

OVERLAND SIX HAS GREAT SALES GAIN

Large Increase in the West Is Noted; Competitive Tests Are Made

Reports from all sections of the Pacific Coast and Inter-mountain states show that the Overland Six, which last year jumped into second place in sales among all light sizes is this year making such strides forward in public favor that in many sections it is the leading car of its general class in sales volume.

Competitive tests, hill climbing demonstrations, road speed and general stability in this car have been of such a nature that it is being accepted as the outstanding achievement in light six construction.

While it ranks well down in the price scale of the light sixes it offers a longer wheelbase, larger body, and roomier seats for the passenger than any other car in its size range.

Production plans at the factory in Toledo, Ohio contemplate a very large increase over the figures set for last year when better than 60,000 were produced and sold at retail with more than 10,000 unfilled orders on the books of the factory organization at the end of the year.

Announcement is also made of production on a large scale of the new Willys-Knight Six Seventy, the new product of this large manufacturing organization which was introduced early this year.

The initial demand for this car has exceeded anything before known in the history of the factory. Owing to the weather conditions in the Pacific Coast territory, preferential shipments are being made and it is expected that dealers will be furnished with these cars in sufficient numbers during the next few weeks to take care of the huge volume of sales which have been steadily piling up.

This is the car with the motor which develops greater horse power per cubic inch of piston displacement throughout its entire performance range than any other American built power plant and which is equalled by but one other motor in the world, that being a Knight type motor built by the Daimler Motor company of Coventry, England.

Birth Rate in England in 1925 Lower Than in France

LONDON—London's empty cradles are causing much agitation. Only eighteen babies were born for every 1,000 of population in 1925. The rate for all England was 18.3 babies to every 1,000 persons.

Last year showed a lower birth rate than the lean years immediately after the war. The decline is spread among all classes.

France had a birth rate of 18.7 for 1925, so England has fallen below the average rate for all France.

"Traffic Efficiency" Is Required to Remedy Ills

Manufacturers Obligated to Design Autos Better Fitted for Modern Conditions in Order to Promote Road Safety, Auto Maker Declares

By H. M. Jewett, President Paige-Detroit Motor Car Company

The tremendous increase in the use of automobiles with the resultant overcrowding of streets and the main highways, has brought upon all motor car manufacturers the obligation to provide automobiles better fitted to operate under these conditions.

It is no longer sufficient that the automobile perform to the complete satisfaction of the individual owner and driver; it must also fulfill the necessity for utmost traffic efficiency.

Those who visited this year's automobile shows could see for themselves that the trend of the entire industry is toward a solution of the traffic problem, for the exhibits revealed the great advances that have been made within the last year toward the ultimate automobile, and forecast the ideal toward which the industry is striving.

The "saturation point" that bothered theorists in the past is not worrying the leaders of the industry; that was the fear that the country was nearing the point at which buying would cease because every possible purchaser of an automobile had bought his car, reducing the market to replacement sales alone.

Instead, there is another saturation point that is already a problem—but this is a question of physical saturation, which will be reached when the populous centers of the country can no longer absorb additional cars.

The great cities themselves, realizing the fact that to restrict transportation is to restrict growth and prosperity, have done wonders to postpone their saturation.

HUDSON, ESSEX CARS NOW AT NEW LEVEL

Three Rapid-Fire Moves Place Two Cars at Wonderful Buying Value

Prices of Hudson and Essex cars are now at the most favorable levels of their history as the result of three recent rapid-fire moves by the Hudson organization.

The first announcement of this series was the adoption by Hudson-Exssex distributors and dealers of an at-your-door system of quoting motor car prices, replacing the f. o. b. factory plan of many years' standing. Closely following this came the action of making the federal automobile tax reduction immediately effective. On top of these moves, the announcement was made this last week of a horizontal reduction of \$50 a car on the Essex and Hudson coaches and the Hudson Super-Six brougham.

