

# OVERLAND NOW HAS ALL PRICE CLASSES

### Re-development of Entire Class in Two Years Is Outstanding Work

With the completion of the Whippet six which is now being shown for the first time, Willys-Overland has completed the task of redeveloping its entire line of motor cars in the strikingly short time of two years.

The work behind this achievement has been going on for the past four years inside the walls of the Willys-Overland plants in this country and at Willys-Overland-Crossley, Ltd., of England.

Three years ago, the Toledo manufacturers had products in two price classes, the Overland 4-cylinder models which competed in the low price field and the 4-cylinder Willys-Knight which was in the top section of the middle price class of that time.

It was not a contender in the 6-cylinder market in which the sales volume was increasing in tremendous measure.

Two years ago the development of the Willys-Knight great six brought Willys-Overland to the front in the field of luxury motor cars of multi-cylinder construction and the Overland six marked its entry into the light six field. The middle price field was served by a 4-cylinder Willys-Knight model.

A year ago, the 4-cylinder Willys-Knight was discarded and the middle price field was served with the new "70" Willys-Knight six. In this car, the features which have made the great six a favorite in the higher price ranges, were added to by other developments which had been going on in the Knight motor field of engineering, and surprising power results were obtained by owners of this new car.

Up to this time, the achievements of Willys-Overland had been looked upon as noteworthy. They had been accomplished without any slow down in manufacturing or selling. The output of the company was held to a steady increase.

Six months ago the Whippet made its appearance. This car was the very heart of the volume production of the organization. It was entirely different from any previous product of Willys-Overland just as the Overland six and the two Willys-Knight models were entirely new.

It required even more sweeping change-overs in factory plans and equipment than any of the other three developments. Yet it was put on a waiting market with the loss of but two months production and from the very start it set new manufacturing records in the plant.

The Whippet six has completed the program which was laid out four years ago.

Not only have the cars been completely redeveloped, but the manufacturing facilities have been materially enlarged in the past two years to prepare for the volume of output which must follow in a natural manner the usurping of a strong sales position in every price field.

Coincident with the changes in product and the enlargement of factory facilities, the financial structure of the organization was going through a similar build up. The value of the securities of the company was steadily enhanced. Assets were built up to put the organization in a strong position to start the strenuous sales program ahead.

Today the actual book value of Willys-Overland stock is one of the highest in the industry. Factory equipment and plants are carried at heavily depreciated figures. The possible output from the present equipment has been greatly increased through the use of highly efficient production methods.

The volume anticipated for 1927 according to the most conservative estimates of the management will represent one of the largest proportionate turn-overs of invested capital in the industry.

Quality painting, both varnish and lacquer work, in our modern equipped paint shop. Washing, greasing and night service; tire repairs. Wood's Auto Service. (\*)

