

COST OF OPERATION FOR OVERLAND LOW

Owners Receive Unusual
Service Over Five Year
Period, Expert Says

"Basing our figures on the new price of the Overland Standard sedan, and our estimates of service on the records of thousands of owners, we can set the average daily cost of ownership of an Overland Standard sedan at around 40c per day," Vick Brothers say.

"This does not take into consideration the average costs for fuel, oil, tires and similar items, but it does cover the cost of keeping the car in first class condition, ready for any kind of a trip at any time.

"And for this amazingly small amount of money, transportation is always available for five adults in an enclosed car that incorporates every advanced feature of construction in its general make-up.

"Ten thousand car miles a year is a low average for the service expected of a car of this type in this part of the country and means that the car costs but little over a cent a mile to own or somewhere around one-fifth of a cent a mile for each occupant, assuming that the car carries its full passenger capacity on the majority of its trips.

"The average buyer rarely ever goes into figures of this sort in his consideration of a car, and yet, from the viewpoint of good business they are the very figures he should base his purchase on.

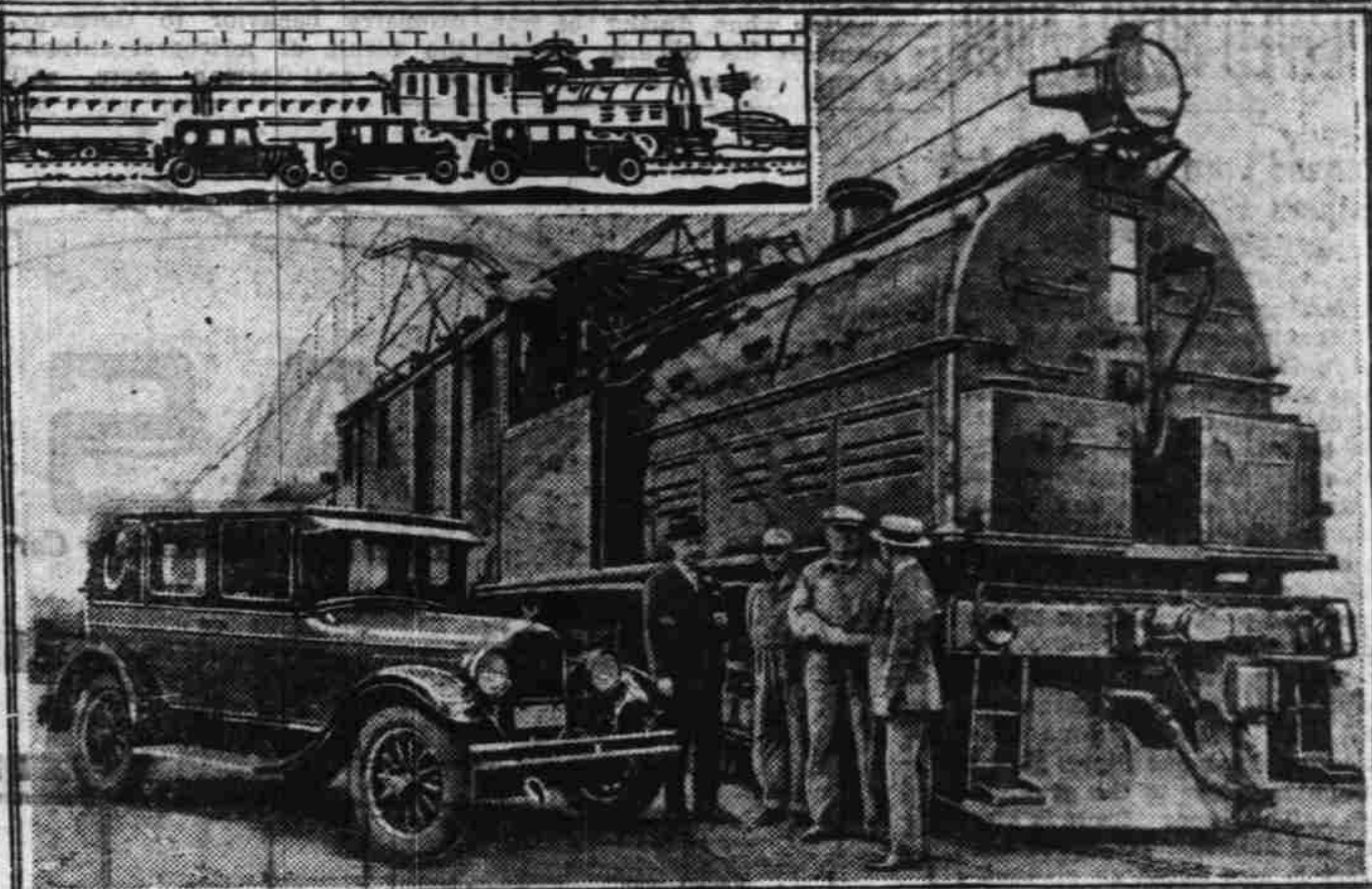
"And good business houses reduce their overhead figures down to terms of this nature. Each move an employee makes, represents a certain definite cost to the house. The lower this cost, the greater the chance of real profit.