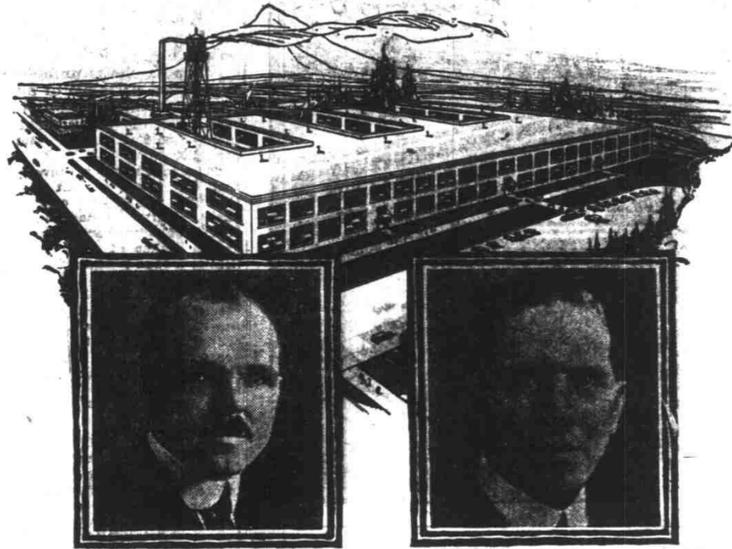
"With these three actions all to his advantage, the Hudson-Exssex buyer today is obtaining these standard, well-known automobiles at the lowest first cost and at the best terms we ever have known," said F. W. Pettyjohn, Hudson-Exssex dealer and distributor. "Any one of these steps might have been a great event in itself; combined, they make up a most aggressive and forceful bid for tremendous spring business.

"Today, the successful automobile maker must not only be able to produce his cars with economy, but also he must see that the economics in his plant are duplicated in the economics of selling. When savings in any direction are possible, the public will reward the concern that passes them along. It has rewarded Hudson-Exssex by making it the biggest builders of six cylinder cars in the world.

"The steps taken in these latest Hudson-Exssex activities are well in line with these principles. The cars are made economically, and are sold on terms and conditions which are clearly in the buyer's interests. The at-your-door plan, for instance, tells the buyer at his first inquiry the whole amount which his car will cost him; there is no f. o. b. base price, to which he must add \$100 or more to get the actual price. A buyer is not led to expect to buy a car at one price, and then find that this is not the actual expense he must incur.

"Hudson-Exssex at-your-door prices are the figures at which an equipped car will be delivered at any buyer's residence, with no further 'extras' to pay. It is my prediction that this program will find such favor that public pressure will make it universal. Whether that is so or not, it is an advantage now available to all Hudson-Exssex buyers."

VIEW OF C. T. C. TIRE PLANT



Above is illustrated the big \$1,250,000 C. T. C. plant of Portland, Oregon, which has just received the Ford contract, and (left) R. A. Wurzburg, president of the C. T. C., and (right) F. H. Hull, Portland manager of the Ford Motor company.

A vast new era of success and prosperity is opened up for the entire Pacific Northwest by an announcement just made by F. H. Hull, manager of the Portland branch of the Ford Motor company, which states that a contract has just been awarded to the Columbia Tire Corporation of Portland, manufacturers of C. T. C. tires, whereby the Ford

cars produced in the Portland Ford factory for the Northwest territory will be equipped with C. T. C. tires. For the first time in history an exclusively western built tire has been adopted as factory equipment on any automobile and business men in every line of endeavor in the Northwest and throughout the Pacific coast are properly en-

thusiastic that western products are receiving the recognition due them.

