

OVERLAND GETAWAY IS SHOWN IN TEST

Demonstration Reveals Astonishing Engine Pickup and Starting Power

In a series of specially conducted tests recently held on the Pacific coast, the getaway ability of the Overland six engine was capably demonstrated in a unique fashion.

Officials of the Willys-Overland Pacific company arranged the tests which were run off under newspaper supervision, with newspaper reporters acting as timers, starters and checkers. The results proved conclusively the ability of the Overland six to do 100 yards from a standing and running start in an incredibly short time.

First the engine was paired with Keith Lloyd, one of California's crack sprinters and a favorite in the 100 yard distance. The test was held in the Coliseum at San Francisco, and both contenders got away from a dead start. The runner spurred into the lead at the pistol shot and gained quite an advantage in the first few yards and then the Overland six began to "do its stuff," overtaking the runner before 75 yards was reached and taking the distance in 9.7 seconds. Lloyd was nonplussed that a car could beat him over the century distance, particularly when the three gear shifts had to be made. Previous to the test, drivers had taken the Overland six over the 100 yards in 9 seconds flat from a standing start.

Another unique test to demonstrate the flexibility of the Over-

Winds Inductance Coils Automatically



Modern methods of manufacturing radio equipment have speeded up the production to a point where it is possible for The Crosley Radio Corporation to make over 6000 pieces of apparatus a day. One of the factors in this speedy production is found in the automatic winding machines for coils used as inductances. These machines wind 800 coils a day, with the number of turns varying from 20 to 30 according to the set for which they are to be used. These coils are wound upon a fibre form which looks like the spokes of a wheel. They are so designed as to make losses in the sets a minimum, thereby insuring maximum volume and selectivity.

land six engine was conducted with a well known trotting horse on the coast. The race was over a straightaway course for an eighth mile distance, the horse having a flying start over the Overland six whose driver had to start the motor, shift all three gears and overtake the flying horse in the soft track. The driver of the car had to accelerate to 29 miles per hour to catch the horse in 660 feet. Both demonstrations faithfully portrayed to California residents the enormous power confined in the Overland six engine and its flexibility of handling, and showed that the car was more than capable of responding to all demands for suddenly increased speed in present day traffic.

"TIMES HAVE CHANGED"

"Thirty years ago there was a state law passed in Iowa that 'the driver of a horseless carriage must telephone from town to town that he was coming' so that people might look out for their livestock. While this law was forgotten after a time, it was not repealed until this year. The Iowa solons should have saved this law and made it read 'horse' instead of 'horseless,' so that the younger generation could get a look at the curiosity.

Autumn Radioettes



A day in the country is not complete without a portable radio receiver. These girls are about to hang up an aerial wire for their Crosley set and musicone reproducer.

STOCK OF WILLYS-KNIGHT IS SOUGHT

Common Stock of Motor Company Eagerly Dealt in; Study Warranted

The recent high mark of 30 sets on Willys-Overland stock in the market justifies a study of the accomplishments of Willys-Overland Inc., during the past nine months.

At the start of the year, Willys-Overland as a manufacturer, in relation to other manufacturers, was not to clearly defined. Now the organization occupies a strong third position and is a heavy bidder for second place among all manufacturers of automobiles.

In actual earning it shows the best picture yet disclosed in the industry.

These are noteworthy accomplishments and warrant a study of what has been done in a manufacturing way.

At the beginning of the year Willys-Overland had two models, the Willys-Knight four and the Overland four. Early in January they presented the Willys-Knight six, which had long been anticipated, but they threw a bombshell into the industry by presenting an Overland six at the same time. Both cars were offered at unusually low prices.

Both were eagerly accepted by the public and became recognized as standard in their respective fields within a few months.

Without waiting for the customary year to roll by, improvements were steadily added to both models. As public acceptance became greater and the output rolled up to new figures, price changes were made all along the line despite the fact that the factory has been steadily oversold throughout the entire year.

And a week ago, with all past sales and manufacturing records broken for the company, a new campaign was entered into which promises to make the last three months of the year even greater than any corresponding period previous.

The price of the standard sedan in the Overland four cylinder line was brought down to figures lower than manufacturing costs at the past rate of production, but the rate was stepped up to double the best previous mark.

Despite recently announced price cuts on other models, improvements were added and then word was sent out to the entire field organization of dealers that the Willys "Derby" was on with \$35,000 in prizes.

