

### OPTIMISM IS NOTE OF GARDNER CHIEF

#### President of Motorcar Company Finds Business Conditions Excellent

An unusually optimistic note was sounded by Russell E. Gardner, Jr., president of the Gardner Motor company, Inc., who has just returned to St. Louis after a three weeks' swing through the east. While buying is not as heavy as it has been during the warm weather, all signs indicate that the heavy slump which usually takes place during the fall and winter is not likely to occur. This may be due to the fact that most motor car manufacturers have discontinued the practice of announcing radical changes shortly after the first of each year, with the result that experienced buyers realize there is nothing to be gained by holding off their purchases until after January 1st.

The showroom stocks of Gardner dealers are unusually low following a brisk summer business. The wide-spread interest manifested in the Gardner Anniversary Sedans introduced on both the Eight-in-line and Six cylinder chassis early in July largely accounts for this. The Gardner Eight-in-line Anniversary Sedan is the first full-size, 4-door completely equipped sedan ever offered the American public at exactly the same price as the open car. Considering the equipment carried, the Gardner Six Anniversary Sedan is the lowest priced closed car ever built by Gardner.

Plans now being perfected call for a substantial production increase by Gardner in 1926. The steadily mounting appreciation of Gardner cars displayed by the buying public during the past year forced an increase in the original production schedule for 1925, and with new dealers lining up with Gardner almost every week, it is now apparent that further increases will be necessary to keep pace with the insistent call for the Gardner Eight-in-line and Gardner Six.

### NEW GENERALS CAR TO BE PRICED LOW

#### Product Issued Through the Oakland Division Will Be Announced Soon

Some indications of the price trend of automobiles during 1926 will be given early in January when the new six-cylinder automobile to be introduced by the General Motors Corporation, as a comparison to the Oakland Six will be formally announced.

It is rumored that this will be the lowest price six-cylinder car in the General Motors line. This is especially significant as it is to be built to the usual high-quality standards of all General Motors cars and offer a new value in the six-cylinder field. Besides being something distinctly new in performance and appearance, it will be a good sized automobile.

This new car will be manufactured in the factory of the Oakland Motor Car Co., at Pontiac, Mich., in addition to and as a companion to the Oakland Six.

Officials of that company who are responsible for the production of the new General Motors automobile decline to say what the price range will be. They do say, however, that it will be such as to have a nation-wide appeal indicating that the new car will be noteworthy for its quality, its size and its price.

### A NEW BICYCLE Delivered for

# \$5 Down

## Balance \$1.50 a Week

Why walk or use the street car when you can purchase a good bicycle on such easy terms?

**Bicycle Repairing Accessories Children's Wheel Goods**

**LLOYD E. RAMSDEN**  
387 Court Street

### MORNING EXERCISES VIA RADIO



Thousands of letters have been received by William N. Stradmann, physical director of the Cincinnati YMCA, from people who are taking up the morning exercises which will reduce those who are fat and put on weight for the thin ones. These healthful exercises are given at seven-thirty in the morning through the Crosley WJW super-power broadcasting station. A group of girls are shown in the studio with the instructor and pianist.

### REPLACEMENT SALES REACH HUGE AMOUNT

#### Volume of Business in Parts Line Expected to Reach \$700,000,000

(From Automobile Daily News.)

Exclusive of outlay for tires, tire repairs, gas, oil, etc. the 1925 auto parts replacement business will reach a total of \$700,000,000, according to T. R. Walton, sales manager James Valve company, Detroit.

"The 1924 figures," says Mr. Walton, "show that auto parts replacement averaged \$52 per car. We believe that with the higher registration in 1925 and increased output, taking the same figure per car for 1925, the total expenditures will be at least the amount named."

"This sum, big as it is, can easily be conceived if you stop to think how easy it is to buy parts today. Service stations everywhere make it difficult to get more than 24 hours away from replacement parts, no matter where you drive. The auto owner is driving his car farther and harder than he used to, and he is driving it the year 'round, no matter what the weather is. There is no season of rest for the modern automobile."

"Parts have been greatly reduced in price, so that it is the poorest kind of economy to go without them when slight wear is apparent. The leading automobile companies have reduced their catalog prices on all parts as much as 50

per cent within the last few years."

