commanding position assumed during 1925 throughout the western territory by the Star four, and which has been held since the beginning of the present year, continues to be a topic of discussion among automobile men. With California alone registering an increase of over 90 per cent in the year's business, and

other states showing correspondingly high percentages of increase, Star entered 1926 to battle for leadership with other makes of cars that have been the quantity leaders for years," says the Salem Automobile company, local Star car dealers.

"Reports reaching here from the Durant Motor company of California, at Oakland, show that Star continues to hold a strong position on the sales ladder, according to January figures and the totals for February so far recorded.

"This can be attributed mostly to the Star four, because only a comparatively few new Star sixes have been actually delivered since their introduction, even though hundreds have been signed up for.

"The Star four has built up a wonderful reputation for itself, and it was through the Star four that the now really great Star dealer organization in the west was built up."

SENATE ACTION ON TAX VINDICATES AUTO

(Continued from page 1.) automobiles because we have been consistently reducing and repealing excise taxes and I could see no justification at all for an excise tax on automobiles any more than on pianos or talking machines or radios.

The absurdity of the situation was apparent when we consider that we place no sales tax on pianos, on talking machines or radios and yet in the case of the automobile, in which millions of Americans are getting outdoor exercise in their little cars that cost from \$300 to \$500 or \$1,000 and having difficulty in maintaining them, the senate committee proposed to collect from them an average of about \$20 each.

There was not a member of the senate who could logically defend the 3 per cent tax on passenger cars any more than they could logically defend the 2 per cent tax on motor trucks. They could not defend it because they had abandoned other sources of revenue more lucrative, much more easily collected, and much less burdensome.

As a consequence, the senate had but one alternative in the face of these hard, concrete facts, and that was to vote as it did—wiping out all automotive taxes.

The 6 per cent purchase certificate plan in operation by the Chevrolet Motor company has enabled thousands of would-be motor car owners to make the necessary down payment without seriously depleting their bank accounts.

Shipments from the Pittsburgh district to the various General Motors plants during 1925 totaled 8,500 carloads mostly of raw material from the steel mills.

WOOL BAG PRICES BECOME FIRMER

Pacific Cooperative Wool Growers Contract for Quantity Supply

The price of wool bags has gone up. And indications are for still higher quotations. The Pacific Cooperative Woolgrowers association has contracted on a quantity basis for bags for its members. Price quotations upon the f. o. b. basis at Portland or San Francisco serves thus being available to both California and northwest growers. The association also announced yesterday that pre-shearing advances to members will be made on the basis of \$1 per head on sheep at 6% interest. The management is closing out the 1925 business, being engaged in the sale of range wools at this time. The Willamette valley and Umpqua pools were closed some weeks ago.

Impetus has been given the association by the attitude of the National Woolgrowers association as expressed at the annual meeting at Boise this month. There the special committee on wool marketing recommended cooperative marketing of wools, discouraging contracting as inimical to the best interests of the western wool industry.

The desirability of concentrating large volumes of a commodity in one organization, or in a federation of independent organizations as opposed to a large number of local pools has recently been brought out in a press statement by C. J. Hurd, specialist in organization and markets from the Oregon Agricultural college.

JAPAN TO TAX BASEBALL

TOKYO—All professional baseball games in Japan will be taxed in the future, according to a decision of the taxation authorities.

An American girls' baseball team recently played a number of games in Tokyo and the gate receipts were large. Plans are reported under way for the organization of a Japanese National League. So the government intends to get its percentage of the receipts of professional games hereafter.

The Chevrolet Motor company employs more than 100 experts in the instruction of service managers and mechanics for its dealers throughout the country.

Condon—Blalock market road contract let, for \$16,000.

JUSTICE IS SOUGHT FOR VETS' PARENTS

New Bill Would Provide Aid for Parents of Men Killed in Action

WASHINGTON, D. C., Feb. 20.—Amendments to the World War Adjusted Compensation Act which will bring from \$15,000,000 to \$20,000,000 to mothers and fathers of men killed in action or who died in service, were agreed upon recently by the Hawley sub-committee of the house of representatives appointed to examine amending legislation contained in the IMills bill.

The Mills bill was introduced at the request of the National Legislative Committee of The American Legion and would remove the dependency clause from the adjusted compensation legislation as it affects parents of deceased veterans.

