

AUTOMOBILE SECTION

"The highest resale value"
still further enhanced by tremendously
reduced prices

The used-car columns of your daily newspaper tell the story. You will find there but few Willys-Knights for sale. And such as are, command, always, an almost incredible premium.



When a car goes to the graveyard for automobiles, it goes there for one major reason, one only—gears, transmission, differential, wheels, frame, usually are in reasonably good condition. It is the engine that sends a car "across the river." It is the engine that makes or breaks a car . . .

The Willys-Knight engine never wears out

—unlike any other motor-mechanism in existence, it does not deteriorate. It actually improves with use . . . After 50,000 miles, on up to 100,000 and over, it is a smoother and quieter, more powerful and more completely efficient engine than it was on the day you bought it! . . .

Used-car experts (than whom there are no keener judges of car-values) consider a Willys-Knight at 50,000 or 60,000 miles a first-class selling proposition. Can the same be said of any other car in, or under, or considerably

above its price-class, with that distance chalked up against it? . . . An experienced used-car owner will buy a Willys-Knight, registering 75,000 miles and more, with absolute confidence. The used-car trader will tell you he can scarcely give away other cars after they have been run but 25,000 or 30,000 miles! . . .

The patented Knight sleeve-valve motor

—that is the leading reason for the phenomenally long life, and, consequently, the gratifyingly greater resale-rating of the Willys-Knight . . .

So—when you buy your Willys-Knight, particularly at these SUBSTANTIALLY REDUCED PRICES, you are not merely buying an automobile. You are making an investment in sustained motor-car satisfaction. And the dividends that investment brings to you—in service, in freedom from expense and annoyance, in pride of ownership—are matched only by its strength as a gilt-edged security, its high cash redemption value if, in any emergency, you are obliged to dispose of your car.

four-cylinder

| | |
|---------|------------|
| TOURING | now \$1195 |
| COUPE | now \$1295 |
| COUPE | now \$1395 |
| SEDAN | now \$1450 |
| SEDAN | now \$1505 |



six-cylinder

| | |
|----------|------------|
| TOURING | now \$1750 |
| ROADSTER | now \$1750 |
| COUPE | now \$2195 |
| COUPE | now \$2095 |
| SEDAN | now \$2295 |
| SEDAN | now \$2095 |

WELLS & CHASE

Phone 399 317 North Jackson Street ROSEBURG, ORE.

OVERLAND CLIMBS IN NATION'S SALES

Despite the fact that throughout the summer and early fall months production on the new Overland sixes has been greatly increased, orders from the Willys-Overland national dealers organization continued to pile up in advance of the production schedule.

Ever since the Overland six was first introduced to American motor car buyers it has been necessary to continually increase the production schedule on this model, until it quickly became one of the fastest-selling models in the Willys-Overland line.

Production on the Overland sixes during the first nine months of 1925 totaled approximately 40,000 cars, and the Willys-Overland factory during the month of October entered into a production schedule of more than 200 cars per day of this model.

Dealers report a nation-wide approval of both the Overland six-cylinder sedan models. The "six" standard sedan comes in a two-tone gray with smart beading at the waistline, and is of the popular two-door type with long, narrow windows, and one-piece windshield, giving a maximum of vision and ventilation. The De-Luxe sedan is a two-tone finish, with gray above the belt line. This model has four doors. Both cars are powered by the newly designed Overland six-cylinder engine, developing 40 horsepower.

REPEAL WAR TAX LOWER CAR PRICES

Lower delivered prices on all makes of automobiles and commercial vehicles are guaranteed by the car and truck manufacturers of the country as soon as the federal war excise tax on motor products is repealed, according to a letter from the National Automobile Chamber of Commerce to the farm organizations, made public today.

The automobile makers have been campaigning for the removal of the federal war taxes on motor products, stating that they are a burden on the consumer.

The question of whether the consumer would benefit from such tax repeal or whether the savings would go into the pocket of the manufacturer was raised by L. J. Taber of the National Grange, the American Farm Bureau Federation and other groups whom the automobile makers have been addressing.

A unanimous reply that the cost of vehicles will be lowered to the consumer to the full extent of the tax revision came from every plant in response to a query by H. H. Rice, chairman of the taxation committee of the National Automobile Chamber of Commerce, who took a poll of the motor manufacturers of the country.

The automobile industry is presenting its views to the ways and means committee of congress at the hearings on October 24. If the repeal of these taxes is granted in the next revenue bill it will mean an average reduction of \$25 on every passenger car sold.

The letter to the farm organizations and a list of the manufacturers who have filed individual statements guaranteeing these price reductions are as follows:

Mr. L. J. Taber, Master, National Grange, Columbus, Ohio.
Mr. Dear Mr. Taber:

You raised the question in your conversation with me some time ago as to how fully the public would benefit by the repeal of federal war excise taxes on automobiles.

You pointed out, as have the American Farm Bureau federation and editors of farm papers, with whom I have talked, that the consumer often gets nothing from tax repeal. The removal of a tax frequently merely means that much more in the pocket of the manufacturer.

In order to be able to answer your question positively and specifically, our taxation committee wrote to the manufacturers of motor vehicles in this country and asked for a statement of their position in this matter. Unanimously the answer is this:

Every buyer of a motor vehicle will get an immediate price reduction to the full extent of the tax repeal.