Mr. Walton says that at the first annual convention of the National Standard Parts association, to be held at the Hotel Sherman, Chicago, November 16-18, there will be for the first time an adequate display of automotive parts—and that it will be a revelation to those not actually in the business of supplying them.

### HUSBANDS GIVEN HINT

#### "GIVE HER A CAR," IS SLOGAN OF AUTO DEALERS

Does your wife give you Christmas "gifts" such as vacuum cleaners, electric irons, dining room curtains, and so forth?

Wives do that sort of thing, you know; some of them even charge the gifts to the husbands' accounts.

Yet, history does not record a husband hardy enough to retaliate by presenting his better half with a humidor, a smoking jacket, or a shot-gun.

Now, however, his chance has come. H. M. Jewett, president of the Paige-Detroit Motor Car Co., points out the way:

Give your wife a car for Christmas.

She'll be overjoyed, of course; incidentally, you'll get lots of pleasure and comfort out of it, yourself.

But be sure to pick a car that is easy to steer, simple to control, and above all, one with positive braking—because, to maintain peace, you'll have to let the wife drive the car once in a while.

### HEADLIGHT EXPERT TALKS ON PROBLEM

#### Henry M. Crane Gives Out His Ideas to Detroit Automobile Division

Dim your lights on wet pavement—When pavement is dry dimming of headlights is not required. Help make driving safe by observing this law.

City and state traffic officers are on duty to make driving safe. We all make mistakes but sometimes it is hard to be told about it. When reminded by one of these men it is our duty to correct our mistakes. Try and obey the law.

Heavy fogs are causing a number of automobile accidents. These can be avoided if the driver is always sure that he can stop his car within the distance he can see ahead.

Still not enough service stations on the highway. Many cars are found by the side of the road waiting for their driver to return from a nearby service station with gasoline.

Soon time to buy license plates for 1926. Blanks are now being sent out for that purpose from the secretary of states office. Early purchasers of license plates are generally those who desire some special number.

H. M. Crane, technical assistant to the president of General Motors, recently addressed the Detroit Section, S. A. E., with some suggestions on securing types of auto headlights.

Mr. Crane feels that the I.E.S. and the S.A.E. lighting specifications call for an impossible compromise. These specifications are based on the idea that a safe driving light may be provided, without objectionable glare, by using a fixed adjustment. This would bar either dimming or deflecting the beam of light on approaching another car. Mr. Crane believes that some action by a driver, resulting in the modification of light distribution from his headlights when meeting another car, permits the use of a much better driving light, coupled with much less objectionable glare than is possible under the fixed equipment based on the I.E.S. and S.A.E. specifications.

"The scheme of lighting," says Mr. Crane, "as tested by me up to date has been produced by the use of standard equipment already on my car. This consists of parabolic reflectors and Bausch & Lomb

lenses. The headlights are mounted about 26 inches above the road surface, and are adjusted at the present time with a dip of possibly 4 inches in 25 feet.

"To change this arrangement over to the new system, the lens in the right hand headlight was rotated about 9 degrees in the proper direction to lower the left hand end of the projected beam and to raise the right hand end.

"A separate switch was provided to permit of extinguishing the left-hand headlight alone. With the left-hand headlight extinguished, the regular city driving light furnishes a marker light for the left-hand side of the car. When two cars equipped with the system described approach each other, the left-hand headlight in each case is either extinguished or heavily dimmed, no change being made in either the intensity or the direction of the right-hand light. The result is that the passing light on the right hand side of the road of each car is maintained at maximum efficiency, while illumination on the left-hand side of the road is in each case furnished by the approaching car.

"This arrangement reduces the glaring effect at least 50%, even under the best conditions, and much more under conditions of rough road surface or heavy crowding. It also greatly reduces the reflected glare from wet pavements, which is a serious objection to the tilting beam type of headlight control.

