

AUTOMOBILE SECTION

Greater Beauty
Faster Performance
Lower Price
Not one—but
All Three



COACH \$950

Take the Wheel and Drive~

There's a pleasant surprise in store for you when you first ride in an Oldsmobile Six.

You must take the wheel of the Oldsmobile Six and drive to appreciate how swiftly it accelerates—how quickly it can be stopped—how readily it climbs the hills—how easily it steers—and how smoothly and quietly the motor purrs at all speeds!

Come in today for your first demonstration.

Touring \$875, Coach \$950, Sedan \$1025
Phone L. O. S. Lansing, see extra

KLECKER-AMORT CO.
439 N. Jackson St. Phone 593

OLDSMOBILE

SIX

OLDSMOBILE SIX RECORD BREAKER

Two records over the most gruelling courses in the nation have been captured by a new Oldsmobile stock car. Within a week a brand new car taken from a shipment from the factory smashed all previous records on the Pike's Peak and the Lookout Mountain-Bear Creek Canon runs.

These two routes are considered the hardest road tests possible to apply to any automobile. They embrace steep grades, tortuous curves and switchbacks, steep descents and short straightaways where quick acceleration is imperative if record time is to be made. As a result of the natural handicaps to be encountered, every part of an automobile is called upon to give maximum service—pulling power, speed, quick pick-up, roadability, stamina of chassis, and positive and strong steering and braking power.

The new Oldsmobile had been driven less than 2,000 miles, when it was started over the Lookout Mountain route with Floyd Clymer of Denver driving. It was a regular stock car except that the top had been removed to decrease wind resistance.

The Lookout Mountain and Circle route is 57 miles long and contains 412 dangerous curves, many of them of the "hairpin" variety. The first leg of the trip, from Denver to Golden, up a gradual grade, ten miles long, was made in 11 minutes. From Golden to the top of Lookout the grades run from 6 to 14 per cent, a climb of 1727 feet up the face of the mountain on a road that is one continuous series of switch-back turns. This six miles was made in 11 minutes, and only for a short distance was it necessary to use second gear, which is considered one of the most remarkable features of the run.

The third leg to Morrison is regular mountain driving, up and down and around. This 28 miles was made in 33 minutes. The last leg into Denver, 13 miles, was made in 15 minutes. The entire time of the run was one hour, 16 minutes and 9 seconds. The average speed was 44.91 miles per hour.

The Oldsmobile clipped 1 minute and 4 seconds from the best previous record.

On September 6th, one week later, Clymer piloted the Oldsmobile up the Pike's Peak course in 28 minutes, 49 seconds, the fastest time ever made by a stock car. This run is 123 miles long and the grade rises approximately a mile in that distance. The elevation is 9,150 feet above sea level at Crystal Falls, where the run starts, and is 1,4109 feet at

wider and sets 4 1/2 inches lower. Seats have been redesigned and are lower. There is greater leg room in the car. All four doors open forward and storm curtains are provided with uprights and open with the doors. The gasoline tank is under the cowl, permitting outside filling and easy access to the sediment bulb. Chassis changes include larger and more powerful brakes and other important mechanical improvements.

For nearest, best service, city or country trips, Phone 44.

AMPLE ROOM IN NEW FORD CARS

The pronounced stream line of the improved Ford Touring Car is particularly accentuated in the higher radiator, the long sweep of the hood and cowl and the large crown fenders, which come down well over both front and rear wheels. The body is longer,

Look Behind, Mister!



Removal of Federal taxes on motor cars, trucks and parts will be urged by automobile leaders at the hearings of the Ways and Means Committee in October. These levies totalled over \$158,000,000 in the fiscal year 1924.

The motor excise taxes at present are 5% on the wholesale value of cars, 8% on trucks (except true chassis wholesaling for \$1,000 or under, and bodies therefore wholesaling for \$200 or under) and 2 1/2% on parts.

The special war-time excise taxes have already been repealed on thirty-five industries. Motor clubs, dealers and manufacturers advocate that the automobile buyer is entitled to relief also, especially as he is carrying heavy state motor tax burdens.

"no car built will do what this car does for \$595!"

... the Commander-in-Chief of one of the three biggest builders in the world of first-quality automobiles is responsible for that statement. Certainly no one knows better what is back of this extraordinary car-of-tomorrow value. Certainly no one knows better what man-power, and money-power, and big purchasing-and-producing-power have been put into the building of it!

A better car for less money. That is the net of it. Big-car quality. Big-car appearance. Big-car service. And, at less-than-current light-car cost, many new features, many new refinements added!

But let this car speak for itself. These are the facts. In this master-product of Overland you find the answer to what your money-of-today can buy in car-of-tomorrow value.

... A FULL-SIZE 5-PASSENGER SEDAN, with plenty of room for 5 full-grown people to ride in—for the first time in motor car history, a car of this size, with sliding gear transmission, for less than \$600!

... A smart-appearing car, clean-cut, rakish, low, with the stream lines of a yacht, very swaggy-looking! ... polished lacquer finish, rich deep blue, with gleaming black trimmings—as inviting an eye-full of automobile as you would want to look at. Women want it the minute they see it!

... extra big doors, extra wide, easy entrance and exit to both front and rear seats. Like getting in and out of a limousine. No inconvenience, no discomfort. Each door has four extra heavy hinges—treat them as rough as you like, these doors are built to stand punishment!

