

# WILLYS-OVERLAND BREAKS ALL MARKS

## Production and Shipments Surpass Everything in Company's History

Surpassing all previous records the Willys-Overland company on May 31 produced 2,244 Willys-Knight and Whippet cars which is an increase of 214 cars over the previous highest daily output established on May 15, when 2,030 cars were produced, officials announced here today.

May shipments totalling 44,559 cars broke any previous record and compared with shipments of 27,564 cars during May of last year. May production totalled 15,686 cars as compared with production of 38,020 cars in April, 33,898 cars in March, 25,522 in February and 13,674 in January. This is the first time in the history of the industry that any company outside of Ford and Chevrolet has produced more than 40,000 cars in one month. Thus Willys-Overland's total production for the first five months of the current year equalled 156,800 cars which exceeds by more than 30,000 units production of 126,301 cars for the entire first six months of last year and already definitely establishes the first half of 1928 as the greatest in the company's history.

Indications that the company was continuing to pass its previous production and shipment records, were contained in the announcement that on May 25th, shipments of cars totalled 2951, the largest one-day shipment record in 20 years. The previous high record had been on April 26, when 2047 cars were shipped. Included in this record is the largest single day's driveway record made on May 25, when a total of 815 cars left the plant under their own power in the hands of drivers representing dealers within a radius of 250 miles from Toledo.

The company entered June with production and shipments continuing at the record pace in efforts to catch up with the unfilled orders for more than 30,000 cars on the books of the company. In addition to a working personnel of more than 22,000 in the Toledo plants, the Pontiac, Mich., Elmira, N. Y., and Toronto plants of the company are working at 100 per cent capacity, it was stated.

Geared rings of steel are "sweat" onto flywheels in the Oldsmobile. The steel gears mesh with the starting motor gears when the latter operates and, being of steel, reduce the possibility of breakage.

Read The Classified Ads

## Dodge Victory Six Contest Winner Here

Announcement has been received by Edna M. Fitts, of R. 9, Box 192, of a seventh prize award in the \$20,000 Dodge Brothers contest to find the best slogan that describes the Victory Six automobile.

The nation-wide contest closed March 31, with 340,000 slogans submitted, and the judges of Dodge Brothers have just arrived at the final decisions involving distribution of 354 prizes. Forty-four states produced prize winners, while four prizes went to Canada.

The winning slogan, "Making a Good Name Better," went to C. C. Michael of Colorado Springs, Col. Mr. Michael received \$1,000.

Contestants submitted their slogans after riding in the Victory Six, and the thousands of impressions of the Victory's phenomenal performance made the task of selecting the winners difficult.

## DOLLING UP CARS FOR DADDY, SPORT

### Nickelware Around Automobile Often Ruined by Too Much Polishing

The whole family loves the car, and there is no good reason why the children should be excluded from the processes of cleaning and polishing up the family pet. In well-informed households it is recognized that the car needs to be kept up—kept clean, and fresh, just like the living room at home.

The traffic film which gathers on the car when it is in service, consists microscopically of from 20 to 50 different kinds of infinitesimally tiny bits of this, that and the other, most of them of a nature not likely to do the car finish any particular good. It is necessary to keep your car as free from the film as possible. Children can keep daddy's car glistening. It is not a good plan to keep washing the car. H. Ledyard Towle, the best authority in the country on the subject, says that the film, being full of minute particles of grit, acts as a gentle abrasive for your car's finish and if carefully wiped away rather improves than damages it. Wipe it off with a soft cloth. Mud, on the other hand, should be washed off as soon as possible. Mud allowed to dry and cake is bad for the finish.

