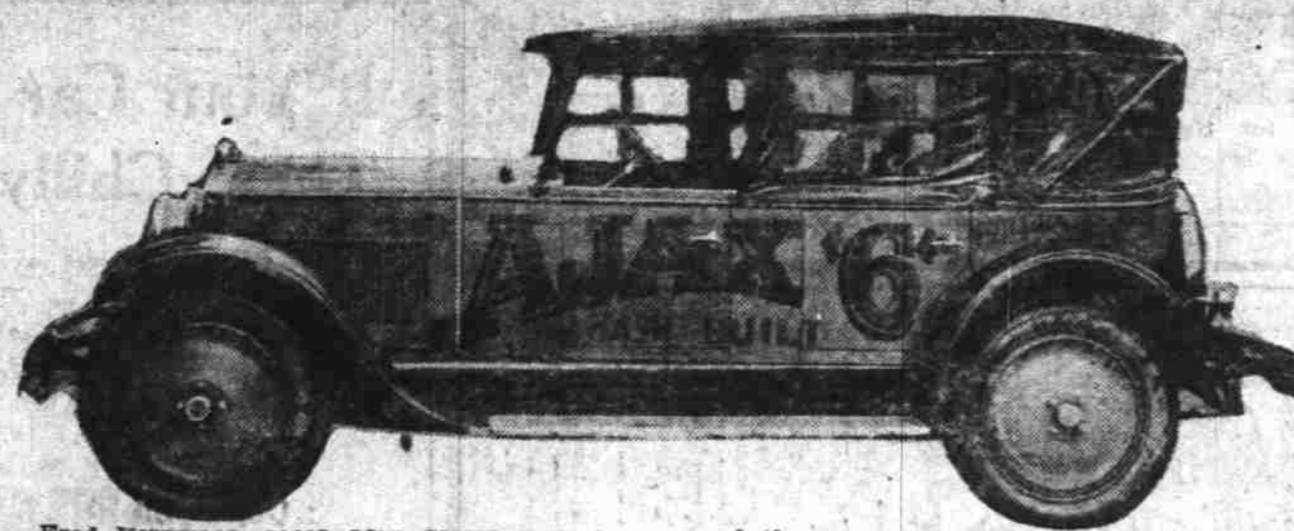


PRICE REDUCTION IS ANNOUNCED BY NASH

New Low Rate Applies to All Advanced Six and Special Six Machines

The Nash Motors company has announced a price reduction on the Advanced Six and Special Six lines. The new low prices are effective November 1st. No change has been made in the Nash models themselves, and the character and quality of the cars remain exactly as before. This sweeping Nash cut in prices is, in effect, a double reduction according to E. H. McCarty, General Sales Manager of the Nash Motors company. "When the new Nash models were nationally introduced July 23rd," says Mr. McCarty, "they presented new and original body designs, far reaching improvements in construction and many refinements in engineering equipment, all of which entailed large increases in manufacturing cost. If Nash sales and production had not been smashing all records for volume

NEW CARS COMING SOON



Fred Kirkwood, local Ajax dealer, expects some of these new cars to arrive in Salem soon. "There has been a great demand for these machines and they have been hard for us to get," said Mr. Kirkwood.

at that time, we would certainly have been compelled to increase prices materially. But Nash prices were held at the same figure and the part of the public to this offering of greater value and greater quality was instantaneous and country wide. In the three months period since national Nash inaugural day, July 23rd, when these new cars were first placed on display, sales have more than equaled one-half the sales for the

entire year of 1924, which was a banner year for Nash. So that it is now possible for us to make these sweeping reductions on the Advanced Six and Special Six lines and thus pass on the earned benefits of record breaking production to buyers.

"There has been no cheapening of quality and workmanship that have earned a world wide reputation for C. W. Nash as a builder of high grade cars are strictly maintained. And the aim of the Nash Motors company to continually give greater quality and greater value in its product is now attained in higher degree than ever before. Unquestionably this present series of Advanced Six and Special Six models are the finest cars that have ever borne the Nash name plate. And the soaring demand from all sections of the world is the best evidence of that."

JAPAN STATION HEARD ALASKAN OPERATOR HEARS SIGNALS REGULARLY

WRANGELL, Alaska, Nov. 7.—Claude A. Blackington of Wrangell is hearing the radio stations of Tokio and Nagoya regularly, according to a report sent to Japan and to the Freed-Eisemann Radio corporation of Brooklyn. His success resulted in a cable inquiry from Tokio giving details of his reception. The first time he heard Japan he called in Mr. and

Mrs. Ota and other Japanese friends who translated the announcements. This was the first time the newly established stations in Japan had bridged the Pacific.

Mr. Blackington states he hears WMBF, Miami Beach, Florida, WJZ, New York, WGY, Schenectady, and other stations at very long range, including Honolulu.

FACTORY RECORD BROKEN FORD PRODUCTION CREATES NEW MARK FOR DAY

DETROIT Mich., Nov. 7.—Exceeding all expectations for daily output, Ford production went to a new record of 9017 cars and trucks on Friday, October 30. It was announced at the general offices of the Ford Motor company recently. This remarkable industrial achievement becomes more important when it is recalled that sixty days ago assembly of cars had halted while materials for the improved types were being shipped to branches. Since that time production has steadily risen from practically nothing to record breaking heights.

