

DRASTIC CUT ON DELUXE SIX SEDAN

New Price Closely Follows
Sensational Reduction on
Standard Six

Closely following a sharp cut in the price of the standard sedan model of the new Overland Six, comes the factory announcement that, effective on August 1st, the price of the DeLuxe Sedan on the same chassis has been reduced \$55.

This is a reduction of \$55 within seven months of the announcement of this new Overland product which at the time of its introduction to the automobile world was the price sensation of the industry. It is in line with the policy of the larger motor car manufacturers to pass along savings in overhead, brought about by increased production, to the benefit of the automobile buyer.

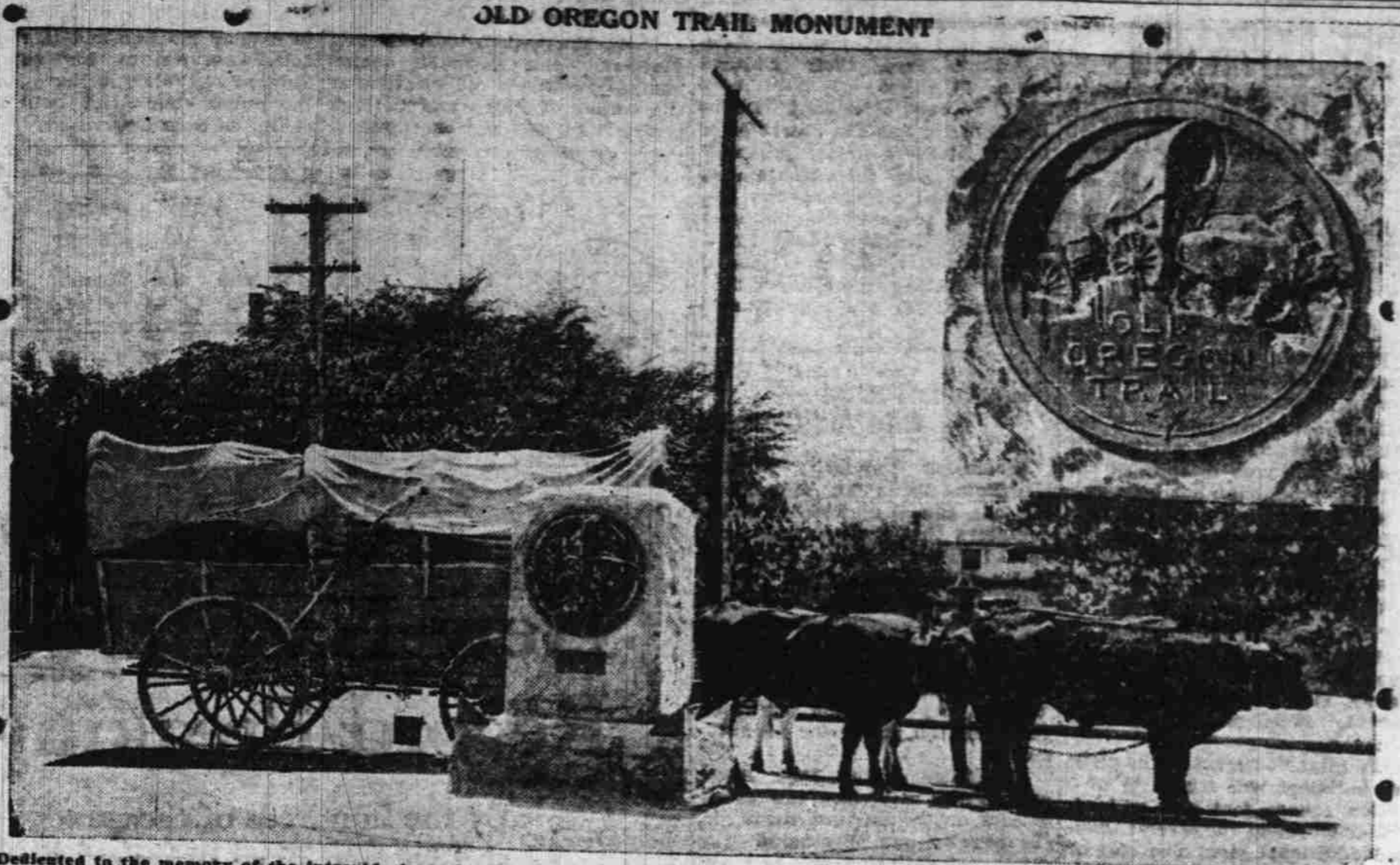
Ever since the Overland Six was announced, the factory at Toledo has been working at maximum capacity turning out a volume of cars which has tremendously overshadowed any previous production records of Willys-Overland, Inc.

Today, this organization is the third largest in the motor car industry in production and sales and the second largest where all manufacturing is done under one corporation title, with one dealer organization handling all lines, the Overland and the Willys-Knight.

This position of the Willys-Overland, Inc., is indication of the buying trend of the motor car public at the present time when the large and older institutions are receiving over 90 per cent of all orders.

