



Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—

- one executive organization
- one factory management
- one purchasing unit
- one sales expense

—one group of dealers to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$665 Light Four to the beautiful Light Six Sedan at \$1585.

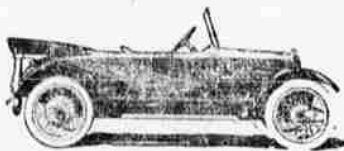
They include also the big, handsome Willys-Knights from the Four at \$1285, to the super efficient Eight at \$1950.

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

GALLOWAY-REES COMPANY, La Grande.

Dealers for Overland and Willys-Knight Automobiles.

Overland Light Four Models



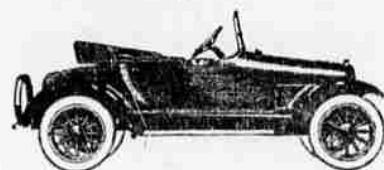
Roadster, 104-in. wheelbase \$650
Touring, 106-in. wheelbase \$665
Sport Model—Country Club—(Illustrated) \$750

Overland Big Four Models



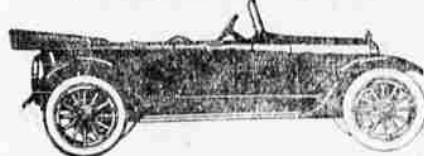
Roadster, 112-in. wheelbase \$835
Touring, 112-in. wheelbase—(Illustrated) . \$850
(See also Closed Cars)

Overland Light Six Models



Roadster, 116-in. wheelbase—(Illustrated) . \$970
Touring, 116-in. wheelbase \$985
(See also Closed Cars)

Willys-Knight 7 Passenger Models



Four Cylinder Touring, 121 in. wheelbase . . \$1285
Eight Cylinder, 125-in. wheelbase (Illustrated) \$1950
(See also Closed Cars)

Overland and Willys-Knight Closed Cars



Overland Big Four Coupe, 112-in. wheelbase \$1250
Overland Big Four Sedan, 112-in. wheelbase \$1450
Overland Light Six Coupe, 116-in. wheelbase \$1355
Overland Light Six Sedan, 116-in. wheelbase \$1585
(Illustrated)
Willys-Knight Four Coupe, 114-in. wheelbase \$1650
Willys-Knight Four Sedan, 121-in. wheelbase \$1950
Willys-Knight Four Limousine, 121-in. " \$1950
All prices f. o. b. Toledo

The Willys-Overland Company, Toledo, Ohio
"Made in U. S. A."

OVERLAND COUNTRY CLUB IS FEATURE OF ANNUAL SHOWS

The Overland Country Club roadster is attracting more than the usual amount of attention at the various auto shows throughout the country, demonstrating clearly that this smallest member of the Overland family is going to be one of the best sellers of the 1917 line.

When the Willys-Overland company staged the biggest dealers' convention ever held in the history of the automobile industry at Toledo, one of its chief attractions was the complete line of new Overland and Willys-Knight models on exhibition at the factory's show rooms. The convention had been in session less than a week when it became evident to officials of the company that the entire production of Country Club roadsters would be insufficient to meet the demands of its dealers.

Certified Check of \$100,000.

E. M. Bachrach, the Overland dealer at Manila, traveled thousands of miles in order to attend the convention. He brought with him to Toledo a certified check for \$100,000 and was

so enthusiastic over the appearance and performance of the Country Club roadster that he was half inclined to invest the whole amount in this one model alone.

Mr. Bachrach's enthusiasm over the Country Club sport model was shared by every one of the 5000 dealers who attended the Overland convention. Every man who observed it had something good to say about it. Those who cared to, tried it out over the country roads and the city thoroughfare and were delighted with its performance. Its light weight and short wheel base enabled them to handle it easily in any kind of traffic. The powerful four-cylinder motor gave them all the speed they were looking for.

"One would think that the Country Club roadster is a curiosity of some kind, judging from the attention it is attracting," says John N. Willys, president of the Willys-Overland company.

"In a way it is a curiosity because it is the only real smart sport model in the low priced class, but it is a

practical car in every detail. It is a quality car from base to top, designed to answer the requirements of a army of buyers who want a distinctive medium-priced automobile.

La Grande Dealers Open Salesroom. Galloway-Rees company are the La Grande dealers for the Overland and Willys-Knight automobiles. They are opening up a fine salesroom and service station at Fir and Adams in the Hawthorn building and will occupy it by March 1. A full line of parts will be carried but no garage will be conducted. Members of the company are C. A. Galloway of Elgin and H. C. Rees of La Grande, both well known business men.

Mr. Galloway is at present county commissioner and Mr. Rees recently retired as deputy sheriff in which position he made an enviable record for courtesy and efficiency. Both Mr. Galloway and Mr. Rees recently visited the factory at Toledo, having been members of the famous excursion party mentioned above. They are enthusiastic over the merits of the cars they represent.

Motor and Auto Notes of Interest

In a Henderson with the thermometer at zero, Chas. Selk Jr., at Manitowish, Wis., recently made 55.8 miles on a gallon of fuel.

Baltimore, Mr. Henderson No. 6742 with F. W. Sandruck Jr., in the saddle. Rode to Washington, D. C., and return and then rambled about the city for some time covering 78.2 miles on the gallon.

Since the first of the year batteries have advanced over 100 per cent.

Between 1:30 p. m. and 5:30 p. m., John Bice of Chicago rode 82.3 miles on 7 1-2 pints of gasoline. On account of the extreme cold and the condition of the roads he was forced to stop then, by physical exhaustion. Measuring the fuel that was then drained from the tank showed one-half pint unused. At the rate he had progressed until that time, Bice would have covered about 87.7 miles on the full gallon.

FOR RENT SIGNS—For sale at The Observer office.

HYOMEI
(PRONOUNCED HIGH-O-ME)
ENDS CATARRH, ASTHMA, Bronchitis, Croup, Coughs and Colds, or money back. Sold and guaranteed by LA GRANDE PHARMACY La Grande, Ore.

MODART CORSETS Front Laced



SOLID COMFORT

Standing, Sitting or Lying Down

When you stop to think that you spend between five and six thousand hours every year in your corset, you must realize how important it is that you have a perfectly comfortable corset. A poorly fitting corset frequently leads to severe nervous and organic troubles which cause years of suffering. In the MODART Corset we have a garment that always gives genuine comfort, sitting, standing or lying down.
PAULINE LEDERLE, Sommer Hotel Bldg.