"Extinguishing the left hand headlight produces no observable decrease in illumination when another car is approaching. At the same time the right hand headlight, due to the angular position of the beam, rarely throws any blinding rays above the wheel hub

### SALES MANAGER ARRIVES

#### A. J. ROSSEAU NOW WITH THE FRED M. POWELL CO.

A. J. Rosseau, formerly of the Goodpasture garage of Eugene, has accepted a position as sales manager with Fred M. Powell Motor Cars, local Hudson, Essex and Packard dealers. Mr. Rosseau was formerly located in Corvallis and is well known in automobile circles in the northwest. He comes here with an excellent record.

of the approaching vehicle. It does, however, maintain a long distance beam on the right hand side of the road, where it is most necessary.

"Of course, where turns are banked, either over the whole road surface or due to the crowning of the road, the rise of the right hand beam is almost entirely justified.

"The system is open to just one objection, and that is the necessity

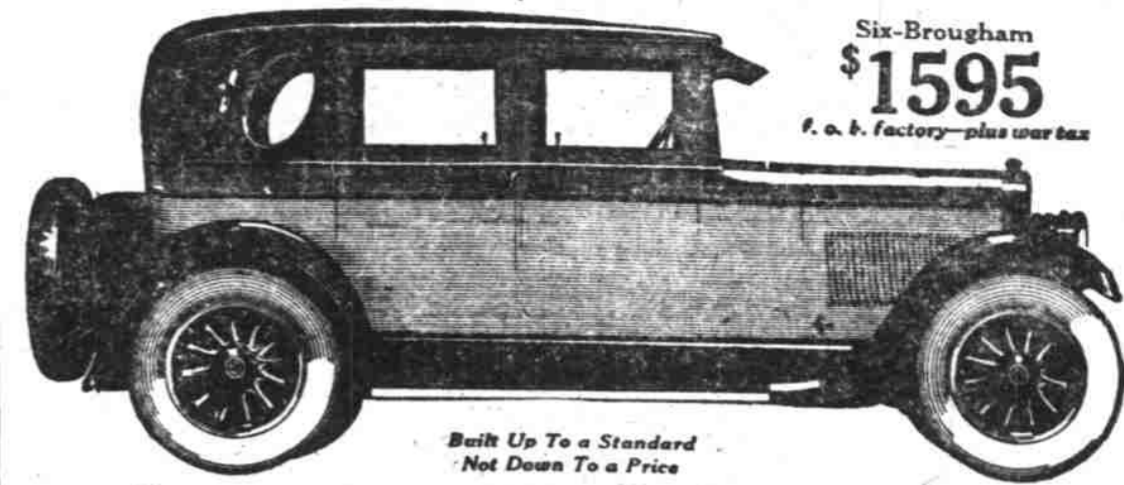
for some control over the direction of headlight beams, of considerable power.

"I am going to make one more suggestion, regarding the bulb equipment of the present conventional construction, and that is, that these bulbs should be frosted over that part of the surface through which the direct rays from the filament pass out through the headlight glass. In

many lenses today several filaments appear when looking at the headlight from one side and produce a type of glare which has some irritating effect, if only on the mind of the observer. I am informed that if the frosting could be done on the inside of the bulb it would be easier to produce either reflectors or lenses without certain undesirable stray rays."

# Rickenbacker

A CAR WORTHY OF ITS NAME



## Conspicuous Good Taste

Persons who drive Rickenbackers find themselves conspicuous among motorists.

They are constantly answering questions about their cars.

Seems as if all friends and acquaintances are consumed with curiosity about the several distinctive features of this car.