"In the average home, the lower the cost of transportation, the greater amount of money left available for other purposes.

"One decided factor in the low cost of owning an Overland is the sturdiness of the car. Molybdenum steel, generous size frame, Chromevanadium in the springs and other specifications of this nature give it a strength far in excess of that usually expected in a light car. This strength reduced repair charges to such a low point that there are many cases where Overland owners have used their cars for three or four years with no expense for repairs caused by wear or breakage in the car itself.

"Clutch construction, the sturdiness of the motor supports, and other elements of the general design of the car, all play a very important part in the low average daily cost of ownership."

New Chrysler Rivals Modern Rail Giant



HERE we see the latest in modern transportation—the Chrysler Six Crown Imperial and one of the huge electric locomotives used by the Chicago, Milwaukee and St. Paul railroad to haul the Olympian, the crack transcontinental train, over the beautiful northwest route to the coast. This latest creation of Walter P. Chrysler stands as far in the forefront in the field of individual transportation as the big electric locomotive does in the railroad field.

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UNITED STATES LOSING IN SALE OF TIRES AND TUBES

(From Automotive Daily News)

WASHINGTON, D. C.—E. G. Holt, assistant chief of the automotive division of the Department of Commerce, in a survey of the rubber products market in British South Africa, warned American manufacturers that the United States is gradually losing ground in the sale of tires and tubes, although it is doing an increasing business in rubber sundries and specialties.

British South Africa is one of the important foreign markets for rubber goods of almost every class, but especially for tires, mechanical rubber goods and rubber footwear, he pointed out. Possessing only the nucleus of a rubber industry (there is but one rubber manufacturing company of importance there) the trade is still very largely supplied through imports.

Rubber goods are imported chiefly from the United Kingdom, Canada and the United States. In the order named, although European firms also offer strong competition in the tire trade, and participate on a small scale in the

trade in other lines.

During 1924 it is estimated that about 135,000 automobile casings were imported into the union of South Africa, while the number of inner tubes for motor cars is estimated at about 150,000. The United Kingdom is the leading individual source of these imports, followed by Canada and the United States.

It is evident that British inner tubes have a better sale than British casings, since about 48 per cent. of the tube imports were British as compared to about 35 per cent. of the casings. The United States and Canada together supplied 48 per cent. of the casings and 37 per cent. of the inner tubes.

FACTORY BRANCH SCHOOLS FOR DEALERS' SALESMEN

The Chevrolet Motor Company, Los Angeles, has opened a school for salesmen under the direction of George Young, Chevrolet factory representative. Here the salesmen are thoroughly trained in the Chevrolet's selling points and the ease with which it can be bought on the new payment plan.

HUDSON-ESSEX LEAD IN WAYNE COUNTY, MICHIGAN

DETROIT — Registrations of Hudsons and Essex cars in Wayne

county for the first eight months of 1925 totaled 5,520, an average of 690 cars per month. The factory reports that this is a lead of 2,008 over the next six-cylinder car. Ninety per cent. of the Hudson-Essex production is on coaches.

OAKLAND SIX CARS HAVE LARGE SALES

Retail Turnover for August
Is Declared Largest of
Any Other Month

Retail sales of Oakland Six cars for August—the month in which the smallest number of cars are sold at retail in the industry as a whole—were the highest for any month so far this year and the greatest for August in the history of the company. These sales were higher by 34% than the best previous August.

The highest previous month's sale of Oakland cars this year was in April, when the spring demand was at its height.

Production at the factory is being stepped up to meet the demand for the new cars, with the result that production during the remaining months of this year will be at peak.