According to Vick Brothers, local representatives of Overland and Willys-Knight cars, word has been received from the factory that the balance of the year will see even greater production figures than have ever been reached before in the history of the manufacturer.

Those production figures will apply not alone to the Overland line of fours and sixes but also to the Willys-Knight line in which the increased power and flexibility, due to the use of the Lanchester Balancer in the standard four-cylinder model and the introduction of the new Willys-Knight Six in the field of large cars, have led to sales increases in many places doubling the sales records of last year.



"Dedicated to the memory of the intrepid pioneers who blazed the way over the Old Oregon Trail with the first covered wagon in 1842 and won an empire for the United States," presented to the city of Baker, Or., by the American Legion and unveiled July 4, 1925.

The Old Oregon Trail Monument was erected by the American Legion, and presented to the City of Baker, Oregon, with imposing ceremonies on July 4, 1925. The presentation was made by W. E. Meacham, President, Old Oregon Trail Association, and was accepted by Mayor C. L. Palmer on behalf of the City of Baker.

The monument is over ten tons in weight, and is of native granite. Imbedded in it, is the bronze design of the ox-team and covered wagon, as conceived by Avard Fairbanks, Dean of Sculpture, University of Oregon. The bronze design is three feet in diameter, and weighs two hundred pounds. The monument is illuminated at night, and occupies a prominent place in the Postoffice Square on the Old Oregon Trail.

It is the intention and desire of the Old Oregon Trail Association to have similar monuments erected at historic points along the famous highway.

195,300 FORDS ARE SOLD DURING JUNE

This Figure Is Approximately
6,000 More Than
June Last Year

A new June sales record was established by the Ford Motor company during the month just passed, when approximately 6,000 more Ford trucks and trucks were delivered to retail customers in the United States than during the same month a year ago, which held the previous high mark for June. Reports indicate a continued large volume of business through the summer months with a high-

er buying level than is usual during this season of the year. The outlook is for another record breaking month for July. Urgent requests for additional shipments have made necessary increasing the company's July production schedule, which now calls for several thousand more cars and trucks than were produced in June.

Sales figures just given out by the company show that the total sales for June were 195,300 Ford cars and trucks. Of this number, 176,256 represent domestic sales, as compared with 170,547 cars and trucks sold in June a year ago.

Buying conditions also continue good in the high priced car market. Evidence of this appears in the sales of Lincoln cars during June, with deliveries to domestic customers totaling 892, an increase of 95 over June a year ago.

Buyers Show Tendency to Keep Cars, Says Willys-Knight Representative

Quality of Modern Product Should Make It a Car of Good Style and Service for Years

"Records of service among owners of Willys-Knight cars, shows that the original owners are hanging on to their cars for several years of usage," says Vick Bros. "We have many records which show that the original purchaser is driving his car after 50,000 miles and more of driving and is apparently well content to keep on driving this car for years to come."

"It is the policy of Willys-Overland, Inc., to produce a car of such style that its appearance value is not lowered as the years pile on top of each other. This

AUTOMOBILE INDUSTRY MAKES NEW OUTPUT RECORD FOR SIX MONTHS

With an output of 2,173,360 cars and trucks during the first six months of 1925, the automobile industry of this country established a new record of manufacture. This total is 5.3 per cent over the corresponding period a year ago and 5 per cent of the first half of 1923.

The June output of cars and trucks total 402,696 which is the largest June in the history of the business.

The totals for the six months were as follows:

January	324,546	241,068
February	376,326	287,215
March	393,423	377,247
April	384,267	439,117
May	321,554	426,017
June	254,075	402,696

2,054,191 2,173,360

OVERZEALOUS

Judge: "Why did you run down this man in broad daylight on a perfectly straight stretch of road?"
Prisoner: "Your Honor, my windshield was almost totally obscured with safety stickers."—M. I. T. Voo Doo.

See the Oregon Caves!

Wonderful Caverns in a Mountain of Marble
49 Miles From Grants Pass
Via the Redwood Highway

Breitenbush Hot Springs

Marion County, Oregon
HEALTH AND PLEASURE
RESORT
Open Under New Management

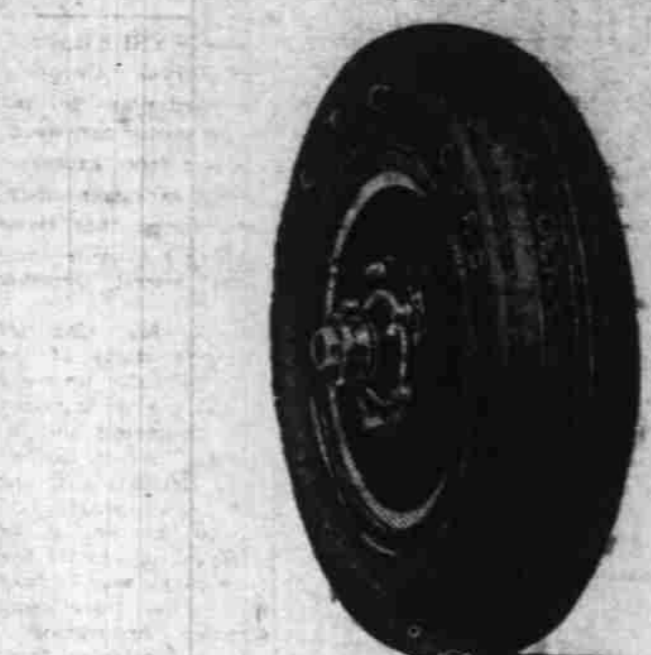
Hot mineral water baths; hot mineral mud baths and natural hot mineral vapor baths.

