

THOUSANDS SEE IMPROVED MODELS

Improved Models of Popular Low Priced Cars Attract Many

Every day new evidence comes in of the popularity of the improved Ford cars.

It is not only expressed in the crowds which fill dealer show rooms all over the country and the groups which pause to inspect the cars wherever they appear on the streets nor alone in the thousands of orders being booked for immediate delivery, but also in orders entered for future delivery.

Probably the best index to future deliveries of these cars is found in enrollments in the Ford weekly purchase plan, which have shown a remarkable increase since the cars made their appearance.

This increase was first noticed the last ten days in August, during which the announcement of the cars was made. In that period enrollments under the plan reached a total of 12,187 and in the ten days following, the first in September, the number of new purchasers under the plan totaled 16,054.

Those enrolled under the plan at the time the improved cars were announced all benefited by the change, for they will receive the new types and will be given

preference when they desire delivery of cars.

More than 175,000 are now enrolled under the plan and with others coming in at the rate of 1,000 a day it will not be long before the enrollment list will exceed 200,000.

Those who are ordering cars under the plan at the present time for the most part contemplate delivery either during the coming holiday season or for early spring next year.

Thousands of people thronged the Ford display at the Oregon state fair every day last week.

Cross Roads of Nation at Indianapolis Street

INDIANAPOLIS, Ind.—A downtown street intersection—Washington and Meridian streets—is to be designated "the cross roads of the nation."

Two important national highways, the National Old Trail road, running from the Atlantic to the Pacific, and the Dixie Highway, beginning at Saulte St. Marie, Mich., and terminating in Miami, Florida, intersect at this Indianapolis corner.

More than 75 per cent of the cross-country north, south, east and west-bound tourists use these two highways, according to E. W. Steinhart, president of the Hoosier State Automobile association. Mr. Steinhart instigated the plan to locate "the cross roads of the nation" in Indianapolis.

During the war Henry Ford was a pacifist, but now he is a scrapper.

PAPER READERS ARE SAFEST ON STREETS

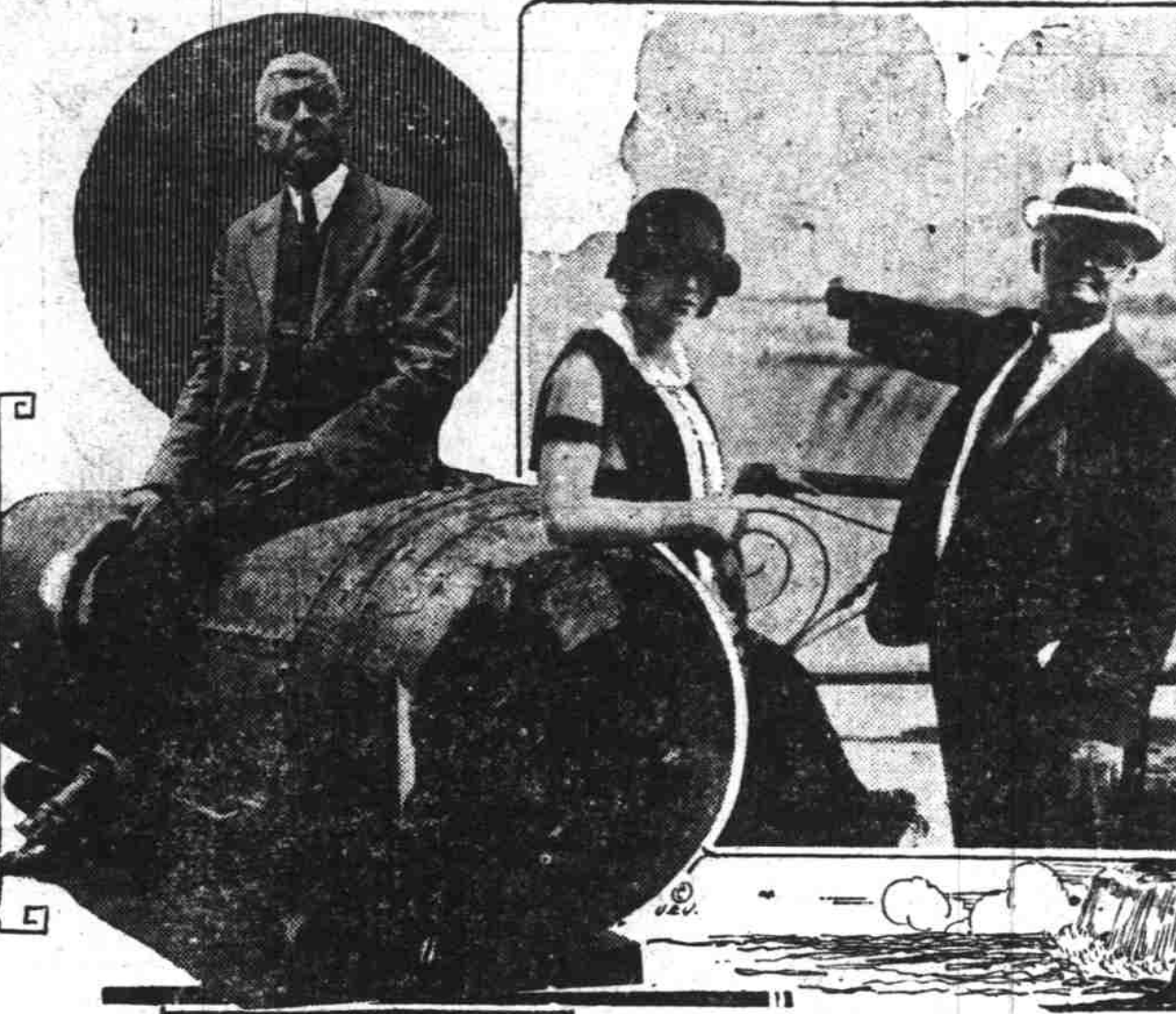
Safety Publicity Campaign Said to Do Good Work in Saving Lives

