

OVERLAND OWNER DRIVES CAR FOR NINE YEARS WITH \$24.95 REPAIR EXPENSES

Unusual Experiences of South Dakota Man Is Typical of Overland Quality at Low Cost

Important factors in the manufacture of Overland cars, as proven daily by enthusiastic reports from owners, include, factory engineers declare, an unusual built-in quality that insures long life and fine service in the hands of Overland owners.

Ever since Willys-Knight first brought out the Overland four-cylinder car, quality has been the all-important feature, coupled with the lowest possible price, according to company officials. Thousands and thousands of Overland owners are highly enthusiastic over the performance of their cars and unusual illustrations of Overland performance daily reach the Willys-Overland factory.

H. M. Vandergraaf of Goodwin, S. D., purchased his Overland in June, 1916. "This car has been in continuous service since its purchase," he writes, "and only yesterday I drove it more than 200 miles through mud and over bad roads without the slightest trouble, carrying four grown people and four children in the car."

One company executive, in commenting on this owner's letter, declared: "That is just typical of the built-in quality that has marked Overlands since we started to construct them."

"My total expense for parts, mechanical service, etc.," continues Vandergraaf's letter, "has been but \$24.95 in the entire time I have had the car. A neighbor and myself overhauled the engine last winter for the first time in the nine years excellent service this car has given." Such illustrations of the fine performance of the economical Overland cars over a long

period of time are everyday occurrences at the factory, Willys-Overland officials declare.

ONE-PROFIT PRODUCTION

Aside from the inevitable economies effected through large scale production, Studebaker has been able to accomplish many savings in the manufacture of its cars through making every vital part in its own plants. With the exception of Ford this concern is the only manufacturer making in its own plants all bodies, engines, clutches, differentials, steering gears, springs, axles, gear sets, gray iron castings and drop forgings. Thus Studebaker in the fine car field and Ford in the low priced field save the profits of outside body and parts-makers. This advantage has enabled Studebaker to keep the price of its cars consistently low and pass on to the purchaser the maximum value.

In announcing new prices, Studebaker specifically points out that the price changes have been made without sacrifice in materials or workmanship in the product. With the exception of bumpers, motometer and spare tire and cover on the Big Six models, the new prices apply on the same Studebaker cars which have been sold to the public so successfully throughout the year.

"You say the neighbors are talking about Mr. Meekson?" "Yes, because they seem him out with the lawnmower in the morning and with the baby carriage in the afternoon, they say he has no push."—Boston Transcript.

STAR MACHINE IS VICTOR IN CLIMB

Palomar Mountain Conquered by New Model; Feat Said Remarkable

SAN DIEGO, Aug. 8.—Add the world-famous Palomar Mountain to the long list of steep western hills conquered by the Star car during the past six months. A standard Star touring car, stock in every detail from radiator to tail light, was driven to the summit of the mountain over the winding Palomar grade, locked in high gear.

The run was under official observation, Frank E. Longoneckor of the San Diego Union-Tribune, serving as observer. The gear-shift lever was removed from the car at the start and carried by Longoneckor throughout the run which is considered the greatest high gear power demonstration ever achieved in the entire history of the motor car.

A novice was at the wheel of the Star car when it scored this wonderful record. Bill Weeks is the name of this man who had never before made a bid for honors as a "stunt" driver. He is a quiet, unassuming chap who serves as a mechanic in the shop of the Los Angeles branch of the Star Motor Co. and it was to prove that it doesn't require a "trick" driver to pilot the Star car over the steepest grades in the country, that H. W. Curtis, director of sales and branches for the Star Motor Co., selected this quiet mechanic to drive the Palomar.

The work of Bill Weeks is all the more remarkable when it is considered that many of the greatest drivers in this country have been trying to make the Palomar in "high" for many years, using the most powerful and most expensive cars but always without success. Men who have starred on the speedways, dirt tracks and road race courses of America and Europe have had a fling at the Palomar grade, but it remained for the Star car, driven by a novice, to turn the trick. The actual climb is 17 miles in length. There are 184 turns in the road and 164 of these are of the "hairpin" variety. Most of these turns are on a steep grade, which adds greatly to the difficulty of making the climb.

