

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, APRIL 19, 1925



## Auto News of the Day



RADIO BICYCLE MOTORCYCLE

### OVERLAND SIXES TO BE SHOWN HERE

This Week Set As Date For Salem Demonstration By Vick Brothers

This week of April has been set aside by Willys-Overland as Overland Six National Demonstration Week throughout its entire dealer organization.

For the first time since production of this new model was begun three months ago the factory feels that its dealers have been amply supplied with these cars to permit the carrying out of a program on such an extensive scale.

"We hope to be able to show the merit and quality of these new cars to a large percentage of the motorists in this territory during the coming week," is the comment of Vick Bros., local Willys-Overland dealer when apprised of the factory's plans for the coming week. "We take this opportunity of extending an invitation to every motorist to come in and drive an Overland Six, getting the feel of the remarkable pick-up, power and stamina of the motor and seeing at close range the splendid lines and construction of the new six-cylinder Overland, without incurring the slightest obligation of any type."

According to reports from Toledo, production of this model has now mounted to 250 standard and deluxe sedans daily and has not yet satisfied the tremendous demands which are making themselves felt everywhere.

Despite the fact that this announcement at the national motor car show came as a total surprise to the motor car industry, the Overland six is by no means a hasty experiment on the part of Willys-Overland engineers, but is the result of several years of development and testing, not in the

laboratories by research experts but on the streets and highways in the hands of average drivers.

A number of these cars were constructed and turned over to disinterested persons of motor car experience with instructions to "break them down." As the result of these experiences Willys-Overland engineers have been able to design a car of unusual sturdiness and ruggedness in every detail, with a much higher factor of safety than is customary.

### ADJUSTMENT OF CAR IMPORTANT

Highest Point of Efficiency Only Obtainable by Thorough Inspection

With the coming of spring weather, the careful motorist will see to it that certain routine inspections and adjustments are made on his car to insure its operation at the highest point of efficiency.

It is well to remember that the average motor car has been operated during the winter under conditions diametrically opposed to the warm weather which spring brings in. Adjustments and repairs made at this time will add materially to the uninterrupted joy of motoring through spring, summer and fall—the period when the greatest mileage is run up on the car.

The following six items should have special attention: cooling system, electrical system, lubrication, engine, brakes and tires. To make sure the cooling system will function properly, flush out the radiator with a hose and refill with clean water. This not only takes away the accumulated particles of dust sediment and rust, but also removes the alcohol which would make the radiator boil in warm weather. The hose connections should be examined, and changed if they show signs of rotting.

It is also well to blow out the radiator core with compressed air if possible, as all dust collected here militates against the proper cooling of the engine. The fan belt should be inspected and replaced if found badly worn or too loose.

The electrical system should also be checked over carefully. See that all connections are tightened in the ignition system, and the breaker points and spark plug gaps adjusted.

If the charging rate of the generator has been increased for the winter months, it should be lowered again for the summer driving. Of course the battery should be inspected every two weeks and distilled water added as needed.

The carburetor should likewise be adjusted for warm weather, as it is obvious that you do not need as rich a mixture as in winter. If considerable driving is done in hot weather, proper adjustment of the manifold heater should be made.

The oil in the transmission should be changed regularly after each succeeding 3,000 miles of driving. If the owner lubricates the car himself, he should use heavier oil in the gun. The light oil that was placed in the rear axle for winter driving should be changed and a heavier oil, such as 600 W, substituted.

All the operating parts of the brakes should be soaked with penetrating oil or some anti-rust solution to remove the effects of the slush, mud and water of winter driving.

The whole engine as well as the exposed bearings and other parts of the chassis should be washed and cleaned with kerosene to prevent dust from finding its way into the moving parts. Compress-

### BUYER DECLARED TO STUDY MARKET

Shrewdness in Purchasing Cars Developed by Public in Later Years

The automobile buyer of today is a different sort of a person from the buyer of yesterday. He is different in that he has a different motive for buying.

Looking on the motor car as a necessity instead of a luxury, he enters the market with the same attitude he has in buying other economic necessities. His idea is to select a car that gives him the most satisfactory service for every dollar expended. In other words he seeks the best value.

In days gone by, there was no such thing as a "best value" car. The car should be re-seated and new rings installed wherever needed.

The air in the tires should be kept up to the specified inflation for the car more regularly in summer than in winter, because the heat of the pavement combined with the heat generated in an under-inflated tire softens up the layers of fabric as they rub against each other.

