

AS MONTHS AND MILES ROLL BY YOU'RE GLAD YOU DRIVE AN OLDSMOBILE



There is special significance in the fact that the preference for Oldsmobile, which has risen month by month, now mounts by leaps and bounds. It reveals an insistent demand for certain qualities in a car that fit it eminently for the open road:

Dependability . . . unwavering performance mile after mile, day in and day out.

Comfort . . . relaxation, pure enjoyment of every trip.

And handling ease!

The utter reliability of Oldsmobile, the undimmed spirit of its performance throughout the steadiest grind, the restful comfort in which you ride, impress you more and more with its superiority. And as months and miles roll by, you're glad you drive an Oldsmobile.

Deluxe Coach

\$1230

Klamath Falls

Klamath Valley Motor Co.

7th and Klamath

OLDSMOBILE

PRODUCT GENERAL MOTORS

Whippet Shown All Over U. S.

Nation-wide Distribution Achieved in Short Time

With the completion in San Francisco, of a series of general meetings which started in New York City on June 17 and ended in the Coast city and in Dallas, Texas on July 13, the sales department of Willys-Overland, Inc. has finished the most carefully organized distribution plan ever carried out by any motor car manufacturer, introducing a new model to the automobile buying public.

Simultaneously with the appearance of the Overland Whippet on the American market, the John N. Willys Export Corporation made similar arrangements for its appearance on the European market where it was shown for the first time, early in July. Reports already cabled from England indicate that the adoption of American conceptions of body room and design, coupled with the American idea of high motor efficiency in a power plant which meets the European demand for small piston displacement to keep down taxes, has found a high place in popular favor.

Reports coming from England in June stated that the American built light car had been falling off in demand because of the excessive taxes necessary. The Overland Whippet, which was modeled after the most popular of the European light cars, has brought this product down into the tax range of the small European cars and at a delivered price in England which is radically lower than that asked for competitive domestic built cars of the European countries.

There are honest men in this world. In Middletown, N. Y., a prohibition agent went bankrupt.



WINNING AND HOLDING GOOD WILL Last Year . . . This Year . . . Next Year

The Sedan

The Greater OAKLAND SIX

77 Refinements—No Increase in Prices

Foremost among the refinements in the Greater Oakland Six is the Rubber-Silenced Chassis—an epochal and exclusive feature freeing the Oakland Six from the noise and rumbling found in ordinary cars and permitting passengers to ride in quiet, cushioned comfort. This new achievement combines with the Harmonic Balancer to place the Oakland Six far in advance of current motor car design.

strikingly beautiful two-tone Duco color combinations; new double-filament tilting beam headlights, with convenient foot control to make night driving safer; vital engine developments including new camshaft and new valve spring retainers—resulting in still quieter performance.

Come in—see this Greater Oakland Six—examine it—drive it—before buying any automobile at any price. You'll agree that the car has few equals in quality, and no equal in value!

Other refinements include smart new Bodies by Fisher in new and

The Landau Sedan \$1550 Delivered, Equipped

Product of General Motors

R. R. R. GARAGE

820 Klamath Avenue

G. T. C. OFFERS CONTEST PRIZES

Portland Tire Firm Anxious to Demonstrate Wearing Qualities

PORTLAND, Ore., July 19.—An innovation in contests which promises to be of interest to the motoring public is now being fostered by the Columbia Tire corporation, manufacturers of CTC tires and tubes, in which they are offering cash prizes of one thousand dollars down to five dollars, making a total of two thousand dollars in cash and five other prizes, totalling fifteen in all, simply requesting motorists using CTC tires to check the mileage which they obtain from their tires and the highest mileage performances will be awarded the prizes.

The rules of the "Speedometer Check Mileage Contest" require from the motorists the filling of a form with the co-operation of the local CTC dealer in their locality. Every CTC user is qualified to compete for the prizes by obtaining the form, now shown in the advertisement, from the local CTC dealer and having him enter on this form the serial number of the CTC tire or tires, the date of purchase, and the speedometer reading at that time. Also on this form the name and address of the motorist, the make of car, and the CTC dealer will assist with his name, trade style, the place of business and forward this filled out form direct to the Columbia Tire corporation's factory at Portland, Oregon. The reading of the speedometer record will be used in the final awarding of the prizes, therefore it is absolutely necessary if the speedometer reading is changed, since the first entry of the contestant, and this change in any way other than an increase from regular driving it should be recorded immediately through the local CTC dealer, who will forward these changes to the factory.

TO ARREST RELATIVE

HOLLISTER, Cal.—Sheriff Jeremiah Croxon was bound for the Panama canal zone today to arrest his son-in-law, who disappeared when \$5,000 turned up missing when he was acting as tax collector here.

