

OVERLAND MACHINES MATCH COLOR STYLE

Fair Sex Able to Match Colors in Spring Togs With Their Automobiles

Matching colors for her spring wear is the favorite occupation of the fair sex at this time of the year. And the latest fad is to select colors in hosiery and suitings or dresses which will match the color of the car midway is about to drive.

It is an easy matter for her to be in the best of good style with the Overland Six and to be faithful to the latest dictates of fashion as regards color.

Greens and greys are the predominant colors of good fashion this year. No green could be more characteristic of the Northwest than the Fir green which is one of the two-tone colors used on the Overland and no grey could be more characteristic of this land of sunshine than a sage-grey which is the color used to supplement the effect of the fir hue.

A new combination has just been discovered by Mildred Murgatroyd of the City of Paris in which the latest grass sandals are topped off with sage grey hose and the skirt and blouse are in fir green.

She says that the color engineers of Willys-Overland have as good an eye for feminine fashions as the most erudite of the Parisian designers and that it is an easy matter to keep in good style in every way with this Six as a background.

Mildred also allows that the snappy lines of this car are in accord with the lines of the 1926 clothes being snappy and with just the right indication of speed in them. "Beware boulevards this spring for young man's fancy is likely to turn to fir green and sage grey as it flashes by."

Department stores will do well to let their buyers study the modes in motor car coloring.

DEMONSTRATION OF STAR SHOWS VALUE

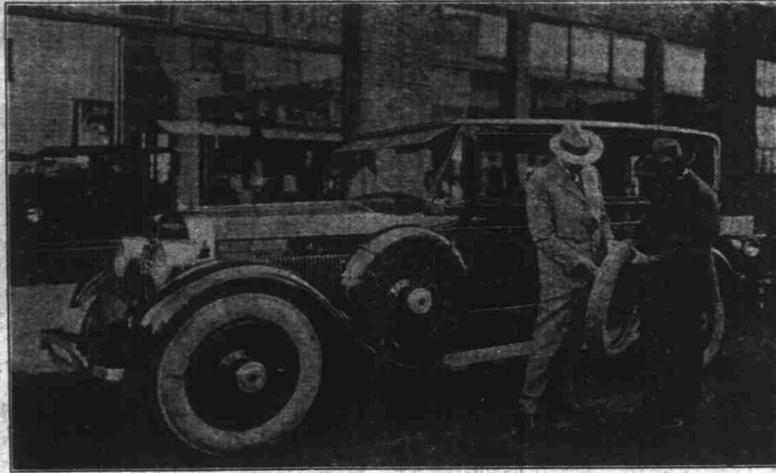
Spectacular Tests Quickly Attract Public, Dealers Soon Determine

That proven merit quickly attracts and wins the buying public is evidenced by an incident which recently took place in Pontiac, Michigan, when a Star Four spectacularly out-demonstrated all entries in a hill climbing contest, according to advices received by F. G. Delano of the Salem Automobile Co., local Star car dealers. As a result of its victory, over fifteen cars were sold by the Pontiac Star dealer the following day, he stated.

Included in this hill-climbing contest at Pontiac were two sixes, two fours and one eight-cylinder car. A very steep incline outside of Pontiac was selected for the contest. Several cars first trying the grade in second, only three of them made it, two sixes and an eight being eliminated. The two remaining cars then tried the grade in high gear; and the Star was the only car to finish.

While the demonstration was a remarkable one in itself, it was

Dealers Exchange Congratulations



Both R. A. Wurzburg and F. H. Hull are congratulating themselves as well as each other over the fact that they have each recently secured a quality product.

R. A. Wurzburg, who is president of the local C. T. C. factory is very much pleased over the Lincoln sedan he recently purchased from Mr. Hull, who is the Portland manager of the Ford Motor Company.

Mr. Hull in turn is pleased that C. T. C. tires have at last been adopted as standard equipment on the Ford cars the local plant is turning out.

When the recent contract specifying C. T. C.

equipment for Ford cars was signed, Mr. Hull stated that he had been anxious to place this contract for nearly a year, because it is the policy of the Ford Motor Co. to use only the highest possible grade of materials.

Mr. Hull expressed great pleasure at the successful consummation of the contract because it is the policy of the local Ford Motor Company to buy any materials possible in the Northwest.

According to an examination by Mr. Wurzburg the big C. T. C. plant delivered one thousand tires, the first bunch of tires under the new contract, last week and Ford cars equipped with these tires will start going out immediately.

only one of the many such examples of the Star's power which is being proven throughout the United States every day," says Mr. Delano.

"The superlative power of Star cars, and reliable, comfortable, economical performance," has increased Star sales nearly one hundred per cent during the past six months, over the same period of 1925.