CLEVELAND, O., Oct. 3.—Readers of daily newspapers as pedestrians have a better chance of crossing the street safely than any other class, according to statistics presented by George E. Wallis, research director of the Reincke-Ellis company, Chicago, before the public education session of the National safety congress in session here today.

Facts collected by the National safety council were quoted by Mr. Wallis to show that because of the nation-wide publicity campaign undertaken by the press on matters of traffic safety the automobile casualty rate is gradually shifting from the age period of active mature life to the non-newspaper reading age prior to maturity and to the ages beyond middle life where individual physical infirmities add to the accident hazards.

Education by newspapers of the motoring public to the use of safer appliances of safe driving such as chains, brakes, proper lights and education of the walking public to safer personal habits is estimated to have reduced fatal accidents to the regular newspaper

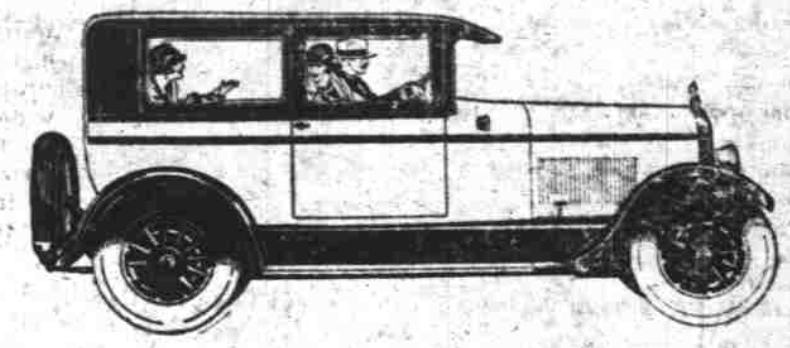
Bobby Leach Prepares to Go Over Niagara Falls Again



"Bobby" Leach, famous as the man who in 1911 went over Niagara Falls in a barrel and lived to tell the tale, is going to defy fate there again. He is having a huge rubber ball prepared for a second trip. The new photo (right) shows him indicating to a young friend the point in the falls which will be the scene of his adventure. In the other picture he is seen with the steel barrel in which he made the first trip.

The Chippewas came from the greatest area. They had roved the continent. Then there are Apache and Mojave, Navajo and Papago, Hopi and Plaute from the southwest; Bannock and Nez Perce, Flathead and Shoshone from the northwest; Kickapoo and Sac and Fox; Chiriquia and Ottawa, Wyandotte and Winnebago from the middle west; and from Oklahoma and the south came Chickasaw and Choctaw, Creek and Cherokee.

