

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, OCTOBER 4, 1925

## OVERLAND COMPANY IS FIRST IN FIELD

Production of New Car Said to Meet Demand of Many Motorists

With the major activities of the better known motor car manufacturers turned toward the production of light cars at low price and with the eyes of the buying public looking forward to the results of the new move, Willys-Overland is the first to strike the big popular note with a full-size, five-passenger sedan.

Since the announcement of this new Willys-Overland produce, the rumors regarding the activities of other manufacturers have been coming in thick and fast.

Three distinct fields of manufacture have suddenly developed: the large cars, with either six or eight cylinder, the light six and the still lighter four, so designed that it affords the room and convenience of the sixes and the larger cars but so priced that it meets the financial requirements of the 2,000,000 and more buyers each year who must be served.

It is this latter field which will see the greatest amount of attention from manufacturers during the coming twelve months.

At the factory of Willys-Overland in Toledo, Ohio, over \$2,000,000 are being spent in plant addition alone to take care of the increased production which is a natural result of the developments made in the standard Overland models which serve the huge buying field of light car owners.

Profitable production requires huge outputs in low priced cars. It is stated that on the standard sedan model alone, Willys must build not less than 10,000 cars a month to maintain the price set on this car, and it is but one of the four models which will be built on this chassis alone.

The specifications of this Overland standard sedan make the low price all the more remarkable and indicate to what extent manufacturers can go in putting quality before buyers and still keep the price far down on the scale.

Molybdenum steel is used in the axle shafts and steering connections, chrome vanadium steel is used in the springs, full equipment, including speedometer and other essential accessories are included at the price and the body dimensions are those usually found on cars in the so-called "light six" field.

In the general construction of the car, there are no departures from the type of design which is used in the more expensive products, so that the buyer is getting what is commonly accepted as

quality car design, finish, material and equipment.

One big field of sales open to a car of this type is that auxiliary cars to owners who also have larger automobiles. Among this class of buyers there is a great demand for a car which is easy to handle in traffic, easy to park and economical to use.

The trade is watching the move made by Willys-Overland with the greatest amount of interest. It is accepted as the fore-runner of other offerings of like nature, but in general the feeling is that there are not more than three manufacturers in the industry whose manufacturing equipment at the present time will enable them to make competitive offerings.

## OTTO J. WILSON MAKES LONG TRIP

Makes Trip Around Mount Hood Loop, Also Eastern Oregon loop

Otto J. Wilson, local Buick dealer, returned last Sunday evening from a 531 mile trip around the Mt. Hood loop and to Dallas, Bend, and Eugene. Starting from Salem Saturday morning Mr. Wilson accompanied by his family, intended to make the trip around Mt. Hood loop. On reaching government camp the party decided to drive to Hood River for dinner. After dinner they decided to go on to The Dalles. Here someone told them that the roads were very good to Bend so they went on to Bend arriving there Saturday evening. Sunday morning the party motored over the McKenzie pass stopping at Belknap Hot Springs and arriving at Foley Hot Springs for dinner, and returning to Salem by way of Eugene in the afternoon, the distance covered was 531 miles and Mr. Wilson reports the roads in good condition with the exceptions the lower McKenzie river road.

Mr. Wilson has driven nearly 1800 miles in the last ten days. Making a trip to the Pendleton round up, several trips to Portland and the trip around the loop Sunday. He drives a Buick master sedan.

## SWEDISH ENGINEERS TO MEET DETROIT GROUP

DETROIT.—A joint meeting of the Detroit Engineering society and the Swedish Engineering society will be held Friday evening, to the rooms of the Detroit organization. The principal speaker will be C. E. Johansson, engineer of gauge for the Ford Motor company. The meeting will be preceded by a dinner.

The coal strike that the people will really notice will come when they strike the bottom of the bin.

## BRILLIANT DISPLAY OF CARS FEATURED

Auto Show at State Fair Was Far Ahead of Anything Seen Here Before

The 64th Oregon state fair closed last evening and is now history. The automobile display this year far exceeded any display of automobiles ever held at any previous fair. There were more cars displayed than ever before, and more new and improved models which aroused the interest of the public.

It is impossible to ascertain the number of sales made during the week by the various dealers having displays, but undoubtedly the number is large, and the list of prospects obtained will furnish material for salesmen to work on for some time to come.

