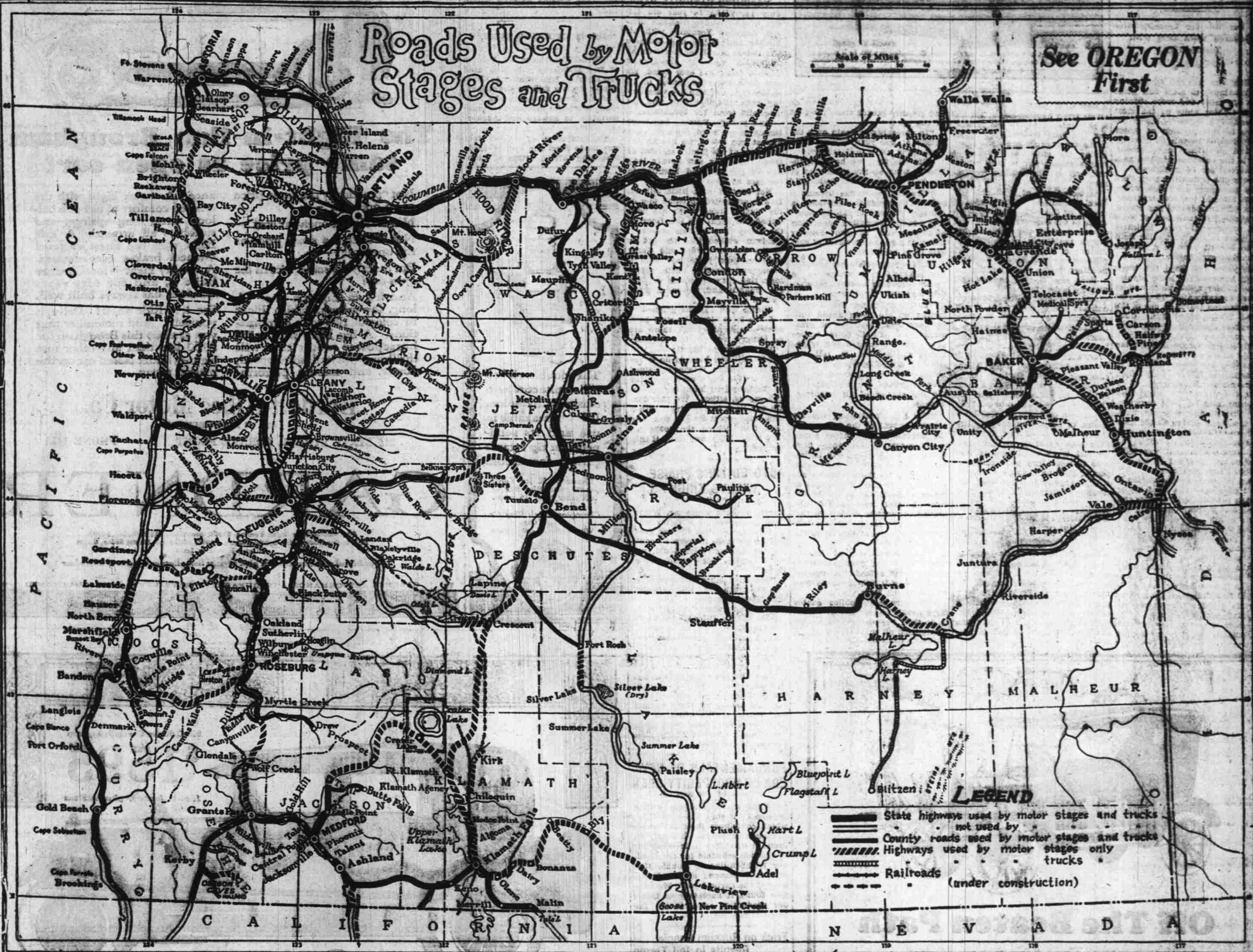


SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, JULY 19, 1925



TRUCK AND BUS LINES REACH ALL PARTS OF THE STATE—The great revolution in local transportation which has followed the highway improvement of the past few years is readily appreciated in looking at a map compiled by the state highway department from records of the public service commission which has jurisdiction over commercial bus and truck lines. Not alone on state highways but on main county roads the system has spread nearly all over the entire state, reaching even to points where highway development has not touched, for example, the freight truck line from Crane to Blitzen, in Harney county. In some sections the freight truck lines and the passenger bus routes are not coextensive, one section may have a freight line only, while another will have only a passenger line. These variations are shown on the accompanying map, which is made up by imposing one system upon the other.

Auto Editors Loud in Praises for New Willys-Knight Six

Newspapermen Drivers of Coast-to-Coast Car Deeply Impressed by Performance of Famous Car

When President John N. Willys of the Willys-Overland, Inc., decided to send a Willys-Knight six from coast to coast with only newspaper pilots, he realized that every feat known to automobile drivers would be used on his product. Now that the car is on the Pacific coast, delivering greetings from eastern officials to western executives, it is interesting to note the original comments of well known automobile editors who drove the car on its westward trip. During the last 20 years I have ridden in almost everything the automobile industry has produced and I thought I was blasé," writes Charles F. Marden, automobile editor of the Boston Evening Transcript, "but I certainly had a new thrill in driving the Transcontinental Willys-Knight six press car. Its reserve power, quick response to the throttle, effortless travel and comfort I found remarkable.

The Willys-Knight six trots out the hills, and one rides through the rugged New England country with as little concern for the ability of the car to master the contour of the road as if on the dead level of the plains.