It is surprising in what good condition an automobile can be kept under ordinary circumstances by a mere wiping. The grease around the wheels should be washed away with some naphtha

soap and the top and body can be washed from time to time with water and any good soap. This is for lacquer finishes. If your fenders happen to be varnished be careful of soap on them except to remove oil or grease that will not come off any other way. In washing your car, plenty of water, a soft cloth and finally the chamois skin are the best. When the top becomes discolored from action of the sun and dust, it can be refinished with a coat or two of good top dressing, it being a good plan to use one that is known to agree with the basic finish of your car.

As much nickelware around a car is ruined by overpolishing as by not polishing enough. Some nickel polishes that work fast and give a lovely shine are quite destructive and even abrasive. When you polish your nickel, do it lightly. In most cases a gentle rubbing with a slightly oily cloth will give polish enough and the oil film will protect the nickel from the action of rain and traffic film. After washing your car be sure to wipe everything off perfectly dry, particularly the nickel parts. Water is your great enemy of nickel. Door handles and the interior fixtures are better without water. Most of them are usually either plated.

the metal. No chemical change takes place. It is there, and there to stay with no fading and no cracking. But it is, of course, a finish of itself, not a kind of varnish.

## MACAULEY HEADS MOTOR CHAMBER

(Continued from Page 11) slant on the delivery problem," said William Nelson Taft, editor of the Retail Ledger. "is not so much one of transportation or mechanics as that of a sales-increasing service, and trucks should be sold mainly on this basis, remembering that the best market for delivery

vehicles is to be found in the heads of the 'shopping-center stores' whose interest in delivery problems has been steadily increasing for the past ten years, or ever since the days of horse and wagon.

"Even today, many stores are not yet aware of the full extent of the opportunities open to them through the aggressive development of their full trading area and there is a big chance for constructive selling by the truck industry—not merely to fill replacements in present fleets or to meet the claims of competition, but to increase the number of trucks bought by a store as a whole by pointing out that a wide-delivery radius inev-

itably means a wide customer-radius, which in turn means increased volume and increased profits for all."

## MOTOR TRUCKS PUT BETWEEN LIFE-DEAD

### Dodge Brothers Commercial Car Links Observatory With World

A motor truck having human life depending on its regular operation in the Chilean desert is

believed to have established a record for automotive reliability the world over. The desert is described as not supporting plant or insect life.

In this vast waste, towers Mt. Montezuma 9,000 feet above sea level, on the top of which is an observatory maintained by the Smithsonian Institute for the study of heat waves at the edge of the earth's atmosphere. Already scientists stationed at the observatory have made discoveries that liken the sun's behavior to radio activity and weather changes. The discoveries are regarded as particularly important as they indicate long distance weather forecasting.

This lonely station maintains its only connection with the outside

world by means of a Dodge Brothers Commercial car which performing tasks seldom equaled operating over the Chilean desert to a little town of Calama, where provisions are obtained. Once week water and food are hauled from this settlement, and H. F. Zoltner, California scientist, and his wife who are stationed on top of the mountain find the car dependable and economical. A slight cold in the high altitude and atmosphere often runs into pneumonia unless the sufferer is taken to the sea shore, so the truck must always be available as an ambulance.

Read The Classified Ads

**Grant Farris**  
Battery and Electrical Service Station  
Service on all makes of Batteries  
Authorized Dealers for Willard Batteries  
Located in the Smith & Watkins Building  
Corner Center and Liberty TELEPHONE 1229

**Looming on the horizon...**

**June 21st**

*the World will have a new and finer motor car*

**NASH**  
New "400" Series

**"72" the greatest fact in motor cars today**

From low price to high, all engineering today takes its cue from Chrysler—yet what are the facts?

Run the gamut of cars, from low to high, which seek to emulate Chrysler—and still the illustrious Chrysler "72" runs easily away from them all with all the honors of flashing, efficient performance!

However much they seek to act like Chrysler "72"—to ride and drive and accelerate and glide like Chrysler "72"—the illustrious "72" continues to leave them all in the rear in brilliant behavior.

