

All Production Records Broken by Willys-Overland For First Quarter of Year

Of Seven Leading Manufacturers Who Built Over 100,000 Cars in '23, Willys-Overland Shows Largest Percentage of Increase First Quarter '24 Over That '23-54. March Production Biggest Month in Company's History. President John N. Willys Finds Dealer Organization Optimistic Over Business Outlook As Result of Long Trip in Field.

Surpassing all previous monthly production records with a production of 24,991 cars for March, the conspicuously strong position of Willys-Overland during the past few weeks is now shown to be fully warranted. The company also exceeded any previous quarter with a total of 68,461 cars for the first quarter of this year.

year have greatly strengthened their position at every point in the territory," he said. At every point he found dealers optimistic over Willys-Overland business, "not merely optimistic with hopes but optimistic as result of large numbers of retail orders on file which will be delivered as soon as the spring business season opens up the roads."

Willys-Overland production for the first quarter of 1923 was 44,476 cars, which in itself was a very large increase over the same period for the previous year, but this year's production is an increase of 54% over the same period last year. Shipments reached their high point on March 31 when the total was 1535 cars.

Mr. Willys states that the bad weather of the past few weeks has delayed deliveries in many quarters, but has not materially retarded Willys-Overland sales.

The steady and remarkable progress of the Willys-Overland company during the past three years has been one of the outstanding achievements of the industry. In 1921, Willys-Overland sales were 46,923; 1922, 92,886; 1923, 200,804, and the schedule for 1924 is 300,000, covered by commitments from dealers, a planned increase of 50% for this year.

"We note from the reports of credit companies who finance dealers during the winter, that a very active retail demand started in many sections late in March. Retail sales, according to our field reports, are equal in March to those of last year, and this past week has shown a very great increase."

Only seven manufacturers built more than 100,000 cars each last year. These seven built nearly 80% of all the cars. In the first three months of 1924, Willys-Overland showed an increase of 54% over the first quarter of 1923, the largest increase among all of these seven leaders.

"These are substantial indications on which I have confidence that we will continue the present percentage of increase."

John N. Willys, president of the Willys-Overland company, who has just returned from a 10,000 mile trip, reaching from Boston to Seattle, down the Pacific Coast and across the southern part of the United States, in which he has talked personally to approximately 3400 Willys-Overland dealers, is very enthusiastic over the Willys-Overland position and prospects.

"If a man pays a good price for an automobile we will stand back of his purchase. However, we have to explain to people who buy real cheap cars of ancient vintage, that they are not buying a new machine and that we aim only to see that they get their moneys worth of transportation. In such cases they must needs school their aesthetic senses so that a little looseness in the motor or a patch on the top won't jar their finer sensibilities too much."

"During the past year we have almost doubled our dealer organization and the profits made by Willys-Overland dealers the past

"In Syracuse, N. Y., our dealers sold more than 200 cars during their automobile show, when the town was buried in snow. In Huntington, W. Va., more than 70 Willys-Overland cars were sold during the automobile show."



BROOKSIDE AUTO PARK ON PACIFIC HIGHWAY NORTH OF SALEM

De Luxe Sedan Is Olds Sport Car A Completely Equipped Sport Closed Car—Beautiful Maroon—Steel Wheels, Black and Gold Stripe

"New York City branch sales for first quarter were 4299 against sales in 1923 of 2504, an increase of 71 1/2 per cent."

"Detroit sales for the first quarter show 67% increase over the same quarter in 1923, as compared with a 33% increase for all makes."

"Another thing that gives no great optimism over the Willys-Overland business for the coming year," continued Mr. Willys, "is the very large number of new dealers that we are adding every day in open territory. More than 500 new dealers were signed up in March. In Omaha, our branch manager had signed up one new dealer every day during the month of March. We have received more than 2000 inquiries for our dealer franchise within the last 40 days, and our dealers everywhere are enthusiastically confident that this is going to be by far the greatest year in Willys-Overland history."

"Our dealers in Buffalo territory have placed orders for 157% of their April quota. In Chicago, retail sales show a 33% increase for March in excess of March last year, in spite of the fact that they have had no weather for retail deliveries in the country territory. From Elmira, N. Y., we just received reports that sales for the first quarter are 200% ahead of last year."

"Just before I reached California," said Mr. Willys, "the business there had shown a tendency to slow up slightly, because of the abnormal lack of rain, but it rained heavily for three days and a marked increase of enthusiasm was evident at every point in the state, as a result of the greatly re-

deals the customer had the bad transaction passed on to him. Now it is different at the Certified Market. Cars are taken in at standard prices known to be right by the used car exchanges all over the country. The appraisals are unbiased for the appraiser merely puts a standard selling price on the car and deducts a small handling charge of 10 per cent for selling and the cost of conditioning. The man who has a car in fine condition gets a fair valuation because he does not suffer a heavy conditioning charge.