FOR SALE

1917 Ford Touring
In A-1 Shape

Price \$100

Barrett Bros. Garage
1907 N. Capitol

PUBLIC IS WARY OF ANNOUNCEMENTS

A. I. Eoff Declares Most People Are 'From Missouri' On This Point

Most people are from Missouri, states A. I. Eoff, president of the Salem Automobile Co. of Salem, when it comes to buying a motor car.

When a new car is announced and is put on the market it must run the gauntlet of public criticism, which is indeed merciless in its verdict till it is shown the new car has merit.

Strong, indeed, must be the manufacturer who comes out with a new car for he is a good deal like the politician, who has never ran for office but is induced to do so by his friends. Prior to his entry into the race he has the respect of every man woman and child in his vicinity, but after he had entered the race, were you to believe what you hear about him, he should have been in the pen or dangling at the end of a rope long ago.

This politician in some way is elected and makes good in office, and then listen to the praises, "we told you so. We knew he would make good." Let this same man make some blunder and then listen to the condemnation of the public.

The advent of some new car is like the politician, if it makes good there are a lot of fellows to say, "I told you so," let it prove not to be up to standard and then listen. "We told you it was rotten, and we knew it would never last."

All of this "bunk" was stated about the Star when it started on its voyage and there were thousands ready to send it to perdition, but there is an old saying, "right will succeed." The Star car was right from the start and is right now, and those who were so anxious and willing to condemn it at the start are now telling the public "we knew it would succeed."

It takes a long time to perfect a new automobile and place it on the market, but if it is right nothing will stop its progress.

Star has steadily increased in sales since it was first placed on sale and nothing can possibly stop this progress, for the car is right and the public is fast finding this out.

Star has been third in registrations in Oregon for over two years, and in California; the critic of all automobiles, bought 1494 Star cars in June this year and stepped to third place, an unheard-of record.

The fellow that was from Missouri has been shown and he knows that the Star is right, and by far the greatest buy for the money.

CAMP OLOGY

Motor camping, as a rule, consists of one night stands, and for this reason it is necessary that all the equipment should be chosen so that it can be packed and unpacked in a few minutes time.

As eating is one of the most important factors of camp life, manufacturers of equipment have paid much attention to the development of stoves, cooking equipment and utensils.

The motor restaurant fits in very well with the camping scheme. This compact outfit consists of a dustproof and waterproof case fitted with table cutlery and dishes for a party of six. Plates, spoons, knives, forks, jars, cups, salt and pepper shakers—even six linen napkins are included in the case. A quart food jar and a quart icy-hot bottle complete the set. These two members of the motor restaurant make it possible to have the



luncheon either icy cold or steaming hot, as the camper desires.

For pots and pans, the motor camper can do no better than provide himself with a set of aluminum nesting dishes. This popular idea in utensils and table equipment is so arranged that each pot fits inside the other so that when packed the complete outfit takes up a fraction of the space as when in use.

Such a set consists of three kettles—six, four, and two—and one-half quart sizes; softee pot, four cups, four plates and two frying pans. The entire outfit telescopes into the large kettle, and the frying pan acts as the lid. There are no joints to come unsoldered as

the clips for the handles are held fast with rivets.

Both the knives and forks should be a stainless and rustless steel. A canvas roll, with compartments sewed for each separate article, will aid in carrying the utensils and will keep them from getting lost. A long handle cooking fork, two butcher knives, paring knives and a can opener should be carried in a similar canvas roll.

An outfit of this kind will be more compact and therefore better suited for camping than any bulky kitchen pots, pans or dishes. Utensils and dishes taken from the kitchen with attached handles and of varied sizes are never satisfactory for camping as the equipment made solely for that purpose.

Next Week—Lighting the Camp

SAMMY SPARK PLUG



Says:

Acting without thinking is like shooting without aiming; and driving without good spark plugs is like aiming without shooting. Try it on your car and see.

AUTO LAUGHS

Country Boy—"It's about thirty minutes drive from here."
Home Seeker—"Thirty minutes? Why, the advertisement says ten."
Boy—"Well, you kin believe me or you kin believe the advertisement, mister, but I ain't trying to sell you a place."

RETAIL PRICE SLASHED ON OVERLAND SIX CARS

DELUXE SEDANS REDUCED TO MUCH LOWER FIGURES

Huge Production Volume and Popularity Given As Reason for Cut

Apropos of the figures for the first half of 1925 which showed an exceptional increase in production of the company over its peak half year, Willys-Overland announces a price reduction on the popular Overland Six DeLuxe sedan.

