

AUTOMOBILE SECTION

No Car Like It!

42 horsepower! 50 miles and more an hour—hour after hour—without over-heating—without loss of power—without carbon cleaning!

And at the end of a long sustained high speed, your motor will be cooler, will need less water than any similar sized poppet-valve engine.

This engine's power curve keeps climbing up while the power of a poppet-valve car is dropping off. Furthermore, the Willys-Knight is entirely free from those engine repairs which make up 50% of the upkeep cost of practically all poppet-valve cars. It has no cams—no springs—to get out of order. A car you can keep season after season. Take a ride today.

WILLYS-KNIGHT

\$1195

GLENN H. TAYLOR
DEALER
Roseburg, Oregon

MANY DODGES SOLD FIRST SIX MONTHS

With business generally better and prospects of conditions improving and requiring comparatively steady, according to local figures and opinion J. O. Newland & Son, local Dodge Brothers dealers, expect the year of 1924 to be a record sales year. Already this year more Dodge cars have been sold than during any six months period in the eight and one half years the local firm has been dealing in Dodge Brothers cars.

"Retail business maintains a volume about normal for this time of year, and prospects favor an improvement in the country demand in view of the better prices indicated for cereals and other farm products, according to R. G. Dunn and Company," said J. O. Newland. "Farm labor is reported more plentiful than in recent seasons and the average of farm wages is somewhat lower, according to Dunn. Douglas county banks are in fine condition."

TOTAL SALES OF DODGE BROTHERS CARS BY MONTH AND YEAR.

Year	1916	1917	1918	1919	1920	1921	1922	1923	Total	1924
January	2	1	4	4	5	1	1	3	21	3(2)
February	1	3	2	6	8	1	2	5	23	6
March	3	14	7	6	8	2	2	6	57	7
April	5	2	6	8	0	3	3	3	30	19
May	7	5	4	4	4	2	3	7	55	5
June	220	833	620	830	1050	715	715	135	5720	435
July	6	8	6	4	8	6	15	5	55	
August	2	4	3	6	2	5	4	3	30	
September	3	3	3	4	2	2	5	5	28	
October	1	8	0	6	3	2	5	2	27	
November	3	1	0	3	1	2	3	1	14	
December	0-15	2-25	2-14	6-29	1-18	1-15	4-34	2-29	18-173	
	35	58	43	59	48	34	52	35	382	-117

The increase this year corresponds closely to the increased number of passenger cars and truck registrations recorded by the state, and with the January to July increase in fees for 1924 over the same period of 1923, amounting to \$795,196.54.

Because of his confidence in the future for the sale of Dodge cars, the local firm is just completing an addition to the building that was constructed in 1919 with white brick facing. This addition is being made to furnish room for the study of good cars that are acquired in trades and to make the service department even more up-to-date. The organization now occupies nearly one quarter block and is held to be one of the best on the coast.

From the following chart the effect of general business conditions of the country on the local sale of Dodge cars is traceable. That the comparatively steady advance in the business of J. O. Newland & Son is a reflection of the trend of business conditions of the country is observed from this table. The total number of cars sold in the individual months through the eight year period is given to show the months best suited to selling cars. As the year of 1924 will not be completed until January 1, 1925, the record of 1924 is shown in the column to the extreme right. Sales prior to 1916 are not shown. The three in parentheses appeared in the license count, but should not be counted in 1924 as the sales occurred the last of December, 1923.

Walter P. Chrysler Says-

The sweeping success of the good Maxwell is squarely due to the fact that it affords the most advanced engineering, at a price within reach of every one who can afford a car at all.

As in the Chrysler Six, scientific engineering has now produced such revolutionary results that unless a man at least tests them himself, he cannot be sure of securing the highest motoring satisfaction.

Maxwell's most recent development has to do with notable improvement in every phase of riding, driving and performance, economy and long life, and the reduction of vibration to a degree never before thought possible in a four.

Touring Car, 2400; Sport Touring, 2600; Roadster, 2800; Club Coupe, 3000; 5-Door Sedan, 3400; 5-Door Sedan, 3600. All prices 1. m. h. Dealer subject to current Government tax.

We are pleased to extend the convenience of time payments. Ask about Maxwell's attractive plan.

W. P. Chrysler
President and Chairman of the Board
Maxwell Motor Sales Corporation, Detroit, Mich.

NEW BUICK MEETS GENERAL APPROVAL

Quick adds a new term to the automobile dictionary and, at the same time, introduces a unique series of models in its "enclosed open" cars which it is now showing to the public. The expression appears paradoxical until one has seen the cars but it then is realized these models are correctly named.

The cars in this series are equipped with permanent tops with sliding glass windows and with heaters which will make their occupants comfortable in all weather. The chassis and bodies are identical with the open models in the line thereby providing the roominess and freedom which for years have caused Buick open models to be so popular. The tops have been designed on the cars themselves and have the distinguishing Buick lines.