Chevrolet Still Leads in Sales

Time and tide, as well as Chevrolet production, wait for no man. Tentative California registration figures for June, now available, show the Chevrolet line occupying its usual place at the lead of the year's production. A total of 2401 automobiles of this make were delivered in the state last month.

The Pacific Coast Chevrolet plant at Oakland, California, established a new record on June 30 when 100 freight cars containing 413 automobiles were loaded and shipped in one day. The number of new vehicles cleared from the loading docks on this occasion exceeded the previous record day tally by a full 24 carloads.

Following May, in which Chevrolet marketed 84,944 cars, the company registered an output of nearly 50,000 units the first 20 days in June. Domestic sales alone for that period ran over 40,000 as compared to 27,025 sales recorded in the corresponding month of 1925.

Count your toes after swimming in a strange swimming hole.

Once a Cub



Ralph Van Vechten quit his job as cub reporter on a Cedar Rapids (Ia.) paper 17 years ago and became a bank clerk—somewhat against his will, as he wanted to be a writer. Now he is president of the State Bank of Chicago—and glad he made the change. He is a brother of Carl Van Vechten, novelist.

Oaklands Need But Few Parts

Record Shows Small Outlay by Car Owners

A recent compilation of the service department records of the Oakland Motor Car company for the year 1925 revealed that parts sales to Oakland dealers averaged only \$7.98 per car, based on the total number of Oakland cars known to be in operation. As these parts sales included a large volume of accessories, the actual parts used for replacement averaged in reality much less than the per car amount given.

The number of Oakland cars in service totalled 248,658, including all Oakland cars registered on January 1, 1925, plus cars sold during the year. According to R. A. Armstrong, director of service for the company, the low service cost per car is particularly significant, since approximately 20 per cent of these cars are more than five years old. The average parts cost for 1925 is the lowest in Oakland's history, and also compares very favorably with the entire industry, which is estimated to average about \$12.00 per car for all makes.

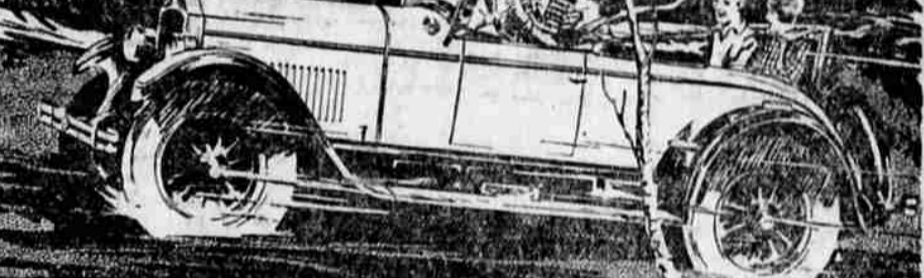
Sixty per cent of the wearing parts in a car are located in the engine, says Mr. Armstrong, "and I believe our low parts cost reflects the advanced design and sturdy construction of the Oakland Six power plant."

"Although this low parts sales record is very gratifying to us, another year should see this figure still further reduced, due to constant refinements in manufacturing and inspection, plus Oakland's adoption of the now famous Harmonic Balancer, which has eliminated practically all vibration in the engine."

DOUBLE VICTORY

ATLANTIC CITY, N. J.—Mrs. T. C. Wilcox, 37, and Miss Mary Herndon, 19, are \$150 ahead in the result of a hike of 58 miles in 12 1/2 hours. They won a bet made at a bridge game and—think of it, girls, one lost seven pounds and the other five. They wore knickers and carried a ukulele all the way from Philadelphia.

The Star Car for 1927



This 'PERSONALITY Roadster'—Setting the Pace for All Low-Cost Cars!

World's Lowest Priced 6 Sport Roadster \$945

SPLENDID power leadership, stirring harmony of Biege Brown and Artillery Gray body with sun-flashing nickel-silver fittings! For all its personality and the ringing pleasure you'll get in owning it, this new Star Six Roadster is the World's Lowest-priced "Six" Sport Roadster. (Bendix) Brakes, snubbers, full-cushion balloon tires—truly an eminent value!

IN THIS Star Six beauty roadster is the convincing value that characterizes the complete line of the Star for 1927! Take a half hour—Star dealers are now showing the Star Car for 1927 to packed display rooms. See for yourself! (Star values "come up smiling" when frank, unbiased comparisons are made. Give Star a half hour today!

Prideful features with new-lined, special Hayes-Hunt bodies: Real leather upholstery and upholstered rumble seat for two more passengers; special steering wheel; five balloon tires with a two-color spare-cover; nicked bumper and bumperettes; nicked headlamps and cowl lights; motometer; windshield wings; step plates and kick plates; and snubbers for extra comfort; BENDIX BRAKES!

HAMAKER MOTOR CO.

"Service Worth While"

8th & Klamath

The Star Car

FOURS SIXES

NEWLY-LOWERED PRICES • • NEWLY-LOWERED PRICES