

## AUTOMOBILES, TRUCKS AND TRACTORS

### MOTORCYCLES — BICYCLES — ACCESSORIES

#### OVERLAND MAN SURE OF CAR

Outstanding Offer Made by  
Guy Simons—\$25 Year  
Cares for Machine

A guarantee to service, to furnish labor as well as any and all parts necessary, and to keep in good repair any new Overland car purchased from him for the sum of \$25 per year!

This staggering announcement of Guy Simons of the Simons Sales Co., Willys-Overland distributor for Michigan, which appeared in the Detroit newspapers some ten days ago, has literally swept the Overland off its feet, for never before in automobile history has any dealer been known to display absolute confidence in any car.

Confident of Car  
"How can he do it?" is the question that every competitor has been asking ever since the announcement appeared.

Simons, whose organization has merchandised more than five million dollars' worth of Willys-Overland motor cars this year, merely smiles in answer and replies that "the move is based entirely upon actual statistics covering repair costs over a long period of time and the absolute confidence we have gained through close observation of the car's performance."

"Involving as it does such a sweeping, revolutionary guarantee," said Mr. Simons, "our operation under this new plan would be impossible were it not for the fact that the sturdy construction of the new Overland has reduced its upkeep to a surprisingly low amount as is shown by the records of our service station."

Everything Included  
"Our institution does very little guessing. We know our costs and we act entirely on facts and figures."

"The sweeping guarantee leaves no loophole, but includes labor

and parts necessary to maintain proper running condition and excepts liability only for damage from wrecks and for tires and batteries which are guaranteed by the manufacturers.

"We offer the Simons Service plan to the motor-buying public only after a careful analysis of the actual performance records of Overland cars on the streets of Detroit."

Dealers Doubtful

It is quite true that some dealers have expressed doubt as to the practicability of so radical a move and it is probable that the plan would not work out profitably for a merchant whose service department has not been developed to the high degree of efficiency that has this department of the Simons' organization. The fact remains, however, that Simons, with unlimited confidence in the car, based upon exhaustive and indisputable records of performance, and encouraged by several years of very successful experience with the flat rate service plan, without which such an offer would have been out of the question, has done it.

That the public is "with Simons and for him in his revolutionary program, is evidenced beyond question by the heights to which sales have soared in Detroit since the new plan was announced.

Is Tribute  
What more convincing proof of the positive and unqualified mechanical superiority of the Overland car could be asked or offered than this startling and heretofore unheard of guarantee on the part of one of the biggest, most progressive and successful automobile merchants in the world?

It is tribute such as no distributor, no dealer has ever paid to

RELIANCE AUTO  
PAINTING CO.

219 State St.

Cor. Front St. Phone 937

#### QUESTIONS AND ANSWERS FOR AUTOMOBILE OWNER-DRIVERS

By LEE EVERLY

Ford Starts Hard

Q.—We have an old Ford that starts hard, and have been told that by jacking up a rear wheel and dropping the clutch into high gear that it will start easier. What benefit if any is this method?

A.—One condition which effects the ease of starting a Ford any automobile in the history of the industry—a tribute that should deeply, indelibly impress its full significance upon every man interested in the sale of the Overland car and fill him so chock-full of confidence and enthusiasm as to have its effect in all four corners of the country—of the world.

engine is wear in the main bearing cap, as this not only supports the crankshaft but acts as a thrust bearing as well.

When the emergency lever is pulled up, thereby releasing the clutch, due to the throw-out mechanism it has a tendency to pull the flywheel and magneto away from the coils of the magneto. With this increase of magnetic air gap in the magneto there is a lower voltage generated which is sometimes not sufficient to operate the coil vibrators. When throwing the emergency lever forward into high gear position the pull on the clutch and crank shaft is released, allowing the magneto and coils to come closer together which is accelerated by the pull

of the magnets to the coils. Now to start in high gear it will be necessary to jack up one rear wheel. If your magnets are in good condition and there is no short in the magneto coils or circuits, Lizzy should start without any trouble.

However if you have reason to believe after trying this with no luck, that your magnets are weak do not tear the motor down until you try charging them which can be done in the following manner:

Remove slanting door over transmission bands and turn engine until two of the brass screws are in sight, one on each side of the middle of motor. Take an ordinary compass,

first locating the North pole needle, and hold it about two inches back of the magneto and 1 3/4 inch to left of center line of motor. If the North pole needle points forward toward the radiator, proceed to charge as explained later. If the South pole needle points forward, turn the flywheel, until the next screw turns up to same position, then proceed as follows:

Take a string of batteries

RIMS

and Rim Parts for all Cars  
Free Expert Advice  
IRA JORGENSEN  
150 South High Street

hooked up in series of about 24 volts and run the positive lead to the magneto terminal then snap the negative lead to

the frame 12 or 15 times after which turn the motor quarter

(Continued on page 2)

**Rickenbacker**  
A CAR WORTHY OF ITS NAME

A specially designed crankshaft  
—new to the American market!



The Home of the Rickenbacker  
219 N. Com'l

## As It Appeared In Detroit Papers

Announcing the Greatest Automobile Service  
Offer Ever Made



The most sensational announcement ever made in the automobile industry

After merchandising in 1922 over five million dollars worth of Willys-Overland motor cars, and after careful analysis of the performance records of the Overland cars on the streets of Detroit, we make this sweeping offer, which no one before has ever dared to put back of any other automobile:

We will keep any new Overland car bought from us from today on in proper running condition including labor and parts—excepting only tires and batteries which are guaranteed by their manufacturers and damage from wrecks—for an entire year at a cost of only twenty-five dollars.