According to R. A. Wurzburg, president of the Columbia Tire Corporation, the Ford business will mean that the C. T. C. plant must immediately add a night shift to supply the tires needed by the Ford factory, in addition to

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MOTORCYCLE SHOW TO BE HELD HERE

Harry Scott to Sponsor Events for All Those Interested in Cycling

In connection with the national observance of national motorcycle week, the Harry Scott company, here, 147 South Commercial street, has planned a spring open week, extending from April 5 to 10, inclusive. Several big events have been planned by Mr. Scott for Salem cyclists. On Tuesday, April 6, motorcycleists of this district are invited to attend a picnic planned by Harry Scott. The run will leave his store at 6:30 in the evening. On Saturday evening, April 10, a hound and hare chase will be held, leaving the Scott shops at 6:30. The chase will be confined within the city limits. Other events are now being planned. A special showing of the new

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BUICK SALES HERE SET NEW RECORDS

Wilson Company Declares 1926 Will Establish New Mark for Sales

During the period from August 1925 to April 1926, the Otto J. Wilson company here, local distributors for the Buick automobiles, have sold more new cars of all models than they sold during the whole of 1925. This was the report from the Wilson office last week. According to Wilson the prospects for this year are better than he has ever seen it, and he has been selling Buicks in Salem for more than eighteen years.

"We have a strong, continued demand for all models," Mr. Wilson declared, "and a large part of our sales are 'repeaters'—to men who have had Buicks before. We look to this year to set a record in automobile sales in Salem." Mr. Wilson has recently announced his candidacy for the state senate.

VICK BROTHERS HOLD BANQUET FOR MEN

Out of Town Dealers Entertained by Distributors; Factory Men Here

On Friday evening of last week Vick Brothers, local Oakland and Pontiac dealers held a get-together meeting for their sales organization and their out of town associate dealers. Twenty-five were present at the banquet which was held at the Marion hotel.

R. A. Vickers from the sales development department of the Oakland-Pontiac factory was the principal speaker of the evening. Movies and slides of Oakland and Pontiac cars in detail were shown. This feature proved very interesting and instructive for all present.

Mr. Boatman representing the Portland branch of the General Motors Acceptance Corporation explained the details of the Gen-

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HAVE REPAIR MADE BEFORE CAR BREAKS

Stitch in Time Plan Is Most Economical, Repair Expert Declares

The old question—as old as the automobile industry, whether or not it pays to have your car overhauled, or to turn it in on a new model, is one which at this time, is engaging automobile dealers and manufacturers, as it never has before. The used car problem is now one of the greatest things with which the industry has to cope.

Speaking of this phase of automotive work, C. S. Parker, owner of Parker & Company, 144 South Commercial street, authorized Ford service station, said:

"A complete and systematic repair job is much cheaper in the end than the mere replacing of broken parts and adjusting to take up wear as it occurs from time to time.

"Every automobile is built up of a number of separate working units which are complete in themselves. Any one of these working units can be rebuilt without disturbing the other units and when a car reaches the stage where it requires repairs, we advocate the complete rebuilding of each unit as it shows the need.

"Rebuilding each unit of the car as it wears out saves all the annoyance, and half the expense, of frequent small repair jobs.

"Of course the rebuilding must be done right; but there is no reason why an experienced mechanic, with proper equipment, cannot make an old car, or any part of the car, just as good as new and at a moderate expense.

"It doesn't cost much to keep a car in repair if it is done right by men who know how, and it costs a lot less in the long-run, than it will cost to let it run down until something breaks."

How London Zoo Determines Value of Birds and Animals

LONDON.—Giraffes are valued according to the length of their necks and hippopotami by weight, it was revealed in the annual stock taking of animals at the London Zoo.

Giraffes generally are worth about 500 pounds each. The length of the neck is a determining factor owing to the difficulties of railway transport.

The most valuable animal in the Zoo is Indja Rana, an elephant which carries children about on its back. Its worth is placed at 1,000 pounds. Rhinoceroses are next, being valued at 900 pounds. Hippopotami are bought and sold by weight, the largest one here being priced at 800 pounds.

SLEEVE-VALVE CAR SETS NEW RECORDS

Standard of Comparison Established by New Willys-Knight "Seventy"

In addition to being one of the most popular cars shown at the 1926 automobile shows, the new "70" Willys-Knight Six bears the distinction of creating its own and original market.

