

AUTOMOBILE NEWS

WILLYS-OVERLAND FINE MOTOR CARS



Stop!

Look at this Value

- All Steel Sedan \$715** Its great power will astonish you. (Unmatched near the price.) All-Steel body—safest type of body ever invented.
 - Standard Sedan \$655** Patented Triplex Springs—130-inch springbase—amazing comfort. Extra-heavy axles of tremendous strength. Molybdenum steel.
 - All Steel Coupe \$635** Big 10-inch brakes—quick stopping! Unquestionably Overland is the greatest dollar-for-dollar value ever offered. See it. Drive it. You can't help liking it.
 - All Steel Touring \$495** Buy your Overland out of your income without feeling it. Small down payment—and you can drive your Overland home.
- 52 Weeks to Pay!*
- All prices f. o. b. Toledo

World's Lowest Priced Cars

with Sliding Gear Transmission

OVERLAND

WELLS & CHASE
OVERLAND DEALERS—ACCESSORIES
317 North Jackson Street

DEMAND FOR CARS INCREASING FAST

The biggest month's production of six cylinder cars in the history of the industry was scored in April by the Hudson-Essex organization, according to officials, who announced that 24,000 Hudson and Essex cars were made and shipped. Even this production, according to word received by Roy Catching, dealer for Hudson and Essex in this city, was far from sufficient to meet the enormous demand which has developed all over the country. Mr. Catching said that he could use 50 per cent more cars than are coming to him, and that he is doing everything in his power to obtain cars for immediate delivery.

"Our business has been most active all spring", he said, "but it was still further increased when the price on Hudson Super-Six cars was reduced to the lowest point in the history of these cars. The public knows the Hudson Super-Six as one of the world's fine cars; and this price reduction made it also a car with a most moderate price. The Super-Six coach now sells at less than half as much as the Hudson open cars as only a few years ago, and yet the present Hudson car is superior in every detail to the products of former years."

"This betterment in every detail and this reduction of price have been made possible simultaneously because of the vastly increased Hudson-Essex business. Hudson-Essex is now by far the largest six-cylinder manufacturer in the world, and is one of the five companies in the industry making 1,000 cars a day or more.

"The reduction in the price of the Hudson Super-Six is simply an instance of how the benefits of this great volume of business are passed on to the public.

"Better quality, lower prices when possible, and superior value are the keystones of the policy which have brought Hudson-Essex to six cylinder leadership. This specialization on coaches has tipped vitally in manufacturing economy. Ninety per cent of business is in Hudson and Essex coaches.

TEN YEARS IN HOME TOWN NEWSPAPERS

In 1915 there were 2,445,666 automobiles in this country. It seemed a tremendous number. Some people were already talking about "the saturation point" being not far ahead.

But if there were some men who couldn't see the woods for the trees, there were others whose faith never faltered.

It took a lot of vision for them to see that the true market for the automobile had hardly been touched.

It took a lot of courage for them to bank on the ultimate success of the automobile in that market.

They had both.

Back in 1915, the United States Rubber Company said "The real future of the automobile is not in the big cities but away from them."

It is not in short runs on city streets, but in mile after mile on country roads."

So back in 1915 the United States Rubber Company began to prepare for this movement—and to help it.

In 1915—ten years ago—the first U. S. Tire advertising began to appear in the "home town" papers.

Few people saw these papers in their true dimension.

Few realized the influence they had on what people thought and did and wore and bought. Because few people realized the place they filled in the minds and lives of their readers.

The United States Rubber Company saw.

As clearly as it saw the development of the automobile it would be in the smaller communities, it saw that the people in these communities would have tires to measure up to the service and tire merchants to sell them.

And it saw that in the "home town" newspapers it had, ready to

hand, the medium to help it put tire merchandising where it would have to be in the new era of the automobile.

So ten years ago people began to read the first U. S. Tire Advertising in their "home town" paper—over the name of their "home town" dealer.

They have been reading it ever since.

They have seen these home dealers develop their little "side line of tires" into real business—always with the support of "U. S." Advertising in these local papers.

Coincident with the tenth anniversary of "home town" advertising by the United States Rubber Company. This company announces another long step forward in the perfection of automobile tires—the greatest since in production of the cord itself—in its perfected Latex tread Web Cord Royal Balloon Tire with the flat low pressure tread.

Today there are 16,000,000 automobiles in this country.

Eight per cent of them are owned by men and women on the farms and in the smaller communities.

Where there was one U. S. tire dealer in the small towns then—there are hundreds today—real merchants.

What was only a vision in 1915 has come true in 1925.

PLANS COMPLETED FOR STOCK CAR RUN

Considerable satisfaction is being expressed over the fact that the great annual Los Angeles-Camp Curry Yosemite Economy Run of May 22, 23, is to be a strictly A. A. A. stock car event, according to Val Haresnape, contest board member in charge of Southern California, who is to act as referee in this event.