It has been an interesting development, the march of Willys-

WLW Musical Director



WILLIAM J. KOPP

The studio staff of The Crosley Radio Corporation's super-power broadcasting station WLW has been augmented through the appointment of William J. Kopp as Musical Director. He has conducted orchestras which have been heard through the WLW station and will continue to lead his selected group of musicians. He has a world-wide reputation as a conductor and is a member of the famous Cincinnati Symphony Orchestra. In addition to his ability as a conductor of symphony orchestras, Kopp is a cornet virtuoso, and will be heard in solo work.

The personnel of the Crosley broadcasting station is now made up of musicians. William C. Stoess, Studio Director, is a graduate violinist; Rosemary Stoess, is an organist and pianist; Louis John Johnson, Program Director, is a baritone and vocal teacher in the Conservatory of Music, while William J. Kopp rounds out the staff as Musical Director.

"The radio audience will hear the finest music which can be secured for broadcasting," said Powell Crosley, Jr., who owns and operates the station. "No expense will be spared in procuring the greatest talent in the musical world and Cincinnati's reputation as a musical centre will be made known to all the world through WLW. Programs will be given from time to time which will be made up of music and voice by the studio staff to augment the concerts and recitals of the foremost artists.

Overland to their present position in nine months. The preliminary skirmishes in the Willys "Derby" indicate now and even more interesting developments that will crowd on each other in a hurry.

Funny thing isn't it? Tomorrow can never come, but the day after tomorrow always comes round regularly.

Chiloquin—21 carloads of fat cattle shipped to San Francisco.

STRIKING CAMPAIGN ON JEWETT AND PAIGE GIVE OUT NEW ADVERTISEMENT PLAN

The Paige-Detroit Motor Car company announces that, effective November 1, its advertising program will be handled by Brooke, Smith & French, Inc., Detroit. Plans are already under way for extensive and striking campaigns on both Paige and Jewett cars.

The 1926 advertising program of the Paige-Detroit Motor Car company is being prepared on a scale that insures more powerful support than ever before for Paige and Jewett dealers. The company's policy of devoting the major part of the appropriation to newspaper advertising in the territories of its dealers will, it is announced, be continued. At the same time, trade paper and national magazine will be extensively used.

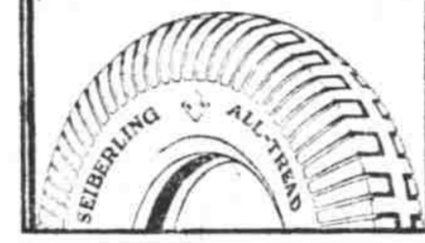
Big Ben mine in Jackson county shows good mineral values.



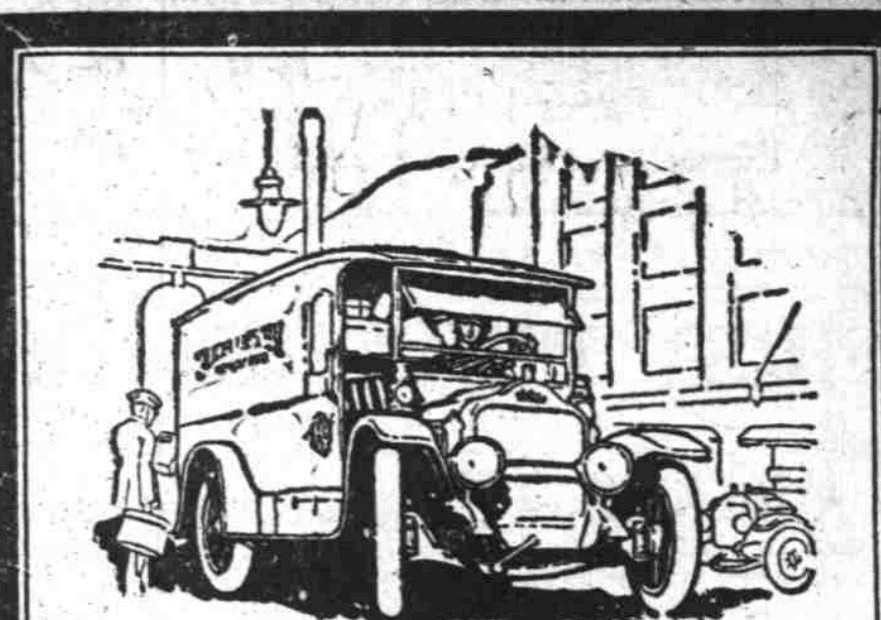
FIN DUBS!!

They tried to reach the river on bum old tires but when they finally arrived the fish had gone to bed—

SEIBERLINGS next time, boys—and there's nothing fishy about that!!



SEIBERLING'S Tires 198 S. Commercial



Leadership for a Quarter Century

THE White Company for a quarter century has been meeting a public want for transportation—continuously, dependably, economically.