Breitenbush is famous for its hot arsenic spring and unusual variation of other mineral content. These waters are exceptionally beneficial to rheumatism, neuritis, constipation, skin and blood diseases.

Wonderful scenery; fine fishing; trail hiking and mountain climbing; good accommodations; excellent meals; reasonable rates.

Mill City-Detroit Highway under construction, will not open this season. Take train from Mill City.

For Further Particulars, Write
M. D. BRUCKMAN
Manager
Breitenbush Hot Springs
Detroit, Oregon



A new C-T-C tire FREE if it fails to outrun any other make!

MOST motorists know that claims don't mean much until backed up by the manufacturers' good faith. So we say—make this test: On one wheel of your car place a new C-T-C Cord. At the same time place on the opposite wheel any other tire of the same size. Then run them that way. The C-T-C will outrun the other tire. If it fails—we will give you a new one free!

This offer is on tires purchased before September 1st, 1925. We'll issue a numbered certificate. Columbia Tire Corporation, Portland, Oregon.

C-T-C CORDS

Built-by-hand

Heavy-Duty Passenger Full Balloon
Semi-Balloon Heavy-Duty Commercial
(A C-T-C Tube adds mileage to almost any casing)

C. T. C. FACTORY BRANCH, 477 Court Street
IRA JORGENSEN, 190 High Street
MARION AUTOMOBILE CO., 235 S. Commercial
BONESTEELE MOTOR CO., 474 S. Commercial

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Lower Prices

Buick always leads in motor car values

Standard Six

2-passenger Roadster	\$1125	5-passenger two-door Sedan	\$1195
5-passenger Touring	1150	5-passenger four-door Sedan	1295
3-passenger Coupe	1195	4-passenger Coupe	1275

Master Six

3-passenger Roadster	\$1250	7-passenger Sedan	\$1995
5-passenger Touring	1295	5-passenger Brougham	1925
5-passenger two-door Sedan	1395	3-passenger Sport Roadster	1495
5-passenger four-door Sedan	1495	5-passenger Sport Touring	1525
4-passenger Coupe	1795	3-passenger Cabriolet	1765

ALL PRICES F. O. B. Buick factories. Government tax to be added.
BUICK MOTOR COMPANY, Flint, Michigan
Division of General Motors Corporation

OTTO J. WILSON
388 N. Commercial St., Salem, Oregon

GARDNER EIGHT MAKES RECORD RUN CARRYING U. S. MAIL

Duplicating the thrilling dashes of the pony express men of pioneer days, Charles L. Goldtrap and James B. Thomas piloted a stock Gardner Eight-in-line carrying the U. S. mails over 2107 miles of the worst roads in Arizona, California, Old and New Mexico in 59 hours, 27 minutes elapsed time on 133 gallons of gasoline and 2 1/4 quarts of oil—an average of 15 1/2 miles to each gallon of gasoline and more than 887 miles to each quart of oil.

Complete details of this amazing feat are revealed by a sworn statement now on file in the Phoenix, Arizona, offices of Harry L. Arnold, Inc., Gardner distributors for Arizona and Southern California. This statement is signed by Goldtrap and Thomas, drivers, and by James Marlow and Kay Robinson, official observers. The purpose of the run was to test the endurance and performance qualities of the Gardner Eight-in-line under the most severe conditions possible. The run started from Phoenix at 8:00 p. m. Wednesday, May 13, 1925, with Goldtrap at the wheel, accompanied by Marlow as official observer.

VACATION ODE

Little bank roll, ere we part,
Let me press you to my heart.
All the year I've worked for you,
I've been faithful, you've been true
Little bank roll, in a day
You and I will go away
To some gay and festive spot;
It returns—but you will not.

Boost for the Linen Mill. It will bring prosperity to Salem and to the entire Willamette valley.



for Economical Transportation

New Low Prices

The Chevrolet Motor Company announces the following reductions in the prices of Chevrolet closed models:

- The Coupe - \$675
former price \$715
- The Coach - \$695
former price \$735
- The Sedan - \$775
former price \$825

ALL PRICES F. O. B. FLINT, MICHIGAN

These models also have been improved with many new quality features. Come in and see them.

Newton-Chevrolet Co.
Opposite City Hall

QUALITY AT LOW COST