The purchaser gets his moneys worth because in the first place the car is priced right and in the second place the defects which should be remedied are tended to before the car is sold.

Officials of the Willard Storage Battery Co., Cleveland, Ohio, are becoming disturbed over the prohibition situation all over the country. Barrels of distilled water sent to service stations for filling storage batteries are disappearing as soon as they are empty, and sometimes before.

blems often resulted from the inability of seasoned drivers to make allowances for the shortcomings of beginners, the A.A.A. has outlined for motorists some suggestions as to safeguarding car users through better understanding between drivers.

The recommendation of especial importance are as follows: "Whenever a driver seems to be usurping the right of way at an intersection when he is not entitled to do so it is safer to assume that he or she is inexperienced and not wilfully disrespectful of law and order. Too many motorists seek to 'teach other a lesson' at the wrong time, and the inevitable result is an accident."



Trends in the automobile business furnish ample proof that the luxuries of yesterday are the necessities of today. More and more the public is demanding cars containing every accessory that has proven its worth. In response to this demand the Olds Motor Works, Lansing, Mich., is offering the De Luxe Sedan—the sport model of the closed car field.

Reports from dealers have shown a growing desire on the part of the purchasing public for a closed car as completely equipped as the open car sport models. As this demand grew, the Olds Motor Works decided to give Oldsmobile purchasers a part of the retail price of accessories and all of the cost of installation by placing all the wanted accessories on the car as standard equipment.

The DeLuxe Sedan is painted in a beautiful shade of maroon and is equipped with Tuarc steel wheels enameled in black with gold stripes, nickel-plated radiator shell, bar, radiator cap, motor-eter, hood painted in maroon to match the body, spotlight, four running board step plates, windshield cleaner, rear vision mirror, front bumper, rear sport bumpers, sport tire carrier, four trunk rails on the back of the car, trunk platform and black enameled steel trunk.

The addition of the trunk and carrier and the adoption of the disc wheels give the car the appearance of added grace and length. This new Oldsmobile has been well received during the short time it has been on the market, reports from dealers show.

NEW DRIVER NOT ROAD HOG--A. A. A. 1,000,000 New Drivers This Year Is Estimate—Skill Will Be Acquired

In a bulletin just issued by the traffic committee of the American Automobile Association motorists are given timely warning against confusing the "road hog" with the inexperienced driver whose lack of courtesy or recklessness may be unintentional.

According to the A.A.A. paper every spring brings its list of preventable accidents as a result of inexperienced drivers mistaking unintentional for wilful recklessness and violation of rules of the road. As a result of several recent investigations into accident causes in which it was shown that colli-

sions often resulted from the inability of seasoned drivers to make allowances for the shortcomings of beginners, the A.A.A. has outlined for motorists some suggestions as to safeguarding car users through better understanding between drivers.

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"The proper time to teach the new driver the rules of the game is before he has to apply them. The experienced driver who leads the beginner into believing that the only way to learn to drive is to enter heavy traffic and 'sink or swim' is only encouraging the worst form of recklessness."

"The wilfully reckless driver may change his mind at the last moment and avoid trouble simply because he drives well enough to know how to avoid it, but the inexperienced driver has no such advantage."

"There will be about 1,000,000 new drivers this year if car sales continue at the present rate. While still in operation of the car is an easier matter to acquire by reason of the great improvement in controls, traffic conditions are more complicated than at any time in the history of the automobile and knowledge of rules of driving and courtesy never more important."

"In view of present conditions the experienced motorist cannot afford to mistake ordinary inexperience for wilful recklessness. The man in the powerful phonon who passes you at a dangerous point on the hill may be simply someone who does not fully appreciate the risks he is taking. If you are a true worker for safety you will do everything in your power to make it less likely for this inexperienced driver to come to grief."

"This means that you must give way to him at crossings, fall back on the hill if he tries to pass and show signs of getting caught between your car and a machine coming down hill, and apply your brakes cautiously when he is following you in traffic."

"It means that at every curve in the road you should sound your horn, because in all probability he will overlook this point."

"The beginners will learn, but in the meantime safety rests with those experienced drivers who are in a position to offset the beginner's shortcomings."

JOINS CHRYSLER AUTO FORCES

With the announcement by J. E. Fields, general manager of the Maxwell-Chrysler companies, that Jno. D. Mansfield, who has long been associated with the management of the Dort Motor company, has affiliated himself with Maxwell-Chrysler, another one of the industry's most prominent execu-

Double Anniversary Week Promises Well for Farm and Forest

WASHINGTON, April 19.—The biggest "back to the soil" and "dig-in" week the United States has seen since war garden days opens tomorrow with Forest Protection Week and Second National Garden Week coming on the same dates, says a statement today from the American Tree association.