When the new "Seventy" was introduced to the public it created a sensation because never before in the annals of automobile manufacturing had a six-cylinder sleeve-valve engine of this size and type been built. Through the performance records made during the official tests on this car and the later marks set by owners and drivers of the new car, the "70" has within the space of slightly more than sixty days become one of the leading cars in the moderate priced six-cylinder class.

While it is the usual custom to wait until a new product has been proven foolproof by the more intrepid purchasers, the new Willys-Knight Six "Seventy," Willys-Overland dealers in every part of the country oversold their quotas by a large margin. The Willys-Overland factory has stepped up production twice since the building of the new car was begun, and still orders pile up at the factory despite the fact that 1000 Willys-Overland cars a day is the production for the plant.

Racial Relations Work In South Becoming Worldwide

ATLANTA.—Work in the South for better relations between the white and negro races is attracting world-wide attention and in several places the actual plan is being followed.

"The twelve million negroes in this country are but a small part of the world's colored population and the relation of the races here is only a segment of a world-wide problem," said Kenneth MacLennan, secretary of the Missionary Conference of Great Britain and Ireland, who has just made a study of the Southern plan. "You may feel encouraged, therefore, to go forward with your efforts, seeing that they mean so much to millions in other lands."

Having met members of the International Commission, composed of leading white and negro citizens of the South, Mr. MacLennan learned that the organization, which had its start here largely through the efforts of the late John J. Eagan, had been extended into many Northern communities. Approximately a thousand committees are at work promoting the best interests of the two races.

ROUGH WEATHER SEEN

SAN FRANCISCO, April 2.—(AP.)—The United States weather bureau today reported the presence of a big disturbance between here and Honolulu.

COUNTIES RECEIVE REGISTRATION FEES

Secretary of State Turns Over to Various Counties Share of Money

The semi-annual distribution of automobile registration fees, to the 36 counties of the state, representing one-fourth of the net receipts for the six-month period ending March 15, has just been completed by Secretary of State Koser. The amount distributed among the counties totaled \$1,120,000 and distribution was made upon the basis of the contribution made by each county to the automobile registration fund.

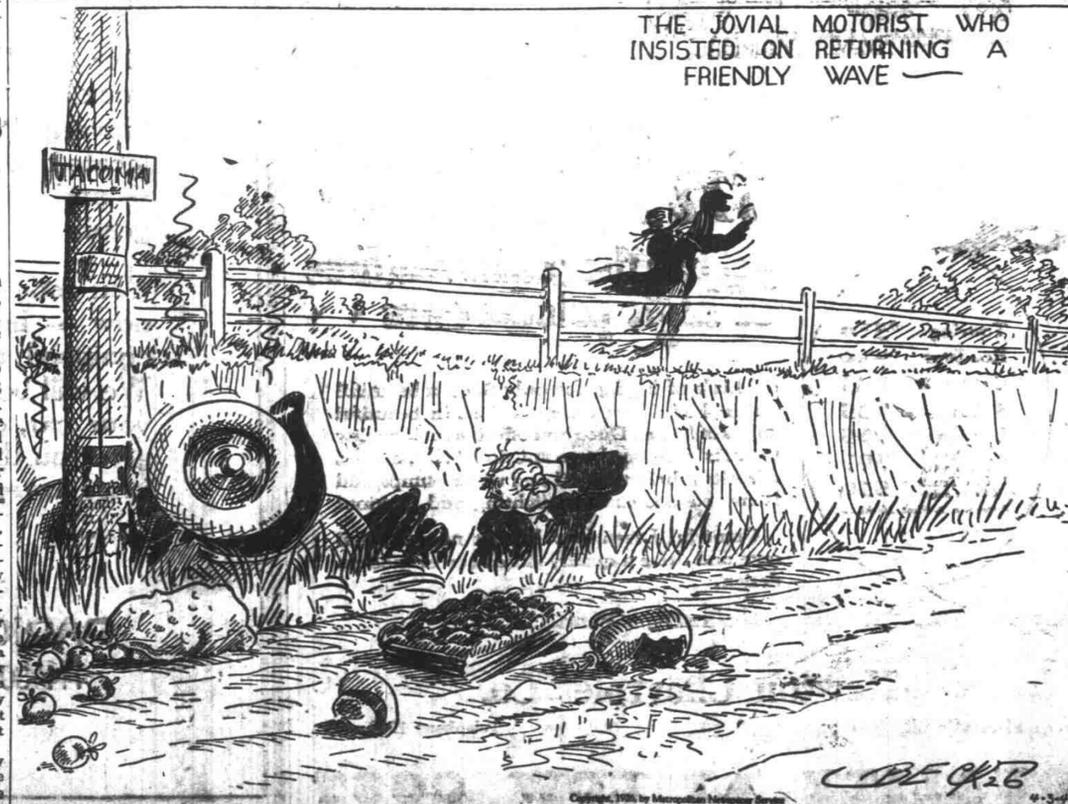
A statement prepared by Koser shows that a total of \$4,496,487.51 has been collected by the automobile registration department during the six month period. From this amount there has been deducted \$3,379.25 for refunds, duplications, etc., and \$213,108.24 for administrative expenses, leaving a total of \$4,480,000 for distribution. Three-fourths of this amount or \$3,360,000 goes to the state highway department and the remaining one-fourth is apportioned among the 36 counties as follows:

Table listing counties and their respective shares of registration fees, including Baker, Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Gilliam, Grant, Harney, Hood River, Jackson, Jefferson, Josephine, Klamath, Lake, Lane, Lincoln, Linn, Malheur, Marion, Morrow, Multnomah, Polk, Sherman, Tillamook, Umatilla, Union, Wallowa, Wasco, Washington, Wheeler, and Yamhill.

Total \$4,496,487.51

Alien Smuggling on West Florida Coast Decreasing

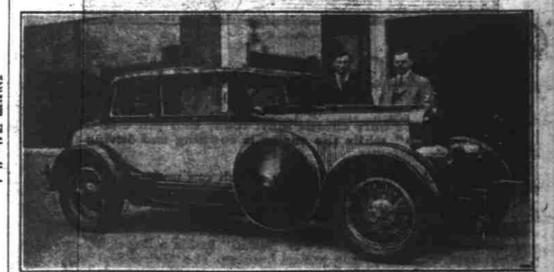
TAMPA, Fla.—Smuggling of aliens through the port of Tampa and other localities along the west coast of Florida is steadily decreasing said Inspector William A. Whalen.



The Height of Democracy

Super Sport Coupe Model Shows Advanced Designing

Rickenbacker Eight-Cylinder Model Exhibited Here by F. W. Pettyjohn Company Declared Beyond Doubt Most Extraordinary Seen



The Rickenbacker eight-cylinder Super-Sport coupe shown above, was on exhibition here last week at the F. W. Pettyjohn company show-rooms, and attracted a large number of visitors. It is without doubt the most unusual machine yet produced by any manufacturer. In this picture, F. W. Pettyjohn is seen at the right, and H. C. Flaherty, salesman, is at the left. Brief specifications follow: Motor develops 107 horsepower at 3000 revolutions per minute. Carries a guaranteed road speed of 95 miles per hour, and is actually capable of over 100 miles per hour.

Body is of the 4 passenger seating capacity, built extremely low. In fact, any ordinary sized person can stand alongside it and look over it. All door and wind shield glasses are of unshatterable glass, all interior fittings are gold plated and the exterior fittings including headlamps, wheels, radiator shell and bumper facings are finished in copper.

Brakes are the standard Rickenbacker 4-wheel, internal expanding, mechanically operated type. Wheel equipment consists of six wire wheels with optional finish of copper or white or black enamel. Bumpers are built up of laminated mahogany and faced with copper.

Fenders are of the individual type, the front fenders secured to the brake face plate and turning with the wheels, preventing any splashing of mud.