With the increasing importance of the automobile as a business necessity and likewise the added comfort of pleasure driving when there can be instant protection from dust or wind or cold weather, the demand

for closed cars is growing each year. With these "enclosed open" models Buick is providing such protection and comfort at a minimum of price.

MOTOR WITH WINGS DREAM OF FUTURE

Within the next two decades autos will be made with folding wings, so that when on a straight stretch of road they can spread and the machine will take to the air. The present-day tendency to lighten the construction of automobiles through the extensive use of aluminum alloys, together with the great progress made in airplane construction as the result of recent experiments with motorless gliders, as well as motor gliders, are the two factors that will make this possible, writes H. V. Rickenbacker, automobile manufacturer, in the July number of Popular Science Monthly.

"This combination automobile and airplane will have a body shaped similar to the present hydroplane hull, making it both a water and land machine. The wheels will provide sufficiently to permit the machine to be driven on the highway after the wings have been collapsed, propeller disengaged and the automobile control mechanism applied, which in reality will give a three-in-one conveyance."

ENTHUSIASTIC FOR OVERLAND COUPE

Unusual interest among feminine motorists has created Willys-Overland's announcement of its new two-seater Overland coupe. Not only is it a better car embodying the manifold advantages of the entire Overland line but it combines with these a driving comfort and convenience almost inseparable in a car of these dimensions.

Nowadays, with the male members of the family requiring the use of the car during the day, there is a definite need for a second car in a small home, a car that can be used in shopping and visiting by the women of the home.

The new coupe has proved itself to be ideally suited for this purpose. Ventilation, windshield, door window ventilators, door window curtains are little touches that appeal to feminine taste.

Compared with those features in the case of parking and the general riding comfort due to the 128-inch wheelbase. The ease of handling it, equipped with the new Overland suspension and steering, are decided factors in this new car designed for feminine use.

The new coupe is equipped with doors that are over 31 inches wide, thus providing ease of entrance. The body of the car is built on a sturdy reinforced chassis. The new coupe is taken with the parking operation, footbrake being applied to

give the car its lasting durable finish.

The interior of the body is finished in durable, long grain Spanish leather upholstery. The seat cushion is over 45 inches wide, being ample to accommodate three medium-sized people. There are 15 inches between steering wheel and cushion, rendering it convenient for the car to be entered easily from either side.

A roomy rear deck provided ample space for packages, which is an additional convenience for lady's shopping. Its hinged cover is provided with a lock and is protected against dust and leaks.

Eugene—Construction work started on two new tent hangars for government airplanes.

Eugene—Additional fire hydrant to be installed and 8,000 sq. ft. cement sidewalk laid on University of Oregon campus.

Attractive

DODGE BROTHERS
Special
Type
Cars

Easy Riding

J. W. MICHAEL MOTOR CAR CO.
323 North Main St., Roseburg

Don't Forget

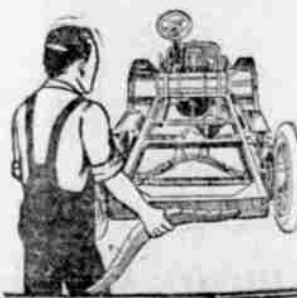
that WE have
Cars for Rent

You Must Show Your
Drivers License

Will Rent by the hour or day

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Phone 371. Stand at Rapp Bros. Garage



A Skilled Mechanic

does not waste time and feeling sorry for the value of money well as to himself. This clock starts on you may know the are charged to keep it

Hall & Young Car 631 Winchester

MOTOR CAR REPAIRING and Machine Work

HUDSON CARS ESSEX

Roy Catching

Main and Oak Sts. Roseburg, Oregon

BE GUIDED

By the best engineering minds of the world concerning the vital things you cannot see but which are all important when you buy an automobile.

Note the rise of the six-cylinder motor—the Drop of the four. Of all the automobiles manufactured in America this year 67.1% are sixes. Only 21.1% are fours.

Long and Studebaker engineers recognized the superior ability of the six-cylinder I head type of motor. Studebaker is the world's largest exclusive manufacturer of sixes. Buick, Ford, the world's most expensive car, built regardless of cost, has a six-cylinder I head motor, as has Studebaker.

Note the popularity of the I head type of motor; 66.7% of the automobile manufacturers have now come to the Studebaker type, while only 22.5% cling to the valve in head motor. The sleeve type is lagging far behind with a negligible 6.3%.

COMPARE, ANALYZE—THEN SEE STUDEBAKER

Try a Studebaker six, with its powerful motor, beautiful body design, sturdy chassis and you will agree he a Studebaker fan.

W. A. BURR & SONS

Delco Klaxon Remy

and
Auto Lite
Authorized
Service

When you buy a new car drive in for free inspection of your electrical system. This insures your electrical system for 90 days.

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