The writer would like to give each display represented a personal mention in these columns and tell of the wonderful showings, but space and time will not permit. One thing that must be mentioned, and that is that one cannot help but realize that the automobile offered today is the most car ever offered for the money in the history of the automobile industry.

## AUTO SALESMAN IS ALSO DISPLAY MAN

Salesman for Local Automobile Concern Constructs Attractive Display

Rolleigh Hendricks, salesman for the Bonesteel Motor company, is a real artist when it comes to making up attractive displays. Across one corner of the Dodge Brothers display of the Bonesteel Motor company at the state fair last week he set one of the Dodge sedans and constructed background of columns, circles and designs which blended in very well with the car. The construction was made of plaster board with plaster parrel mountings tinted in harmonizing colors. The display was unusually attractive and drew many to view the cars. Mr. Hendricks, had a very attractive dindow display in the display room of the Bonesteel Motor company during the holidays last year.

## KANSAS DEALERS BATTLE AGAINST THE AUTO TAX

TOPEKA, Kan.—The Federal excise tax on automobiles is becoming more and more an added tax burden upon the farmer and agricultural interests. This is the argument Kansas automobile dealers are impressing upon Senator Charles Curtis, Republican leader in the Senate, and Senator Arthur Capper of the agricultural committee.

Topeka dealers are writing let-

## TAXING MISFORTUNE

(From Automotive Daily News)

**S**UPPOSE there were a law on the federal statute books to the effect that when a farmer's barn burned, he had to pay a tax of 2½ per cent on all the building materials needed to replace the lost unit. Suppose there were a law that when a citizen of these free United States lost a leg, he had to pay a tax on the artificial limb needed to replace the lost member. And bear with us a moment longer while we suppose that the American farmer who lost his crops through drought or cloudburst or other act of providence, had to pay a tax on seeds needed to replant the damaged area.

If such a state of affairs existed, we feel reasonably sure that there would be such a storm of protest against penalizing misfortune that our law-makers would repeal the statutes with all possible haste.

And yet is this very different from imposing a tax on parts needed to repair a motor car damaged through accident or service? This clause of the excise tax on motor cars is one of the most offensive of all. It imposes a penalty on misfortune.

If there were no other reason for the repeal of the excise tax on motor vehicles, this impost on repair parts would be enough. Work for the repeal of the law.

Congress has already committed itself to the principle of excise tax reduction. It is estimated by competent authorities that the cuts made last year in taxes on trucks, tires, parts and accessories saved automotive buyers in the neighborhood of \$25,000,000. If the remaining taxes on motor vehicles and parts are lifted, there will be an additional saving of approximately \$125,000,000.

ters to the two Kansas senators mobile business this year was as well as to the Kansas members from the agricultural communities of the House. They also are requesting dealers throughout the state to do likewise. They declare that the big increase in the auto-

## AUTO SUPPLY CO. NOW HAS RADIO

Western Auto Supply Company Enters Radio Business Set Built for West

The announcement that the Western Auto Supply company has entered the radio field by making arrangement for the manufacture of an exclusively designed set for their own use will prove interesting to the thousands of Western Auto customers throughout the western states. Mr. George Pepperline, president of the Western Auto Supply company, has been investigating radio for many months with a view to placing an efficient receiving set and component equipment on sale in Western Auto stores.

His knowledge of merchandising conditions and the advantages of buying in enormous quantities will undoubtedly make it possible for buyers of the Western Air Patrol, the new Western Auto set, to own a high grade radio receiver without paying the big price that is asked for equipment of similar quality and performance by retailers who do not enjoy the low unit prices gained through buying on a large scale. The Western Auto's new radio equipment, to be known and sold under the name Western Air Patrol, is a five tube tuned radio frequency set that is manufactured to Western Auto specifications by one of the largest and

most reliable manufacturers of radio parts in the world. The set has been specially designed for best performance under western conditions and functions splendidly in test spots that have given much trouble to many well known receiving sets.

In building the Western Air Patrol much attention was given to the design that would assure sharp selectivity and make possible the tuning out of nearby high powered broadcasting stations without sacrificing touch quality. The tone and volume of the set, coupled with its extreme selectivity, are surprisingly fine.