Next Friday is tree day of the garden week campaign being conducted by the General Federation of Women's club, and thousands of women will join the American Tree association by planting a tree, the only "dues," and registering their name in the tree planting army.

The American Tree association, through its president, Charles L. Pack, directs attention to the importance of the McNary Clarke Forestry Bill. In his proclamation setting the date for Forest Protection Week, President Coolidge said: "We are drawing up our supplies of timber four times as fast as they are renewed through growth."

One of the outstanding programs of tree planting reported to the American Tree association is that of the Erie County Conservation Society of Buffalo. Mayor Schwab has set May 7 as tree planting day for the entire city, and 80,000 trees will be planted. Another big feature is the completion of the work of the American Legion in planting a 5000 acre

forest in Herkimer county, New York. In Ohio, through the Federated Clubs, 899 committees are putting on the national tree voting campaign in the schools in connection with the week. Thousands of trees will be planted. In Indiana, Kansas, Iowa, Minnesota, Mississippi, Illinois, and many other states tree planting programs are being worked out in the schools.

As to the importance of getting the people back to the soil the following statements are made for the week: PRESIDENT COOLIDGE—National Garden Week seems now to be well on the way to establishment as a fixed national affair, and I hope this year's observance will strengthen its position in public interest.

HERBERT HOOVER—The intelligent cultivation of plants around our homes is to be encouraged. The home cannot be considered apart from its setting in nature. MRS. THOMAS G. WINTER—President General Federation of Women's Clubs: "The garden movement means contact with the vitality, reliability and serenity of nature in human life."

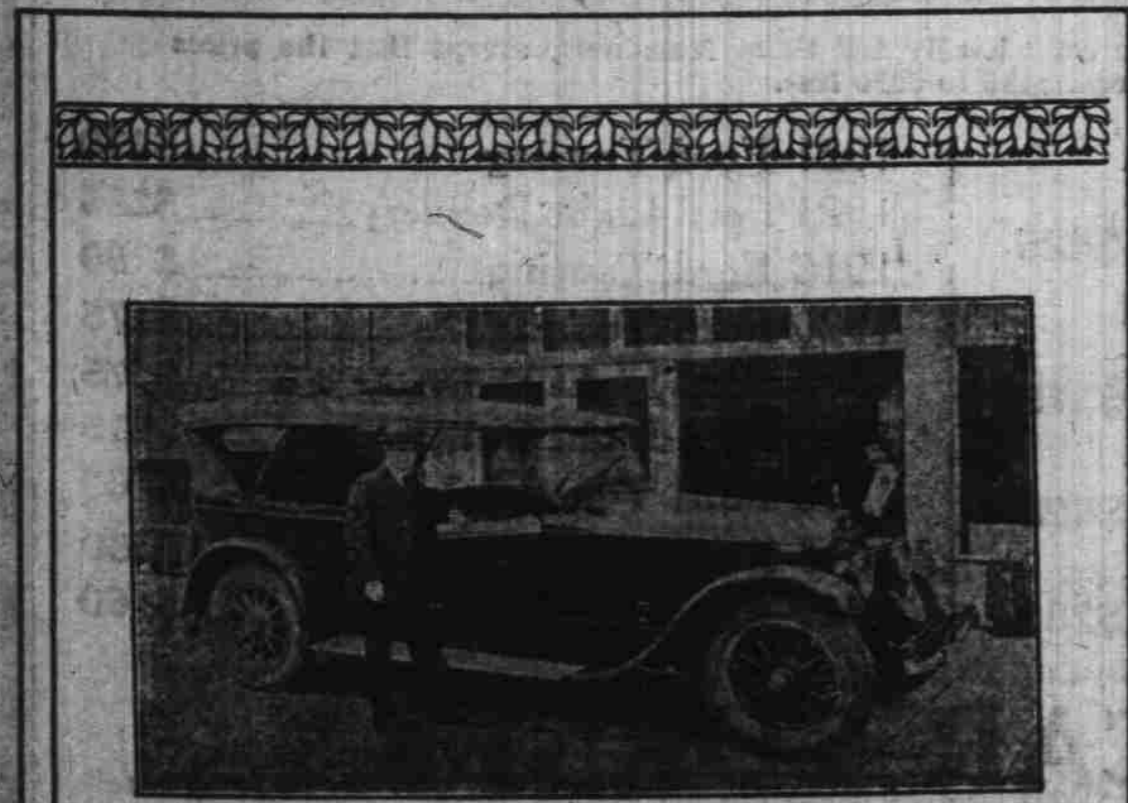
Mrs. Mary K. Sherman, National Federation of Women's Clubs: "A house does not suggest a home unless it has a garden and growing things around it."