The nuts, bolts and screws on the entire car should be tightened. During the winter the material used as cushioning between the various parts of the car gathers moisture and swells up. In dry weather it shrinks. Just as soon as this shrinking takes place the car should be tightened up to prevent the formation of a hard, glazed surface. If these glazed surfaces are allowed to form, it is very difficult to eliminate the squeaks from the car.

reckless sort of element in buying. The prospect saw in the streets or in the showroom a type of car that appealed to his fancy and he bought, regardless of its economic or utility value.

Today the buyer is shrewd. Because he knows more about cars, he asks sensible questions, makes a thorough study of the vehicle, launches a systematic survey among his friends. He takes the stand that here is a product that, like his store fixtures or his office equipment or his factory machine, will enable him to hold his own against competition. He treats it as a regular business and economic factor, and he buys in the manner of the expert purchasing agent.

Because he demands comfort, he must have a car that has ample room and rides easily. He must have a car which he can rely upon to respond to any of his needs at any time.

Economy of maintenance is necessary. The cost of running the car must be low; it must require a minimum of service attention. Then, it must look well so as

to reflect credit on the owner, his family, his business house.

The reason for the increasing popularity of Maxwell and Chrysler cars is the fact that we have kept these factors foremost in mind. We have realized the importance of the motor car as a business and economic factor, and have built our cars accordingly.

The new buying trend is a healthy sign. It means that with more cars, more intelligence being applied to the purchasing process, the manufacturer of the product that continues to give the public the best motor car value will continue to survive and prosper.

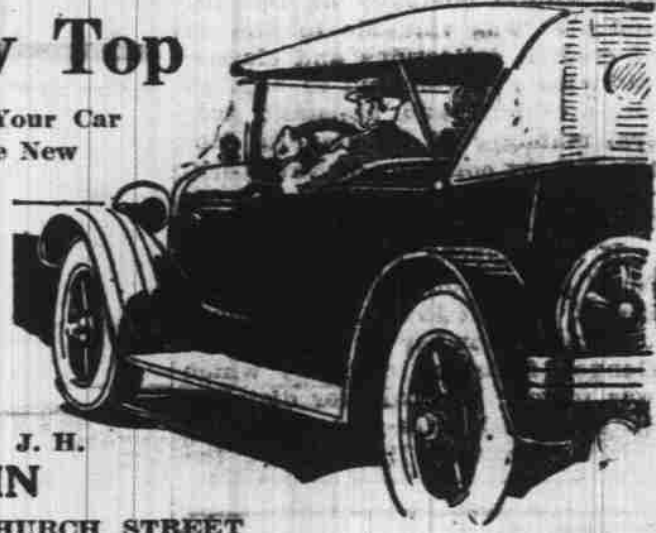
### Gains in Production of Cars Shown in Reports

Steady gains in production of motor vehicles were continued in the March output which is estimated at 362,305 cars and trucks by the National Automobile Chamber of Commerce. This figure, based on shipping reports, is 29 per cent over February.

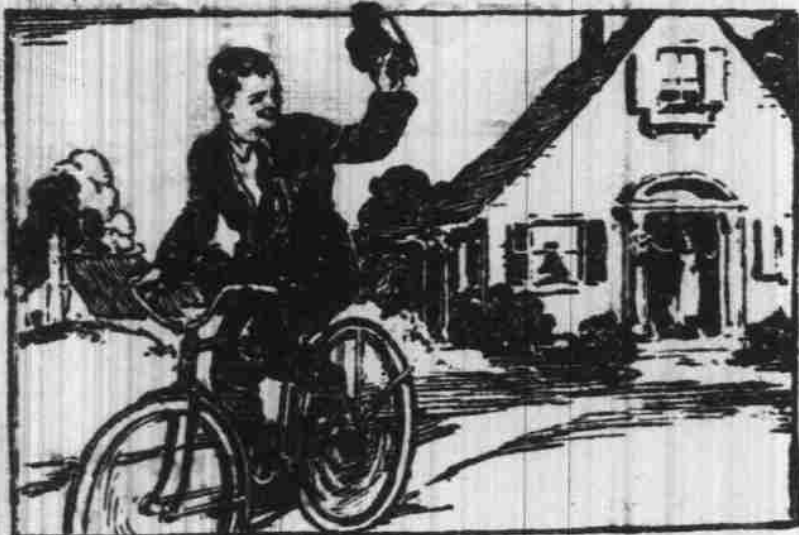
### A New Top

Will Make Your Car Look Like New

Have it Fixed Before Vacation Time



W. R. McALVIN  
545 NORTH CHURCH STREET



## Here Is Real News

We have just completed arrangements making it possible for us to sell Bicycles on exceptionally easy terms. You can now buy one of our high grade wheels on terms that you can afford to pay—

# \$500 Down \$150 A Week

You will find our prices no higher than you are asked to pay at cash stores—and we guarantee our service to be the best.

