

WILLYS-OVERLAND BREAKS RECORDS

President John N. Willys Predicts 1924 Will See Great Increase in Sales

Announcement by President John N. Willys of the Willys-Overland Co., of the production of more than 200,000 cars on Dec. 15, capped the climax of the most remarkable year that Willys-Overland has had, a year replete with sensational success that has returned this organization to its place among the leaders of the motor car industry.

Mr. Willys coupled this announcement with the statement that Willys-Overland expects to break every one of its 1923 records in 1924 with a production which at present indicates a probable sale of 300,000 cars.

Willys-Overland created the first of its series of unusual announcements in 1923 with the appearance of its new Willys-Knight Coupe Sedan at the New York show.

The enthusiasm which this car occasioned here was duplicated at every motor display in the country and in every Willys-Overland dealers' show room, with the result that within 30 days after its announcement almost every pos-



W. R. and J. H. McALVIN

General Auto-Top and Upholstering Work

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sible motor car purchaser in the larger centers of population had inspected this unusual model.

The new product was a novelty in automobile manufacture—not a coupe, not a sedan, not a coach—but a distinctly original and individual creation in motor car design; the first of a series of refreshing departures which marked Willys-Overland's career for the past 12 months.

Red Bird Another Success

Another important message was sent forth early in spring—the new Overland Red Bird, a novel creation in Mandalay Maroon and glistening nickel, set off with khaki-colored top and extra equipment, in a totally new price class. Its success was instantaneous and country-wide. This was in a limited measure duplicated in the Willys-Knight line by the building of the Country Club model, a handsome touring car in Cavalier Maroon, also specially equipped. Both of these cars filled a long-felt want for novelty that appealed to the buyers of the so-called "sport" types.

Shortly after the original announcement, the Red Bird was further stressed by an entire month of demonstration and display that greatly increased its popularity.

And Then The Champion

But the height of motoring utility was scaled in mid-fall by the announcement of the new Overland Champion, a closed car of unique design, actually introducing to the public something radically fresh, said to be the most divergently useful car so far brought out.

The car seemed to sweep the country; enthusiasm and sales of this single model being greater than of any other new car within a similar period, following its original announcement.

Almost of equal interest to the motoring public were further announcements of new closed car designs on both Overland and Willys-Knight chassis; of the production of the larger Overland with black body and top; of the building of the Willys-Knight Coupe-Sedan in two types, a leather-upholstered body for professional and business man, and another finished in velour, called the DeLuxe model; the Overland Model 91 Touring car in both standard and DeLuxe designs; and the Willys-Knight 5-passenger Sedan in both standard and DeLuxe designs.

The Spad for Commercial Car Users

Of particular interest to the business man who operates one of a fleet of delivery cars was the Overland announcement of the new Overland Spad, a delivery car chassis, with four standard body types, making possible 16 different models, produced after an exhaustive study on the part of Willys-Overland engineers and transportation experts of the spec-

ial requirements of this particular sphere of the automobile.

Prices Are Now the Lowest

Another achievement of Willys-Overland has been the series of price reductions, which brought Overland and Willys-Knight cars down to the lowest price in their history, a feat made possible by change in factory production methods which permit the manufacture of these cars, with highest grades of materials and without sacrifice of rigorous inspection and test, at less cost than has hitherto been thought possible.

Ranked also among Willys-Overland achievements of the past year has been the growth of its dealer organization, which today is practically twice that of 1922. Able merchandisers of motor cars in practically every community have been obtained to sell Willys-Overland products and in practically every instance the success of the factory in Toledo during the past 12 months can be attributed to the remarkable cooperation extended by Willys-Overland merchants.

The Millionth Car

One more spot of pleasant memory that the past year holds is the production of the millionth Willys-Overland car, an event properly and fittingly celebrated not only by the factory organization at Toledo, but by the entire dealer body.

Sales classes held by hundreds of Willys-Overland merchants in an effort to train new selling talent have been supplemented by a remarkable series of "service clinics," which have been conducted at central points during the past months. These courses have been in charge of specially-trained factory men who have been entrusted with the task of teaching and training dealers' mechanics and service men in the latest and most efficient methods of taking care of Overland and Willys-Knight motor cars. Willys-Overland feels that it possesses the leading dollar-for-dollar value in automobiles. It is our persistent aim to back this product with the best obtainable service.

