



RED BIRD IS FEATURE OF OVERLAND SERIES

The 1923 series of the Overland has lately been added to, by the bringing out of a remarkably triumphant combination of beauty and utility, finished in Mandalay maroon, called the Red Bird. In addition to embodying in an unusual degree the essentials of skillful design and solidity of construction, this model is specially notable for the complete equipment it carries on leaving the factory.

The Red Bird is characterized by the installation of a number of refinements and conveniences, all necessities for complete motoring satisfaction, that point indisputably to greater values for the purchaser. This latest model is a brilliant accomplishment by the Willys-Overland company and as usual represents a successful effort to provide up-to-date and economical transportation for the American public.

In general appearance the Red Bird is a creation striking to the eye without overstepping the bounds of refined taste. Mandalay Maroon is a subtle shading of red for the body, that pleases with rare artistic conformity, neither making the car glaringly conspicuous and vulgarly apparent.

It is an illustration of fine, well bred coloring that is in direct contrast to standardized, slap dash paint jobs, where something out of the ordinary is the aim and no thought given to possible jarring effects on the vision. Mandalay Maroon is also a shade that stand up under the most exacting weather conditions and not influenced by the rays of the summer suns or the rigors of frost and dampness.

Combined with this artistic blending is the khaki top of serviceable material that will also hold its own in all seasons. And with this happy conjunction of tan and maroon are sprinkled the glistening nickled trimmings on the radiator, head lamps, bumpers, windshield stanchions, scuff plates and frame of the rear curtain window light.

Picture this handsome association of nickel, tan and Mandalay Maroon and the sketch is concluded in an exceptionally delightful range of harmony in color tones. Add to this the intrinsic mechanical advantages obtained in the Red Bird and the effect is consummated.

Longer Wheel Base.
The Willys-Overland Company has

worked towards the end that beauty, utility, and economical performance always maintained and steadfastly can be assembled in one unit. Comfortable riding qualities have always been demanded in Overland design and in order to place further emphasis on this requirement the wheel base of the Red Bird has been lengthened to 106 inches and the spring base to 136 inches. This additional length positively guarantees bodily relaxation, when driving over the roughest roads.

The Red Bird has the famous patented triplex springs used on all Overland cars and these springs on a longer wheel base give riding comfort in the highest degree possible. It is admitted the entire load of the car rests on the springs. In Overland construction the load is carried between the two extreme points of the car, the ends of the Overland springs on the Red Bird being 136 inches apart; the body rests on them as if in a hammock.

The weight of each Overland spring is about twenty pounds. The material is chrome vanadium steel, carefully heat treated, having an elastic limit of 190,000 pounds and the springs are so designed and assembled in the chassis that all road shocks are absorbed with minimum distortion of chassis and minimum discomfort to the occupants of the car. These springs are oiled at one end only and in a very accessible location.

Engine is Larger.

The engine in the Red Bird is larger and more powerful, yet preserving all the facilities of the Overland motor for giving unusual mileage per gallon of gasoline. The cylinder finish is remarkably thorough. After reaming, Overland cylinders are lapped with a reciprocating and slightly revolving polishing stone which produces a smooth surface and a bore that is round and straight, removing any slight roughness resulting from the reaming operation.

The crank case or engine base has a double bottom which increases the strength and rigidity, and provides correct oil supply to all connecting rods under all road and grade conditions. There is a sump for collecting sediment at one spot where the drain and the oil gauge is so located that it is plainly visible.

Overland Red Bird valves are made of specially selected material and there are only two wearing points between the valve and cam shaft. The

valve tappets are of the mushroom type, a flat wearing surface which rests on the entire width of the cam surface thus distributing wear over an entire cam face and tappet face.

The clutch which is of the single plate disc type, smooth in operation and adjusted in less than ten minutes when necessary, is enclosed in a case giving complete protection from dirt and grit, and runs in oil insuring proper lubrication at all times. The crank shaft has a large and accurately machined flange for carrying the fly-wheel and is one of the main reasons for that noticeable lack of vibration in the Overland.

The front axle has an elastic limit of between 75,000 and 90,000 pounds with large King Bolt bearings and wheel spindle. The cross rod link is of unusually heavy steel. The rear axle construction is a substantial well assembled, strong axle housing with axle shafts 1 1/2 inches in diameter, having Timken bearings on the differential case and New Departure bearings in the wheels. The axles can be removed without removing the housing.

