

WHEPPET TURNING TO MOTOR CARS

Willys-Overland Exports Increase Throughout World

TOLEDO—Economic conditions throughout the world are rapidly in the mend, while the more backward nations are shaking off the slumber of centuries and advancing their material civilization through the adoption of American methods and American machinery, according to R. J. Archer, vice-president and general manager of the John M. Willys export corporation, who has just returned from a seven months' business trip around the world.

Mr. and Mrs. Archer both visited Australasia, the Orient, Russia and Europe, calling on Willys-Overland dealers in these countries and preaching the merits of American products. Mr. Archer declared that Willys-Overland exports of Whippet and Willys-Knight automobiles to these countries have increased to such an extent that they now constitute 15 1/2 per cent of Willys-Overland's entire production.

"China is the world's most potential but undeveloped market," Mr. Archer said. "It has the greatest sales possibilities for automobile manufacturers. All China needs is a stable government to inculcate confidence and assure justice."

Mr. Archer said that a Whippet car shipped to Shanghai costs double its price in Toledo and that when the car is shipped or driven into the interior a few miles, it costs double the Shanghai price.

"The Chinese buy automobiles mostly for use as taxicabs," Mr. Archer continued. "Individual Chinese who have sufficient money to do so because of the lack of taxation by the government later. The ability to buy a car is accepted as indication of the possession of considerable wealth and government agents make the most of it."

"The motor bus is the biggest possibility in China today. Transportation of people is more important than transportation of goods. The need for trucks and busses explains why the Willys-Knight and Whippet trucks are meeting with excellent acceptance abroad. This is particularly true in Argentina, Chile and Brazil—in fact, most of the South American area—as well as in British South Africa. Sales of our cars are showing new increases in Australia, New Zealand and Japan, while business in continental Europe is holding up very well."

"To the average American who is buying his gasoline for around 20 cents a gallon, it may be astonishing to learn that throughout the Orient, gasoline sells for 45c a gallon. In these countries, too, four passenger Whippet open cars are frequently converted into seven passenger."

"Japan is the most advanced nation in road construction in Asiatic regions. The Japanese government has just spent millions of dollars on concrete highways connecting Osaka and Kobe, also Tokio and Yokohama. These roads are equal to any good road we have in the United States. New Zealand is in the best shape financially of any of the nations. The per capita wealth is startling. The government there is not planning on more railroads as it is on the improvement of existing highways for automobiles and busses. The road construction program in Australia is not going ahead as it should but increasing traffic will shortly force it."

PRAISES WESTERN PRODUCTS



When United States Senator Arthur Capper was a little lad, he too was a cowboy. At least that is what he told this young cowpuncher who performed for the noted Kansas during the latter's visit to a Northern California farm last week. Among the Western producers to receive the praise of the famous farm bloc leader is the Durant Motor Company of California, manufacturer of the Durant Six Sixty-Six, shown in the background.

HOW'S THE ROAD?

Answers Framed in Weekly Report From Oregon State Highway Commission

Pacific Highway
Portland-Oswego-Oregon City-Salem-Albany-Harrisburg-Junction City-Eugene-Cottage Grove-Grants Pass-Medford-Ashland-California State Line: Paved.

Charm of Oregon's great outdoors is calling to the tourists of the state and the attraction of the highways and the byways of the state loom large: This week's report on the condition of the road is:

present highway but occasionally diverted over detour for short periods.

Paving operations under way between Canemah and New Era. South bound traffic routed over West Side Pacific Highway.

Portland-Newberg-McMinnville-Corvallis-Junction City-Eugene: Paved.

Columbia River Highway
Astoria-Rainier-St. Helens-Portland: Paved. Portland-Hood River-The Dalles: Paved. The Dalles-Arlington-Umatilla: Oiled macadam. Oiling operations under way between The Dalles and the Deschutes river.

Old Oregon Trail
Umatilla-Pendleton-La Grande-Baker-Huntington-Ontario: Oiled macadam.

Oiling operations under way between the Union county line and Baker, and between Pendleton and Meacham.

Roosevelt Coast Highway
Clatsop, Tillamook and Lincoln Counties.

Astoria-Seaside: Paved. Seaside-Mohler-Brighton-Lake Lyle-Rockaway-Garibaldi-Bay City-Wilson River: Macadam. Oiling operations under way between Cannon Beach Junction and Hamlet Junction.

Wilson River-Tillamook-Beaver: Part paved, part macadam.

Beaver-Hebo-Neskowin-Devils Lake-Siletz River-Otter Rock-Newport: Macadam.

Roosevelt Coast Highway
Douglas, Coos and Curry Counties
Reedsport-Lakeside-North Bend: Macadam. Free ferry across Coos Bay, 7 a. m. to 11 p. m. Road from Drain to Reedsport open and in fair condition.