In a recent compilation made by the General Motors Corporation as to the percentage of deliveries of General Motors cars made to consumers in each month, August was the low month, with a percentage of 4.25.

Again this percentage of 4.25, Oakland sold in August 9 1/2% of the anticipated year's production.

Two notable facts stand out in the sale of the new Oakland sixes, according to W. R. Tracy, assistant director of sales, the more uniform division of deliveries between the four closed body types

and the almost general uniformity of sales according to population throughout the country, showing general nation-wide prosperity and nation-wide popularity of the new Oakland Six.

MARMON CO. NAMES HOMER MCKEE VICE-PRESIDENT

INDIANAPOLIS—G. M. Williams, president of Nardyk & Marmon Company, manufacturers of Marmon cars, today announced the appointment of Homer McKee as vice-president to succeed E. S. Gorrell, resigned.

H. H. Brooks, who has been sales manager, has been promoted to the post of director of sales. President Williams, who became the Marmon chief eighteen months ago, and who developed the present Marmon car, said that Mr. McKee will retain the presidency of the Homer McKee Company, Inc., of Indianapolis.

MOTOR STOCKS LEAD IN DETROIT TRADING SALES

DETROIT — Sales of listed stocks on the Detroit Stock Exchange in August totaled 202,334 shares, with unlisted stocks 7,147, shares. The total of 209,481 shares compares with 209,354 in July and 204,306 in June. The most active listed stocks were Packard, 45,680 shares; Reo, 30,995; Paige, 18,566; Federal Truck common, 7,890.

The same essential bones and muscles are found in the wing of the bird, the flipper of the whale, the paddle of the turtle, the foreleg of the horse, and the arm of a man.

What they ought to do is put signs where you can park instead of where you can't.

NO AIR FREIGHT YET, SAYS WILLIAM B. STOUT, AIRMAN

LOS ANGELES — William B. Stout, vice-president of the Stout Metal Airplane Corp., arrived here today to study the possibilities afforded for establishment of an air freight terminal. Stout is inventor of the all metal plane now on use on the Ford lines.

"Do not be misled," said Stout, in commenting on the venture. "The step under contemplation will not be taken this year, or next. Aerial freight lines are still in the pioneer stage. Much remains to be done and many difficulties must be overcome before the project becomes a reality."

CAR DOES EVERYTHING EXCEPT MEND SOCKS

DETROIT—A "talking" Chevrolet, which answers questions, sings popular songs, turns on its own lights and does other mysterious tricks, without human aid, is one of the features of the Chevrolet exhibit at the Michigan State Fair, which opened September 4.

The full line of improved Chevrolet cars and trucks is being shown in the exhibit tent, located west of the Coliseum.

The Chevrolet factory band, from Flint, Mich., will remain at the tent throughout Fair week. Favors are being distributed to all children who visit the exhibit.

A Genuine Willard Battery

\$12.50

Fits practically all small cars

We also have "A" and "B" Radio Batteries

JOE WILLIAMS

THE BATTERY MAN

531 Court Street

Phone 198

"no car built will do what this car does for \$595!"

... the Commander-in-Chief of one of the three biggest builders in the world of first-quality automobiles is responsible for that statement. Certainly no one knows better what is back of this extraordinary car-of-tomorrow value. Certainly no one knows better what man-power, and money-power, and big purchasing-and-producing-power have been put into the building of it!

A better car for less money. That is the net of it. Big-car quality. Big-car appearance. Big-car service. And, at less-than-current light-car cost, many new features, many new refinements added!

But let this car speak for itself. These are the facts. In this master-product of Overland you find the answer to what your money-of-today can buy in car-of-tomorrow value.

... A FULL-SIZE 5-PASSENGER SEDAN, with plenty of room for 5 full-grown people to ride in—for the first time in motor car history, a car of this size, with sliding gear transmission, for less than \$600!

... A smart-appearing car, clean-cut, rakish, low, with the stream lines of a yacht, very swaggy-looking! ... polished lacquer finish, rich deep blue, with gleaming black trimmings—as inviting an eye-full of automobile as you would want to look at. Women want it the minute they see it!

... extra big doors, extra wide, easy entrance and exit to both front and rear seats. Like getting in and out of a limousine. No inconvenience, no discomfort. Each door has four extra heavy hinges—treat them as rough as you like, these doors are built to stand punishment!