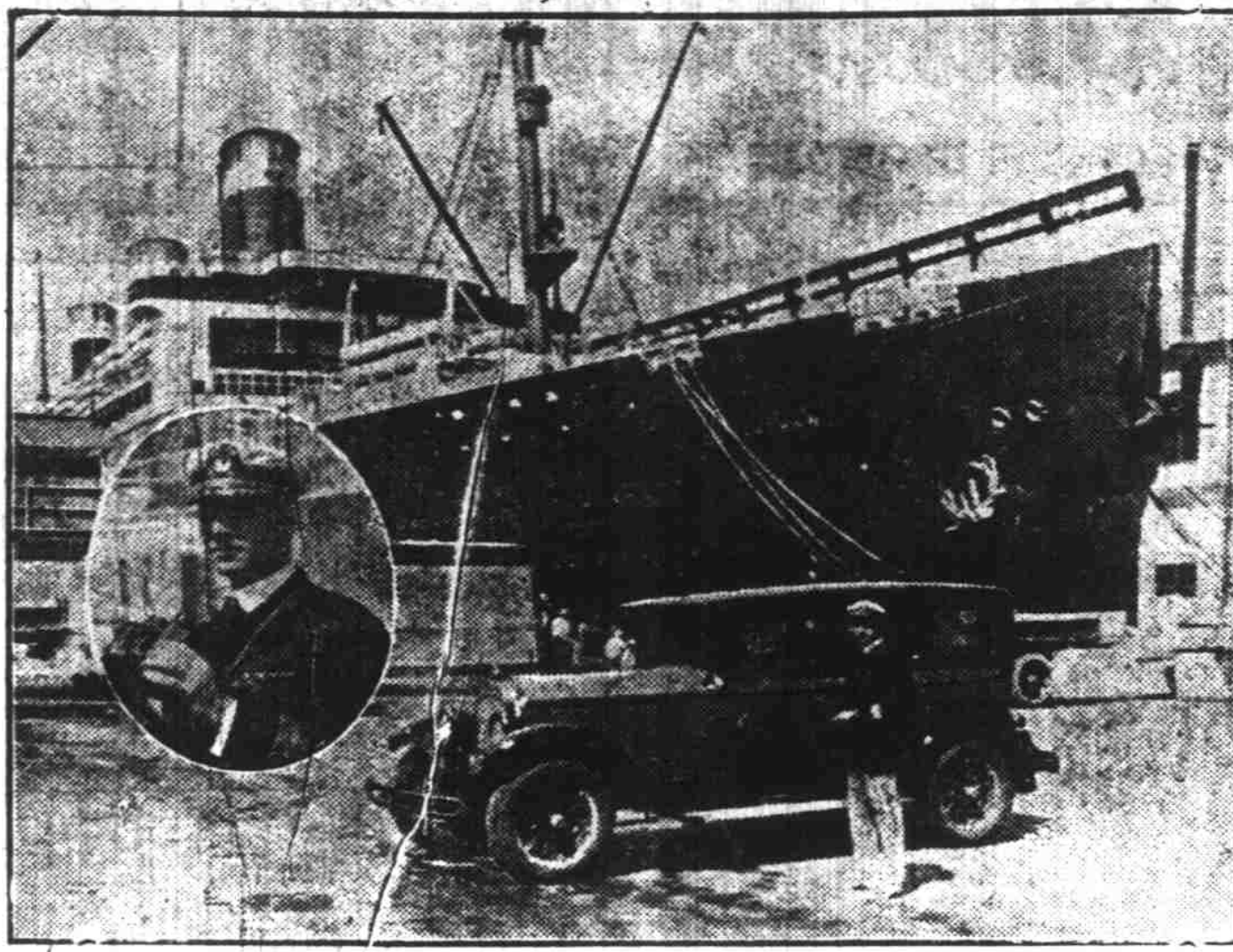
Whibbert & Todd Electric store, High at Ferry Sts., Agents for the Easy Washer. Good service and low prices are bringing an increasing trade to this store. (\*)

### Public Today Selects Cars for Good Service

That a motor-wise public is today selecting its motor cars not only because of excellence in engineering and manufacture but as the experienced traveler selects his hotel, because of the service and associations which it represents, is the opinion of Nicholas Droystadt, recently appointed general service manager of the Cadillac Motor Car company.

H. L. Stiff Furniture Co., leaders in complete home furnishings, price to make you the owner. The store that studies your every need and is ready to meet it, is a solitaire. (\*)

## Commander of Leviathan Has Willys-Knight Awaiting Him



The large picture shows Commodore Herbert Hartley, commander of the giant ship Leviathan, with his new Willys-Knight Great Six sedan, which was awaiting him outside the Leviathan dock building when he brought his vessel into her slip in New York recently after one of its regular dashes from Liverpool, Eng. The inset is a close-up of Commodore Hartley on the bridge of his ship, the largest vessel afloat.

## CAR REGISTRATION GROWS 10 PER CENT

(Continued from page 1.)

Florida's percentage of increase was higher than New York's and it follows New York in rank. Ohio jumped from 4th place in 1925 to 3rd place in 1926 with 1,510,000. Pennsylvania's registration in 1925 was 67,000 higher than that of Ohio, but in 1926 Ohio passes Pennsylvania with a 16.2% gain, while Pennsylvania's gain is only 8.5%.

Florida made the highest per cent gain of any state. Its increase was 31.5% over 1925. Florida's nearest competitor was Maine with a 22.3% gain. Florida's 1926 registration shows a motor vehicle for every 2.2 persons, the highest of any state showing. California shows a car for every 2.4 persons.

Taking the registration total and dividing it into the estimated 1926 census totals for the United States shows that there is one motor vehicle for every five inhabitants.

Dividing the square mile area of the country into the registration figure shows a little better than seven motor cars to every square mile.

The automotive industry remains first in rank among all business enterprises, based on the value of its finished products. The estimated wholesale value of the products of the motor vehicle and allied industries approximates four and a half billion dollars.

A continuation of conservative policies by manufacturers in establishing production schedules will insure another satisfactory year for the automotive industry even though the total volume of sales of both complete units and accessories may be slightly lower than in 1926.