"All cars will be weighed with their equipment, luggage and passengers the day before and will start on the contest at 6 o'clock Friday morning, May 22nd, leaving the court yard of the Automobile Club of Southern California at the corner of Figueroa and West Adams streets, at one-minute intervals according to classes and, following a pilot car, will proceed to Fresno via the Ridge Route," Haresnape reports.

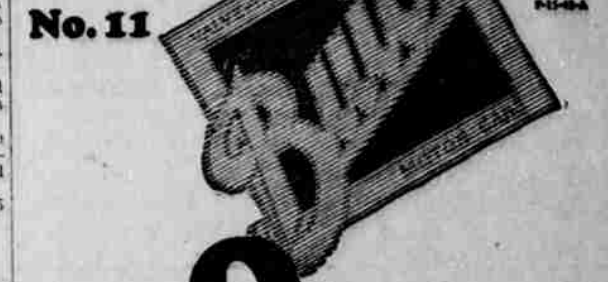
"All of the cars will be checked in at the Fresno control ten and a half hours after the official starting of each car. They will leave Fresno the next morning in the same order in which they leave Los Angeles, also at one-minute intervals, and on arrival at Camp Curry will go into final control where they will remain until released by the judges.

"Upon completion of the run,

the technical committee will take the first and second-place winners in each class, the sweepstakes and closed car winner, to an official garage in Los Angeles, where they will be unsealed and examined one by one as to their stock status. Each car is to carry at all times during the contest full and complete equipment as advertised and catalogued by the manufacturer as complete with the car, together with spare tire and tube. Should any question arise as to the proper qualification of the car being examined, the technical committee will inspect additional cars of the same model as the competing car, which they will select at random from the stock themselves in order to assist them in rendering their decision."

Order your graduation announcements at the News-Review office. New line of samples just received.

When Better Automobiles Are Built, Buick Will Build Them



No. 11

Question: Can Buick 4-wheel brakes be applied while turning corners?

Answer: Certainly. The brake on the outside front wheel is automatically released, making steering easy and car control sure. Only one such device has so far been perfected, and Buick has it.

MOTOR SHOP GARAGE
Distributors for Douglas County OREGON
BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them



Always The Same Unequaled Unflinching Results

The Chrysler Six delivers more power and speed with a given bore and stroke and at a given number of revolutions per minute than any other car.

It was not only designed and built to deliver more, but to continue to deliver more with unflinching regularity.

This enduring nature has earned for the Chrysler Six a remarkable distinction. Owners say it is the best built car on the market today because they have driven their cars tens of thousands of miles and are enjoying a quality of performance no other car equals—

The same brilliance, the same eagerness that astonished and delighted them the first day they drove—always unequalled and unflinching performance.

No other motorists are enjoying the same results, no others are enjoying the same inherent roadability made still more wonderful by remarkably effective stabilators. Let us show you what these results are like.

The Touring Car \$1395	The Royal Coupe \$1895
The Phaeton 1495	The Balmain 1985
The Roadster 1625	The Imperial 2065
The Sedan 1825	The Crown-Imperial 2195

All prices f. o. b. Detroit subject to current government tax.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

CHRYSLER SIX

J. W. MICHAEL MOTOR COMPANY
515 NORTH JACKSON ST., ROSEBURG PHONE 350

From Medford—
Thomas D. Petch, manager of the Southern Oregon Gas Company arrived here Monday and spent the day and today here attending to business at the local branch store.

Here From Eugene—
George Holland arrived here this morning from Eugene to spend several days on business and visiting friends. He is from the Standard Oil company there.

GOOD BRAKES ARE THE BEST

INSURANCE AGAINST ACCIDENTS

Use

U. S. Asbestos Solid Woven Brake LINING

Accurate to .005 of an inch.
Will Not Swell, Grab or Glaze.

STEPHENS AUTO COMPANY
323 N. Main Phone 582

WATCH WATER PUMP, AVOID MOTOR HEAT

In the radiator. Here again the heat indicator on your car immediately tells the story, as the vapor temperature of the boiling water in the radiator will warn the motorist, through this instrument, that he must investigate at once, or suffer the penalty: a large garage bill.

JEWETT CAR MAKES NEW ROAD RECORD

Driving a new Jewett, Lee Doud, Paige and Jewett dealers at Casper, Wyoming, set a new road record from Casper to Denver, a distance of 225 miles of mountain roads, in 6 hours and 35 minutes elapsed time. The former record was also held by Doud and was 22 minutes longer.

One of the reasons for the fast time was that Doud's former record was called "lucky" because of the fact that he carried four passengers with him. He determined to show them that he could do the trick a second time. Without even waiting for good