Sales records for the past year indicate that, even in a year of careful buying, Willys-Overland value has been solidly appreciated and men who have paid more for a motor car in the past have been attracted to Willys-Overland because they have appreciated the company's efforts to build sound values. One hour in the Willys-Overland factory would convince the most skeptical that Willys-Overland is following the most rigorous standards of manufacture, which fact, more than any other, has been responsible for the remarkable wave of popularity that has gained Willys-Overland its present position.

Greater Things in 1924
With this series of achievements now a matter of history

Willys-Overland faces the New Year with a determination to improve even on this record. The Willys-Overland factory in Toledo expects to beat every month of 1923 during 1924. It is estimated that the production requirements will exceed 300,000 cars.

DODGE BROTHERS ESTABLISH NEW PRODUCTION MARK

Million Cars in First Nine Years Is World Record, Executives Say

One million cars built and sold in the first nine years and eleven days of production.

This is the latest achievement of Dodge Brothers, Detroit, who thereby add another to their long list of notable contributions to the automobile industry.

It is a world's record. No other manufacturer, according to official figures shown by Dodge Brothers executives in support of their contentions, has achieved the one million mark so soon after the completion of his first car.

Dodge Brothers began production on December 4, 1914. Car No. 1,000,000 rolled off the final assembly line December 13, 1923—9 years and 11 days later.

Strong public demand has given a constant impetus to Dodge Brothers production from the very start. At the outset they were oversold—and have been ever since,—despite enlargements which have converted a factory of some 20 acres of floor space into a great industrial city employing 20,000 men and having a floor space of more than 100 acres. Only a few months ago a large new assembly plant was placed in operation, increasing plant capacity to approximately 1,000 cars a day and placing Dodge Brothers in a better position than ever before to build their share of the huge output scheduled for 1924.

While factory officials are pleased at the attainment of the one million mark in so brief a period, they attach far greater importance to the fact that more than 90 per cent of the first million cars are still in service.

This is the point that interests the public, they maintain, for it is emphatic evidence that quality production has always had preference over quantity production in Dodge Brothers Works, even when the most heroic measures were being adopted to increase plant capacity to meet the increasing demand.

It is more important than mere numbers to the automotive industry as a whole, as it is indicative of a constant betterment of the product, as compared with the early days of experimentation and unreliability.

In almost every town in the country, and in many abroad there are Dodge Brothers cars of 1915 and 1916 production, with hundreds of thousands of miles to their credit, still giving daily service. Naturally, the people in these communities know about the cars and point to them as evidence of a conscientious effort on the part of the manufacturers to build a product more and more worthy of general public acceptance.

Territorial Senator Asks Aid for Alaskan Farmers

(By Mail)
(By The Associated Press)
ANCHORAGE, Alaska, Dec. 7.—Territorial Senator M. D. Snodgrass has promised to try to call a supposed leak of \$500,000 annually in Alaska's treasure chest. The item is said to be represented in foodstuffs, hay, grain and mill feed now shipped into the Alaska railroad belt from the United States.

Senator Snodgrass said recently that he would press on congress the necessity for aid that would enable Alaskan farmers to get on their feet and begin taking from the ground some of the substances imported.

He added: "When the late President Harding advised the development of local industries in Alaska, he doubtless had in view the question of agriculture. There was enough money expended in foodstuffs during the construction of the Alaska railroad to have put a thousand farmers on the way to independence. It is too late to consider this past expenditure, but if the agricultural resources of the territory can be developed, Alaska need fear nothing for the future."

Senator Snodgrass said that beef, pork, mutton and poultry all were produced, but on a small scale because of the scarcity of stock animals. He reported that Secretary Work of the interior department had endorsed a plan for doing out herds to farmers on long-time payments. He also expressed confidence that Secretary of Agriculture Wallace would offer congress a plan covering the entire agricultural question in Alaska.

TRIBE OF CALIFORNIA INDIANS CONVERSE BY WHISTLING LANGUAGE

(By The Associated Press)
BERKELEY, Cal., Jan. 5.—A tribe of Indians whose members communicate among themselves only by whistling and who can talk to birds in the same manner has been found in the Siskiyou mountains in northern California. The discovery was reported to A. L. Kroeber, curator of anthropological museum of the University of California by J. R. Saxon of the United States forestry service.

