

Riggs Says Overland Business Increasing

Frank C. Riggs, Western District Manager of the Willys-Overland Company, has made public the following very interesting facts about the recent growth of his company's business on the Pacific Coast.

"The business of The Willys-Overland Company, represented on the coast by the Overland-Pacific, Inc. of Washington and Oregon, and the Willys-Overland of California, has shown a tremendous increase since the company began to operate its own branches in the large coast cities."

"The demand for and purchase of Overland and Willys-Knight cars in each of the ten coast cities in which the company now operates its own branches, showed an average increase of 212 per cent in January 1917 over the same month of the preceding year."

"The Willys-Overland branches are essentially factory service stations where owners of Overland and Willys-Knight cars may get the best possible factory-to-owner service, and where dealers in the surrounding territory may have their needs taken care of promptly and efficiently."

Beauty is the first present nature gives to women and the first it takes away.—Mere.

Goodyear Adopts New Tire Policy; Agent Now Runs Service Station.

The Goodyear Tire Rubber company has always had as a basis for its policy, a sincere intention to give the most value to the consumer of its products. It is constantly studying and experimenting in an effort to offer maximum value. Residents of Grande Ronde valley are familiar with one of the most recent steps in this direction, when the giant Goodyear concern made arrangements to produce its own cotton in the Salt River valley of Arizona, thus assuring themselves that the carcass of their tires, whether fabric or cord, would be absolutely the strongest and best and most uniform that it is possible to turn out. The Goodyear company not only builds its own fabric in its own mills, but now grows its own cotton. The Goodyear people have turned out a very remarkable tire in the past, but they are now confident that they will soon be in a position to offer users, even a better tire.

Mr. J. B. Winstanley, the Goodyear company's representative in this section, says that his company is decidedly anxious not only to build the best tire in the world, but intend going a step further in the future, so that users of Goodyear tires and tubes will get the most value out of each and every article purchased. It has made a careful study of the situation and has come to the conclusion that the average car owner does not get

the maximum value out of tires, nor will he do so under the present tire retailing plan. The Goodyear company feels that if their tires are properly sold and full service rendered to the tire buyer by the dealer, the practice will result in very much more satisfaction and a decided saving in dollars and cents for the car owner.

The Goodyear people first select only those dealers who are in a position to qualify as a Service station for them and then these dealers are instructed in regard to the manner in which a Goodyear tire or tube is to be sold. The dealer is told what the car owner is entitled to in the way of service so that he can get every mile out of the Goodyear tire that is built into it.

If the Goodyear company is satisfied that the dealer can qualify and will run a real Goodyear Service station, then the appointment is made and the contract signed. While this is a departure from the old retailing plan of grabbing a tire off the rack and getting the customer's money and then getting rid of him until he needs a tire again, it is absolutely a step in the right direction, inasmuch as the tire buyer under the Goodyear plan is assured of not only a first class tire or tube, but definite, uniform and constant service with every purchase.

It is figured that when this plan gets under way a tremendous saving will be effected for car owners. The Goodyear company admits that because the tire will last very much

longer under proper care and supervision by Service station dealers, the dealers will not sell another so often to the car owner, but they figure very naturally that the dealers will sell to more car owners, which is better business all around.

Mr. Winstanley advises that he has been successful in closing contracts with a group of leading dealers in Union and Wallowa counties and is satisfied that Goodyear service and distribution will be very well cared for in this section.

Why This Man Was Chosen to Head a Great Corporation

In the April American Magazine the story of Charles A. Stone, president of the American International Corporation which has charge of the promotion of American trade all over the world.

"The selection of Mr. Stone for his present position was influenced largely by the ability he had shown in picking, training, and inspiring young men. His main reason for accepting was that he would be able to develop more men than ever before. He had made millions; his success in his own sphere was assured. But developing men was a gospel to him, and he could not resist the opportunity to extend it."

"Already he has sent dozens of men to foreign fields and hundreds more are in training. Within a few years he will have placed thousands of men

in important positions all over the world. Any one familiar with the amazing story of the firm of Stone & Webster may understand why these facts will mean more to Charles A. Stone than any dollar-gauged accomplishment of trade."

Newspapers and News

There seems to be some misunderstanding in some quarters as to what are the so-called duties of a newspaper, the public press, but this should be paper in regard to printing the news. As with almost everything else in the world, there are different kinds of news. There is news that makes interesting reading as well as instructive, and news that is not fit to read. Many of the American journals of today are beginning to see the distinction, although many other continue to regard all scandal and sensational happenings, battle, murder and sudden death, as news for which an eager public is awaiting.

Since suggestion playing an important part in the life of every person, it is a question if depressing news should be allowed to appear in left to the individual who is guiding the destinies of his paper. The day, however, of the muck-raker appears to be happily over and the public is the better off for it. The editor of today is the broad-minded man, well versed in current events and in the matter which he feels sure for the best interest of the thousands of people who depend upon the newspaper

for their information and instruction, and this kind of man is one who will under every circumstance strive for the best results through the best means and leave the salacious and tawdry details to the less scrupulous instance the Christian Science Monitor dealing with the case, leaving it will not print stories of murder, public conscience and cause bad re-out anything that might get into the suits. Police of long experience have Oregon were present.

der or suicide, printed at length in the newspapers, often leads to other the accounts as to barely cover the Bishop Black then read a letter from crypt, the Springfield Republican, and others, have drawn the line at what The other papers referred to, trim suicide, divorce, scandal or like kind. murders and suicides, for, upon a certain class of individuals, the suggestion finds fertile field for multiplying itself.—Pendleton Tribune.

known newspapers, like the Christian is news and what is not news. For declared that the account of one mure-yellow journal. Some internationally Science Monitor, the Boston Trans-

Ear Of the Whale.

The office of the whale's ear is scarcely perceptible, yet it is said that the whale's hearing is so acute that a ship crossin its track a mile distant will cause it to dive instantly.

It is a dull day that does not bring forth a serious crisis of some sort.

Overland

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.

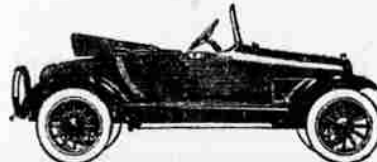
Every car is built to a rigid standard of performance, comfort and appearance.

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.

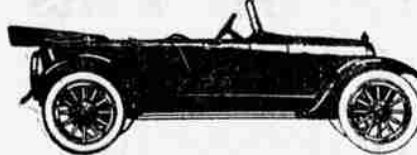
These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

Overland Light Six Models



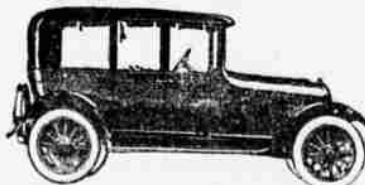
Roadster, 116-in. wheelbase—(Illustrated) . \$970
Touring, 116-in. wheelbase \$985
(See also Closed Cars)

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 \$1385
Overland Light Six Sedan, 116-in. wheelbase \$1585
(Illustrated)
Willys-Knight Four Coupe, 114-in. wheelbase \$1850
Willys-Knight Four Sedan, 121-in. wheelbase \$1950
Willys-Knight Four Limousine, 121-in. " \$1950
All prices f. o. b. Toledo

Galloway-Rees Company

Distributors of Willys-Knight and Overland Automobile for-

Union County

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)

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."