Fundamental business factors are sound. The use of the motor vehicle as a medium of transportation is one the increase with more buses and more trucks going into use every day. Over a half million miles of surfaced highways today forms a veritable network of motor transportation lines over the country and nearly nine billions of gallons of gasoline were consumed by U. S. motor cars in 1926.

Pontiac Six—still sweeping toward unchallenged leadership. Landau sedan \$895 f. o. b. factory. Easy to pay on General Motors time payment plan. Vick Bros. (\*)

Crane.—Well Hill market road, 12 miles, finished and opened to the public.

Hillsboro.—Commercial and National banks here combine under name of Commercial National, with \$1,096,458 deposits.

Dear Sir: I am in receipt of your letter of the 21st of October and desire to thank you very much indeed for your report and your comments. Examination of the log at this station confirms your reception. I am enclosing herewith an official station card. Yours faithfully, R. W. Lobun, Director.

Mr. Matheny has a Fada radio, and says that while this sounds as if it was far fetched, yet he claims that anyone with patience and that will pluck up courage enough to roll out of bed at 4 o'clock in the morning can or should get the same results.

Queensland Radio Service, Brisbane, Nov. 26.

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## Listens in Over Radio Broadcast From Australia

The following interesting article, concerning listening in over the radio and receiving a message from Australia, was published in the Silverton Tribune recently:

A. C. Matheny, radio man and trouble shooter for the H. L. Stiff Furniture Co., is in receipt of the following letter which explains itself:

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# STOP ALL YOUTHS DRIVING RECKLESS

### Conference Oppose Granting Licenses to Persons Under Sixteen

The question regarding what age a person should be before being granted a license to operate a motor vehicle is covered in the suggested drivers' license law recommended by the second national conference on street and highway safety which the national safety council hopes will be enacted in every state in the union.

It was the feeling of the 1,000 delegates who attended the Washington safety conference that an operator's license should not be issued to any person under the age of sixteen years and no chauffeur should get a permit unless he was eighteen years of age and anyone driving a motor vehicle used as a public passenger-carrying car should be twenty-one years of age or more.

Minors under the age of eighteen years who apply for licenses after the act is passed must have their applications signed by their fathers, mothers or guardians. If they have none of the foregoing then the application must have the signature of the employer of the applicant in question.

Another section of the law provides that any negligence of a minor under the age of eighteen years, whose application has been approved by his parents, guardian or employer, shall be imputed to the person signing the application and that person shall be liable, with the minor, for any damages done by the young operator.

Any owner of a motor vehicle who permits a minor to operate his car will be held responsible, with the minor in question, for any damages caused by the negligence of the young driver while operating the machine.

The act prohibits adults from allowing their children or wards to operate cars unless the minors have first obtained a license.

Statistics compiled by the commissioner of motor vehicles in one large state show that children who have been licensed have been more frequently involved in automobile accidents, in proportion, than their elders who are more experienced drivers.

G. W. Day, tires, tubes and accessories; has the Goodyear tires, the standard of the world. Mr. Day can give you more mileage. Corner Com'l. and Chemeketa. (\*)

If you are in need of comforts, blankets, pillows or other bedding you should see what Hamilton's are offering. See the wool mixed blankets at \$4.45. (\*)

## Sixteen Special Numbers Scheduled for Program

NEW YORK.—(Special.)—Sixteen numbers, practically everyone of which is among the favorite selections of the artists who are to present them, will constitute the program of the third radio concert of the 1927 series of the Victor Talking Machine company, Friday evening. The artists to be heard are Giovanni Martinelli, tenor, and Miss Lucrezia Bori, soprano, both of the Metropolitan Opera company, and Pablo Casals, cellist, with the Victor Salon orchestra under the direction of Nathaniel Shilkret.

The program, which will be one hour in length, will begin at 9 p. m., eastern standard time. It will be heard through stations of the "blue" network of the National Broadcasting company, consisting of WJZ, New York; WBZ, Springfield and Boston; KDKA, Pittsburgh, and KYW, Chicago.

An interesting feature of the program will be two duet numbers by Mr. Martinelli and Miss Bori.

Everything in the book store line, books, stationery, supplies for the home, office or school room, at the Commercial Book Store, 163 N. Com'l.