Wider seats—the widest of any light car built! New single-piece, undivided front seat, 39 inches wide, 19 inches deep. All the elbow-room you want. You know what that means to your driving comfort-and-freedom. No more 100-mile fatigue! Wider back seat—45 inches wide, 18 inches deep. You know what such ample seating capacity means to the comfort and pleasure of your passengers.

Very latest one-piece windshield—very valuable in night-driving. Gives clear, unob-

structed vision. No neck craning. Sit serenely back of the wheel and you can always see where you're going. More easily adjusted—you don't have to fuss with it. Adds greatly to the car's appearance. Easier to clean and to keep clean. You need this new-day light-car feature and, in this extraordinary car-value, you get it!

Big wide windows—more than 20 square feet of window space—all the air and all the broad, uninterrupted vision of a touring car with closed-car protection, closed-car snugness, closed-car warmth and comfort whenever you want it!

... A 27-horse-power engine, sturdy, fast, reliable, a noble hill-climber. A quieter engine because it has fewer working parts. 20-to-25 miles to the gallon of gas, often more—light on oil—hundreds of Overland owners report as high as 15,000 miles without a dollar spent for engine oil-keep!

Three speed, selective, sliding gear transmission—at the lowest price ever available in a Sedan! Borg and Beck disc type clutch—one of the finest clutches made and used in many of the highest priced

cars in this country; Auto-Lite starting, lighting and ignition—again, standard big-car equipment; a rear axle system the equal in size and weight to that used in cars carrying double the weight of this one; Axle shafts of Molybdenum steel, the toughest steel known. In the entire three years in which Overland has used this axle system there is no case on record where an axle has ever been broken.

Chassis, a strong, rigid frame with plenty of bracing; springs of Chrome Vanadium steel, the finest and strongest spring steel known to engineering.

To understand what you're getting in this great light car, at this heretofore unheard-of price, you've got to step in and see it. You've got to compare it, point for point, with other cars you may be considering. Then, and then, only can you form any fair estimate of its outstanding value for so little money.

Easy terms. Only a small amount down. 18 months for the balance. Apply your present car or your down payment and drive this new car home!



Overland Four-Cylinder Standard Sedan \$595 f. o. b. Toledo

DODGE BROTHERS COACH

In buying Dodge Brothers Coach, you may rest assured of this:

Nowhere can you purchase greater dependability, greater freedom from annoyance, and more substantial and durable beauty at a smaller cost-per-mile.

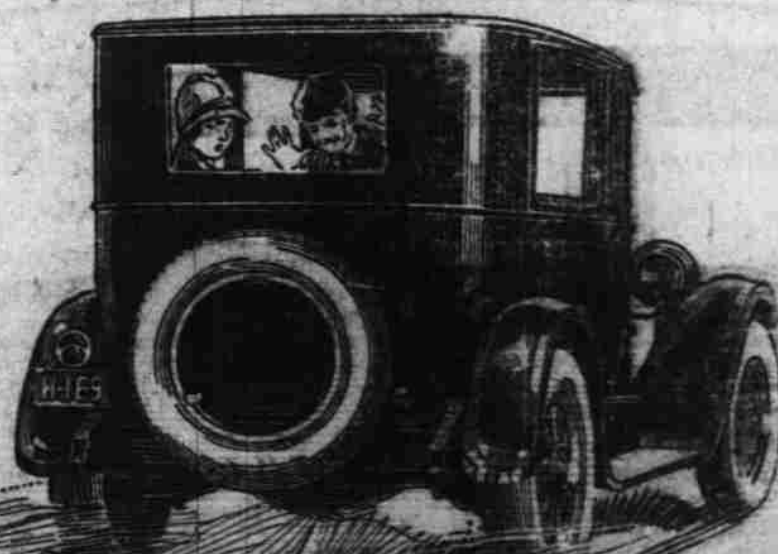
The Coach not only accommodates five adults in comfort—it carries them in comfort.

Dodge Brothers low swung body lines, long, underslung springs and balloon tires assure the owner a degree of travel ease which you would call exceptional in any type of car at any price.

\$1035 f. o. b. Detroit—\$1255 delivered

BONESTEELE MOTOR COMPANY

474 SOUTH COMMERCIAL



Standard OVERLAND Sedan

VICK BROTHERS