

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, SEPTEMBER 13, 1925

COST REDUCTION IS OUTLINED BY PLANT

Cleveland Company Compiles Statistics Showing Average Motor Cost

"According to carefully compiled statistics it is authoritatively stated that the dollar which the average motorist spends on the maintenance of his car is divided into five parts," states local Cleveland distributor, R. M. MacDonald.

"The largest part of the dollar, 43 per cent, goes toward depreciation; 33 per cent tires and insurance investment; 10 and one fifth per cent for gasoline; 10 and one fourth per cent for repairs and 2 and one sixth per cent for oil.

"It was in view of the large amount of money which motorists are obliged to pay in the way of car depreciation due to lack of proper lubrication that prompted Cleveland engineers to continue the one shot chassis lubrication system as an integral part of the 1925 Cleveland six models and watch carefully the lubrication of motors of both the special and standard six series.

"In connection with the design of lubrication system used with the mileage and standard six Cleveland motors, it is known as pressure lubrication. Under a constant pressure of 50 pounds to the square inch, oil is forced to every bearing surface. Sufficient clearances are allowed at bearing points to permit the parts to float at all times on a sustained film of oil. Metal to metal contact has been largely minimized.

"Lubrication of the chassis is accomplished by means of the one shot lubrication system which is known as a centralized system of automatic lubrication. All one has to do to operate this system is to step on a plunger located near the driver's heel and oil is forced out of a reservoir under pressure of 1000 to 2000 pounds to the

square inch to every chassis part, in just two seconds. The amount of lubricant for each part is definitely measured by individual meters, a teaspoonful or a drop according to the requirement.

"Due to the ease of operating this system, lubrication of the chassis is not neglected," further states Mr. MacDonald.

"It might be well to mention that Cleveland cars at the factory equipped with this system have been driven 10,000 and 20,000 miles and then disassembled to determine the amount of wear on shackle bolts and other parts which have a tendency to wear rapidly with many cars. Delicate measuring instruments were used and surprising to relate, less than one half thousandth inch wear was noticeable after this period of service. Cleveland engineers feel confident that with the Cleveland six they have been successful in minimizing depreciation costs in connection with the ownership of a motor car, due to efficient lubrication of the motor and chassis."

CAMELS EXCHANGED FOR AMMUNITION

BERLIN.—In Abyssinia camels represent the most valuable possession of the people, in many instances being used as the equivalent of money. Dr. Lutz Heck, son of the director of the Berlin Zoological Garden, learned this while in quest of animals for the zoo. However, he found some Abyssinians who regarded rifle cartridges higher in value than the animals. He succeeded in getting six dromedaries, which now are in the Berlin zoo, for 15 cartridges.

INSURANCE IN JAPAN

TOKYO.—Statistics gathered by the Life insurance association show that the total of life insurance contracts of 44 insurance companies throughout the empire reached 4,681,557,000 yen at the end of May, the number of contracts being 5,121,000. Compared with last year an increase is shown of 317,532,000 yen in the amount of contracts and 227,500 in the number of insurance takers.

OVERLAND ANNOUNCE NEW REDUCED PRICE

Quotations Now Declared to Be Lowest in Motor Company's History

The announcement of a reduced factory price on the Overland standard sedan, two-doors, made over the signature of John N. Willys on Sunday, September 13, marks the most important move made by this manufacturer this year, during which he has brought the organization which he heads to third place in the entire motor car industry.

This is the second price reduction on this model in the past thirty days and brings it down to \$100 lower than the selling price at the first of August.

The tremendous demand for enclosed cars which is rapidly forcing production of these two-door sedans ahead of open cars, is primarily responsible for the cost and production will be stepped from 5000 to 10,000 per month with an attempt to reach this figure within the next forty-five days.

Specification make the low price even more remarkable. The doors are unusually wide and so arranged that it is not necessary to have a divided front seat, a feature which is of importance to buyers of this type of car. The front seat is 29-inches wide and 19-inch deep, roomier dimensions than those found on any other light car at any price.

The rear seat is 45-inch wide and 18-inch deep, affording full room for three passengers in the rear of the car. These dimensions bring this model up to the regulation size for a full sedan.

Twenty square feet of window space are afforded by the construction of the windows, giving as full a vision as is obtained in any open car.

The new windshield is of the latest one-piece construction, sturdily set in a heavy frame and easily and quickly opened for ventilation.

The motor is rated as 27 horsepower with a much higher power delivered at high speed.

Transmission is of the standard three forward, selective sliding gear type and the Borg and Beck type of clutch construction is employed giving an unusually sturdy power transmission system.

The use of molybdenum steel in the rear axle shaft puts this important member in the class of that used on the most expensive cars in the country and the shaft is of the same size as that used in one of the most popular high-priced "fixes" in the market.