Ever since the introduction of Willys-Overland's complete two lines of fours and sixes at the New York show last spring the automobile industry has focussed its attention on the new line of six cylinder Overland closed cars which made such a decided impression at their original showing. The price cut on the Overland Six DeLuxe sedan follows closely on the heels of the price reduction announcement on the Overland Six Standards sedan which was recently slashed.

Sales figures at the Willys-Overland factory show the Overland Six DeLuxe sedan to be one of the most popular models ever produced by the company. Following its introduction to the automobile world at the eastern automobile shows, orders were taken so quickly for this model that the company's production schedule for this and other models for 1925 was jumped until the first six months of 1925 proved to be the biggest production record of any similar period in the history of the Willys-Overland. The Overland Six DeLuxe sedan is a four-door six cylinder type of car, finished in a deep blue with the popular two tone color scheme above the beading. The story of the production of this fine six cylinder car marks a long period of thorough experimentation and trial until Willys-Overland has proven to its own satisfaction the ability of this car to stand up under the hands of thousands of owners and drivers. The introduction of the Overland Six marked, in addition, the culmination of months and months of intensive study by trained engineers to pro-

duce the unusual in six cylinder cars of this type and class. That the Overland Six DeLuxe sedan has proven worthy of all claims by its manufacturer is indicated, company officials say, by the decided acclaim instantly made for this popular model.

Advertising by radio is demonstration hard on the helpless audience.

Jimmie—Aw, Johnnie, let me spin your top a while.
Johnnie—G'way; this is a one-man top.

"Gas will win future wars," declares Capper's magazine. It's too bad that gas wins so many political wars.



Seven out of every ten motorists make certain of better motor performance by using Champion Spark Plugs.

Champion X for Fords 60c. Blue Box for all other cars, 75 cents. The genuine have double-ribbed cores of sintered metal. Buy them from your local dealer.

Champion Spark Plug Co.
Toledo, Ohio
Windsor, Ont., London, Paris



Oregon Special Tires

Are being manufactured right here in Salem by the new Remoulding Process

Look at the prices

30 x 3 1/2 Standard	\$ 5.95
30 x 3 1/2 Oversize Cord	7.45
31 x 4 Cord	8.95
32 x 4 Cord	9.95
33 x 4 Cord	10.95

Bring your old tires and trade them in or better still have them remoulded and take them home like new.

Capital Tire Manufacturing Company

215-245 Center Street

Phone 398

STAR PRICES

Materially Reduced

EFFECTIVE THIS DATE ALL STAR PRICES REDUCED

	Former Prices	New Prices	Reduction
Regular Roadster with oversized straight side cords.....	\$680.00	\$675.00	\$ 5.00
Regular Roadster with natural wood wheels and 4-40 Balloon Tires.....	\$694.50	\$690.00	\$ 4.50
Standard Touring with oversize straight side cords.....	\$684.00	\$680.00	\$ 4.00
Standard Touring with natural wood wheels and 4-40 Balloon tires	\$698.50	\$695.00	\$ 3.50
Sport Touring.....	\$845.00	\$815.00	\$30.00
Special Sport Touring with genuine Spanish leather upholstery with trunk rack, trunk and suit cases	\$885.00	\$855.00	\$30.00
Coupester	\$825.00	\$795.00	\$30.00
Sport Coupe	\$945.00	\$915.00	\$30.00
Sport Coach	\$995.00	\$965.00	\$30.00
Sport Sedan	\$1095.00	\$1025.00	\$70.00

Large increase in Star sales, which speeds up manufacturing, is responsible for this reduction makes it possible.