A sub-committee amendment would include under the presumption of dependency a widowed mother or a mother or father over 60 years of age. It would allow dependency to arise any time between the date of the son's death and January 1, 1928. It would allow the director of the veterans' bureau to waive proof of dependency in certain cases and would make the section retroactive to May 19, 1924, the date of passage of the act.

Another provision of the sub-committee bill would allow \$60 additional credit to the relatives of men killed in action or who died in service, as their relatives did not receive the \$60 discharge bonus.

It would correct the comptroller general's decisions concerning men who die while their applications are in the mail. It would give power to the director of the bureau to determine the proper beneficiary without reference to the courts, his rulings on all sections of the law not to be subject to review by the comptroller general.

The amendment would make provision to replace lost or destroyed certificates with facility and promptness.

INDIANS TAKE DOMESTIC SCIENCE

ALBUQUERQUE, N. M.—Indian maidens, having adopted rouge and bobbed hair, now have taken up domestic science.

A department of culinary instruction has been established in the government Indian school here with seven classes. The Indian flappers are keenly interested.

TIME PAYMENT PLAN SHOWS FEW LOSSES

Dealers Experience Practically No Losses in Selling Cars on Time

(From the Automotive Daily News)

KENOSHA, Wis., Feb. 20.—A total of 95 per cent of the passenger cars sold in Kenosha are sold on the time payment plan, and only about 1 per cent of the purchasers fail to complete their payments, according to a survey of the leading dealers here.

In some cases the number of failures averaged less than 1 per cent, but all dealers were unanimous that the plan was a necessary one in the business, and all depreciated attempts to discourage the time payment plan or to shorten the average time for the completion of payments for the completion of payments.

"Purchasing articles on the installment plan might be unsatisfactory for some lines of business," declared Ray Stretch, president of the Stretch Motor company, here, "but it is absolutely essential in the automobile retail business."

George Greiner, president of the Greiner-Nash company, declared that the wave of automobile buying which characterizes the industry today would not be possible if dealers did not allow "painless" methods to pay for the cars. Full cash payment for a car these days is now the exception, he said.

A. H. Dahl, of the Ford dealership, cites figures, saying that 3,000,000 new cars will be sold in the United States in 1926, 95 per cent of which, he says, will be on the installment plan.

DEMANDS ON ENGINE INCREASING VASTLY

(Continued from page 1.)

near its best efficiency. This means frequent recourse to service stations and repair shops.

The mechanism which actuates the sleeves in the Knight type motor consists of two small connecting rods, positively controlled, and with no necessity for adjustment.

Again, the demands for silent operation put upon the present day motor car, are defeated in the poppet-valve type of motor by the fact that the entire operation of this form of construction requires the incessant tapping of metal against metal. The cam

striking against the lifter rod, which in turn strikes against the valve stem, and the valve head smashes down against the metal valve rest.

Six cylinders, each with two valves, repeating this operation thousands of times a minute, with the valves getting out of correct mechanical adjustment, put an impossible task upon the engineer who endeavors to quiet all the noise.

In the Knight type motor there is no clash of metal. The connecting rods run in oil, the sleeves slide by each other with an oil

film between, and the whole operation is inherently silent.

Practically all the present day motor adjustments and fits are the direct result of valve operation and carbon.

MOTOR GROUPS HOPE BAN WILL BE LIFTED

(Continued from page 1.)

when the public should be informed of the consequences already apparent and which must only too unfortunately be aggravated if the artificial restriction of

supplies of raw rubber is to continue.

"It is necessary, in the interests of all purchasers and users of commodities of which rubber forms a part, to emphasize that the object of what is known as the Stevenson restriction scheme was to create an economic price, and its present results, which are accentuated every day, leave no doubt whatever that its consequences are to create an uneconomical price for tire equipment for every type of road vehicle."

