THE OREGON STATESMAN, SALEM, OREGON



The latest improvement for your

FORDSON

Several farmers in this vicinity have installed these new, quick-firing magnetoes and report

EASY STARTING MORE POWER LESS CUSSING

We will be glad to show you this Bosch made especially for Fordsons.

E. H. BURRELL

New Executive for Fisher

to the executive staff of the cor-

poration. Mr. Howard recently

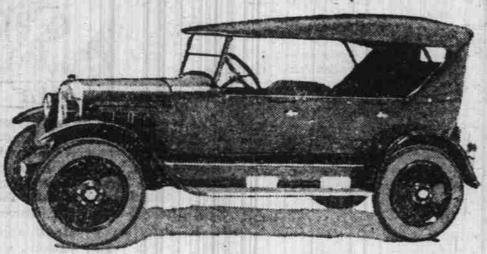
Overland Blue Bird Is Lowest Priced Car With Balloon Tires but two high points of a series of spectacualr feats that have thrilled motoring circles during the

Willys-Overland's Latest and Most Striking Creation, Done in Peacock Blue, Capitaliz- ough. the concluding operation bees on Motor World's Latest Development. Ing a lapping process that removes all roughness following the ream-

With public interest in balloon combines attractiveness with util- has a double bottom which intires at its height Willys-Overland ity. The hue used on the new creases its strength and rigidity announces its newest model, the Blue Bird will stand up under the and provides for the correct oil Overland Blue Bird, the lowest- most exacting weather conditions supply to all connecting rods undpriced motor car with genuine and cannot be influenced by the er all road and grade conditions. balloon tires furnished as standard equipment. ness and frosts.

Those who have seen the car at A new standard in riding qualiits preliminary showings at the ties has also been reached by the disc type, smooth in operation, factory agree that the Blue Bird coupling of the patented triplex and completely encased, providing

THE NEW OVERLAND BLUE BIRD



Above is the new Overland Blue Bird Equipped with Balloon Tires. Now on display at Vick Bros. Garage at High and Trade Streets.

has ever been produced by this tires. The wheelbase of the new organization. car is 106 inches, giving it a The combination of a long, spring base of 136 inches. The roomy body done in rich Peacock weight of each Overland spring is Blue, set off by black fenders and about 20 pounds. The material is running gear, smartened by nick- chrome vanadium steel, carefully eled radiator, windshield stanch- heat treated, having an elastic ions and outside door handles; limit of 190,000 pounds. The with upholstery of a bluish shade springs are so designed and assemto match the body, and a top of bled in the chassis that all road similar hue, creates an appear- shocks are absorbed with a miniance of spirit and sparkle that is mum distortion of chassis.

entirely in keeping with its happy Addition of genuine Fisk 31 by 5.25 balloon tires, which further

cushion the road, positively guar-This new creation is another instance of Willys-Overland's endea- antees utmost physical relaxation vor to work steadfastly toward the to the occupants of the car even end that beauty, utility and econ- over the roughest highways. omy can be assembled in a single The power plant is the same

It is one more illustration of gasp by its stamina and power in

Ford in Oakland Chevrolet ranks second in all California sales according to the Motor Registration News. During March in the 47 northern counties of the state the sales of the Chevrolet exceeded all other makes with the exception of the Ford. The nearest competitor of which lacked 738 of equalling the sales of the Chevrolet. In the 11 southern counties during the same month the Chevrolet sales ere second with almost the same lead as in the northern counties. The total sales of passenger cars in California since January 1. 1924 and the make of cars sold are as follows: Chevrolet 7.219 Dodge 3.428 Buick 2.385 Star 2.280 Overland 1.236 Oakland 1.032 Jewelt 987 Maxwell 961 Willys-Knight 931 Essex 928 Hudson 844 Nash 748 Oldsmobile 719 In the city of Oakland during the month of March the sales of the Chevrolet almost exceeded those of the Ford. When the figures were totaled at the end of the month it was found that there had been 263 Fords sold and 262 Chevrolet. The Dodge also held third place here with a total sales of 73 cars. Old maids miss a lot of joy. They seldom get a chance to give anybody medicine. Performance Not Matter **Of Chance With Maxwell** The records which Maxwell

that has made the entire nation the Chevrolet was the Dodge

"The smoothness of the power-

"Its astonishing power flexibil-

"It is little short of amazing to

WANT ADS

buyer and seller;

SUNDAY MORNING, MAY 11, 1924

DAY IN AND DAY OUT

Day in and day out, Dodge Brothers Motor Car serves its owners faithfully and at low cost.

This is because Dodge Brothers have consistently built their product more staunchly than strict manufacturing practice requires.

Employing only the finest materials, they have insisted upon an exceptional margin of excess strength in every part that takes a major strain.

Touring Car \$895 f. c. b. Detroit; \$1075 Delivered

Bonesteele Motor Co. 474 S. Commercial



Lafayette Motor company. Prior Body Company Appointed to the organization of the Lafay-ette company Howard was for

many years general sales manager F. J. Fisher, president of Fich- of the Cadillac Motor Car comer Body Corporation, announces pany. He has had wide experithe appointment of E. C. Howard ence in production, sales and merchandising lines.

choice of trade name.

unit.

resigned as vice-president of the Read the Classified Ads, fine, well-bred coloring, which difficult road and mountain tests

past 10 months. The cylinder finish of this rugged motor is remarkably thoring operations. The engine base

in all corners of the country. Its repeated ascents of Motorcycle Hill in Airzona, its scaling of the

meteor-glazed sides of Stone Mountain near Atlandta, Ga., are

but two high points of a series of

summer sun or by winter's damp- Valves are made of specially selected material.

Clutch is of the single-plate is the most striking design that spring suspension with balloon protection from dirt and grit.

Front axle is tested to an elastic limit of 75,000 to 90,000 lbs.. with large king bolt bearings and wheel spindles. Cross rod link is of unusually heavy steel.

Rear axle construction is subtantial and well assembled, with strong axle housing, 11/2 inch axle shafts of Molybdenum steel, Timken bearings on differential case and New Departure bearings in the center.

These important mechanical pecifications, with its other upo-date features, provide the new Blue Bird with the qualifications that make it a thing of animation, speed and comfort, which should readily win its way into the hearts of thousands of owners throughout the country.

CHEVROLET SALES

in Second Place; Close to

SECOND IN CALIF. Since Jan. Chevrolet Sales



"Furthermore, these fine ma- instance, gets 100 per cent Brin- part axle components terials are subjected to the most ell, or scleroscope test. That assemblies. Even platon rings are searching tests and inspection. means not the mere testing of a tested for hardness, perfect align Every part of the front axle, for sample lot of parts, but of every ment and concentric fit."



VICK BROS.

High Street at Trade

