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Monroe S. Cheek

Complete Automotive Lubrication  
Court at Capitol Phone 2295

2,000,000 MACHINE BUILT BY COMPANY

Willys-Overland Fourth Organization in Industry to Reach Volume

The 2,000,000th car to be built by Willys-Overland came off the assembly line on July 2nd.

The car was a Willys-Knight Standard Six sedan, a model introduced this year.

The 2,000,000th car comes at the close of the greatest six months production record in the history of the company, a six months production record in the history of the company, a six months period which has exceeded total production for any previous twelve month period in the annals of the organization with but two exceptions, and which exceeded the total for the entire 72 months of 1927 by a wide margin. The previous record for a twelve-month period was 1925 when 214,640 units were produced.

Production for this year, up to the end of June, was slightly in excess of 200,000 units, with all previous monthly production figures being taken in March, April and May.

Always a prominent contender in the heavy production group of the motor car industry, and ranking in third place in total production for the first six months of this year, Willys-Overland touched its first 100,000 a year mark in 1916 when this figure was exceeded by 42,781 units giving a total production for that year of 142,781 cars.

Strides toward the 2,000,000 total production figure and toward the present record breaking six months' production, started on January 4 last, when a sensational price cut was announced on the Whippet, bringing one model of this car down to the lowest price ever reached by any manufacturer in a car of its type and placing the entire Whippet line of four cylinder cars on a competitive price level with the lowest priced cars on the market.

This was again followed a few weeks later by the announcement of the Whippet Six, a powerful, fast six-cylinder car with a motor having a seven-bearing crankshaft and other advanced features, at the lowest price ever made on any six cylinder car in the entire records of the industry.

With three Willys-Knight models, a Whippet Six and the Whippet Four which immediately stepped into record breaking demand, sales volume reached ahead of production capacity to a point where the company has seldom since been within 20,000 units of catching up with orders on hand.

Starting with a total production for the month of January of 13,674 units, factory figures were stepped up with great rapidity to a May total of 45,886.

Commenting on the reaching of the 2,000,000 mark, John N. Willys, president of Willys-Overland said, "We are in the middle of the most successful car in the history of the Willys-Overland Company. Present indications, from orders on hand and from the general condition existing among our dealers, old and new, are that the organization will go through the remaining six months at a pace comparable with the first half year. The Whippet has justified every expectation which we had when it was introduced in June 1926. Present models are a duplicate of the original production with minor improvements in body design and will continue to be built to their present specifications. The Willys-Knight models have steadily increased in popularity and have responded to the widening range of prices which have been made possible through the development of our manufacturing facilities."

Recent financial statements of Willys-Overland indicate a strong position with cash carried at \$12,000,000. Resumption of dividends on the common stock of the company was authorized by the directors on June 21 with payments to be made on August 1.

Illinois Bus Travel Gains  
Operating revenues for 90 bus companies in Illinois for 1927 totaled \$10,487,388.79, as compared with operating expenses of \$9,052,310.56, according to a statement recently issued by the Illinois Motor Transportation Association. These companies operated 1,075 buses and carried 92,591,701 passengers as compared with 82,980,386 in 1926.

# Thousands are taking Advantage of "Western Auto's" Reduced TIRE PRICES

All over the west, motorists are flocking to our more than 150 conveniently located stores for the greater savings offered by our Reduced Tire prices. No hesitating—they know that our Iron-Clad Guarantee, and our "CUSTOMER IS ALWAYS RIGHT" policy, assure lasting satisfaction. And we don't try to measure your satisfaction, either—that's your privilege! If anything happens to a "Western Auto" tire that you think should be adjusted, bring it to ANY of our stores... and adjustment to your entire satisfaction will be promptly made.

"Western Auto" Tires Are "Built Up" to "Western Auto's" Enviably Reputation

... a reputation that is the result of years of fair dealing and honest values. "Western Auto" tires are built of new, live rubber, and plenty of it... tough, closely woven carcasses-plies of heavy, long-staple cotton; thick, long-lasting treads that give greater traction and safety; massive sidewalls that stand up under all road conditions... and rigid, reinforced beads that hold the tire firmly on the rim. High quality through and through, at prices made low by our tremendous purchasing power and economical 150 Store distribution.