More White Trucks are in service than trucks of any other high-grade make. You need the truck that has the endorsement of such ownership.

The White Company, Cleveland
MARION AUTO CO.
DAY AND NIGHT SERVICE
235 South Commercial Telephone 362

WHITE TRUCKS

Women Workers In Radio Plant



Women are used extensively in manufacturing radio apparatus. The work is exacting but not difficult, as done in the Crosley plants, where a progressive system of assembly is used. A training school, shown in this picture, is maintained to instruct beginners in their duties.

Radio

Atwater Kent Splittdorf Supertone

for perfect reproduction
ATWATER KENT RADIO
For perfect reproduction, perfect tone, perfect volume, perfect selectivity—in fact, for perfect satisfaction... well, just let us demonstrate an Atwater Kent for you.

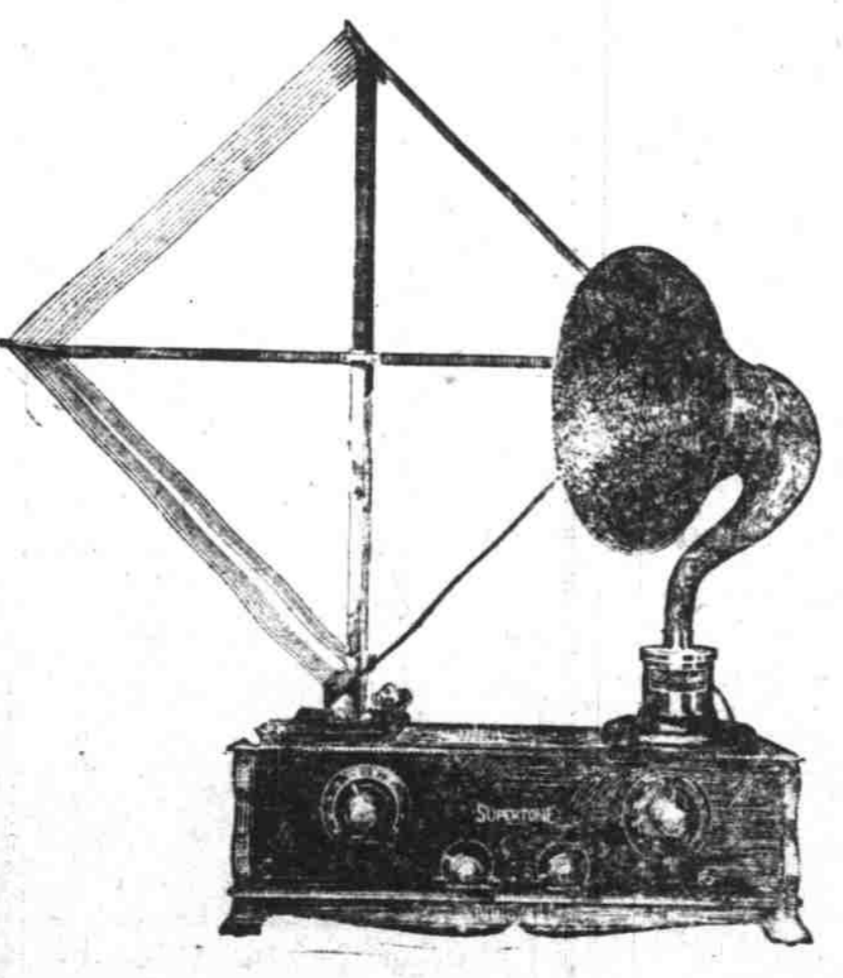
See us for Complete Radio Service

We have installed equipment so that we can now offer you the best of service in Radio.

Our line of sets is complete enough to give you what you want and we guarantee satisfaction.

Buy your set where you can get service.

SUPER AUDIBLE HETERODYNE SUPERTONE



VICK BROTHERS HIGH STREET AT TRADE

Greater Beauty
Finer Performance
Lower Price
Not one--But All Three

COACH \$950

Greater Beauty
Plus Finer Performance
Plus Lower Price
Not one--But All Three

Without question the Oldsmobile Coach occupies a class of its own—an unmatched value. Comparison and demonstration prove conclusively that no other automobile offers you such Beauty—such Performance—at such a Low Price. Let us give you a demonstration—a ride will tell the whole story.

Touring \$875, Coach \$950, Sedan \$1025
Prices f. o. b. Lansing, tax extra

F. W. PETTYJOHN COMPANY
365 North Commercial

OLDSMOBILE

Product of GENERAL MOTORS
SIX