Starting and lighting use the auto-lite system which is also standard equipment on many of the larger cars.

The car is finished in a satin duco and upholstery is of exceptionally fine fabric of long wearing capacity.

While many big things have been done by Willys-Overland, Inc., under the guidance of John N. Willys, the trade in general accept this important price step as affecting the general trade more vitally than any other of recent years.

Klamath Falls.—\$38,600 paying contract let.



START NOW and have a new Bicycle at school time

\$5 Down

and **\$1.50 a Week**

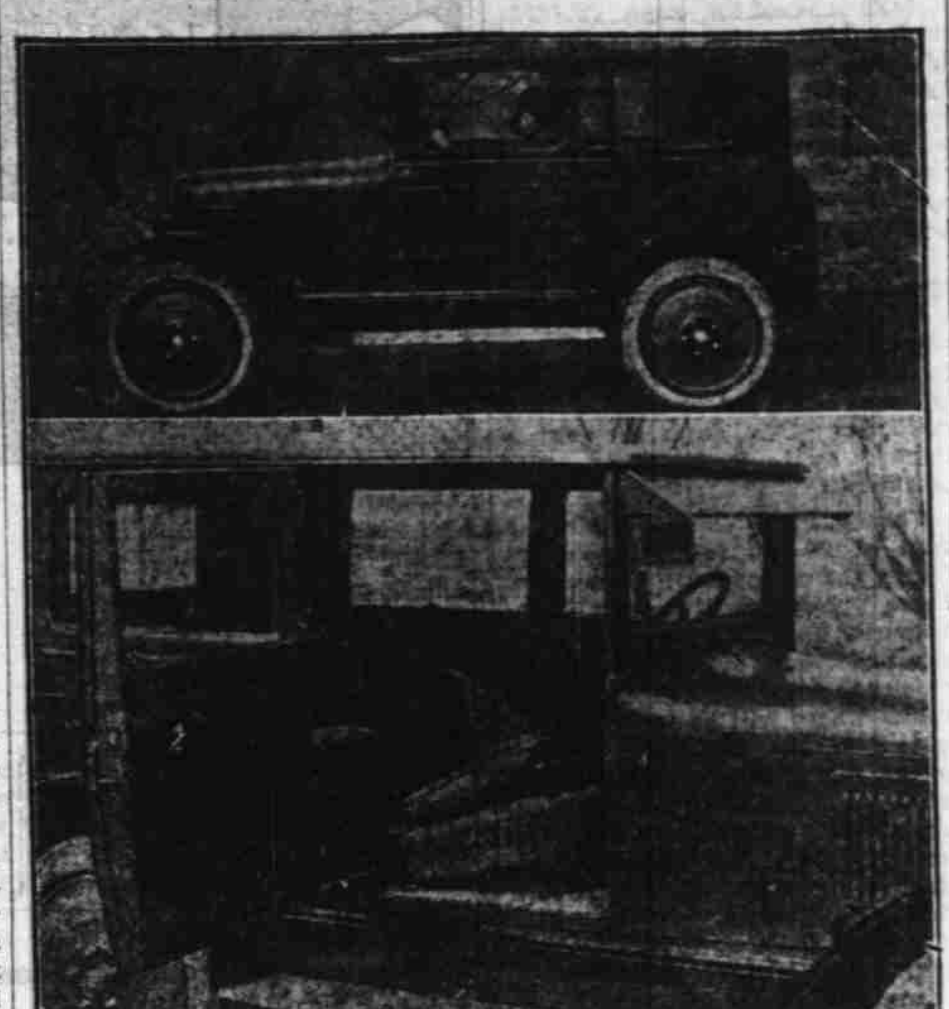
Buy a New Bicycle

If you already have one Have it repaired now Don't wait until the day before school starts

Lloyd A. Ramsden

387 Court Street
Repairing—Accessories
Children's Wheel Goods

NEW OVERLAND SEDAN



The new Overland Standard Sedan shows unusual room even when measured by large car standards