More and More Jewetts on the Road



"Never a Car Like This—Never Such Value!"

Every day sees more Jewetts on the road. Every day our new plant—the most modern in the industry—is taxed to meet the growing demand for this quality car—at moderate price!

The greatest coach value on today's market! Because of performance that cannot be described. It must be experienced! Because of roominess that appeals instantly to all who sit in Jewett Coach. Because of artistry in design—color—refinements. That's why we say "Never a car like this—never such value."

Months ago our sales reached a new high peak because of Jewett Coach.

Today—that success is repeating itself in even greater measure—because of the improved Jewett Coach. See it. Drive it! Prove its fine qualities for yourself.

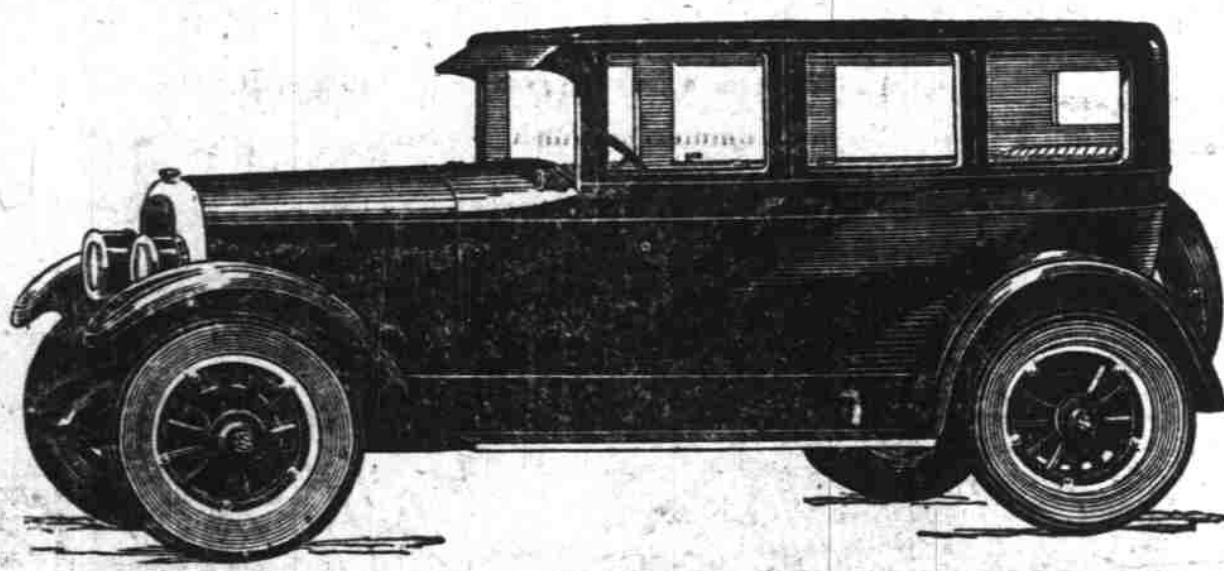
Jewett Coach Now \$1245

New lower prices on all improved Jewett models as follows: Coach \$1245, De Luxe Touring \$1320, De Luxe Coach \$1400, De Luxe Roadster \$1500, De Luxe Sedan \$1680. Prices f. o. b. Detroit, tax extra. Paige-hydraulic 4-wheel brakes at slight extra cost.

PAIGE JEWETT Always Making Them Finer Harry M. Jewett TRUMM MOTOR CAR CO. 349 North Commercial Street Telephone 959

Now \$995

f. o. b. Cleveland formerly \$1195



A Fine, Roomy 4-Door Sedan—Not a 2-Door Coach! Beautiful, Comfortable, Powerful!

This is the Car for Your Money!

PRICE can no longer deprive many people from owning and enjoying the greater comforts and advantages of a real 4-door Sedan.

Look at the remarkable new low price of the Cleveland Six Four-Door Sedan—then come in and see the even greater appeal of the car itself.

It is beautiful. You'll admire its style. You'll like its richness. You'll appreciate its roominess. It rides five passengers as five full-grown people like to ride.

