

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 22, 1925

## WILLYS-KNIGHT CAR HAS UNUSUAL RECORD

Stage Travels 104,000 Miles and Averages 20 Miles to the Gallon

With approximately 105,000 miles to its credit in slightly less than two years of service as a stage coach on the famous Apache Trail in Arizona, a Willys-Knight 4-cylinder touring car is making an exceptional performance record.

W. G. Brundage, who operates the stage line, purchased the Willys-Knight from the Overland Arizona Co., slightly less than two years ago, turning in another car on the deal. Mr. Brundage writes:

"This car has missed but one day of operation on its regular run to Mesa, Chandler and Gilbert, and special runs over the Apache Trail and to Tucson and Nogales, and has traveled more than 104,000 miles. Every tire on this car has made more than 25,000 miles, and the car is regularly making 20 miles to the gallon of gasoline.

"When your salesman sold me this Willys-Knight, he took in trade a standard make of car that had cost double the price of the new Willys-Knight, and my books now show that I have paid off my present car by the savings over the former car."

Mr. Brundage does not want to

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**Barrett Bros.**  
Garage and Service Station  
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part with his 7-passenger Willys-Knight touring car for he says: "My Willys-Knight will be perfectly economical for another 100,000 miles." It is on such exceptionally hard wearing roadways as those found in this Arizona country that has made the Willys-Knight famous for its economical and ever-lasting performance. Mr. Brundage's letter, unsolicited, is an example of the hundreds of letters that flood the factory telling of remarkable Willys-Knight performance in the hands of satisfied owners.

## HUPP EIGHT SALES SET RECORD PAGE

Company Announces 11-Month Demand of 12,500 Automobiles

Sales of Hupmobile Eights for its first eleven months will be 12,500 cars according to O. C. Hutchinson, general sales manager of the Hup Mobile Car corporation. The car has been the largest selling straight eight in the world almost since the day last January when it was announced.

"The sale of this record number of cars is a tribute never before paid any fine motor car," says Mr. Hutchinson. It means that never before has a car of comparable price been bought in such large volume during its first year. Since our substantial reduction in its price, sales have continued at an even higher rate.

"The performance it has given, coupled with the reputation which has consistently attached to the name Hupmobile for more than 15 years, are two strong factors in the car's success. In recent weeks its performance has been strikingly emphasized by three new and brilliant endurance and speed records which three different models have established in the hands of three different drivers, two of them using their own personal cars."

## BOTH LEGS CRUSHED, DEALER SETS MARK

Record for Selling Cars From Bedside Is Made by Willys-Knight Man

A record for plain grit and determination in these days of hustle and bustle was recently established through the remarkable will power of a South Rockwood, Michigan man following serious injuries in an automobile accident.

Dan Mercure operates a thriving business as a Willys-Overland dealer in the small Michigan village of slightly less than three hundred souls. For several years Mercure had seen his business grow from a meager beginning until prosperity began to shine through for him and his family. The year 1925 bade fair to bring to Dan Mercure the fruits of hard work when calamity broke through his endeavors.

In demonstrating a car to a customer, Mercure stepped behind his car just as an approaching car drove up, pinning the unfortunate man between the two automobiles and crushing both legs at the knees. Dan was taken home, both legs were placed in a cast, and he was left to lie weeks in bed until the broken members should heal, with nothing to occupy his mind but worry and restlessness.

But Dan Mercure was not so easily downed and some hidden strain of sturdy ancestors urged him on. "I can and will continue my business just as if I were well" was his resolve and he proceeded to do it. The telephone was moved to his bedside on a swinging stand, one chair served as a table for literature and another, in conjunction with a huge dictionary, was borrowed for a desk. Mercure set about with a will to call his friends. He invited them to drop in and talk business, crops, the weather and any other excuse that would bring

## DOWN THE ROAD

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Life's Little Tragedies

them in. They came, and Dan Mercure piled his trade even better than when he was a well man.

From the day of his accident, September 26, to October 11, Mercure sold and had delivered eight new Overland and Willys-Knight cars and three used cars, or an average of more than one a day. Mercure's biggest sales record while confined to bed was three cars sold and delivered in the space of three and one-half hours including an Overland four sedan, a six-cylinder Overland and a Willys-Knight six sedan.

Now, faced with the prospect of one leg being permanently shorter than the other Mercure's philosophy for the future is outstanding. "Some folks might feel sorry for me and the future, but

not I, for it was that accident and the following weeks in bed that showed me that a dealer can sell cars under any sort of physical handicap if he just sets his mind to it." And with that remark, Dan Mercure keeps right on selling cars as if nothing had ever happened.