Saxon said that for weeks forest rangers in a remote part of the Siskiyou had heard uncanny whistlings over the service wires that stretch from station to station through the mountains. He went to investigate and after nightfall was caught in a mountain storm. He found a small cabin of Indian construction. It was empty and he prepared to spend the night there.

The ranger recalled that he left the shack to stable his horse in a lean-to nearby. When he returned he said, he found steaming food laid on the floor, and beside it a bed of deer and bear skins provided for him. But no one was in sight.

For two days, related Saxon, he lived there in this way. When he left the cabin food would be spread for him, but with no amount of agility could he discover the unseen dispenser of hospitality.

Finally, on the third day, several Indian men appeared at the cabin, and in sign language informed him that he had been their guest.

"To my amazement," he said, "I learned that they did not speak to one another in any language of words or in the ordinary articulate sounds of human beings, but that they conversed only with staccato whistlings."

At a whistled command birds would flutter from the trees to a clearing to eat food scattered there by the women, according to Saxon's narrative.

He described the men as shy, adding that the women were like deer. "At the sound of my voice," he explained, "the women fled into the canyons."

He said the Indians led him to the nearest forest service telephone station and by signs conveyed to him that they had seen forest rangers using this instrument and had themselves experimented with it in their whistling tongue. This explained the mysterious sounds.

Saxon believes that the isolated clan of "whistling people" is an obscure offshoot of the Karok tribe of Klamath Falls Indians.

Professor Kroeber said the Karoks were an unusually intelligent

DODGE BROTHERS TYPE-B SEDAN

To the admirable sturdiness and all-year protection of this Sedan, Dodge Brothers have added refinements which further enhance its value and desirability.

The car is long and low, with deep seats and abundant leg room. New springs—under-slung in the rear—add immeasurably to the comfort of riding.

With these and other notable improvements, the Type-B Sedan will distinctly appeal to those who demand beauty as well as utility in the car they drive.

The Price is \$1250 f. o. b. Detroit—\$1475 Delivered

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and industrious tribe, numbering today about 2000. He is investigating the report of the whistling Indians. Season baked beans with olive oil instead of pork or butter. The flavor is fine and the dish is more easily digested. A little olive oil may also take the place of butter with mashed potatoes and make a nutritious and palatable addition to the menu.

Taking America Off Its Feet!

Overland Success Is the Talk of the Country

Great strides ahead—conspicuous leadership—warm words of praise on the lips of people everywhere—all these things focus on one big, vital fact: Overland and Willys-Knight motor cars have the right stuff in them.

The year just ended has been the greatest of all the fifteen years of Willys-Overland history. A great year made by great cars—the greatest in looks, power, action, comfort—and money's worth!

Look at the new Overland Champion, for instance. It brings a quality closed car within reach of every purse. America's first all-purpose car—conceded to be the most useful motor car on wheels.

The price of the Champion—\$695—is a champion price. And even if the new Overland Champion did not have the many unique features that make it famous, it would still be a remarkable value at its price. It is the only quality closed car seating more than two passengers ever sold under \$700. Its greater value is typical of all the other Overland models.

The Champion and all Overland models have the bigger Overland engine—brute power with extreme economy. Leaders in economy—leaders on the road—leaders in the many satisfactions they bring to owners. See them. Sit in them. Ask for a sample of their performance.



\$495 f. o. b. Toledo

\$695 f. o. b. Toledo

\$795 f. o. b. Toledo

Vick Brothers

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TRADE AT HIGH

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None "Just-as-Good" as a C-T-C Tire

C-T-C's will travel farther and skid less than any tire you have ever used.

Therefore, both economy and safety warrant your putting on C-T-C tires right now.

There may be some mileage left in those old tires, but, if they are skiddy, they are also dangerous to both your property and other people's.

If you have not yet become convinced of C-T-C superiority, take up the following guaranty, which any authorized C-T-C dealer will make you between now and January 15th.

Simultaneously place a new C-T-C and any other new tire of same size on opposite wheels.

If, or when, the C-T-C fails to outwear the other tire, you will be given a new tire FREE.

And remember, C-T-C's DON'T COST MORE than ordinary tires.

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