### Only \$25.00 for One Year's Upkeep

This remarkable plan takes the guess out of automobile upkeep cost.

This is the first time in history that you can buy an automobile and know exactly how much it will cost to keep it in proper running condition.

Such a revolutionary measure is made possible only by the sturdy construction of today's extremely low-priced Overland and it's marvelous record of performance.

No other car in the world equals the economy of the Overland.

No other car has ever sold under such an unlimited guarantee.

Two years ago we put into operation

the flat rate basis for all repairs on our cars, telling the customer just what his bill would be before he authorized the work. Now many big companies are adopting this plan.

THE SIMONS SERVICE PLAN

Today we give you an advance service plan never before undertaken by any company. In it we positively answer the question every automobile buyer should ask—"How much will one year's maintenance cost me?" Others may give you a figure, but are they willing to guarantee it?

Buy an Overland and take the guess out of your purchase. Low in cost, lowest in operating cost.

## THE SIMONS SALES CO.

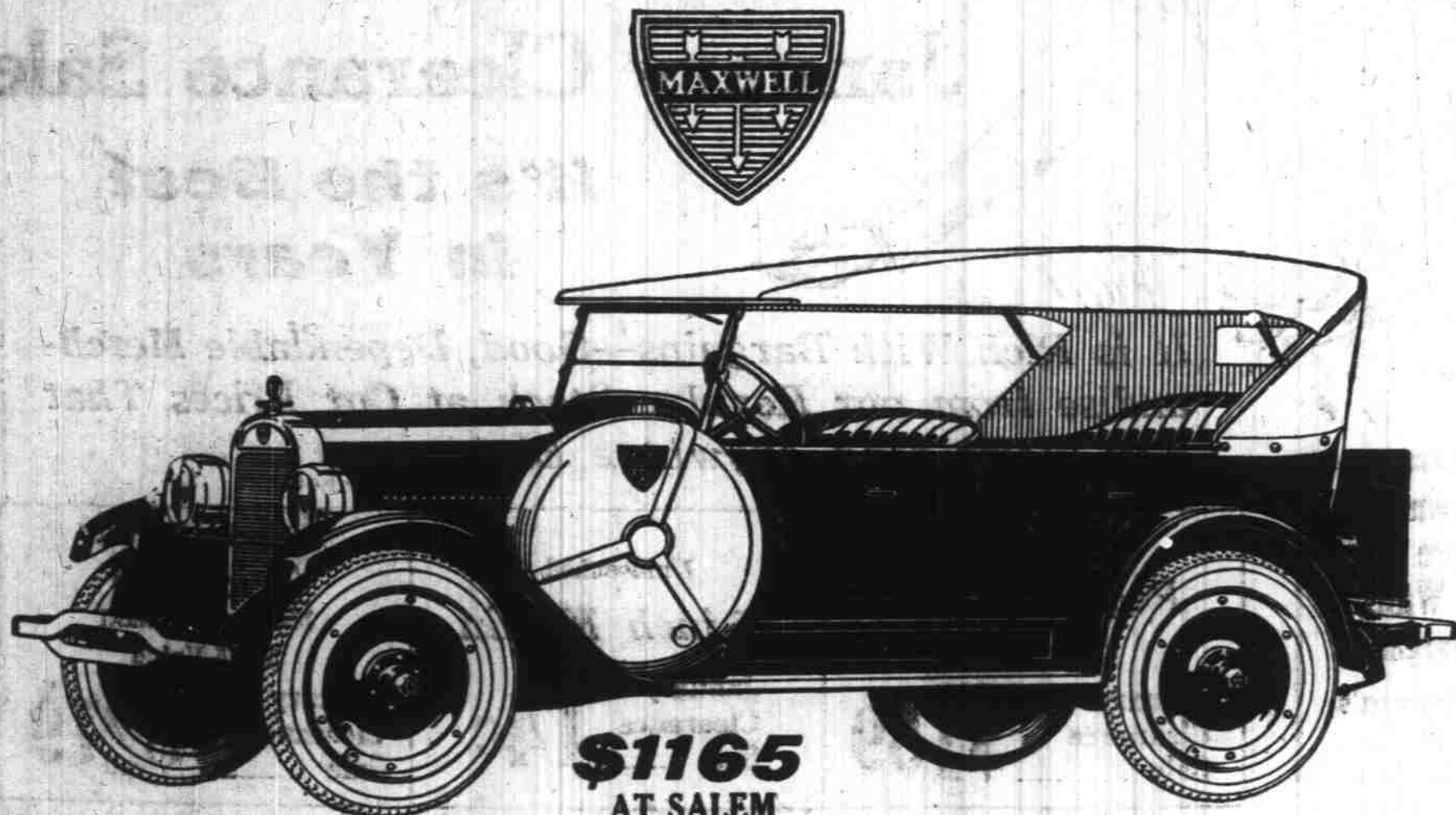
WOODWARD AT CANFIELD

The Above Speaks Volumes for the Economy of the Overland Car.  
We Are Considering Going the Simon Sales Co. One Better by Including the Willys Knight in This Offer.

## VICK BROS.

QUALITY CARS

HIGH STREET AT TRADE



\$1165  
AT SALEM

## Announcing the Good Maxwell Sport Touring Car

The first car at anywhere near the price to display such striking beauty and generous equipment. Its distinct individuality and pronounced charm arouse instant and outspoken admiration

OSCAR B. GINGRICH MOTOR CO.

Phone 635

371 Court Street

The Good

# MAXWELL