

**OVERLAND CARS  
SHOW ECONOMY  
IN LONG DRIVE**

Across the United States, 3,442 miles from New York to San Francisco, with an average of 2.2 miles to the gallon of gasoline. Twenty-five different drivers handled the car.

That's the new trans-continental economy record established on Monday morning, July 26, when the Overland "How Much Gas" car found the end of its trail before the Overland store in Van Ness avenue, San Francisco.

The run was started from 50th street and Broadway, New York, at midnight, July 18. Just 179 hours later, or roughly seven and a half days, this light weight car had completed one of the most interesting and unusual trans-continental journeys in recent automobile history. Eleven states crossed, with all their variety of rough country roads, broken mountain trails, stretches of mud and weary wastes of desertland; yet the car arrived in San Francisco ready and fit to make a return trip.

This great record is all the more remarkable because of the conditions of this economy test. Spanning continent has usually been a contest against time. The Overland run was directed against high costs of gas, oil, tires and upkeep.

The object of the run was to determine a national standard of economy and stamina for the light-weight car, a class in which the Overland has created a sensation because of its many new features, including the Triplex Springs, designed to ward off the jars and jolts of the roughest roads and thus prolong the life of the car while protecting passengers from the usual road discomforts.

In these days of increasing talk about the scarcity of gasoline, the Overland record of 27.2 miles to the gallon of gas is a continuous night-and-day punishing drive of 3,442 miles can not fail to have a pocket-deep interest for every man and woman who drives a motor car. This run establishes the light-weight Overland as ideal not alone for its economy in city traffic, but for its combination of stamina and economy in the most abusive test that could be devised.

The Overland record was not made by experienced drivers, selected by the factory. The company wished to find out what the car could do under the worst conditions of operation. Accordingly, each distributor and dealer whose territory was crossed furnished a driver. There were good drivers and bad; men who saved the car and others who punished it.

In crossing the eleven States on the route this Overland was driven by 25 different men, none of whom had ever seen or handled the car before it arrived in the town where they were told to meet it. Thus the average of 27.2 miles to the gallon becomes a measure of performance for the ordinary man's ability in driving, rather than whatever record trained crews of experts might have accomplished.

Night and day, this Overland was driven, always westward. The car stopped only for the refilling of the gasoline tank and change of drivers. On the sides of the car were painted the words: "Overland Economy Run. New York to San Francisco. How Much Gas." The question? How Much Gas? started a dozen guessing contests throughout the United States. Wherever the car went, there was an enthusiastic reception for the new light car standard maker.

Throughout the run the most careful check was kept of the gasoline and oil consumed. Study of the log of the trip indicates that this Overland was improving in performance all the way across the continent. There was plenty of variety in the weather for the drivers—cloudy, fair, warm, intensely hot, cold and rain. The roads were just as varied. However, these averages between laps tell a story of consistent performance that a few years ago would have been considered an incredible motor car performance:

From Pittsburg, Pa. to Lima, O., Overland averaged 28.7 miles to a gallon. To Cedar Rapids, Ia., over sand, gravel and ordinary dirt roads, the average was 30.4 to the gallon. From North Platte, Neb., to Cheyenne, Wyo., a stretch that tests the heart and pluck of any car, the average was 33.2 miles to the gallon. There were many miles of second speed work through heavy sand.

From Cheyenne, Wyo., to Rock Springs, Wyo., the Economy Car encountered heavy dust, sand and hill country, averaging 32.8 miles to the gallon. The state of Nevada, always a terror to the cross-country drivers, ate up gas because of the terrific grades that had to be pulled, but through this state the car averaged 26 miles to the gallon. From Reno, Nev. to San Francisco, a strong headwind blowing, the Overland made 32.2 miles to the gallon. That with the mileage recorded from New York to Pittsburg, gives the Overland a grand economy gasoline average of 27.2 miles.

The Winnetka Motor Company is the North Shore distributor for the Overland cars.