Put "Western Auto" tires on all around before you start your next trip... Experience a new feeling of Tire Confidence, and learn why motorists last year purchased nearly half-a-million of these economical, long lasting, fully guaranteed tires.

**Wear-Well Balloon**  
Guaranteed 8000 Miles

Extraordinary savings are offered in these full balloons with broad ribbed, non-skid treads. Look at these lowest prices in history... and remember our trade-in allowance on your old tires!

| Size    | Our Low Price |
|---------|---------------|
| 29x4.40 | \$6.65        |
| 30x4.50 | 7.25          |
| 30x5.00 | 8.25          |
| 31x5.00 | 9.25          |
| 30x5.25 | 10.15         |
| 31x5.25 | 10.95         |
| 30x5.75 | 11.95         |
| 33x5.00 | 13.90         |

Less Trade-In Allowance

**Wear-Well Cord**  
Guaranteed 8000 Miles

Our new Low Prices on these full standard weight tires, with thick, tough, road-gripping treads, offer tremendous savings to car owners of the West. Allowance for old tires, too!

| Size                      | Our Low Price |
|---------------------------|---------------|
| 30x3 Cl. Regular Size     | \$5.45        |
| 30x3 1/2 Cl. Regular Size | 5.85          |
| 30x3 1/2 S.S. Oversize    | 6.95          |
| 30x3 3/4 S.S. Oversize    | 7.40          |
| 31x4 S.S. Oversize        | 8.95          |
| 32x4 S.S. Oversize        | 9.40          |
| 33x4 S.S. Oversize        | 9.95          |
| 34x4 S.S. Oversize        | 11.40         |
| 32x4 1/2 S.S. Oversize    | 13.90         |
| 33x4 1/2 S.S. Oversize    | 14.95         |

Less Trade-In Allowance

**Western Giant Cord**  
Guaranteed 15,000 Miles (Regular Size 15,000 Miles)

Our massive, extra heavy duty oversize super cord tires are extra heavy throughout—extra tread and sidewall thickness—extra heavy carcasses—and extra quality materials. We invite comparison with any other standard make tire!

| Size                          | Our Low Price |
|-------------------------------|---------------|
| 30x3 1/2 Reg. Size Cl.        | \$6.45        |
| 30x3 1/2 Extra Oversize Cl.   | 6.97          |
| 30x3 1/2 S.S. Oversize        | 7.90          |
| 31x4 S.S. Oversize, 6-ply     | 10.95         |
| 32x4 S.S. Oversize, 6-ply     | 11.85         |
| 33x4 S.S. Oversize, 6-ply     | 12.45         |
| 32x4 1/2 S.S. Oversize, 6-ply | 16.25         |
| 33x4 1/2 S.S. Oversize, 6-ply | 17.90         |
| 34x4 1/2 S.S. Oversize, 6-ply | 23.35         |
| 33x5 S.S. Oversize, 6-ply     | 23.35         |
| 35x5 S.S. Oversize, 6-ply     | 28.85         |

Less Trade-In Allowance

**Western Giant Balloon**  
Guaranteed 15,000 Miles

Extra heavy throughout... built to give extra mileage under the most exacting service. At our new low prices, they offer unequalled tire economy. Trade-in allowance makes these prices even lower.

| Size                       | Our Low Price |
|----------------------------|---------------|
| 29x4.40 Balloon            | \$7.85        |
| 30x4.50 Balloon            | 8.85          |
| 30x5.00 Balloon at 1924.95 | 11.45         |
| 31x5.00 Balloon at 1924.95 | 11.95         |
| 32x5.00 Balloon at 1924.95 | 12.95         |
| 30x5.25 Balloon            | 12.95         |
| 31x5.25 Balloon            | 13.45         |
| 30x5.77 Balloon            | 14.85         |
| 32x6.00 Balloon, 6-ply     | 17.95         |
| 33x6.00 Balloon, 6-ply     | 18.75         |
| 32x6.20 Balloon, 6-ply     | 20.75         |