In traffic this Cleveland Six can show its heels to many costlier cars. It has the getaway. It has the power. In America's mountain regions, Cleveland Six holds record after record for hill climbing.

Here is a car that will teach you something new about economy of upkeep and ease of care. For Cleveland Six is the car with the wonderful "One-Shot" Lubrication System.

land Six is the car with the wonderful "One-Shot" Lubrication System.

Talk about convenience! One press of your heel on a plunger—and quicker than it takes to tell, "One-Shot" flushes every bearing and every bushing in the entire chassis with fresh, clean lubricant.

Together with the \$200 reduction on the Four-Door Sedan, Cleveland Six announces a new Special Four-Door Sedan, at \$1295—which is also a \$200 reduction. And two new models for business and professional men and smaller families—the Coupe at \$975, and the Special Coupe at \$1175—all the finest Cleveland Sixes ever built.

See these cars and you'll instantly see one that you will want to own—and see, too, just why Cleveland Six sales are leaping forward with a momentum nothing on earth can stop.

CLEVELAND SIX

MacDonald Auto Co.

Corner Cottage and Ferry Salem, Oregon

CLEVELAND AUTOMOBILE COMPANY CLEVELAND

readers to 30 per cent of the total deaths thus far in 1925.

Legion Program Full of Song and Entertainment

OMAHA, Neb.—Omaha streets are going to be full of song and gaitly when the American Legion National convention comes here in October.

Entertainers will come from every part of the United States. The list is open to any Legionnaire who can sing.

Ten entertainment stations are to be down town where the Legionnaires will congregate. Stages will be provided. Entertainers will "do their stuff" at station No. 1 and get away to station No. 2, then to station No. 3 and so down the line.

Judges will be at each station. Entertainers will be ranked according to the reception given them by the audiences. Cash prizes will be awarded.

This is said to be the first time a plan of this kind has ever been used at an American Legion convention. It is just a part of the general plan of entertainment which will keep the Legionnaires on the alert during the entire week.

Letter Carriers Mark Route of Oldest Site

HOPE, Ind.—The Indiana Rural Letter Carriers' association has planned to erect a monument to mark the site of the oldest rural free mail delivery in the United States, which was started 29 years ago.

Two experimental routes were started a year before the Hope project, but they since have been abandoned, while the route out of here has been continued without interruption.

Not a record is available in the Hope postoffice that establishes the exact date of starting the route. All postmasters who knew the story are dead and Raleigh Norman, the first carrier, was killed in an automobile accident a year ago.

Chairman International Radio Week



Powell Crosley, Jr., prominent radio manufacturer, has been appointed Chairman of International Radio Week. During this week, beginning January 24, tests will be conducted in broadcasting between Europe and America. The new American super-power stations should result in better reception than has ever before been attained in transoceanic broadcasting. Crosley was recently elected Vice President of the National Association of Broadcasters.

Storm Cloud Has a Real Silver Lining, Is Found

LAWRENCE, Kan.—Haskell Institute may set down its claim to honor as "100 per cent American." For only true Americans may enter here.

Largest of the government's Indian schools, already opened for its fall term, Haskell Institute last winter drew 1040 American Indian girls and boys from nearly 80 tribes. From Key West to

Ketchikan they came, and from Yakima to Yonkers. Twenty-eight states sent quotas of students to Haskell last year. Oklahoma's delegation numbered 333, almost one-third of the student enrollment. Yet her neighbor state to the south, Texas, had but one representative in the student body. Kansas was second in numbers with 104 and South Dakota next with 103. Alaska was represented by a single student of the Eyak tribe.

Outnumbering any single Indian tribe are the Sioux, whose 119 members here came from five Middle Western states, Cherokees and Potawatomi made up the third largest tribal delegation.

"At \$595, this Overland Sedan has revolutionized quality standards in low priced cars"

... this is the opinion of one of the leading motorists of the country, after a careful examination of what this wonderful car really offers.

(Think what it means!)

... all the finer comforts of automobiling now brought within reach of everyone... "cheapness" taken out of low price—quality beyond compare, brought to YOU and hundreds of thousands of others who have waited and wanted what may now be had in this real automobile.