"This is proof that the buying public is won to a great extent entirely by the proven merits of any car. The competition of today demands these demonstrations, and Star dealers are never reluctant in proving the merits of their car in any contest."

Important Subjects Before Episcopal Church Congress

RICHMOND, Va.—The relationship of the church and war will be one of the principal subjects to be discussed at the 1926 Church Congress of the Protestant Episcopal Church which meets here April 27 for a four-day session. Brigadier General Harry A. Smith, assistant chief of staff of the army, will be the principal speaker on this topic.

The place of mysticism in church affairs also will receive attention, with Rev. J. G. H. Barry, rector of St. Mary the Virgin, New York, and Rev. Robert W. Norwood, rector of St. Bartholomew's church, New York, conducting the discussion.

The divorce problem is expected to bob up at a conference on the church and marriage. Professor Hornell Hart, of Bryn Mawr, and Rev. Charles N. Lathrop, executive secretary of the department of social service of the national council of the church, will conduct discussion of this phase of the congress.

Serious attention will be paid to the question of whether the church is a success when speakers methods of administration to spiritual values. Ascendency of psychology in present day thought likewise will find a place on the program.

TRUCK BUSINESS ON COAST IS EXPANDING

Moreland Company Sees Bright Prospects for Industry on Pacific

LOS ANGELES, April 17.—That the Pacific northwest will more than hold its own with California in business activity this year was the prediction of Phil Mallery, general sales manager of the Moreland Motor Truck company who has just completed a trade survey of Washington, Oregon, Idaho and Utah.

On his return to the factory, Mallery announced that the Moreland company would be more energetic than ever in lining up western truck business this year. A new northwest manager has been appointed in C. M. Snow, formerly Los Angeles manager of the Woods Hydraulic Hoist and Body company. George A. Keop will be wholesale representative for Oregon.

In the past six weeks, Moreland dealers have been appointed in practically all of the important trade points in Washington and Oregon. These dealers are featuring the new Moreland road runner model, a light weight speed truck for hauling loads up to two tons. In addition, dealers are being encouraged to sell the Moreland heavy duty line which includes trucks up to ten tons capacity.

Trade conditions in the northwest are the best in years, according to Mallery. The lumber industry is on the boom with tremendous activity centered around Centralia, Washington. The wheat country in the vicinity of Pendleton, Walla Walla and Spokane will have bumper crops all of which means the purchase of new transportation units. Fruit growers in both Washington and Oregon are

in a very prosperous condition and are buying large numbers of Moreland trucks.

SERVICE IS KEYNOTE OF PARKER COMPANY

"Sales Tactics," Discarded by Repair Station in Favor of "Service"

"Not by aggressive sales tactics—but by superlative service."

That is the slogan adopted by Parker & Company, 144 South Commercial street, authorized Ford remanufacturing shop. C. S. Parker, operator of the shop, gave his views yesterday on the matter of keeping customers, and pleasing them all the time.

"No matter whether a repair job coming into this shop is from an old or a new customer, each order is actually a test order," Mr. Parker said. "Each customer means another opportunity for us to serve in such a way that we may deserve and be worthy of his future patronage."

"Only by serving each customer to the best of our ability can we hope to deserve future business," Mr. Parker continued. "And we like the way most of our new customers place their first order with us. It is not in a blind trust, neither is it a cynical spirit, but rather in an honest spirit of inquiry mingled with hope of satisfaction."

Safety sermons are good but safe practices are better, avers S. J. Williams, director, public safety division, National Safety council.

RICKENBACKER MEN ASK PRICE INCREASE

Sav Product Turned Out by Factory Deserves to Obtain Greater Price

"In all my experience, and that dates from the dawn of the automotive industry, I never before heard a group of dealers, in convention, ask for an increase in price of the product" says B. F. Everitt, president and general manager Rickenbacker Motor company.

"This last week we had a thrilling and unique experience. We called in what we term our 'Key Point' distributors and asked them for suggestions as to modifications in the product or other plans for the future. From past experience we expected to hear advice as to increased discounts or price cuts or both—all kinds of radical changes in models and all those other suggestions which we makers have come to consider as 'standard and interchangeable' at dealers conventions.

"To our great surprise there were none such. Instead of asking for more models they asked for less types or more cars of present types. On one point they seemed almost unanimous, namely, that prices on our vertical-8 line are too low and should be increased. Only disagreement was to whether the price should be raised one, two or five hundred dollars.

"The argument advanced was interesting to say the least. Automobile buyers have gotten into the habit of classifying cars according to price" said the dealers spokesman.

"Not one buyer in ten really knows anything about quality. If a car has a certain size engine and a certain wheel base, the public compares it with others of similar size and on price alone—not on the difference in quality. "Our eight cylinder line suffers in such comparisons—buyers imagine it can't be such a wonderful automobile and yet list at such a reasonable price. So they asked that we raise the price to a level more nearly that of other super-fine eights, in order that it might be more accurately classified in minds of buyers. We did not adopt the suggestion, however," said Mr. Everitt.