There's a lot of satisfaction in

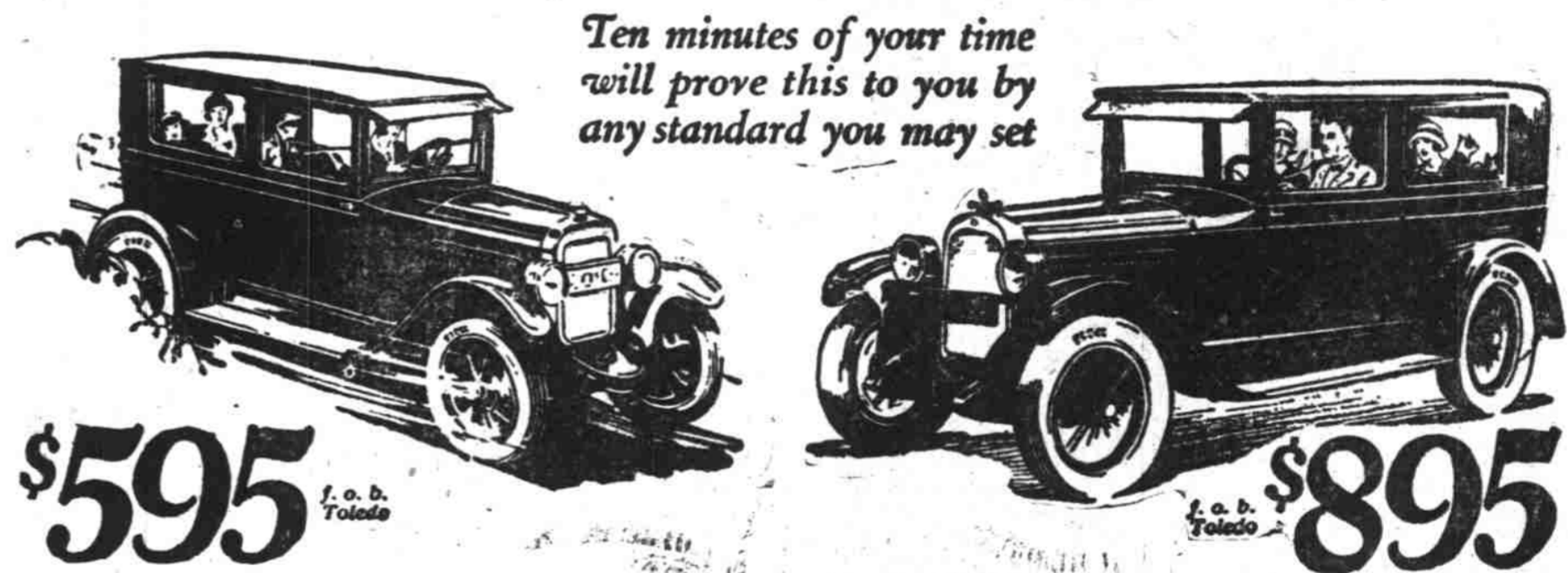
knowing that your judgment and your taste in the selection of an automobile is endorsed and complimented by everyone who sees you in your car.

When you go into the matter of motor car superiority far enough—and select a Rickenbacker as you certainly will—you suddenly find yourself conspicuous for your good taste.

F. W. PETTYJOHN COMPANY  
385 North Commercial

Famous "Six" Prices	Vertical "Eight" Prices
Phaeton - \$1,495	Phaeton - \$1,995
Brougham - 1,395	Brougham - 1,995
Roadster - 1,395	Roadster - 1,995
Coupe-Roadster - 1,695	Coupe-Roadster - 2,095
Sedan - 1,795	Sedan - 2,195
De Luxe Coupe - 1,995	De Luxe Coupe - 2,320

# "in all the world—no values like these"



"Never before so much car for so little money" and "As fine a car as anyone would wish to own"

This is the Overland Standard Sedan—a full-size 5-passenger car, with room and to spare for 5 full-size people to ride in... a smartly-designed car, clean-cut, rakish, low, extraordinarily good-looking... Wider Seats—the widest of any light car built... Big Wide Windows—more than 20 square feet of window space... Extra Wide Doors—easy entrance to both front and rear seats... Very Latest One-piece Windshield—gives clear, unobstructed driving vision... Cool Ventilator—a modern refinement in closed-car body construction... Triple Springs—give you 30 added inches of spring support on a 100-inch wheelbase... A 27-Horse-power Engine—sturdy, fast, reliable. Notable for its power. Commended by owners everywhere for its amazing economy in gas and oil... Sliding Gear Transmission—Three speeds, selective—at the lowest price ever available in a closed car... Auto-Lite Starting and Ignition... Borg and Beck disc-type clutch, one of the finest clutches made... A rear axle system, the equal in size and weight to that used in cars carrying double the weight of this one... Axle shafts of Molybdenum steel, the toughest steel known... In the entire world this Overland has used this axle system there is no case on record where an axle shaft has ever been broken.