North Bend-Marshfield-Coquille: Paved.

Coquille-Bandon-Port Orford-Gold Beach-Brookings-California State Line: Macadam.

Free ferry across Rogue river at Gold Beach, 7 a. m. to 11 p. m.

Coos Bay-Roseburg Highway
Junction Pacific Highway-Myrtle Point-Coquille: Macadam. Surfacing under way between Endicott creek and Mystic creek.

Oiling operations under way between Roseburg and bridge.

Green Springs Highway
Junction Pacific Highway-Keo-Klamath Falls: Macadam.

Stuslaw Highway
Junction Pacific Highway-Cheshire-Goldson-Blachly-Rainrock-Mapleton: Macadam.

Mapleton-Florence: Dirt road.

Impassable in wet weather. Oiling operations under way between Cheshire and Blachly.

Corvallis-Newport Highway
Corvallis-Philomath-Eddyville-Toledo-Newport: Macadam. Resurfacing work under way on Kline Hill Section. Loose gravel, drive carefully.

Tualatin Valley Highway
Portland-Hillsboro-Forest Grove-Carlton-McMinnville: Paved.

Mt. Hood Highway
Portland-Government Camp-Hood River: Paved to Multnomah county line, balance oiled macadam.

Klamath Falls-Lakeview Highway
Klamath Falls-Bonanza: Macadam.

Bonanza-Lorenz Mill: Newly graded market road, in rough condition.

Lorenz Mill-Beatty-Lakeview: Macadam.

The Dalles-California Highway
The Dalles-Dufur-Maupin-Wasco County Line-Madras-Redmond-Bend-Lapine-Chehseent-Fort Klamath-Klamath Falls: Oiled macadam.

Klamath Falls-Merrill-California State Line: Macadam. Construction operations under way between Klamath Falls and Lakeview Junction.

Oregon-Washington Highway
Pendleton-Washington State Line: Paved. Pendleton-Pilot Rock-Heppner-Ione-Heppner Junction: Macadam.

McMinnville-Tillamook Highway
McMinnville-Sheridan: Paved. Sheridan-Williamina-Grane-Ronde-Hebo: Oiled macadam.

Fremont Highway
Bend-Lapine: Oiled macadam. Lapine-Silver Lake-Summer Lake: Unimproved dirt road. Summer Lake-Paisley: Nine miles, macadam, 18 miles fair dirt road.

Lakeview-New Pine Creek-California State Line-Partly macadamized, balance fair dirt road.

Central Oregon Highway
Bend-Burns: First 12 miles under construction, traffic detoured over Bend-Burns road, fair condition; 127 miles fair dirt road.

Burns-Crane: Macadam. Burns-Vale via Drewsey: Earth road.

John Day Highway
Arlington-Condor-Fossil-Spray-Dayville-Mt. Vernon-John Day-Prairie City-Austin-Unity-Ironside-Cow Valley-Brogan-Jamieson Vale-Ontario: Macadam.

Redmond-Prineville-Mt. Hebl: Macadam.

Mitchell-Antone-Dayville: Dirt road, fair condition.

Sherman Highway
Biggs-Wasco-Moro-Grass Valley-Kent-Shaniko-Junction The Dalles-California Highway: Macadam. Reconstruction operations between Moro and Grass Valley. Through travel advised to use The Dalles-California highway.

Crater Lake Highway
Medford-Trail-Prospect-Union Creek-Fort Klamath Junction: Oiled macadam.

La Grande-Wallowa Lake
La Grande-Island City: Paved. Island City-Elgin-Minam-Wallowa-Lostine-Enterprise-Joseph-Resurfacing under way between Lostine and Enterprise.

Baker-Cornucopia Highway
Baker-Halley: 30 miles macadam and 30 miles graded roadbed, good condition.

REDWOOD HIGHWAY
Road to Oregon Caves
Grants Pass-Deer Creek-Kerby-California State Line: Macadam. From state line to Crescent City, 50 miles macadam.

Kerby-Oregon Caves: 10 miles macadam, 9 miles dirt road.

McKenzie pass N O K
Baker-Unity Highway
Baker-Unity: 25 miles macadam, 21 miles cushioned roadbed. Good condition.

Pendleton-John Day Highway
Pendleton-Pilot Rock-Lazunka ranch: Macadam.

Lazunka Ranch-Albee: Graded road open for travel.

Albee-Ukiah: Surfaced.

Ukiah-Ritter: Rough mountain road, steep grades.

Ritter-Mt. Vernon: Partially graded and surfaced, fair condition.