Mr. Mansfield was impressed with the large opportunity which he saw in the Maxwell-Chrysler future. "This is the second announcement of recent weeks made by the Maxwell-Chrysler organization by which two of the most prominent men in the entire industry are brought to the Maxwell-Chrysler standard. The first was R. H. Collins, former president of Packard, Cadillac and Buick, who has taken the Maxwell-Chrysler distributorship in Chicago. Mr. Mansfield follows Collins' lead in selecting a medium for his future work in the industry, but his efforts will be put forth as a factory executive rather than in the dealer field."



A VIEW OF MAIN STREET, MONMOUTH, ORE.

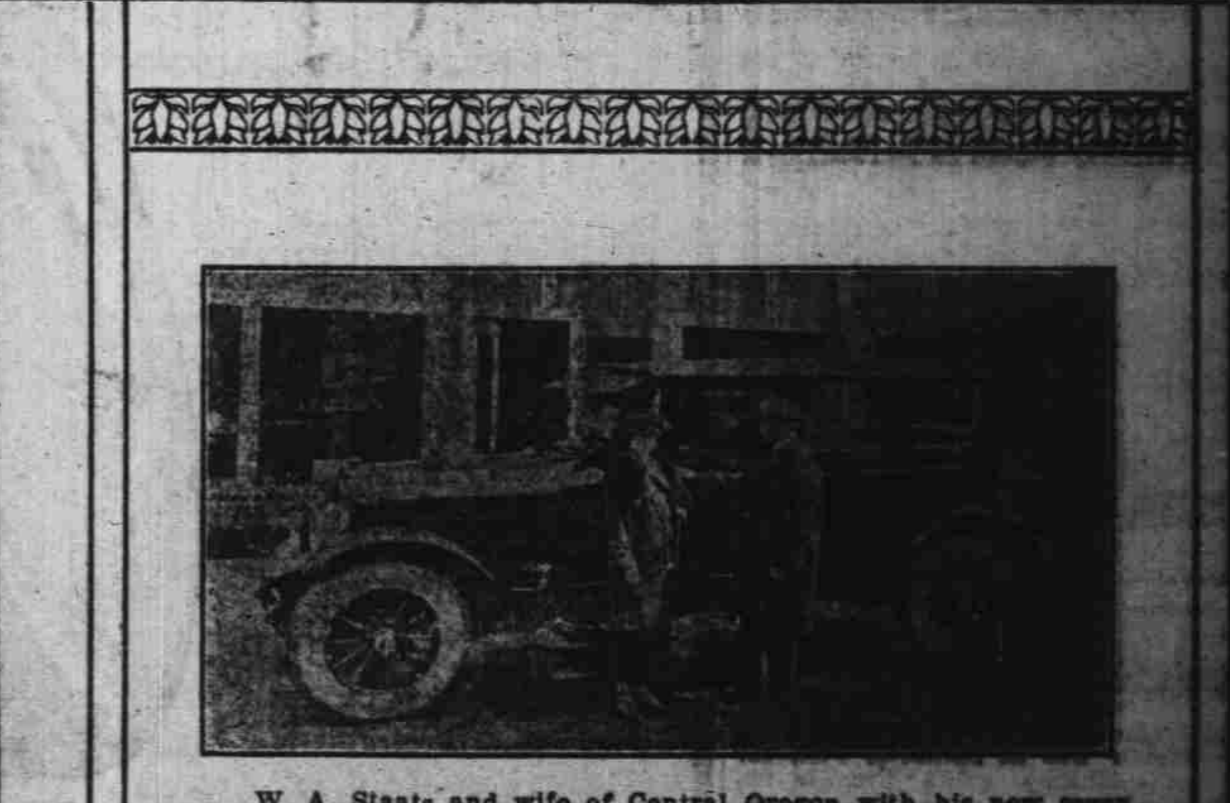
THREE LINCOLNS ARE DELIVERED BY VALLEY MOTOR COMPANY



C. F. Giese, of the Giese-Powers Furniture company, with his new seven-passenger Lincoln touring car which he has just purchased from the Valley Motor Company. Mr. Giese is justly proud of his new car. He is one of the five Salem boosters, and he will be able to show up with the best of them with his new Lincoln.



The above is a snapshot of C. M. Miall and his new two passenger Lincoln coupe which he has just purchased from the Valley Motor company. Mr. Miall is president and general manager of the Northwest Fruit Products company and the Northwest Canning company. He is one of the most enthusiastic of Salem's men who are doing big and constructive things, and he likes to drive a good car.



W. A. Staats and wife of Central Oregon with his new seven passenger Lincoln sedan, bought a few days ago from the Valley Motor Company. Mr. Staats is one of the big men of Central Oregon, among whom big and fine and fast cars, undoubtedly, for there are wide spaces in the region over the Cascades, and long distances have to be covered. Mr. Staats will be able to make a showing with the best of them over there, with his Lincoln sedan.