Come in, pick out the wheel you want. Pay down a Five Dollar Bill—the balance at \$1.50 a week.

## Harry W. Scott

"The Cycle Man"

147 South Commercial Street

Phone 68

The manufacture of motor vehicles during the winter has been on a conservative basis in response to orders from the field. Accordingly, stocks in dealers hands are light and the industry looks for very active production during the next few months.

**NEW AUTO MAN HERE**  
Mr. R. N. McDonald, the Marmon dealer, has secured the services of Mr. Joe Goodfellow to be his representative in the territory as far south as Klamath Falls for the sale of Marmon cars.

Mr. Goodfellow has had many years experience in handling high

grade cars, having been with the Packard agency in Portland previous to his late work in handling Rickenbacker in Salem.

He worked for considerable period of time for the Chandler company of Kansas City before that and has wide experience in the automobile industry.

TO NEAREST STORE

## This is Dollar Week at Western Auto

Many motorists will welcome this opportunity to buy Guaranteed, Standard Quality Accessories at the unusually low price of \$1.00. All of these articles are taken from our regular stock and ordinarily sell at a much higher price.

### Disappearing Luggage Carrier

\$1.00

What a bargain! Our special introductory offer enables you to purchase a luggage carrier that sells regularly for \$1.45 at the extremely low price of \$1.00. Folds flat on edge of running board when not in use. Its length open is 42 inches, height 10 inches. It is strong and substantial. Finished in black enamel. This week \$1.00

### Special Combination Offer \$1.00

Simoniz Cleaner 55c  
Simoniz Polish 55c

5 yards Cheese-cloth 25c

An offer every motorist should grab. The nationally famous Simoniz Polish and Cleaner. These two and a 4-yard roll of cheesecloth, all for \$1.00

### "Klasy" Step Plates

Frame and kick plate on rear are made of solid aluminum with heavy barred rubber mat insert. Regularly priced, each \$1.50. This week, each \$1.00

### Of Special Interest to Ford Owners

In our Ford department we carry at all times a complete stock of accessories and supplies for Fords. Every article of this Ford merchandise is guaranteed. For the benefit of the Ford owner we list the following merchandise among our Dollar Week Specials.

### Gray Tube

The well-known "Blue Ribbon" Gray tube—also 30x35 or 30x35. It is extra quality throughout and sells regularly for \$1.25 and \$1.50 each—you can buy one, or five this week each \$1.00

### Wedge Cushions

A real value at the price we quote—add regularly for \$1.25. A wedge cushion rests the back on long drives—invaluable to persons of much stature. Special price, \$1.00

### Interior Mirrors

Here is a bargain. A 7-inch mirror with neat beveled edges and attractive nickel plated bracket. Regularly priced at \$1.45. This week only \$1.00

### Foot Accelerator

The well-known "Bull Dog" foot accelerator is easy and positive in action. It works independently of the hand throttle. Regular price with foot-rod included in the outfit is \$1.35. This week the price is \$1.00

### Flower Vase

This standard flower vase has a beautiful art glass body—is removable from the bracket—it is regularly priced at \$1.25. This week \$1.00

### Steering Wheel Covers

Note the saving on this one. High quality elastic rubber cover that gives a positive grip on the steering wheel. 2 sizes—regularly priced at \$1.40 and \$1.65. Special this week \$1.00

### "Neverburn" Transmission Lining

The well-known "Bull Dog" foot accelerator is easy and positive in action. It works independently of the hand throttle. Regular price with foot-rod included in the outfit is \$1.35. This week the price is \$1.00

### Flare Reflector Flashlight

Think of it! A high quality flare reflector, 3-cell flashlight, size 5 1/4 x 1 1/4 inches, with 2-in. reflector. Complete with battery. Our reg. price is \$1.25. This week \$1.00

### 5-Minute Vulcanizer

Heat is produced by burning a non-flaming chemical unit. 12-patch units furnished with each outfit. Factory list price, \$1.50. You can get a complete set for \$1.00 this week

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### Mocking Bird Siren

An exhaust siren with 3 distinct tones—a signal always needed. Made strong and durable. Our regular price, \$1.25. During this week \$1.00

Have You Your Prosperity Sticker? **Western Auto Supply Co.** Have You Your Prosperity Sticker?

More Than 100 Stores—All Over the West  
Salem Store Corner Court and High



### A LY-ER!

Any fellow is who says

### THERE'S AS GOOD A TIRE

For he's just plain Lazy—

Too Lazy to come in here and lose a debate.



**ZOSEL'S TIRE SHOP**  
198 South Commercial  
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### Stromberg Carburetors

FOR SMOOTH RUNNING MOTOR AND LONG GASOLINE MILEAGE

A Carburetor for Every Car

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