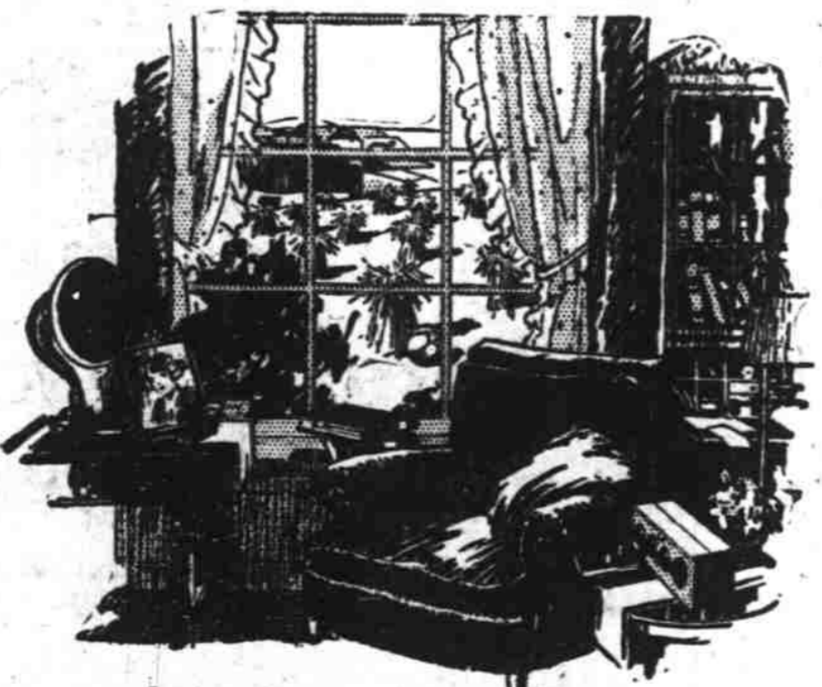
Visit all the showrooms of this city. In none of them will you find a dollar-for-dollar value even approaching the value you get in this Overland Six Standard Sedan... At \$895 it stands absolutely alone among all popular-priced sixes... Compare it for beauty. Compare it for style. Compare it for power. Compare it for comfort. Your conclusion will be exactly the same as that of more than 40,000 owners who have gone through the same comparison-process... A 38-horsepower engine, with a performance record that has won for this car a place among the engineering masterpieces of the automotive industry... Power enough for your every need... a getaway in traffic that is a delight to experience... the lowest gasoline and oil consumption you ever have known in a Six... A handsome, distinctive car—long, low impressive—a beautiful two-tone color combination, giving a note of rare gracefulness to the entire contour of the car... Exceptional comfort because of exceptional spaciousness... big, wide doors for easiest possible entrance and exit... big, roomy seats pitched at exactly the proper angle for utmost riding comfort... rich upholstery, very long wearing... deep softly-cushioned seats that mean pleasurable restfulness in a spin of 50 miles or a cross-country tour of 5,000!

LOW DOWN PAYMENTS, EASY TERMS, YOUR CAR IN TRADE

# Fours OVERLAND Sixes

VICK BROS. High Street at Trade  
WILLYS OVERLAND FINE MOTOR CARS

## ATWATER KENT RADIO



### Give thanks for RADIO on Thanksgiving

MILLIONS of homes are thankful, this year, for the stimulation, the entertainment, the inspiration radio has brought into them. For radio has broadened our horizons. It has brought the best music, the best thought, the most valuable information to those who were lonely and drowsy before. Select your radio now—and select it carefully. Choose the set that is carefully made of fine materials for simple, satisfactory, all-round performance; the set that is made in the largest radio factory in the world and therefore sold for far less than the price of other sets as fine; the set that is backed by a reputation built up through a quarter-century of making fine electrical equipment. In short, select the Atwater Kent.



On WWJ tonight!—The Atwater Kent Radio Artists are on the air tonight—and every Thursday night—at 9 o'clock Eastern Standard Time. We think so much of this good program of good music that it is broadcast over all these stations: WEAF, New York; WFL, Philadelphia; WGR, Buffalo; WJAB, Providence; WCAE, Pittsburgh; WWJ, Detroit; WEEI, Boston; WSAI, Cincinnati; WOC, Davenport; WCCO, Minneapolis-St. Paul.

Hear it tonight and you will agree that no finer program goes on the air at any hour of the week. **VICK BROTHERS HIGH STREET AT TRADE**