Every week for the last three weeks as the company's thirty-two assembly plants swung into production new daily records have been created. October will go down as a record breaking month for with Saturday's assembly production for the month was in excess of 200,000 cars and trucks, exceeding any similar period in the history of the company.

CAREFUL TESTS ARE PUT TO MOTOR CARS

What Lies Back of Trouble Free Performance Explained in Article

The average owner of a good automobile whose car, entirely free from trouble, glides smoothly over the highways, month in and month out, marvels at its unflinching dependability, unaware, perhaps, of the elaborate and painstaking system employed by the manufacturer to insure that character of performance. In no other industry is inspection more rigid or are safeguards more firmly adhe-

ded to. "No other factor in our entire program of manufacture is a more vital part of the production program than our system of inspections and tests," says D. M. Averill, vice president and general manager of the Ajax Motors company. "It is only by constant, insistent and repeated testing that a manufacturer is in a position to know definitely, before a motor car is shipped, that its performance in the hands of the ultimate owner will be entirely satisfactory. Reports received by us from Ajax owners, many of whom have driven their car thousands of miles, show plainly that the character of performance fully justifies our policy of rigid inspections and tests."

Visitors at the Ajax factory frequently express amazement at the lengths to which the company has gone to assure perfect workmanship and materials. This work begins with the raw materials which are not unloaded from the freight cars until definite tests have shown that they measure up to specifications and requirements in every particular. Then as each of the numerous operations is performed in the various departments, inspectors must pass on them. Thus the possibility of trouble is eliminated at the very outset; finished units not only are closely inspected but are thoroughly tested before going into the chassis.

Motors are run on their own power for hours before they finally are placed on hoists and swung into position in the frame; crankshafts, when finished, instead of

passing on immediately to the motor assembly department, are checked on a balancing device, to assure absolute balance. Connecting rods and all reciprocating parts are tested for perfect balance. Definite reports are made and kept on each inspection of the multitude of operations entailed in the manufacture of the

car, but even when the Ajax, completely assembled, is run on its own power there is still one of the most important tests of all to be made. This final test, the actual performance of the car under all driving speeds, is conducted on a brick track built and maintained for that purpose alone. This track lies just outside of the final

assembly and the care as they come off the line, are filled with gasoline and turned over to drivers long trained in motor car construction and performance.

When the car, in actual performance, measures up to standard in every particular, it is finally run to the loading dock and tagged for shipment.

Everywhere - a Great Outpouring of Good Will

Everywhere, the New Oakland Six is enjoying unprecedented demand. Everywhere, it is winning and holding increasing good will. And that is because it merits good will as no car in the field has ever merited it before.

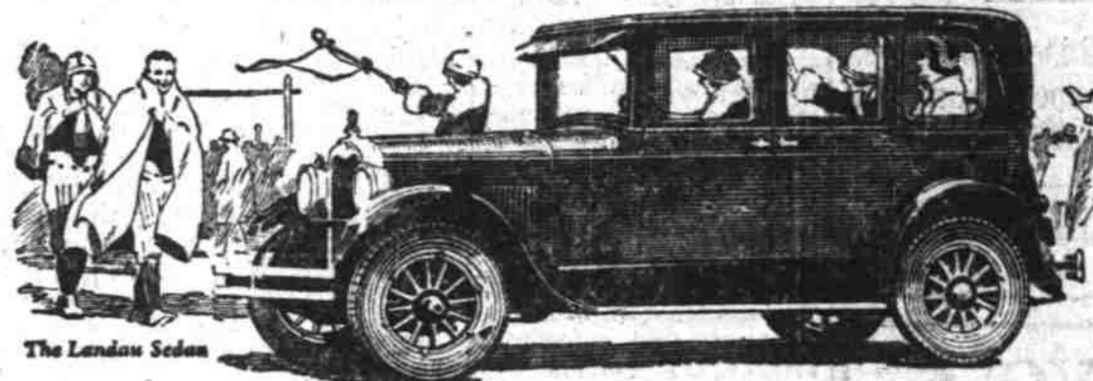
Good taste has endowed the New Oakland Six with outstanding beauty. Skilled engineering has given it unequalled performance in its class.

Honest workmanship and fine materials have made it enduring. More than 100 improvements including Air Cleaner, Oil Filter, Four-Wheel Brake refinements and The Harmonic Balancer have established it as a value without parallel.

True value never fails of recognition. In Oakland's case the reward has been quick and generous. It has come in a great outpouring of good will.

Roadster	\$ 975	(Old Price \$1095)	Landau Coupe	\$1125	(Old Price \$1295)
Touring	1065	(Old Price 1295)	Sedan	1195	(Old Price 1545)
Coach	1095	(Old Price 1215)	Landau Sedan	1295	(Old Price 1645)

All prices at factory and General Motors Time Payment Rates, heretofore the lowest in the industry, have been made still lower. You can now save as much as \$40 to \$60 in your time payment costs.