LOWER TIRE PRICES ANNOUNCED BY FIRM

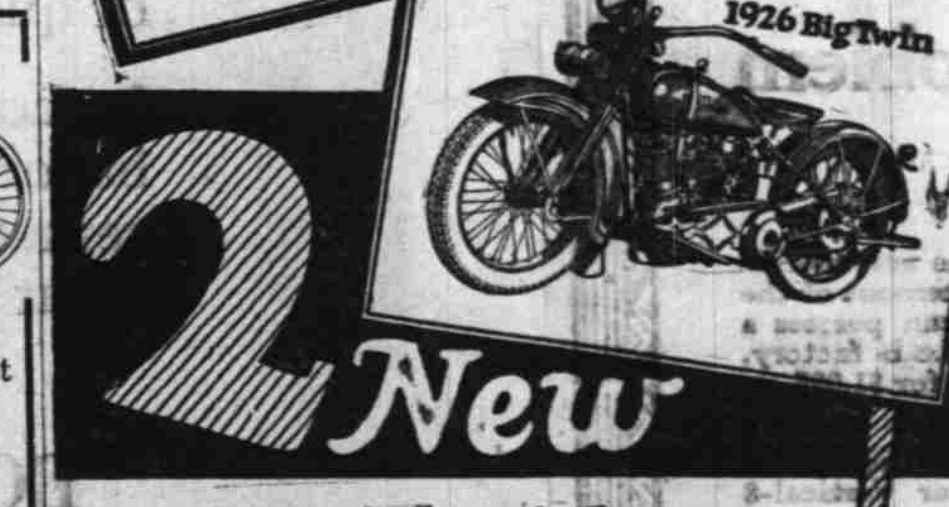
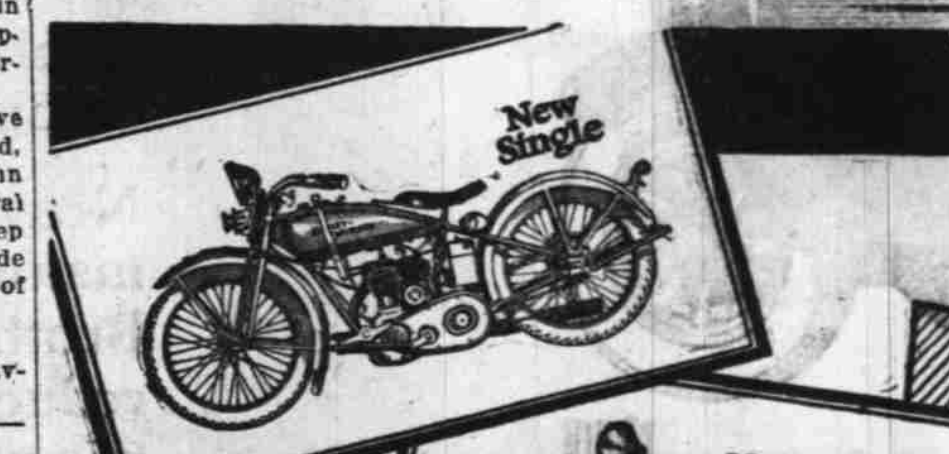
Western Auto Supply Company to Make Temporary Reduction, Said

In the face of an anticipated general raise in the price of tires, the Western Auto Supply company, has this week, announced a temporary decrease in the price of their tires sold throughout their chain of 125 western accessory stores.

In making the announcement regarding the new price schedule, Mr. Peppardine, president of the company, said: "The prophets are no doubt right, prices may continue to advance, but due to the foresight of our company, a large quantity of high grade crude rubber was purchased a few weeks ago when there was a temporary decline in the rubber market. This purchase of rubber at a lower rate reduces the average cost of our tires this temporary saving is being passed on to our customer. We are more than pleased with the results obtained from these tires by our motoring friends. Every day we receive letters lauding the performance of the tires both on pleasure and commercial cars.

When preparations were made

Will repair your car BETTER AT LESS COST —Give Us a Trial— Light Testing and Adjusting Done Here **BARRETT BROS. GARAGE** 1909 NORTH CAPITOL



New Harley-Davidson ACHIEVEMENTS

THE new Harley-Davidson Single is a marvel of economy. Low price—low upkeep. Seventy to eighty miles on a gallon of gas. 10,000 to 12,000 miles on a pair of inexpensive tires. 800 miles to the gallon of oil. Easy to ride—easy to park—easy to garage.

The 1926 Big Twin has sixteen improvements, with more comfort, economy, and "class". New wide fenders. Balloon tires. A new handy switch panel. Let us show you the other new features, and take you for a free ride. You'll get a new thrill with this super motorcycle. Come in and see it. It's easy to buy a Harley-Davidson—Single or Twin. Let us tell you how.

Harry W. Scott
"The Cycle Man"
147 S. Commercial

SWEEPING PRICE CUT IS MADE BY HUDSON

Fourth Cut in Car Prices Announced by Hudson-Essex Manufacturers

The fourth sweeping Hudson-Essex price reduction within a year was recently announced as affecting the entire line of Hudson-Essex enclosed cars—which means more than 95 per cent of Hudson-Essex business.

This reduction, together with those formerly made, has these results:

Compared with war time prices, all three cars sell at less than half the top figures. Or, put another way, the total of the reductions made on Hudson and Essex cars is a greater sum than the present prices.