Star's prestige is gaining by leaps and bounds and is truly

"Tomorrow's Car Today"

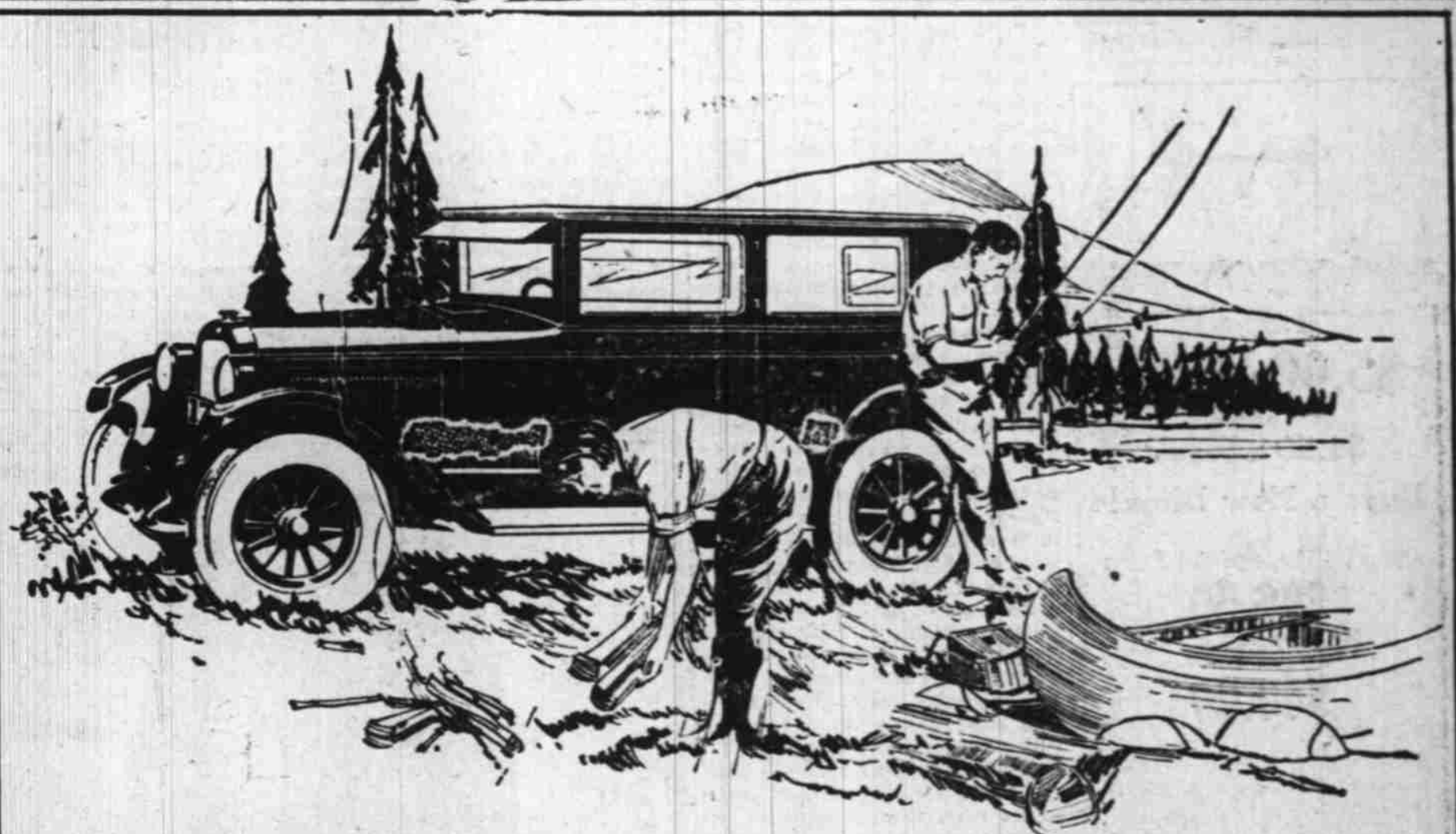
Every car manufacturer today has to take off his hat to Star for performance and stamina

SALEM AUTOMOBILE CO.

F. G. DELANO

151 NORTH HIGH

A. I. EOFF



ALIVE ~ with the Spirit of the West

New
Lower
Prices
Standard
Sedan
\$895

De Luxe
Sedan
\$1095

f. o. b. Toledo

There are hundreds of vacations ahead of you in the Overland Six—at the price of one or two.

There are thousands of miles of everyday service that will increase your belief in the real value of a motor car.

There is a new sensation for your pocketbook in the low price that buys so much real automobile.

The specifications place this outstanding car in a class costing hundreds of dollars more.

Appearance and performance are entirely beyond comparison among cars of anything like the price.

Let us show you—by demonstration.

OVERLAND SIX

VICK BROTHERS

High Street at Trade

Telephone 1841