**Tires Mounted FREE**

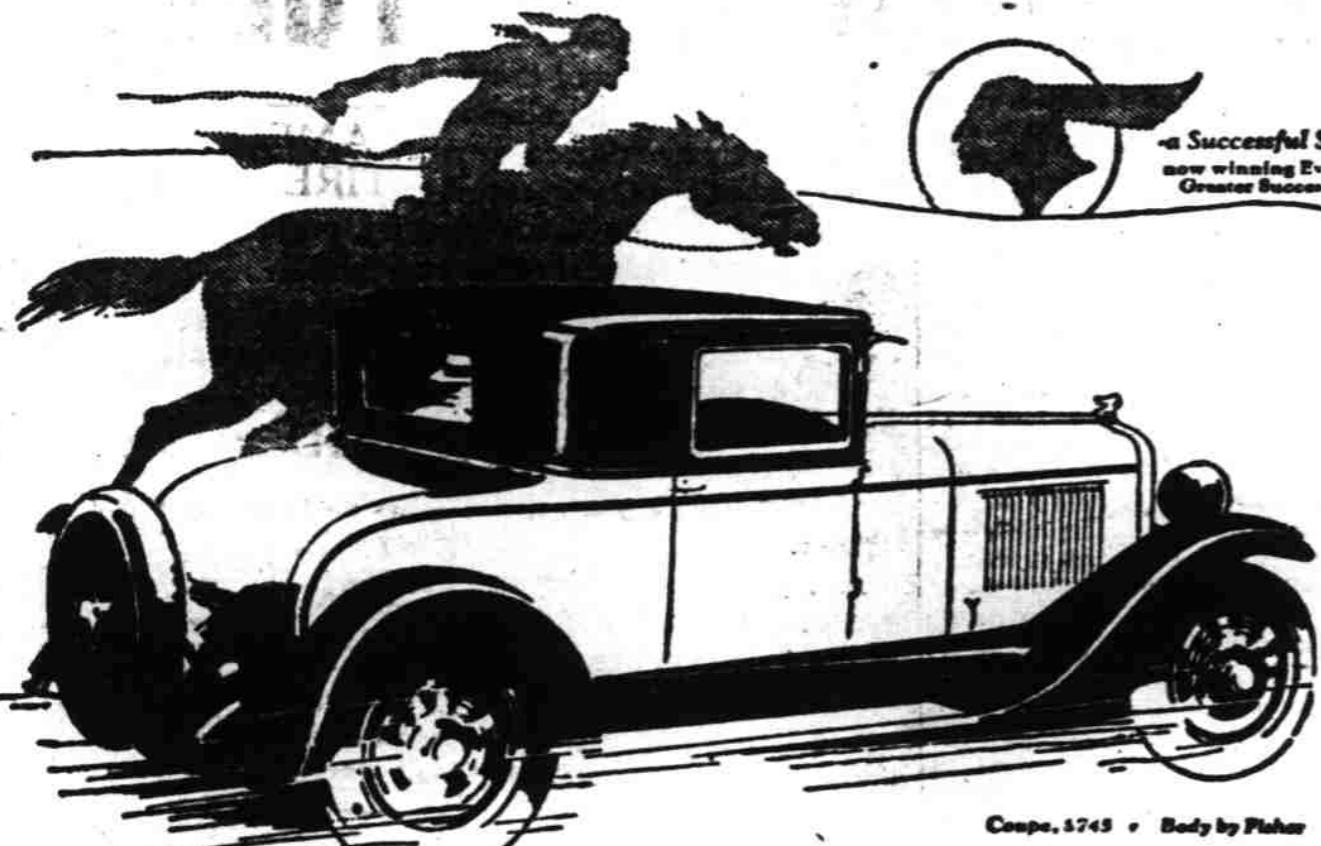
All tire sizes not shown also offered at proportionate savings

More than 150 Stores in the West—**Western Auto Supply Co.**  
SALEM STORE  
Corner Commercial and Court

Trade-In Your Old Tires! Make Your Savings Even Greater

Put new, fully guaranteed Western Giants or Wearwells all around, and use your old worn tires as part-payment on them, at any "Western Auto" Store

The World's Largest Retailers of Auto Supplies... Serving the motorist since 1909. Guaranteed Lines of Accessories, Tires, Camp Goods, Golf Equipment and Radio.  
Open Saturdays to 9 P. M.