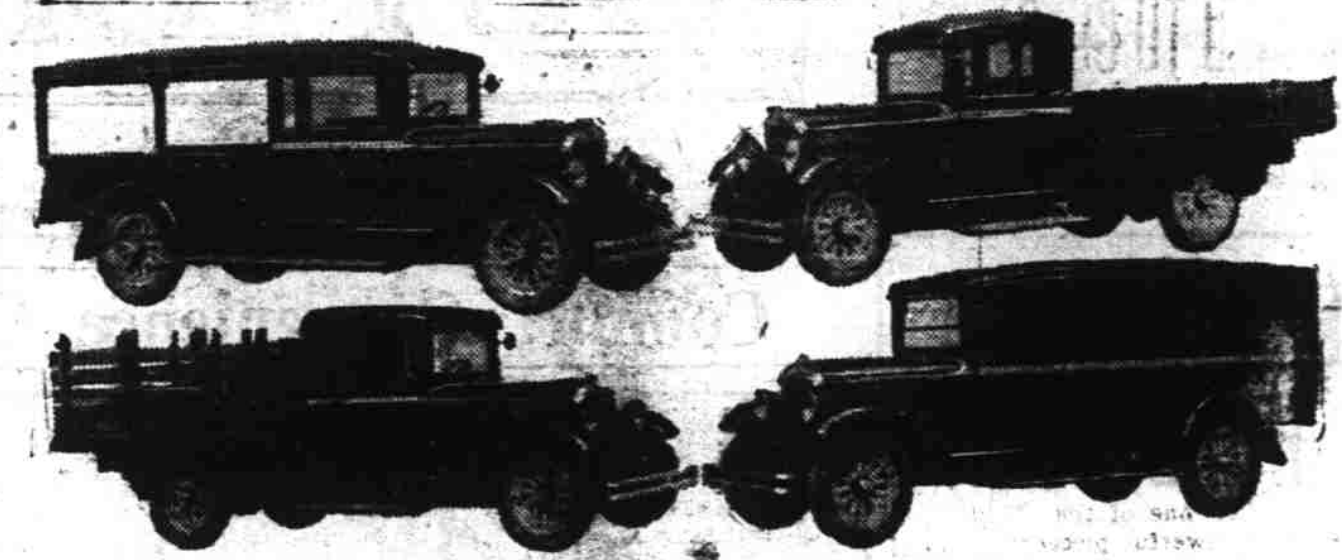
ENTERPRISE-FLORA
To Lewiston, Idaho
Enterprise-Flora: Improved road to Paradise, remaining section rough country road to Antone.

Santiam Highway
Albany-Lebanon: Oiled macadam.

Lebanon-Shea's Hill: Gravel road.

Shea's Hill-Cascadia: Macadam.

New Dodge 1 Ton Truck Models



New one ton trucks available in eight body types at lower prices have been announced by Dodge Brothers. All trucks have four speed transmissions and four wheel hydraulic internal expanding brakes. Wheelbase is 128 inches. Four of the models with panel, canopy, stake and platform bodies are shown above.

road impassable between Cascadia and Ranger Station, 3 miles.

Willamette Highway
Goshen-Lowell: Macadam, Lowell-Oakridge: Rough but passable.

Albany-Corvallis Highway
Albany-Corvallis: Paved.

Alice Highway
Junction Corvallis-Newport Highway-Alice: Oiled macadam.

Alice-Tidewater-Waldport: Macadam.

All oiling operations so conducted that there is no splashing of cars.

Greenville, Mo., has been designated the emergency station on the new Ottawa-Halifax air mail route.

Old fashioned victorias still are in vogue in Rome.

ADD NEW TRUCK TO DODGE LINE

Introduction of a new four cylinder one ton truck with four speed transmission, at a chassis price of \$745 at the factory has been announced by Dodge Brothers. The price is \$850 lower than the preceding Dodge one ton truck price. Announcement of this model follows closely on the enthusiastic reception of the new four cylinder half ton truck, and will supplement the complete line of six cylinder trucks offered by the company.

"This one ton four cylinder truck was added to our extensive

line to fill the demand for traditional Dodge Brothers truck dependability at minimum cost in purchase and operation," said Howard E. Sneath, director of commercial car and truck sales. "In appearance and performance, it is designed to set new high standards in the low price truck field, backed by the nation-wide service and dealer organization of Dodge Brothers."

Offered on a 133 inch wheelbase, the new truck is available in eight body styles—panel, canopy, screen, express, stake, platform and farm. All bodies have eight feet of loading space. To complete the line of one ton capacities, a six cylinder one ton truck is being offered on the 133 inch wheelbase at \$845 for the chassis, and the present six cylinder one ton truck with 140 inch wheelbase will continue in production.