Wider seats—the widest of any light car built! New single-piece, undivided front seat, 39 inches wide, 19 inches deep. All the elbow-room you want. You know what that means to your driving comfort-and-freedom. No more 100-mile fatigue! Wider back seat—45 inches wide, 18 inches deep. You know what such ample seating capacity means to the comfort and pleasure of your passengers.

Very latest one-piece windshield—very valuable in night-driving. Gives clear, unob-

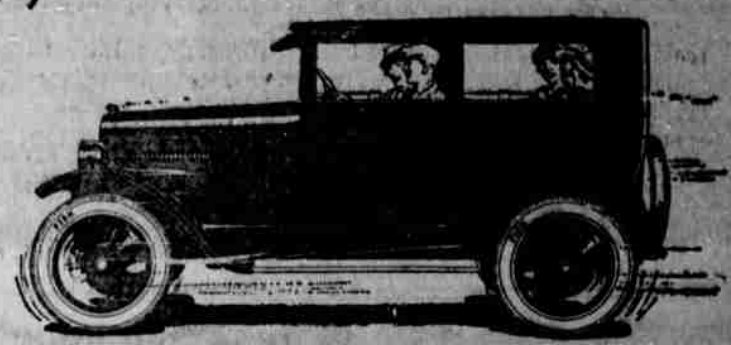
structed vision. No neck craning. Sit serenely back of the wheel and you can always see where you're going. More easily adjusted—you don't have to fuss with it. Adds greatly to the car's appearance. Easier to clean and to keep clean. You need this new-day light-car feature and, in this extraordinary car-value, you get it!

Big wide windows—more than 20 square feet of window space—all the air and all the broad, uninterrupted vision of a touring car with closed-car protection, closed-car snugness, closed-car warmth and comfort whenever you want it!

... A 27-horse-power engine, sturdy, fast, reliable, a noble lil-climber. A quieter engine because it has fewer working parts. 20-to-25 miles to the gallon of gas, often more—light on oil—hundreds of Overland owners report as high as 15,000 miles without a dollar spent for engine up-keep!

Three speed, selective, sliding gear transmission—at the lowest price ever available in a Sedan! Borg and Beck disc type clutch—one of the finest clutches made and used in many of the highest priced

John G. Willys
President, Willys-Overland, Inc.



Overland Four-Cylinder Standard Sedan \$605 f. o. b. Toledo

cars in this country; Auto-Lite starting, lighting and ignition—again, standard big-car equipment; a rear axle system the equal in size and weight to that used in cars carrying double the weight of this one; Axle shafts of Molybdenum steel, the toughest steel known. In the entire three years in which Overland has used this axle system there is no case on record where an axle has ever been broken.

Chassis, a strong, rigid frame with plenty of bracing; springs of Chrome Vanadium steel, the finest and strongest spring steel known to engineering.

To understand what you're getting in this great light car, at this heretofore unheard-of price, you've got to step in and see it. You've got to compare it, point for point, with other cars you may be considering. Then, and then, only can you form any fair estimate of its outstanding value for so little money.

Easy terms. Only a small amount down. 18 months for the balance. Apply your present car as your down payment and drive this new car home!

Standard OVERLAND Sedan WELLS & CHASE

31 North Jackson Street

Roseburg

Phone 399

the summit of the mountain. In one two-mile stretch the elevation rises 956 feet, which is 293 feet higher than the Woolworth building in New York City.

This stock car record of 28 minutes, 49 seconds is within 11 minutes, 20 seconds of the record time made by a special racing car equipped with superchargers in the annual Pike's Peak Race. The Lookout Mountain record was officially timed and checked by Damon S. Gall, automobile editor of the Denver News and Times, and the Pike's Peak run was timed and checked by Gall and Russell H. Kenney of the Denver Post.

These two records are considered by automobile men to be the most remarkable ever made by a stock car. Official timers and checkers report that at no time during either run did the Oldsmobile grow hot and show any mechanical difficulty. The time

made is proof that the performance was perfect throughout both record runs.

NEW FEATURE FOR WESTERN AUTO CO.

The announcement that the Western Auto Supply Company has entered the radio field by making arrangement for the manufacture of an exclusively designed set for their own use will prove interesting to the thousands of "Western Auto" customers throughout the Western States. Mr. George Peppardine, President of the Western Auto Stores.

His knowledge of merchandising conditions and the advantages

of buying in enormous quantities will undoubtedly make it possible for buyers of the Western Air Patrol, the new "Western Auto" set, to own a high-grade radio receiver without paying the high price that is asked for equipment of similar quality and performance by retailers who do not enjoy the low unit prices gained through buying on a large scale. The "Western Auto's" new radio equipment, to be known and sold under the name Western Air Patrol, is a five tube tuned radio frequency set that is manufactured to "Western Auto" specifications by one of the largest and most reliable manufacturers of Radio Parts in the world. The set has been specially designed for best performance under Western conditions to many well known receiving sets.

In building the Western Air Patrol much attention was given to the design that would assure

sharp selectivity and make possible the tuning out of nearby high powered broadcasting stations without sacrificing touch quality. The tone and volume of the set, coupled with its extreme selectivity, are surprisingly fine.

The marketing of this set by the Western Auto Supply Company marks a new sales policy on the part of the Company. The radio, when the customer so desires, will be sold on time payments that are so arranged as to make possible its purchase by everyone.

The Western Air Patrol will be sold complete, even to the installation. The set itself is cased within a genuine walnut or mahogany cabinet and is furnished, among other competent equipment, with a handsome cabinet speaker to match the finish of the set.

Heat with gas.

Studebaker builds no yearly models.

If you have
"An Eye For Business"
Let thousands of eyes read your advertising