Red Bird Equipment.

These important mechanical specifications along with other well known features give the Red Bird all of the leading qualifications necessary in a car of ostensible value. This new model is a thing of animation, speed and comfort; something that inspires confidence and pride on the road, and a trusty friend for summer jaunting over the hills and through the valleys.

The extra equipment is prominently brought to notice. This includes 30 by 3 1/2 straight wall Fisk cord tires, nickled bumper in the front and in the rear, nickled scuff plates, nickled outside door handles, and nickled frame in the rear curtain window. The wind shield stanchions are also nickled.

A wind shield wiper and door grips are standard on this model, and the usual spare rim and tire carrier, speedometer, dash light and other little fixtures that make the car wonderfully complete are noticeable.

The khaki top is made of strong weather resisting material with red bindings and welts, and the interior is admirably finished in red Spanish grained upholstery, mingling harmoniously with the whole effect.

The seats are wider and deeper and nothing has been neglected as to detail that will give the Red Bird a well deserved place of honor in motoring circles.

BORING

Mrs. E. M. Amesberry and little daughters of Portland are visiting this week at the home of her parents, Mr. and Mrs. H. A. Beck and family.

Clarence Siefert of Portland spent Sunday at the home of his father, J. E. Siefert and family.

Miss Pearl Lunday, who has spent the last two months at her home here, returned to her work in Portland Friday of last week.

Mr. and Mrs. Walter Roots and son Jimmie of Portland spent Sunday visiting at the home of Mr. and Mrs. W. R. Telford and family.

Mr. Mallicoat and wife of Portland spent Sunday visiting at the home of his brother, Mr. and Mrs. Lloyd Mallicoat and family.

Mrs. G. Broad and children from Goble, Oregon, are visiting this week at the home of Mr. and Mrs. Fritz Stager and family.

An all-day Farm Bureau picnic will be held in the Hoffmeister grove near Damascus Saturday of this week.

Mr. and Mrs. L. D. Turner spent Sunday visiting relatives in Portland.

Mrs. Farmer, who has been visiting at the home of Mr. and Mrs. Lloyd Mallicoat the past week, returned to her home in McMinnville Sunday. Miss Gracie Mallicoat returned with her to attend summer school there.

W. W. Metzger sold two cars last week, one new Ford touring car to Floyd Johnson and one used car to Mr. Goodwin.

Mr. and Mrs. E. V. Maulding and family are spending several days visiting friends in Portland this week.

Mrs. D. Hederman, who has been quite ill at her home here was removed to the home of a daughter in Portland Sunday of this week.

The strawberry picking is now at its height here. The berries, due to the rainy weather, are extra large and plentiful this season.

Many from Boring attended and greatly enjoyed the piano recital given by the pupils of Miss Frieda Bratzel at the M. E. church at Gresham, Friday evening of last week.

The Boring ball team played the Gladstone team at Gladstone Sunday with a score of 8 to 10 in favor of Gladstone.

A large crowd attended the shower given Mrs. Floyd Lake at her home Thursday afternoon. An enjoyable time was reported by all.

Mr. and Mrs. Royce Childs of Portland spent the week-end visiting at the home of Mr. and Mrs. Wm. Childs and family.

Mr. and Mrs. O. A. Palmer spent Sunday visiting relatives in Portland.

POWELL VALLEY

The Luther League of the Swedish Lutheran church will have a strawberry social at the church next Saturday evening, June 16th, at 8 o'clock. A good program will be given and strawberries, cake and coffee will be on sale. Everyone is welcome.

Mr. and Mrs. Alvi Meyers and baby of Oakland, California, are visiting with the Oscar Thoren and Bert Olsen families.

Mr. and Mrs. Bert Olsen entertained at dinner Saturday evening, Mr. and Mrs. Oscar Thoren and family and Mr. and Mrs. Alvi Meyers and baby.

The concert given at the Lutheran church last Sunday by the choir of the Emanuel church of Portland was well received and attended by a large crowd.

Hokan Truedson is home from Oregon Agricultural College, where he graduated a week ago.

HALEY

The Mission circle of the Haley Baptist church will have a sale of hand-made articles Friday, June 15, at 7:30 p. m. Coffee, strawberries and cake will be served.