Thousands are taking Advantage of the SAVINGS offered by "Western Auto's" New Customer TIRE SALE

29 X 4-40 Western Giant Rib-Tread Balloon. Guaranteed 15,000 Miles. Sale Price: \$5.66

All over the West, motorists are taking advantage of the greater savings offered by our Semi-Annual New Customer Tire Sale... Old and new customers alike—unhesitatingly, because of the established reputation of our Western Giant Rib Tread Balloons as Standard FIRST LINE Tires; and of our Wear-wells as Standard SECONDARY LINE Tires... and because of their confidence in our liberal Definite Minimum Mileage Guarantee; our Iron-Clad Guarantee of Satisfaction for the life of each tire; and our popular Customer Is Always Right policy.

Our tires are built up to our enviable reputation for fair dealing and honest values. High quality through and through, at prices made low by tremendous volume—well over half a million tires last year—and our economical "One Low Profit" selling policy, have established these tires in the minds as well as on the cars of hundreds of thousands of western car owners—as the most dependable and economical tires.

TRADE-IN YOUR OLD TIRES And Make These Low Sale Prices Even Lower

SIZE	Wear-well	Western Giant	Blue Ribbon	Jumbo
Ask for Sale Prices on sizes not shown	16,000 Miles Guarantee	Standard Rib-Tread, 15,000 Miles Guarantee	Standard Tube	Extra Heavy Tube
29x4.40 (4.40-21) ..	\$ 4.87	\$ 5.66	\$.98	\$1.33
30x4.50 (4.50-21) ..	5.59	6.57	1.15	1.50
29x4.75 (4.75-20) ..	6.51	7.88	1.21	1.69
30x5.00 (5.00-20) ..	7.10	8.49	1.33	1.70
31x5.00 (5.00-21) ..	7.25	8.78	1.40	1.76
30x5.25 (5.25-20) ..	8.36	9.74	1.50	1.90
31x5.25 (5.25-21) ..	8.50	9.98	1.55	1.96
30x5.50 (5.50-20) ..	9.33	10.80	1.78	2.10
32x6.00 (6.00-20) ..	10.80	12.50	1.96	2.32
33x6.00 (6.00-21) ..	10.95	12.80	1.99	2.39

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Guaranteed 20,000 Miles. At Sale Prices for the First Time... Double Duty in every way... in Economy, Durability, Strength, Traction and Safety! A modern tire, scientifically designed to give longer service under any operating conditions. Built right and proven right by most exacting road tests.

Ask for Low Sale Prices on your size.

Low Sale Prices on Western Giant Balloons

Extra quality, specially built to give greater satisfaction under modern high-speed motoring conditions. New Center Traction Tread gives better traction, more safety and longer trouble-free mileage.

29x4.40	\$ 4.81	\$ 5.50	\$10.55
29x4.50	5.35	6.25	10.75
30x4.50	7.55	8.50	10.85
29x4.75	8.15	9.25	12.65
30x4.75	8.30	9.50	12.45
30x4.75	8.75	9.75	12.65
30x5.00	9.50	10.50	12.75
30x5.00	9.65	10.75	13.95
31x5.00	10.50	11.50	15.40
32x5.25	9.85	10.75	15.65
30x5.25	10.95	12.00	16.35
31x5.25	11.35	12.50	16.55

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The World's Largest retailer of fully guaranteed Tires, Batteries, Auto Accessories, Camp Gear, Golf Equipment, Aviation Supplies and Radio.

HINTS for your Labor Day Drive

We suggest a loop trip to Portland, The Dalles, via Columbia highway, or Mt. Hood Loop, Redmond, Sisters, over McKenzie Pass to Salem

Leave Salem and go to Portland 32 miles (take east side road out of Oregon City). From Portland take the Mt. Hood Loop to The Dalles a distance of 110 miles stopping at points of interest as Rhododendron, Government Camp and Mt. Hood Lodge or take the Columbia river highway visiting such points of interest as Crown Point, Bridal Veil Falls, Multnomah Falls, Cascade Locks. It is 91 miles Portland to The Dalles via Columbia river highway. At The Dalles take The Dalles-California highway to Redmond 127 miles and on 20 miles more to Sisters. Here we suggest that you take a side trip to Camp Sherman at the head of the Metolius river. This is a beautiful country and an ideal place to spend the night. Sisters lake is only three miles from Camp Sherman and can be reached on the return trip to McKenzie highway. From Sisters to Eugene is 87 miles and there are many interesting places to visit enroute including Lava Beds, Belnap Springs, Foley Springs and the Fish Hatchery. Then home again from Eugene 72 miles.

BEFORE YOU GO PUT ON A SET OF NEW MILLER TIRES

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First gear provides tractor power. Second gear is a tremendously increased gear. Third gear produces speed on hills. Fourth gear, used in 90 per cent of driving, permits high speed without motor speed. Fuel consumption is decreased and car life is increased.

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