"We told them they would have to go through the same process with the eight that they had to do with the six earlier in our career—prove by performance, with the prospective buyer himself behind the wheel, that the quality is the highest even if the price is below the average level for that type and size of car.

"To prove that this will come about we only had to refer them to their own records which show a very rapid gain in eight cylinder popularity and sales. Why, some of principal 'Key Point' distributor have been selling many vertical eights as sixes and the averages for the entire country is about 60-40 Sixes and Eights respectively.

"If we are to judge by the enthusiasm which prevailed the two days conference our sales force are thoroughly satisfied with the entire line as it now stands. Even those few who in the past have

urged us to relax a little on our standards of quality and get down into the field of price competition, now urge us to concentrate on quality instead.

"This attitude was most evident in the applause which greeted my denial of rumors which of late have been rife in the trade, when I stated 'there ain't a-go-in to be no little cheap six with the Rickenbacker name on it; and we never will offer to our clientele any car upon which we can't put that name and back it with that guarantee."

"Some time ago, in response to urgent appeals from some of our dealers, we made a premature statement that sometime we might build such a car. That statement

soon crystallized into a report that such a model was actually in production.

"If we are to judge by the sentiment which prevailed the entire session the dealers of the country are rapidly changing from their attitude of asking for less price on automobiles, to insisting on more quality and lesser upkeep, and that fits ideally into our own program," says the Rickenbacker head.

To avoid that run-down feeling, cross crossings cautiously.

State lets bridge and grading contracts, on Roosevelt Highway in Tillamook county, to cost \$250,000.

Wherein a Princess Learns What Princess Should Wear

LONDON—Four-year old Pousi Hay is not willing to believe that a princess can exist without a white gown and a sparkling crown.

The little miss was commissioned to hand a bouquet to Princess Marie Louise at the opening of the Ideal Home Exposition at Olympia.

"But you are not a real princess," the little girl protested.

"Yes I am," Princess Marie Louise laughingly replied.

"Where's your white gown and your sparkles? And where's your crown?"

"Oh they only show at night," the princess replied.

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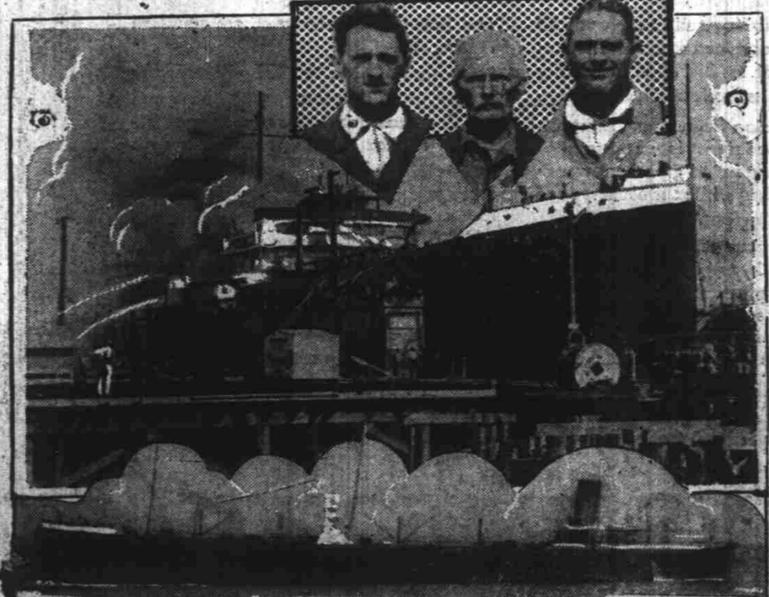
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Blasts Aboard Tank Ships Take Heavy Toll



Agitation for stricter government inspections and closer enforcement of safety laws is stirring gulf ports following the third fatal tank-ship explosion within a few days. Upper photo shows tanker "O. T. Waring" which was destroyed by fire after exploding in a dry-dock at New Orleans, with loss of more than five lives and injury of many others. In bottom photo is Dutch tanker "Silvanus" on which more than 35 died after it collided with another ship in New Orleans harbor. In a third blast, at Port Arthur, Tex., 25 seamen were burned to death in their berths. An explosion of gasoline made their ship, "Gulf of Venezuela," a roaring furnace. Inset (l. to r.), Adolph Goodyear, Captain Dietrich Good-year, L. H. Bonnen, three of the rescuers who saved approximately 45 lives following the explosion on the "O. T. Waring."

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SEDAN \$1320 At Salem

The car illustrated is the De Luxe Sedan. Priced \$1370 Salem.

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