COTTRELL

The Ladies' Aid of the community church will hold a bazaar in the church on Friday evening, June 15. A program will be given and strawberries, cake and ice cream will be on sale.

The Bank of Gresham pays 5 per cent interest on time deposits.—Adv.

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SERVICE

PLEASANT HOME

The banquet given in the Methodist church on Friday evening by the women of the church and congregation was a great success. About 125 persons enjoyed the sumptuous repast. A short program was given, which included a euphonium solo by Dr. H. H. Ott of Gresham with accompaniment by Mrs. Ott, and a reading by Mrs. Bert Olsen of Powell Valley. Mrs. G. W. Alder wrote a poem for the occasion which was read by Mrs. Alta Gentry. Mrs. Alder, as captain of the women's division of the contest, expressed gratitude for the hearty cooperation which she had received in the work.

Drama at Orient.
The drama "Whiskers" will be presented at Orient Grange hall, Saturday, June 16. Program will begin promptly at 8:30. Admission 25c and 15c. Children under 6 years free.

Card of Thanks.
We wish to thank our many friends and neighbors for the beautiful floral offerings and those who helped us during the brief illness of our beloved husband and father.
Mrs. L. Wilhelm and Family.

The poppy sale conducted by the American Legion auxiliary in Portland just prior to Memorial day netted \$990, which will be used solely for disabled men in the city and their dependents, particularly among the wounded veterans in the hospitals.

These Significant Facts Should Appeal To You

This Company paid out in taxes and bridge rentals a total of nearly \$1,000,000 last year. We are the heaviest taxpayers in Multnomah County.

This Company will expend in construction work and betterments a total of over \$5,000,000 during 1923. There are 4200 employes on our payroll at the present time.

During 1923 this Company will distribute in payrolls in the territory served by us a total of over \$6,000,000, and over 90 per cent of that will go right back into the channels of local trade—in other words, will be spent here at home.

During the past year we have added over 6000 new light and power customers to our service and this record will probably be exceeded this year.

This Company has over \$60,000,000 actually invested in tangible physical property devoted to a useful and permanent public service covering nearly 60 thriving cities, towns and villages in this vicinity.

Why not subscribe for a few shares of our 7 per cent Prior Preference Stock and become a profit-sharing partner in this great enterprise?

Dividends paid regularly every three months.

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Portland Railway, Light & Power Co.
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| Dr. W. J. Ott | Deliel Berry Ranch |
| D. C. Ely | Bank of Troutdale |
| Jas. Elkington | H. C. Campbell |
| H. L. St. Clair | E. H. Willard |
| S. E. Hall | Bert Kronenberg |
| Dr. Geo. Inglis | Jas. Ledbury |
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The Crude Rubber Monopoly weakened when it came into contact with aroused public sentiment. The press of the country today reflects the determination of the American motorist that tire prices shall stay at a reasonable level - and that America must produce its own rubber.

Firestone CUTS TIRE PRICES

10%

EFFECTIVE JUNE 13

We announce a 10% reduction in tires and tubes effective June 11. The lowered cost of crude rubber and the special Firestone manufacturing and distribution advantages make this possible.

Firestone factories are organized on a basis of large volume and effective production. Costs are down but quality is at its peak. Stockholder workmen are daily building many thousand of Gum-Dipped Cords—the best tire Firestone ever produced and, we believe, the leader on the market today.

Firestone Cords took the first four places and eight of the ten money positions in the Indianapolis sweepstakes, May 30, without a single tire failure.

Firestone Gum-Dipped Cords have set new standards in mileage, traction, comfort and safety. Car owners have expressed their approval of the extra value in Firestone Gum-Dipped Cords by increasing their purchases 194% in the past six months.

We have replaced many expensive branches with warehouses. We now have 108 distributing points which are delivering Firestone tires to the consumer at the lowest cost in our history.

Follow the tide of economical tire buying—equip with Firestone Gum-Dipped Cords—and learn what Most Miles per Dollar means to you today.

Get a set of these Gum-Dipped Cords from one of the following Dealers

RAKER & SON Gresham, Oregon
Most Miles per Dollar



The perfect flavor is the result of perfect baking—a secret which Davidson family pride has upheld for 34 years. That's why Davidson's Breads are so good.