There is no escaping this plain fact—that as motor car manufacturing exists today, anyone who pays as much as, or up to a thousand dollars more than the price of Chrysler "72," for another car unmistakably gets less. That is the one great important fact in motor car buying today.

2-pass. Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; 4-pass. Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f. o. b. Detroit. Chrysler dealers are in a position to extend the convenience of time payments.

**SALEM SUPER SERVICE STATION**

GREASING SERVICE

**OFFERING COMPLETE AUTO SERVICE DAY AND NIGHT**

GREASING Complete automobile lubrication with our high pressure alomite lubricating system. For all makes of cars. **\$1**

WASHING, Touring cars and light sedans ..... **\$1.50**

OTHER SEDANS - \$2.00

**EUGENE ECKERLEN**  
High & Ferry

**STATION WASHING**

**Rellim Miller-Built TIRES**

THAT'S lower than mail-order prices—lower than the price you pay for unknown brands that are here today and gone tomorrow. It's typical of the sensational values we offer in tires whose quality has never been questioned. Rellim—Miller-built—are made in popular sizes—ready to give you mileage that's as amazing as their low price.

Ask about our Easy-Pay Plan. A small down payment equips your car with sturdy Rellims.

**Miller Tire Service**

197 S. Commercial St.  
4—Harbison Station—4—Capital at Market—West Salem—1005 S. Com'l. Street

**See for Yourself why Experienced Owners Demand Bodies by Fisher**

In Oakland-Pontiac showrooms throughout the United States a special Fisher Body Demonstration opens Saturday, June 16. Cooperating with the Fisher Body Corporation, Oakland has arranged to demonstrate to automobile owners everywhere the reasons for the superiority and popularity of Fisher bodies.

Come to our showroom during the Fisher Body Demonstration. Learn how Fisher builds bodies and what high quality of material is used. See for yourself why experienced owners demand bodies by Fisher. Don't miss this opportunity to gain a sound understanding of such an important part of your automobile.

Oakland All-American Six, \$1045 to \$1265. New Series Pontiac Six, \$745 to \$875. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

**WAR TAX REMOVED DELIVERED PRICES REDUCED**

**VICK BROS., Salem, Oregon**

ASSOCIATE DEALERS

Beverly Motor Co., Albany, Oregon; Benton Motor Co., Inc., Corvallis, Oregon; Silverton Motor Co., Silverton, Oregon; Fred F. Elyson, Seilo, Oregon; Bones Brothers, Turner, Oregon; C. J. Shreve & Son, Dallas, Oregon; Henry C. Hallman, Harrisburg, Oregon; T. D. Tomaroy, Independence, Oregon; F. L. Miller, Astoria, Oregon; H. J. Arnold, Monmouth, Oregon; Toledo Super Service Station, Toledo, Oregon.

**OAKLAND-PONTIAC**  
PRODUCTS OF Sixes GENERAL MOTORS

**IF IT'S POWER you want JUST DRIVE THIS OLDSMOBILE**

Full 55-horsepower! For hills and hard pulling in high—for mastery of the open road—for sparkling acceleration in traffic! Just drive this new Oldsmobile—and let your own experience confirm that now familiar phrase, "The Fine Car of Low Price!"

Fine-car standards demand power plus smoothness... so Oldsmobile introduced a new cylinder head which provides brilliant high-compression performance without the use of special fuels.

Fine-car standards demand power plus silence—so the Oldsmobile engine is rubber-mounted and its bodies insulated to deaden noise! Fine-car standards demand all this plus enduring stamina—so the new Oldsmobile was tested for over a million miles before being offered to the public!

In every way this new Six is more than fulfilling the expectations of critical motorists—and in no way more impressively than by its power! Come take that drive today!

**'925**  
Special Tire Extra

**THE FINE CAR OF LOW PRICE**

**CAPITAL MOTORS, INC.**  
BIDDY BISHOP  
350 North High Street  
PHONE 2125 SALEM, OREGON