

# WELCOME

**Alfred-Billingsley  
Motor Company**  
TO SALEM'S NEW AUTOMOTIVE CENTER

Wishing

Alfred-  
Billingsley Motor  
Company

Success

**VALLEY  
MOTOR  
CO.**

Ford Sales and Service

Salem, Oregon

## Willys - Knight and Whippet ANNOUNCEMENT

IT IS with great pride and pleasure that we announce to the people of Salem and Marion County the opening of our Salem Branch Store at 333 Center Street.

This announcement will, we are certain, be received with interest by the many hundreds of WILLYS-KNIGHT, STEARNS-KNIGHT, WHIPPET and OVERLAND owners in this community.

Several months ago we announced to the people of Salem that we would provide Sales and Service facilities second to none in this important and active business center. We are now fulfilling that promise, the delay having been because of our new building not having been ready for occupancy at an earlier date.

Our organization is composed of men of long experience in every branch of the automobile industry. Our policies are to develop in Salem the same confidence in our retail operations as we now enjoy in Portland our distributing headquarters.

The product of WILLYS-OVERLAND is known in the greatest metropolitan centers and in the most remote sections of the entire world.

The Alfred-Billingsley Motor Company is proud to represent in the great Oregon Country, Mr. John N. Willys, his vast organization, WILLYS-OVERLAND, INC., and to distribute the excellent product of those factories.

Here in our Salem Store we will carry an abundant stock of new modern cars ranging from the lowest in price to the most luxurious cars of American manufacture. Twenty months ago WILLYS-OVERLAND announced to the world that the WHIPPET—a car that is without doubt the most complete and strictly modern car in the low priced field—would make obsolete the 12,000,000 low priced cars then operating. Late developments by other great manufacturers have proven that statement 100% true, and by that token we justly claim credit for the modernization of the low priced field.

The WHIPPET is still the most modern of cars in its competitive class. Modern because of efficient Bendix Four Wheel Brakes—Modern because of its Hotchkiss Drive—Modern because of its silent chain timing—Modern because of its low swung roomy body—Modern because of its

A few years ago the WILLYS-KNIGHT with four cylinders sold at prices higher than the most popular poppet valve motored cars—and now—because of small replacement expense by the factory—because of the great increase in production—because of the great buying power—because of operating economies and increased efficiency, we actually offer to the public WILLYS-KNIGHT Great Sixes—WILLYS-KNIGHT Special Sixes and WILLYS-KNIGHT Standard Sixes at prices lower than those six cylinder poppet valve cars that previously occupied the competitive field against our four cylinder product.

Every employee in our organization is now at your command.

The complete line of New Cars, an Abundant Parts Stock, and adequate Repair Shop facilities are installed and on display.

**Your Inspection is Invited**

**ALFRED-BILLINGSLEY MOTOR COMPANY**

PORTLAND, OREGON

SALEM, OREGON



long spring base with Springs of Chrome Vanadium Steel—Modern because of its gas tank in rear with vacuum tank—Modern because of its 28 pound Drilled Crankshaft and force feed lubrication—MODERN IN EVERY POINT—and with 30 miles and better to the gallon of gas—fast as anything on wheels and with unlimited power, we urge prospective purchasers to allow us the privilege to show and demonstrate the WHIPPET.

For many years we have claimed unusual thing for the WILLYS-KNIGHT.

Those WILLYS-KNIGHT owners in your midst will tell you of the performance, the economy, the ease of driving, the long life qualities and the actual

**Improvement with use**  
that we have so long claimed for this remarkable car.

The Exceptional  
High Character

of  
The  
Alfred-  
Billingsley  
Company

established by the application of sterling business principles to the distribution and sale of Automobiles in the City of Portland and in the state of Oregon, will contribute much toward the ultimate in automobile merchandising in this territory.

**F. W. Pettyjohn  
Company**

365 N. Commercial St. Salem, Ore.

A Welcome from  
Just Around the  
Corner

**Douglas  
McKay  
Chevrolet  
Co.**

430 N. Commercial Tel. 745

Complete  
Stock  
of

**Late  
Models**

Save \$\$\$

**Hollywood**

435 N. Commercial  
Tel. 1027

We welcome  
Alfred-Billingsley Motor Co.  
to Our neighborhood

—We're new here too—

**WYNNE  
GRIER**  
"Of  
Course!"  
**AJAX TIRES**  
PHONE 686 245 CENTER

Wynne Grier

Welcomes you to Salem  
and to Center Street, and is  
ready to serve you at any  
time.

"JIM"

"BILL"

**Smith and Watkins**



Open 8760 Hours Each Year  
(That means we never close.)

firm of their standing will have.

Wishing our new  
neighbors the suc-  
cess we know a