The marketing of this set by the Western Auto Supply company marks a new sales policy on the part of the company. The radio, when the customer so desires, will be sold on time payments that are so arranged as to make possible its purchase by everyone. The Western Air Patrol will be sold complete, even to the installation. The set itself is cased within a genuine walnut or mahogany cabinet and is furnished, among other component, equipment, with a handsome cabinet speaker to match the finish of the set.

## AUSTIN-SAN ANTONIO TREATED TO BUS WAR

AUSTIN, Tex.—A bus war is on for the rich Austin-San Antonio eighty-three mile travel and has resulted in the past two weeks of cutting the bus fare from \$2.75 one way or \$6 round trip, to \$1 each way. The railroad fare is \$2.88 each way.

The Chinese war is so old that it has produced 6789 generals. Many a checkered career ends in a striped suit.

## SEDAN IS LOW PRICED CLEVELAND SIX SAID TO REPRESENT GREAT VALUE

"One of the new model announcements of the Cleveland Six which has made it necessary for the factory to increase its production schedule by leaps and bounds is the special six sedan," states R. N. McDonald, local Cleveland six distributor for this popular six.

"It is a big roomy sedan seating five passengers and is mounted on the special six chassis which incorporates the one shot automatic lubrication system and the mileage motor.

"The body is hung low and completely paneled in metal. Doors swing wide for easy entrance and exit. Interiorly the color scheme is gray. Beautiful broadcloth constitutes the upholstery and the instrument board is finished in circassian walnut. The rear doors have individual pockets.

"Balloon tires are standard equipment while four wheel brakes are optional at a slight extra cost."

## Headlight Adjusting and Repairing

Done By Men Who Know How at  
**BARRETT BROS. GARAGE**  
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# Firestone

## TRUCK AND BUS PNEUMATICS

# MAINTAIN SCHEDULES at LOWEST COST PER MILE



Keeping Buses on Schedule Time

**I**N the operation of our 42 buses, we appreciate the fine service and mileage given by Firestone Tires, and the co-operation we have received from your company in helping to keep these buses running on schedule time.

WASHINGTON RAILWAY & ELECTRIC COMPANY  
Washington, D. C.

### Firestone Cooperation Aids Bus Service Development

**F**OLLOWING the consolidation of this Company's extensive motor bus system in southeastern Pennsylvania, we felt the most important step was the solution of the tire problem. It seemed good judgment to place our whole tire problem in the hands of some Company equipped by experience to work out for us practical methods for handling what we consider to be one of the most important and difficult phases of successful bus operation.

After complete consideration we decided to utilize Firestone tires and service for our entire system. As a result a decided improvement in regularity of service has occurred.

The genuine satisfaction we have in the way our tire problem is working out under your direction, makes it a pleasure to give your Company this credit.

Charles B. Cooke, Jr., President  
WEST CHESTER STREET RAILWAY COMPANY  
West Chester, Penn.

**T**HESE testimonials, from the Washington (D. C.) Railway & Electric Company and the West Chester (Penn.) Street Railway Company, are typical of similar expressions from electric railway bus operators all over the country. They emphasize that the important factor in keeping buses operating on regular schedules is dependable tire service.

The Firestone Bus Tire Engineer first determines the proper type and size of tire—and then establishes service facilities to insure getting all the mileage built into the tires by the exclusive Firestone Process of Gum-Dipping.

It is this combination of highest quality tires and their practical application to truck and bus transportation requirements that insures *maintenance of schedules at minimum cost per mile.*

These elements of mileage, safety and economy are vitally important to car owners. Go to the nearest Firestone Dealer—equip now with Gum-Dipped Balloons—while prices are low.

MOST MILES PER DOLLAR

## Ira Jorgensen

Corner Ferry and High—Salem, Oregon

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *W.B. Firestone*

## National brand parts

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### Bearings—

must contain a large percentage of pure virgin tin to give satisfactory service. We handle

### McQuay-Norris Bearings

because they are 85% pure virgin tin.

This famous line of connecting rod and crankshaft bearings is the best obtainable. Complete size service.

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**B**EGINNERS learn to ride within a block. The low-hung motor makes it easy and safe to handle. Simple to operate. Park it anywhere. Takes little garage space. So convenient you'll want to ride it everywhere on business or pleasure. It will save you money, time, and shoe leather. It is the economical, personal mount you have always needed.

Come in and see it. The price is low. Our payment plan is easy.

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