With this series of price changes has come a tremendous growth in Hudson-Essex business, until today this concern is indisputably the largest manufacturer of six cylinder cars in the world. Each drop in price has greatly increased the number of buyers, and each time this added volume of business has made possible greater economies in buying, manufacturing and all general expenses and overhead.

The same management which established the Hudson Motor Car company, now, as for sixteen years controls and directs the design of its product and policies of the company.

"The cars themselves have been continuously and consistently improved while this price reducing process has gone on," said Fred M. Powell, distributor for Hudson and Essex cars. "Constant refine-

ments are made in the general design, so that the present Hudson and Essex are sturdiest, most reliable, most comfortable and generally satisfactory cars Hudson ever built. Owners of the cars built several years ago find true when they buy the Hudson and Essex cars of today. Quality has gone higher while prices dropped. "In 1925 both Hudson and Essex lines had established new records of popularity before this present price cut became effective. Now of course this rate of sales will be at even a faster pace. Hudson have been brought within the reach of thousands of additional owners.

"We look for the final months of 1925 to be the best part of the year."

RUSSIAN EGGS BOUGHT

BERLIN.—Importation of large shipments of eggs from Russia is imminent. A Berlin syndicate has concluded a reciprocal agreement with the Russian Society of Bread products by which the German syndicate is guaranteed shipments of Russian eggs valued at 70,000,000 marks. During the present year 600 car-loads of Russian eggs will be imported into Germany, while next year the shipments will be increased to 2,000 carloads and in 1927 to 2,700 carloads.

RUSSIA TO EXHIBIT FAIR

DANZING.—For the first time Soviet Russia will be represented at the Danzing autumn fair, from September 24 to 27. In twelve sections the Russians will exhibit industrial products of the country.

SEE THE OREGON CAVES!

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



—Yours is usually—eh wot? —when the blow-out comes —out on the road! —then's when —Selberling All-Treads —would have saved trouble —for they —blow —SELDOM



ZOSEL'S TIRE SHOP
106 South Commercial
PHONE 471

KELLY TIRE SPECIAL

20 TO 30 PERCENT DISCOUNT

This sale includes the new Kelfax regular cords Heavy Duty Cords, Balloon Cords, Casings

Due to a special purchase we now can offer you First Quality Kelly Springfield Tires at less than the present wholesale prices.

They are fully guaranteed by the manufacturer and not Seconds.

As long as quantities last you may buy at the following prices:

Passenger Car Type			
		Regular	Our Special
30x3	CL Kelly Fabric	\$10.25	\$ 8.35
30x3½	CL Kelly Standard Cord	13.20	10.75
30x3½	SS Kelly Kant Slip Cord	20.25	14.30
32x3½	SS Kelly B. B. Cord	23.65	15.95
32x4	SS Kelly B. B. Cord	27.55	22.00
33x4	SS Kelly B. B. Cord	28.40	22.40
34x4	SS Kelly B. B. Cord	29.30	20.50
32x4½	SS Kelly B. B. Cord	36.20	28.10
34x4½	SS Kelly B. B. Cord	38.00	29.55
35x4½	SS Kelly B. B. Cord	39.15	30.30
33x5	SS Kelly B. B. Cord	48.40	36.00
35x5	SS Kelly B. B. Cord	50.25	37.75

Kelly Heavy Duty and Truck Type

		Regular	Our Special
30x3½	SS Commercial Cord	\$21.05	\$16.30
31x4	SS Commercial Cord	30.45	22.15
32x4	SS Commercial Cord	31.55	24.40
33x4	SS Commercial Cord	32.65	25.05
32x4½	SS Commercial Cord	44.95	33.20
33x4½	SS Commercial Cord	46.20	34.00
34x4½	SS Commercial Cord	47.65	35.20
30x5	SS Commercial Cord	56.60	41.80
33x5	SS Commercial Cord	58.40	43.10
34x5	SS Commercial Cord	60.15	44.40
35x5	SS Commercial Cord	61.35	45.30
40x8	SS Commercial Cord	187.75	132.60

MARION AUTO CO.

Open Day and Night
225 South Commercial Street Telephone 362

PACKARD

DEPRECIATION is by far the greatest cost in owning a short life or yearly model car.

The average car traded in on a Packard Six often has cost its owner more for depreciation than for gasoline, oil, tires and repairs.

There is but one way to cut depreciation costs—buy a better car and keep it longer.

Those who are buying the Packard Six expect to keep their cars two or three times as long as the cars they are trading in.

Packard is helping its owners to realize their expectations of long motor car life by building into each car the chassis lubricator and motor oil rectifier.

These, the most important improvements since the electric starter, are found only on Packard cars.

FRED M. POWELL
MOTOR CARS
350 North High Street Phone 2120

ASK THE MAN WHO OWNS ONE