## Wide open mile after mile



Hour after hour, the Pontiac Six reels off the miles with safety, both for its passengers and for itself.

Its sturdy Fisher bodies—its rugged construction—its big, four-wheel brakes... these are features which contribute to the safety and comfort of passengers at all times.

As for the car itself, a full-pressure

oiling system lubricates moving engine parts. And such advances as crankcase ventilation and the thermostatically controlled crossflow radiator protect it from the wear and tear imposed by sustained high speeds.

Today's Pontiac is one low-priced six which needs no pampering. Its record proves its ability to travel wide open mile after mile!

VICK BROS., Salem, Oregon

ASSOCIATE DEALERS  
Snyder Motor Co., Albany, Oregon; Benton Motor Co. Inc., Corvallis, Oregon; Silverton Motor Co., Silverton, Oregon; Fred F. Blythe, Seaside, Oregon; Eames Brothers, Turner, Oregon; G. J. Shreve & Son, Dallas, Oregon; Henry C. Hollomon, Harrisburg, Oregon; T. D. Pomeroy, Independence, Oregon; F. L. Miller, Aurora, Oregon; N. J. Arnold, Monmouth, Oregon; Toledo Super Service Station, Toledo, Oregon.

# PONTIAC SIX

PRODUCT OF GENERAL MOTORS

## RELIABLE USED CARS



# Don't dicker for a used car

"Horse-trading" is not an uncommon practice in used car selling.

But in the long run you'll get better value if you buy your used car from a dealer who prices it fairly in the first place.

Our selection of used cars is wide—including cars in practically every price range.

And the price we quote you will be a fair one—based on our exact knowledge of used car values. You're sure to get your money's worth when you buy from a Buick dealer.

1923 Maxwell Touring. You'll have to see this one to realize its value  
Our price ..... **\$195**

1926 Overland Six Coach, new tires, new top, reconditioned.  
Going at ..... **\$375**

1924 Buick Master Six Sedan, newly painted, upholstery 100%, rubber first class. A snap  
at ..... **\$595**

1925 Willys-Knight Sedan, the car that improves with use. A1 condition worth \$800. Our  
Price ..... **\$650**

1926 Buick Standard Coach, Fully equipped, 90 day guarantee.  
Our Price ..... **\$885**

1924 Dodge Touring, looks and runs like new. Priced to sell.  
We have several other cheap cars

Otto J. Wilson  
388 N. Commercial St. PHONE 220

## THE WAY IS PLAINLY MARKED

A tire buyer to-day is soon lost in a maze of competition. On every side, claims—inducements—propositions. Thus bewildered, how can he choose wisely? All claim the best.

One outstanding fact guides him. It is said of no other tire:

**MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND**

Goodyear Tires hold their popularity on merit alone.

Goodyear Tires are "The World's Greatest Tires"—the long-wearing, powerful, tractive balloon with the NEW-TYPE, All-Weather Tread.

We take pride in giving you "The World's Greatest Service"—seeing that you get all the extra mileage Goodyear builds in at the factory.

Come in—we have your size and your type—at your price—in Goodyears.

**G. W. Day**  
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## Moving and Storage

Remember the Larmer Transfer and Storage has moving vans and good supply of blankets and pads for furniture handlers.

Have just completed our new three story concrete warehouse and are now well prepared to handle best of furniture and pianos.

Fuel Oil in Bulk - Any quantity delivered in your Tank  
See Us Before You Order

When ready call 930 and let us serve you.

**Larmer Transfer & Storage**  
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