## PAIGE DEAL SAID UNTRUE RUMORS OF CHANGES OF MANAGEMENT UNFOUNDED

The Trumm Motor Car Co., local representatives of the Paige-Detroit Motor Car Co., makers of Paige and Jewett six-cylinder cars,

have received from H. M. Jewett, president, a flat denial of rumors that there is a deal pending looking toward a change of ownership or of management of the Detroit company.

"The Paige-Detroit Company," Mr. Jewett writes, "not only has not changed hands, but there have been, and there will be, no negotiations to that end."

"The company has been operating most successfully under the present management for many years, and is planning to press its advantage in the six-cylinder field by aggressive policies of manufacturing and merchandising."

## SPEED UP TRAFFIC, IS PLEA OF EXPERT

Barney Everitt Declares Lower Accident and Death Rate Will Result

(From Automobile Daily News.)  
DETROIT, Oct. 28.—Barney Everitt, pioneer automobile manufacturer and president and general manager of Rickenbacker Motor company, calls Detroit a "slow" town because of what he regards as the archaic traffic regulations restricting the speed of motor vehicles.

He believes that speeding up the traffic, as is being done in the city of Washington, where 35 miles is the maximum and in Kansas, where a speed of 60 miles an hour on the country roads is now lawful, offers a means of better traffic conditions and lowering the accident and death rate.

"In a reactionary spasm, a year or so ago," says Mr. Everitt, "Detroit tried slowing down traffic on boulevards and streets to 20 miles an hour. Why, the streets were so densely crowded by the thousands of slow moving cars that it was work rather than pleasure to drive. A car became of little use as a saver of time and, as for the safety of the pedestrian, it was actually lessened."

"Finally, the tension was released. Nothing was said about it officially, but we were all placed in the position which all citizens who own motor cars now occupy namely, that of law breakers. Everybody began to drive again at 30. When car speeds increased, crossing the streets became comparatively safe for pedestrians. Speed the cars up to 35 and there will be less congestion. Let people drive 50, and there would be none."

"We still believe—some of us—that accidents are due to speed, when all the evidence shows that they are due to carelessness, and that the speed of the vehicle has

little to do with them. When a man drives fast he is alert—his every sense is keenly alive. Pedestrians, too, look out for the fast car, but they often step directly in the path of the slow one. They more frequently miscalculate the speed of a slow-moving car and its driver cannot stop in time. A car going 10 miles an hour will do just as much damage to a pedestrian as one going 50.

"Bar the slow moving vehicles from the busy streets. Regulate trucks and taxis—hold them down, because their drivers seldom own the cars they drive, and have little or no sense of responsibility. Hurry up all other cars. My suggestion for the present is a 35 mile limit in city streets, 40 for boulevards, and not less than 50 for country roads."

"That is too slow, but for the time being or until folks come to realize that speed does not necessarily mean danger, it will suffice to relieve congestion. There will seem to be only about half as many cars on the street as we now have. And it will not be seeming, it will be a fact. A car going twice as fast is on the street only half as long. It arrives at its destination and is parked out of the way."

"Of course, when we get twice as many cars as we now have—and that will be very soon—we shall have to speed it up again."

## CONQUER RUSSIAN ROADS STUDEBAKER BIG SIX WINS INTERNATIONAL RACE

The Russian Soviet government recently conducted a 3000 mile international automobile endurance test over roads practically unimproved; through rain, mud, and rocks.

In class one for high powered cars a Studebaker Big Six, sundstron driving, was the only car to finish with a perfect score.

45 finished, so difficult were the roads over which the cars were compelled to travel.

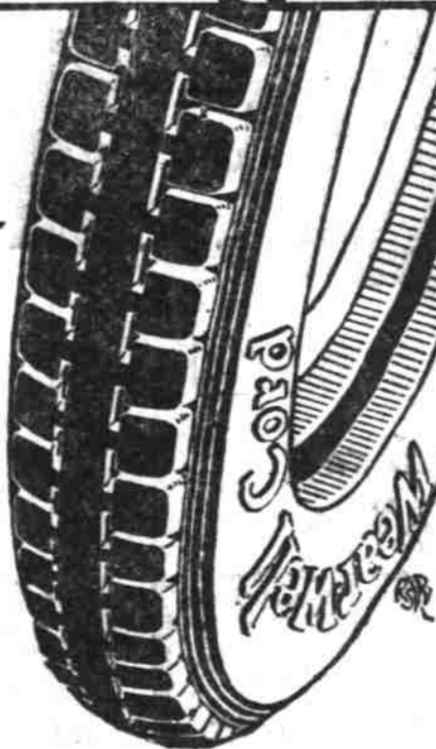
## Wear-well Cords Cost Less-Wear Longer!