... a full-size, five-passenger sedan with sliding gear transmission—at less than \$600... a big, powerfull motor... honey-comb radiator... oil strainer... positive force feed lubrication... never a bit of lubrication trouble reported in six years of service... a rear axle system equal in size and strength to that used on cars of double the size... springs that give the riding ease of the largest cars... a big car frame with plenty of bracing... here IS a real car... that will hold its own on any road with any car built regardless of price.

... Molybdenum Steel ... you've heard the word... but always in connection with cars of high price; it's the steel used in the axle shaft of this Overland; the toughest steel known... in three years we've never had a case on record where one of these axles has broken. In the springs we use Chrome Vanadium steel—the material used in the springs of the finest and most expensive automobiles built.

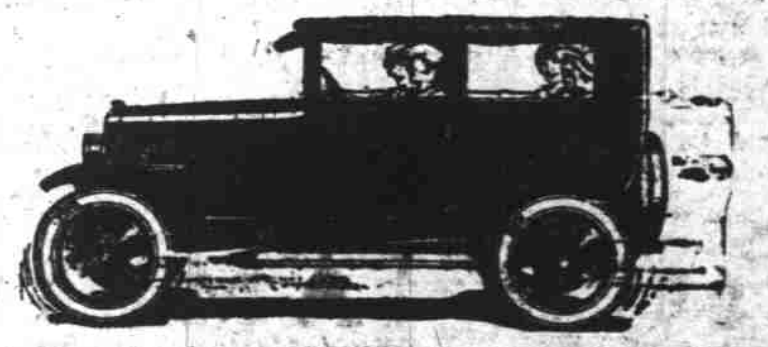
... Big all the way through ... five full-grown people can ride all day in this Overland Sedan and never feel crowded... the front seat is 39 inches wide and 19 inches deep—wonderful comfort for the driver... the rear seat is 45 inches wide and 18 inches deep... the doors—one on each side—are wide enough so that the occupants of the front seat do not have to move to let people into the rear seat... and there

are 20 square feet of glass in the windows to give a clear, open, touring car view.

... Up-to-the-minute details ... you get the latest one-piece windshield—clear vision ahead, easily adjusted, easy to keep clean—just evidence of the fact that, in this car, you are getting construction that is years ahead of the price. You get an Auto-Lite starting and ignition system... enclosed storage battery holder... drum type headlights, legal lenses braced with a tie bar-dimmers in the headlights—thief-proof ignition lock—dash light.

... Beauty more than skin deep ... there is real beauty—inside and out—in this Overland—long, low lines that blend together and make the car look twice the price—polished lacquer finish, deep blue with black trimmings, graceful moulding on the body, fluted louvers in the hood... fine broadcloth upholstery, expensive looking, wears like iron; the seats are deeply cushioned; Brussels carpet in the rear; rubber carpet in front; the front seat is one piece.

... Safety built into the car ... added to the Molybdenum steel axle shaft and the Chrome Vanadium steel springs are other features of strength that mean safety and long wear. The brakes are the largest ever used in a car of this price class... when you need brakes in this car you've got them... Timken bearings are used in the front



Overland Standard Sedan, \$595 f. o. b. Toledo

wheels; New Departure ball bearings in the rear wheels; the tapered steering knuckles are made of Molybdenum steel; the steering gear is irreversible.

... Service features you want ... Overland gives you smoother power and more power because of the L-head construction, the large valves and the more efficient valve operation... right straight through the entire power range, low gear to high, you'll get your best results from the Overland—and you'll get the rattle free, wear proof, trouble absent service that has made Overland known as the longest lived light car ever built.

... Now is the time ... right now, when this Overland Sedan is sweeping the country, when the factory is doubling its record breaking output of the past, when Overland value is changing every past standard, is the time for you to look at this great value. An acute shortage is in sight—heavy factory shipments, made in anticipation of a record breaking demand, cannot begin to serve our requirements. Now is the time when you want the use of your enclosed car... before the present value of the car you are driving is forced down by this tremendous Overland new car standard... before the demand places deliveries months away... come in.

... We'll trade and let your present car apply as part payment—the initial payment is remarkably low, and the monthly payments are exceptionally small.

Standard OVERLAND Sedan

VICK BROTHERS High Street at Trade