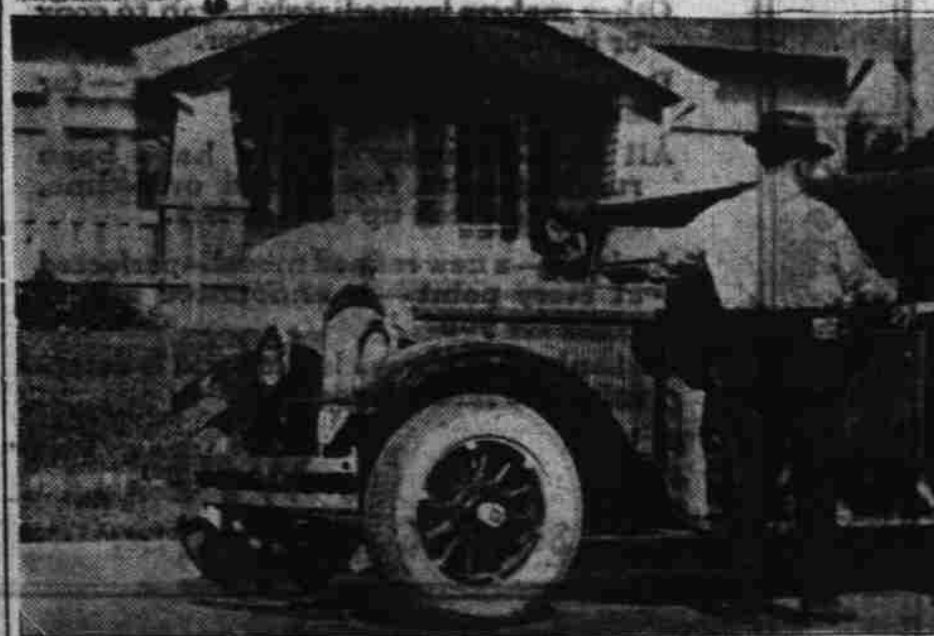
Duncan Curry, auto editor of the New York American, wrote Mr. Willys that "The Willys-Knight six has abundance of reserve power, speed, acceleration and absence of vibration which makes it as comfortable a car to ride in as I ever sat in, regardless of price. Not only that, but the body of the car is luxuriously finished, and one that any one would be proud to drive and own."

Another New York newspaperman, H. L. Humphreys of the Wall Street Journal, has this to say of the new Willys-Knight six: "My trip along the Hudson in the Willys-Knight six was, in many respects, a real outing. The smooth

running motor with its surplus power, ready for any emergency, gave me a sense of relief as well as security. Negotiating all hills with ease, the car revealed a flexibility of power that was scarcely discernible."

Fred C. McAllister, motor transport editor of the Journal of Commerce of New York, wrote that "The flow of power from the motor was so smooth and silent that unless I knew the number of cylinders it would have been difficult for me to designate them."

Cory Adams, manager of the Brooklyn-Standard Union automobile department, has this to say:



The above picture of the Willys-Knight press car which passed through Salem last week on route from Boston, Mass., to Los Angeles, was taken by E. A. Rhoten, livestock editor of the Oregon

"After personally driving this new six a little over 75 miles, and I drove it both fast and hard, I am thoroughly sold on this new product." "I wish to thank you for the invitation," Jam Ford, automobile editor of the New York

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FUNDAMENTALS OF NEW ERA OF PROSPERITY SEEN

BUSINESS BEING ADJUSTED TO INCLUDE INCREASE

General Brightening in all Lines of Commerce Witnessed by Firm

By RUSSELL E. GARDNER, JR., President, The Gardner Motor Company, Inc.

For the first time in at least five years, it now looks as if all six fundamentals of prosperity are basically healthy. I would list these fundamentals in the following order: (1) farm conditions; (2) industrial and labor situations; (3) foreign relations; (4) dealer stocks; (5) administration at Washington, and (6) a plentiful supply of money.

These conditions certainly point definitely to a continued business prosperity, despite any temporary slow-up which may be encountered from month to month. Well-informed business leaders throughout the country seem to be looking forward to a gradual general increase in activity through the summer and fall of the current year.

True, the month of May did show a slight decrease in industrial activity and buying has continued on a hand-to-mouth basis. But since the end of April, the money market has grown easier. This is very important. For it certainly indicates that the slight business recession experienced generally during early May is only temporary, and we can confidently expect June to be the biggest month of the current year to date.

We firmly believe that many constructive plans will be consummated in Washington during the next two years—that the administration will favor the further development of big business and that continued prosperity will result from lowered taxes, foreign trade expansion, railroad-consolidations Federal aid to the farmers, and development of constructive industrial combinations.

We expect that healthy, though not extravagant, business conditions will prevail for at least two years to come, and if the present administration makes good with the people, it is altogether likely that the prosperous era may continue quite a while longer.

Here at the Gardner factory, production is going forward steadily, which indicates that people

(Continued on page 2)

OREGON TO BE PIVOTAL POINT OF SALES PLANS

WILLYS-OVERLAND FACTORY TO EXPLOIT WEST STATES

1925 Will Be the Largest Production Year in History of the Plant

"Building on the achievements of the past seven months, the sales campaign for the balance of the year on the part of Willys-Overland, Inc., will be the largest in the history of the organization," says J. H. Alfred, northwest manager for this huge motor car manufacturing and selling organization.

"Since April, the general plans have been in the course of development. The Sales Department counted heavily on the popularity of the new Overland Six and the new Willys-Knight six but, up to this point, the popularity had not found a permanent basis before actually putting its plans into operation.

"Now we have received word to go and the remaining months of the year will see activities which will surpass all previous efforts.

"Already Willys-Overland has

(Continued on page 2)