Greater mileage, greater satisfaction, greater dependability are built into this economical tire. Economies made possible by quantity production and our method of selling direct to you enables us to offer—

**Wear-well Cords at these Low Prices!**

30x3	Std. Size	\$8.95	32x4	Std. Size	\$17.85
30x3 1/2	Std. Size	9.75	33x4	Std. Size	18.65
30x3 1/2	Over-size	10.95	32x4 1/2	Std. Size	25.75
30x3 1/2	Std. Size	13.80	33x4 1/2	Std. Size	26.85
31x4	Std. Size	16.95	34x4 1/2	Std. Size	27.90

Tires Mounted FREE

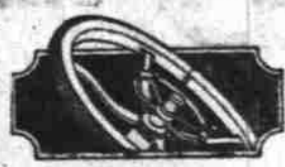


## This Week's SPECIALS



### "X" Liquid Radiator Cement

Repairs leaky radiators, cracked cylinders and water jackets. Offered this week at the reduced price of **62c**



### Rubber Steering Wheel Cover

Your fingers grip the steering wheel firmly. The high quality elastic rubber is warmer to the hands. Fits 16 and 17-inch steering wheels. Reduced price for this week... **\$1.10**

## "Western Giant" Cords

Extra heavy—extra over-size—extra weight. Used on many delivery cars and buses where unimpaired service is demanded. Step into a "Western Auto" store and examine this tire—weigh it, measure it, bounce it, note the extra wide, sturdy non-skid tread with the row of deep suction cups, and you'll understand why the Western Giant Cord is one of the most popular tires in the west.

30x3 1/2	Cl. Reg. Size	\$12.85	32x4 1/2	S.S. Over-size	\$32.75
30x3 1/2	Cl. Over-size	14.85	32x4 1/2	S.S. Over-size	33.85
30x3 1/2	S.S. Over-size	16.75	34x4 1/2	S.S. Over-size	34.90
32x4	S.S. Over-size	17.75	35x4 1/2	S.S. Over-size	35.85
31x4	S.S. Over-size	23.45	30x5	S.S. Over-size	43.50
32x4	S.S. Over-size	24.45	33x5	S.S. Over-size	48.50
33x4	S.S. Over-size	25.85	35x5	S.S. Over-size	47.90
34x4	S.S. Over-size	25.45	36x5	S.S. Over-size	53.75

Give Accessories for Christmas

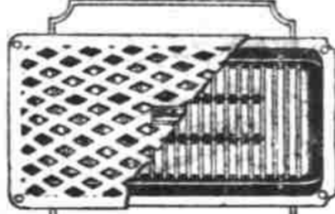
More than 125 Stores in the West

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Salem Store Corner Court and High

## Winter Necessities

Put on your car's winter clothes—make your motoring safe and comfortable. In addition to the necessities listed below, we also carry complete lines of Gloves, Robes, Windshield Weather Strips, Skid Chains, Wind Wings, Top Recoverers, Alcohol, etc.



### "Waller" Heater

For quickness of heating—perfect regulation and control, the "Waller" heater is unequalled. Has a dash control. Model "E" for Fords, priced... \$9.45 Model "C"—ideal for Roadsters, Coupes and Touring Cars... \$11.75 Model "A" for larger cars... \$18.75

### "MOORE" CAR WARMER

Simple, practical, safe. For Fords only... 95c

### "KINGSTON" HEATER

A safe, clean, healthful heat. For Fords... \$3.75 Chevrolets... \$5.00 For larger cars... \$6.50



### "Frost King" Radiator Cover

—also covers the motor. Constructed on scientific principles. The long grain rubberized water-proof fabric is lined with asbestos—it is very attractive also. Radiator cover only for all popular makes of cars priced from \$3.45 to \$5.40. Radiator and engine cover for all popular cars priced from \$5.95 to \$10.80.



### Windshield Cleaners

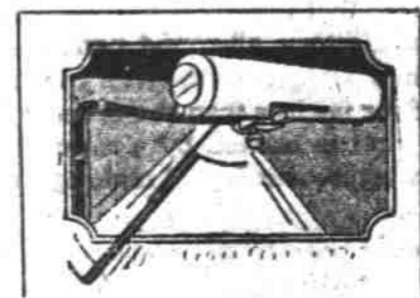
The sweeping arm of the Malco Automatic Cleaner gives you a clear view of the road ahead. Absolutely dependable. Our low price... \$3.35 Standard Automatic Cleaner, \$2.55 Electric Cleaner, works off the storage battery... \$6.50 Hand-Operated Windshield Cleaners Efficient and practical... **45c to \$1.95**

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