**ALIENS PAY INCOME TAX**  
Federal agents at ports of embarkation have collected \$9,000,000 in income taxes from outgoing aliens during the year past. Thousands of dol-

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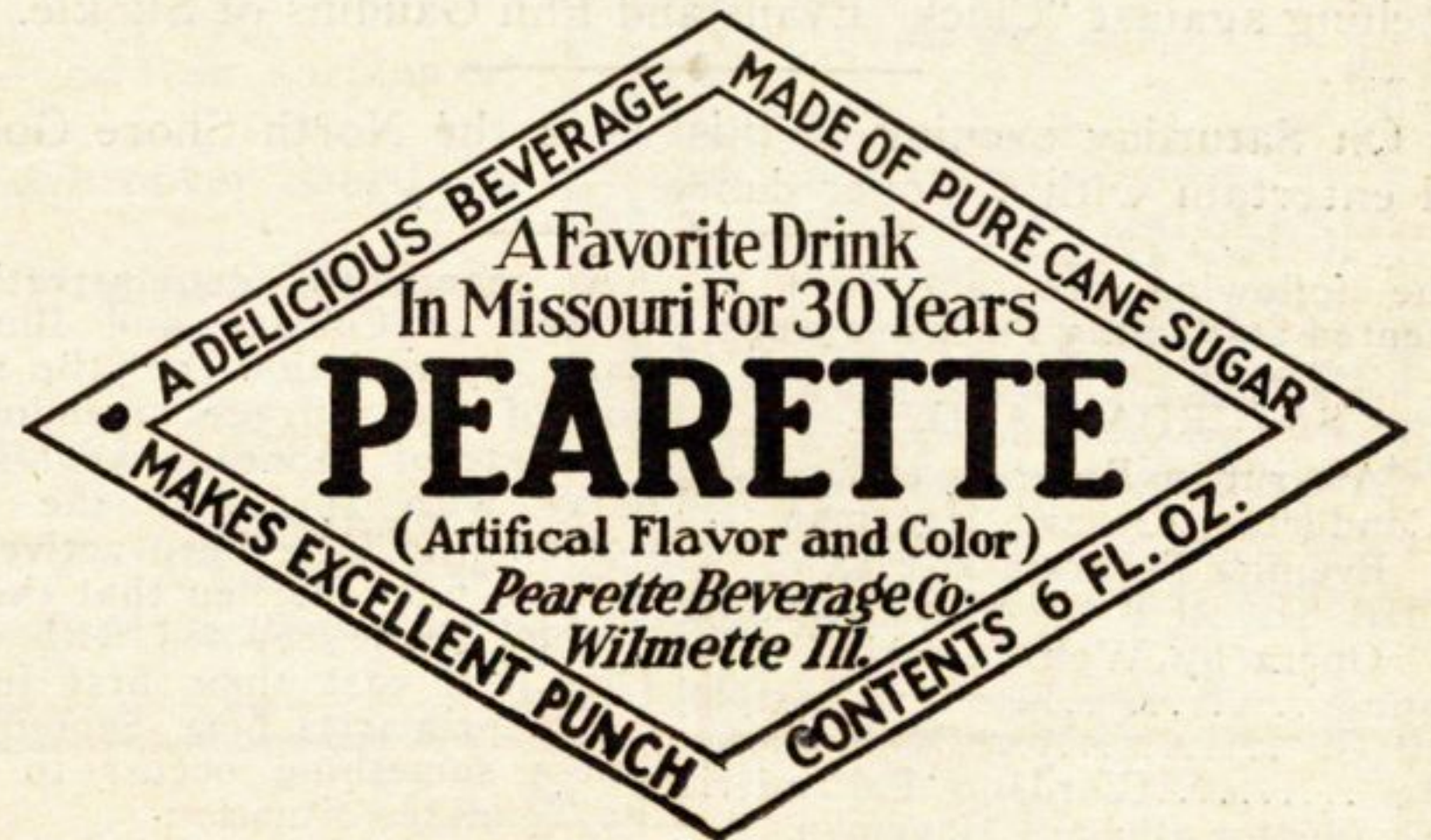
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