

C. S. Howard, World's Largest Automobile Distributor Celebrates 20th Anniversary



Starting in the days of 1905, when "two-lungers" were the acme of automobile excellence, Charles S. Howard, coast distributor of Buick automobiles, has rounded out twenty years of business and is celebrating the anniversary by hanging up new records in sales and in clinching his title of the "largest distributor of automobiles in the world."

When Howard started the Buick on the way to fame on the Pacific

coast there were barely 5,000 automobiles in the entire state of California. The dangerous contraptions were looked on as rich men's toys, the parks of the large cities were closed to them, ferries refused them passage and the man on the street expected them to join the bicycle in the limbo of forgotten fads.

Today Howard's business is coast-wide. He takes cars as they leave the factory and distributes

them to Buick dealers, thus making possible Buick representation in every community, through his ability to finance and handle large quantities of automobiles.

The Buick factory announces this month that all sales and production records of Buick are being exceeded and that Buick has registered a larger total volume of business during the past year than any automobile manufacturer except Ford.

OVERLAND BUILDS 2 CLOSED TYPES

Word has come to all Overland-Willys-Knight dealers that factory plans for 1926 contemplate a greatly increased production of the Overland Standard Sedan, the four cylinder model on which the recently announced price of \$395 at the factory has set the slogan of "the lowest priced enclosed car of standard design in the world."

This is the first authentic note of 1926 which has yet been struck by any of the major manufacturers of motor cars, and coming from the Willys-Overland, Inc., the third largest manufacturer in the motor car industry, it is significant of the developments which the new year is likely to see.

It proves definitely that the light yet roomy car, low in price, with standard features of construction, will be the model around which manufacturers building in quantity will base their major production efforts.

When the present price of the Overland Standard Sedan was announced, it was stated that the price could not be maintained unless there was a demand in excess of 10,000 a month for this model. This is a large production for an enclosed car type, but word from the factory shows that an even greater volume than 10,000 per month will be necessary to meet the actual demand as felt through orders from dealers.

The average at the present is 85 per cent closed cars against 15 per cent open cars with every indication pointing toward an almost 100 per cent demand for enclosed

cars before the end of the coming year.

Increased demand, with lowered sales resistance, has made it possible for Willys-Overland, Inc., to work out many noteworthy savings in manufacturing costs on this light sedan.

Now important these savings may become is shown in the fact that this model can be delivered here on the Pacific coast, equipped with balloon tires, speedometer and all necessary equipment, for \$799, a price which not long ago was a remarkably low price even for an open car.

Construction on this model now includes a polished lacquer finish, broadcloth upholstery, nickel trimmings, wider seats both front and rear than have ever before been obtainable even in enclosed cars selling at considerable higher prices, a window area of 20 square feet, a one-piece ventilating windshield, and many other features of quality construction.

AGGIES BEATEN BY SOUTHERN CALIF.

(Continued From Page Nine)

line bucks, interspersed with some timely passes, put the ball within striking distance of the Aggies' goal line. Drury added three extra points by kicks after touchdowns.

Elliott intercepted one of Schulmerich's misplaced passes shortly before the game ended and ran 25 yards for the fourth touchdown. He added the extra point, also, with a run around right end.

Cook, Cravath and Adams were individual high lights of the Tro-

jan attack also. Schulmerich, Snyder and Edwards starred for the visitors.

By losing to U. S. C. today the Aggies finished fourth in the coast conference standings.

Score by Quarters

O. A. C.	0	0	0	0	0
U. S. C.	0	7	7	14	28

The importance of Pacific Coast business to Willys-Overland, Inc., is shown in the fact that they have four branches on the coast. This is a standing unequalled by but one other manufacturer. It is evidence of the desire of Willys-Overland to serve owners of Overlands and Willys-Knight motor cars.

MUST HAVE RADIO

It is reported from England that house servants are in many cases declining to take employment unless they are assured that there is a radio set in the home, with an extension to the kitchen or to their living quarters. If this is true in England, it is bound to be true here sooner or later. And who knows how many households will at last be induced to buy radio by the demand from "below stairs"?

Special offer to NEW subscribers—THE NEWS 3 MONTHS for only \$1. Subscribe today to the leading newspaper of the county.

Stewart-Warner Radio Special

The set with the "wallop" and Big Full Tone. Ten sets to arrive by express and sell at Ten a month. First payment just right.

Earl Shepherd—507 Main St.

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Earl Shepherd—507 Main St.

Auto Accessories make Ideal Gifts



A Practical Gift

Interior mirrors eliminate the necessity of looking back while driving—several sizes and models from which you can choose. Priced from 55c to \$2.95.