Fry's Drug Store, 380 N. Com'l., the pioneer store. Everything for everybody in the drug supply line, with standard goods and quality service always. (\*)

Statesman Ads Bring Results

The Sedan \$1095

WINNING AND HOLDING GOOD WILL

Last Year This Year Next Year

A simple foot movement controls the lights on

# The Greater OAKLAND SIX

A slight touch of the foot on a convenient switch button beside the clutch operates Oakland's new double-filament tilting-beam headlights, sending a flood of light directly

down on the road or far ahead. This vital safety factor—found only on the Oakland Six and one \$3000 car—is but one of many important refinements on the Greater Oakland Six.

Oakland Six, \$1025 to \$1295. Pontiac Six, companion to Oakland Six, \$825 to \$895. Prices at factory. Easy to pay on the General Motors Time Payment Plan.

### VICK BROS., Salem, Oregon

Associate Dealers

MILLER MOTOR CO., Albany, Oregon; FRED T. BILYEU, Seio, Oregon; E. E. TAYLOR, Lebanon, Oregon; SILVERTON MOTOR CAR CO., Silverton, Oregon; GEO. DORR, Woodburn, Oregon; C. J. SCHREEVE & SON, Dallas, Oregon; HARRISBURG GARAGE, Harrisburg, Oregon; JOHNSON MOTOR SALES CO., Corvallis, Oregon.

# OAKLAND-PONTIAC

PRODUCTS OF Sixes GENERAL MOTORS

Blankets, pillows or other bedding you should see what Hamilton's are offering. See the wool mixed blankets at \$4.45. (\*)

# The Greatest Sensation of America's Greatest Industry!

**The Chevrolet Coach**  
Improved in Quality -yet Reduced to **\$595**  
F. O. B. Flint, Mich. Former Price \$645

**New and Marvelously Beautiful Fisher Bodies**  
—a host of Mechanical Improvements—New Features found only on the costliest cars

**plus an Amazing Reduction in Prices!**

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been the automotive sensation of all time! Seven superb models styled as low priced cars were never styled before! New bodies by Fisher! And finer quality—the result of a host of improvements such as: AC oil filter, AC air cleaner, one-piece full crown fenders, bullet type lamps and many, many others!

All this is combined to a supreme degree in the beautiful Chevrolet Coach. This most popular of all Chevrolet models is offered at the amazingly reduced price of \$595 and similarly striking price reductions are also announced on other models. Whether you plan to spend more or less than the price of a Chevrolet, come in today and see this most beautiful low priced Coach ever designed.

Admire its marvelous style and grace! Mark its many new fine-car features! Learn for yourself by personal inspection why at its new low price, it is the greatest sensation of America's greatest industry.

## NEWTON-CHEVROLET COMPANY

OPPOSITE CITY HALL. TELEPHONE 1000

### QUALITY AT LOW COST

EVERYONE IS TALKING CHEVROLET

**New Low Prices**

- The Coach former price \$645 **\$595**
- The Coupe former price \$645 **\$625**
- The Sedan former price \$725 **\$695**
- The Landau former price \$765 **\$745**
- The Touring **\$525**
- Price includes Balloon tires and steel disc wheels. Former price \$535 with balloon, tires only.
- The Roadster **\$525**
- Price includes Balloon tires and steel disc wheels. Former price \$535 with balloon, tires only.
- The Sport Cabriolet **\$715**
- Entirely new model with rumble seat.
- 1-Ton Truck (Chassis Only) **\$495**
- 1/2-Ton Truck (Chassis Only) **\$395**
- Balloon tires now standard on all models. All prices F. O. B. Flint, Mich.

# We Do Not Change the Prices on Our Used Cars

Any concern that cuts the price of a fairly priced piece of merchandise is required by sensible people to explain. The price cutter in the automobile business should be considered the same way. Under the terms of the Studebaker Pledge—we mark the price of every used car conspicuously, in plain figures where you can see them. That price—like the price of our new cars—is rigidly maintained. It must be—because we sell both new and used on the same high business principle. The result is safety for you in the purchase of a used car. There can be no question or argument regarding the price, condition, or your complete satisfaction when you buy a used car under the terms of this pledge.

## PLEDGE TO THE PUBLIC ON USED CAR SALES

- 1—All used cars offered to public shall be honestly represented.
- 2—All Studebaker automobiles which are sold as Certified Cars have been properly reconditioned and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.
- 3—Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.
- 4—Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and apply the money paid as a credit on the purchase of any other car in stock—New or used.

## USED CAR DEPARTMENT

# MARION AUTO CO. STUDEBAKER Dealers

For SALEM and MARION COUNTY  
OPEN SUNDAY AND EVENINGS

Ask for R. L. Gibbins—Used Car Department  
235 South Commercial Street Phone 362