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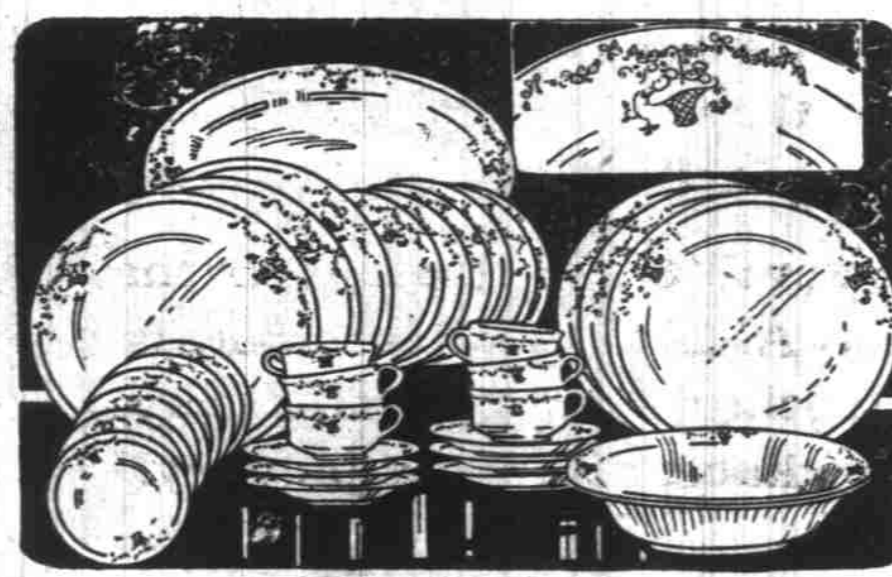
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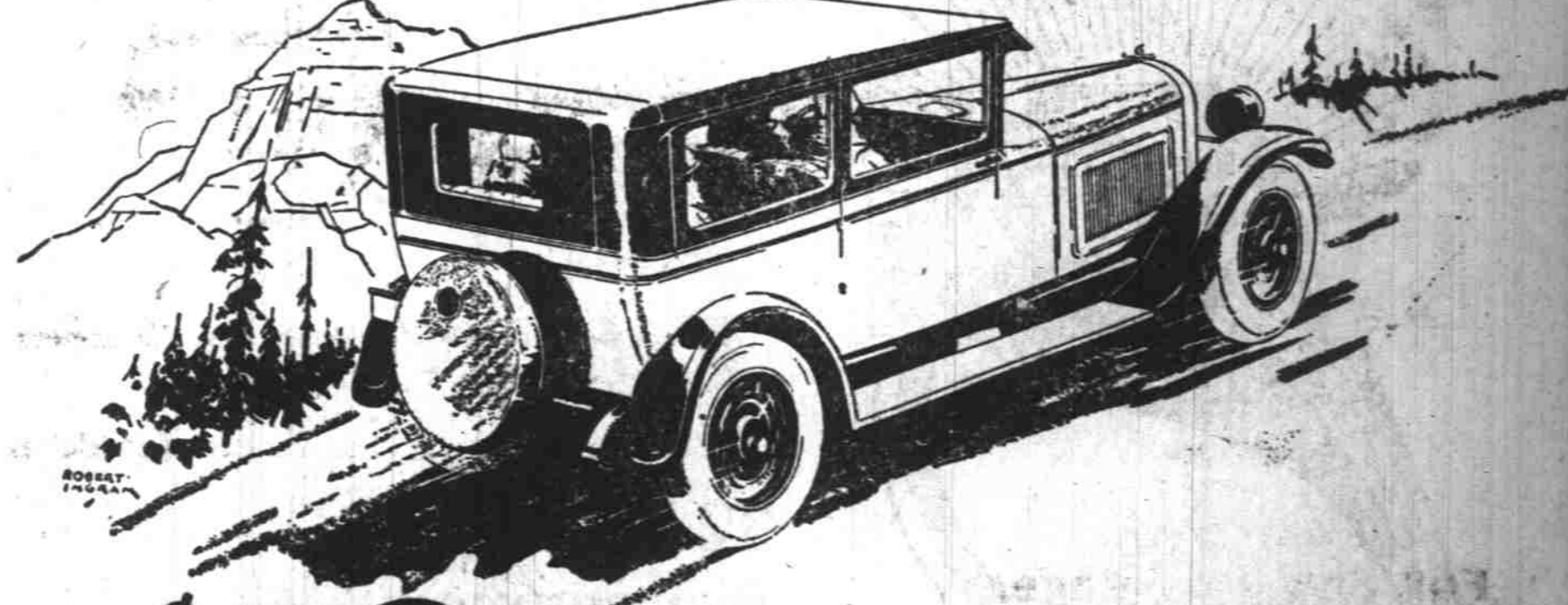
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