Very Useful

The powerful ray of light from the "Lucas" spotlight picks out street numbers, street signs, rails and bad spots in the road. Its beautiful design lends grace to the car—only \$7.50. Other Spotlights \$3.45 to \$13.00.

For your friends and relatives. Auto accessories are in use all year—a lasting remembrance, a constant reminder of your thoughtfulness. Auto accessories are enjoyed by the entire family. Auto accessories serve a practical purpose—they add to the safety, comfort and economy of motoring.

From "Western Auto's" complete stocks you can select something which comes within your budget. Your gift will be packed in a Christmas package.

"Klasy" Step Plates
—of solid aluminum with heavy barred rubber mat center. Per pair, only \$1.50.
Other Step Plates \$1.15 to \$1.95.

Windshield Wiper
Hand Cleaners, 45c to \$1.95.
Automatic Cleaners, \$2.55 and \$3.35.
Electric Cleaners, \$6.50.

Boycie Motometer
\$2.50 to \$12.75, according to size.

Flower Vase
\$1.35, \$1.85 and \$2.65, according to style and quality.

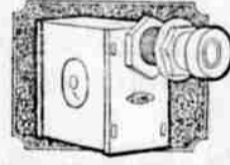
Flashlights
90c to \$2.95



For Those Who Smoke

The "Smithk" has 2 compartments—cigarettes, matches and ashtray. Special spring attachment releases one cigarette at a time. Fastens on the dash board. Price \$2.15.

Other Ash Receivers \$1.35 to \$3.15.



An Electric Lighter

Simply draw the cord forward and light up. Eliminates match scratching, scattered matches, burned fingers, clothing and upholstery. Cuno E-Z-On (no holes to drill) only \$3.00. "Handy" Clear Lighter, \$2.55.

This Week's Specials



"Day-Night" Clock

An accurate yet inexpensive timepiece that will be appreciated by all car owners. Fits on the dash board. Radiant dial enables night and day readings. Reduced this week to..... \$2.60

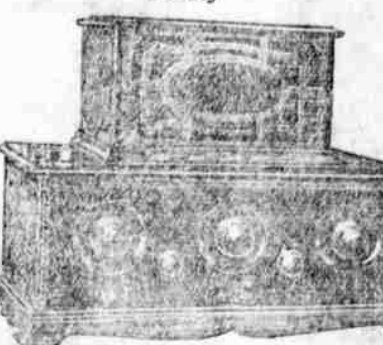


"Leader" Spotlight

A popular, dependable spotlight that can also be used as a trouble light. Complete with bulb. Reduced for this week to..... \$1.75

Western Air Patrol

"Radio as you want it"
Tone, Volume, Selectivity, Simplicity, Beauty



The Gift for the Family

Radio It brings happiness and Christmas joy all year round... it brings homes closer together—tightens home ties... it opens the doors to the world and brings to the home all that is clean and wholesome—the best in music and education... it brings the news, the sermon, the lecture, the concert, to your home... it makes tedious home tasks easier... it is the one gift your loved ones have wished for.

\$110.00 COMPLETE

Convenient Terms Can Be Arranged

If you can't drive in



Western Air Patrol

is a set they will be proud of. Beautiful in appearance and tone. Simple to operate. Noted for its selectivity. Designed to give you radio as you want it.

Our price of \$110.00 is complete. Nothing else to buy—installed in your home ready to attach to your outside aerial. Reserve your set now to insure Christmas delivery.

—More than 125 Stores in the West—
Western Auto Supply Co.
Seventh at Pine



Don't Fall For Cheap Tire

GETTA SET of SEIBERLINGS

There is no such thing as a "tire bargain." You can't get a good tire at a cut price. A cheap tire simply hasn't the stuff in it. It is possible to get a pair for \$2.50, but you know that you won't get the service that a \$10.00 pair will deliver. Don't buy your car cheap set of shoes and expect real service for you won't get it.

Experience is a great teacher all right. But let the other fellow have it.

Buy SEIBERLINGS and be safe.

SEIBERLING CORDS

30x3 1/2, 4 Ply	\$18.50	30x5, 8 Ply	\$68.00
30x3 1/2, 6 Ply	24.00	33x5, 8 Ply	73.00
29x440	23.50	32x6, 10 Ply	106.00
32x4 1/2, 8 Ply	53.00	32x6, 10 Ply O. S.	112.00

Portage Cords

30x3	\$11.50
30x3 1/2	12.50

Other Makes

30x3	\$7.95
30x3 1/2	8.95
30x3 1/2 Cord	10.25

Balsiger Motor Co

Home of Guaranteed Used Fords
Authorized Ford Sales and Service
8th and Klamath
Phone 427
Light Testing Station
Fords and Ford-aped Cars