VICK BROTHERS
High Street at Trade

WINNING AND HOLDING GOOD WILL OAKLAND SIX

PRODUCT OF GENERAL MOTORS

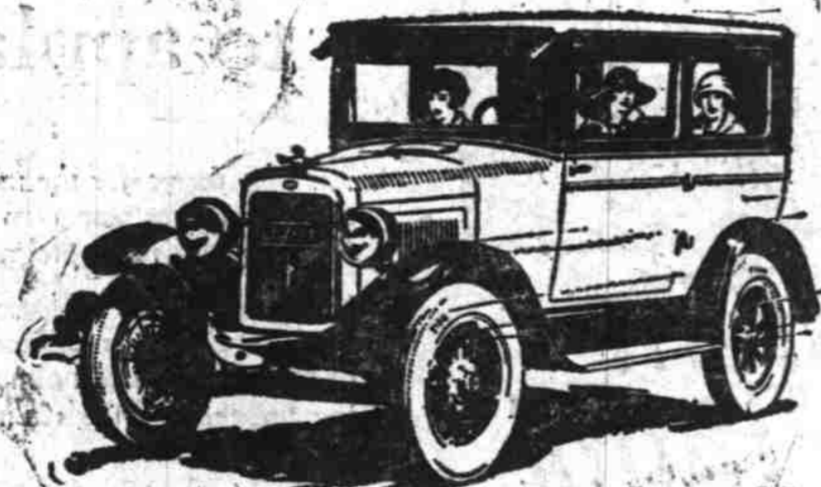
EIKER'S GUARANTEED USED FORDS PRICED RIGHT THE BLUE FRONT Liberty and Ferry

Phone 181

For all of this the price is only ~ \$595

f.o.b. Toledo

The best sales talk ever made for the Overland Standard Sedan was this remark—made by the owner of another make of light car to his wife who came in to visit a large Willys-Overland Sales room.



In seven weeks—the price was announced Sept. 13—this Overland Sedan has upset all motor car tradition. To-day it is the greatest popular favorite the country has ever known.

Think these facts over!
The price of the Overland Standard Sedan is only \$15 higher than the price of the lowest cost sedan—it is \$100 lower than the price of the next nearest enclosed car. The \$15 buys a standard sliding gear transmission, honeycomb radiator, full size brakes, more room than in any other light car built, big car frame and drive system and many other features of construction that go to build up long and satisfactory service.

Here is what you get!
A full size sedan—plenty of room for 5 grown people—a trim, smartly designed car with up-to-the-minute lines—polished lacquer finish with nickel-trimmed—beautiful and durable upholstery—heavy fenders—a quality car from stem to stern.

Unusual convenience
—is afforded by the wide doors—it's easy to get into the front or rear seats—and the doors are sturdily hung on four hinges—they'll never sag nor stick.

Clear riding and driving vision
—the result of big windows and the latest type one-piece windshield.

There are 20 square feet of window space—it's like riding in an open car with all the snug protection of enclosed car construction.

Wonderful power
—is always available in the 27-horsepower motor—Overland ability in rough going has always been one remarkable feature of its performance—large valves in the L-head motor give smooth power and more of it—and there are fewer parts than in any other type of motor construction.

Sturdy drive system
—from clutch to axle shafts, the drive system is the finest that can be put into any car—Borg & Beck type clutch, one of the finest clutches ever made, selective sliding transmission, Molybdenum steel axle shafts, the toughest steel known, and the axle shaft is as large as that used in many cars of double the weight.

Big car chassis
—unusually strong, rigid frame with plenty of bracing—Chrome Vanadium steel springs—Timken roller bearings in the front wheels—New Departure ball bearings in the rear wheels—Molybdenum steel steering knuckles—only 27 points to lubricate as against 35-60 on other cars.

How Overland can build this car
—simply by advanced manufacturing methods—weeding out overhead here and there—planning and studying every factory procedure. In this Overland Sedan you get every essential of big car performance—big car equipment—big car appearance and comfort and convenience. And with it you get the most surprising economy ever known in the light car field. There are years of trouble free service in the motor—there are thousands of miles of trouble free service in the chassis. There is everything you are looking for in this tradition smashing sedan.

The terms are very easy
—a small down payment—and 18 months on the balance—your old car in part payment. Come in. See what you can really buy in this car priced at \$595.

Standard OVERLAND Sedan

VICK BROTHERS
High Street at Trade



AGAIN! OFFERS GREATER VALUE

July 23rd Nash introduced new models—by long odds the finest motor cars Nash ever built.

These new models presented new and uniquely original body designs, far-reaching improvements in construction, and many notable refinements in engineering and equipment—all at far greater manufacturing cost.

BUT—NASH DID NOT INCREASE PRICES!

NOW! PRICES REDUCED

Reductions up to \$300

The above price reductions are effective November 1st on exactly these same models.

It is possible to make such price reductions only because of the tremendous volume of sales inspired by the manifestly **GREATER QUALITY** and **GREAT VALUE** of the Nash product.

In the first 3 months these cars have been on the market the total sales have more than equaled one-half the sales for the entire year of 1924.

Kirkwood Motor Company
311 North Commercial