This is assured by letters from 84 factories making 196 types of vehicles. A list of these manufacturers is attached and I shall be glad to send you their letters if you so desire.

I am taking the liberty of making this letter public, as I believe that it is important to every owner or prospective owner of an automobile.

Cordially yours,
NATIONAL AUTOMOBILE CHAMBER OF COMMERCE,
(Signed) H. H. Rice,
Chairman, Taxation Committee,
October 22, 1925.

The list of those subscribing to the price reduction statement is as follows:

Motor Cars
Ajit, Apperson, Auburn, Brewster, Buick, Cadillac, Case, Chandler, Chevrolet, Chrysler, Cleveland, Cunningham, Davis, Deane, Dodge Brothers, Duesenberg, Durant, Elmer, Essex, Flint, Ford, Franklin, Gardner, Gray, Hudson, Hupmobile, Jewett, Jordan, Junior Eight, Kissel, Lexington, Lincoln, Locomobile, Marmon, McFarlan, Moon, Nash, Oakland, Oldsmobile, Overland, Packard, Paige, Peerless, Pierce-Arrow, Reo, Rickshaw, Roamer, Star, Stearns, Studebaker, Stutz, Vaux, Willis, St. Clair, Willys-Knight.

Commercial Vehicles, Including
Cabs and Buses
Aero, Atterbury, Astor, Cadillac, Checker, Chevrolet, Clydesdale, Commercial, Corbit, Cunningham, Denby, Diamond T, Dodge Brothers, Dorr, Duplex, Federal, Ford, Gardner, Graham Brothers, Gray, H. C. S., International, Kelly-Springfield, Kissel, Klieber, Larrabee-Deyo, Maccor, Mack, Mason, Moreland, Nash, Overland, Pierce-Arrow, Premier, Rainier, Reo, Roamer, Republic, Sanford, Schott, Seiden, Service, Standard, Sterling, Stewart, Studebaker, Walter, Ward, White, Yellow.

Again Hudson - Essex Reduce Prices

Effective October 20

| | |
|----------------------------|------------|
| ESSEX COACH | Now \$765 |
| HUDSON COACH | Now \$1165 |
| Hudson Brougham | Now \$1450 |
| Hudson (Seven Pass.) Sedan | Now \$1650 |

All Prices Freight and Tax Extra

And for those who desire these cars may be purchased for a low first payment. The remaining payments conveniently arranged.

Roy Catching Motor Company
125 North Rose St. Roseburg Phone 438

QUALITY AND LOW COST COMBINED

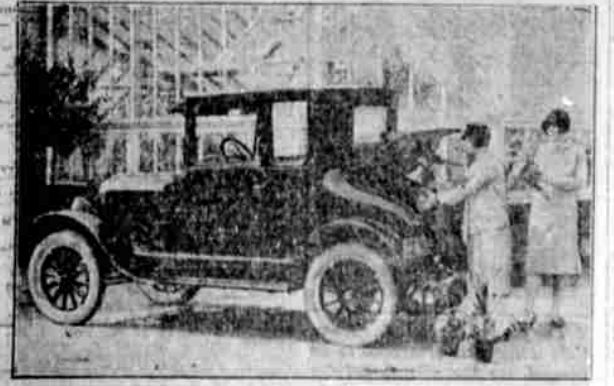
The trend of popular demand toward quality and performance of the highest type in low cost automobiles is strongly evidenced in the fact that Chevrolet held the sales leadership for the entire Pacific coast during the month of

September, according to F. N. Coats, regional sales manager of the Chevrolet Motor company of California.

"A few years ago motor car buyers were almost a unit in the belief that quality and low cost could not be combined in an automobile. In the new Chevrolet series "K" such a combination has been proven possible and our sales volume of 1925 new Chevrolets a week convinces me that the motoring public realizes how far we have gone to produce such a quality car," said Coats.

"The business man of today is

New Beauty and Comfort in Coupe



Redesigning the Ford Coupe has not only given it a new degree of beauty, but has increased its comfort and utility as well. The body is lower and lowered on the chassis, contributing to roadability and riding ease. The rear deck also has been redesigned to carry out the stream-line treatment of the body and provide a larger, dust and moisture proof compartment for luggage or parcels. Wide doors, one-piece windshield, indirect ventilation and improved brakes are other notable features of the coupe.



Tell Your Motor Troubles to Us

We are always ready to help you, and our experience is at your command. Phone or drive the car in.

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STEWART WARNER MATCHED UNIT

Radio Sets

\$65.00 to \$450.00

A free demonstration in your own home. Phone 67 and we will do the rest.

UMPQUA BATTERY STATION
Cor. Douglas & Jackson Streets
Roseburg Oregon

quite content to drive a Chevrolet down to his place of business. In design and construction and finish it measures up fully to much more expensive automobiles with the added feature of easy driving and a maneuverability in close traffic and crowded parking places impossible with a larger and heavier car.

"Close inspection of every part from the raw material to the finished product, a Fisher body that is tooled and upholstered with the same care as if the car were to sell for a thousand dollars more, and power which enables the Chevrolet owner to climb hills with greater facility than most cars of considerably greater cost are among the factors that have given Chevrolet the leadership in sales volume regardless of price."

"Many business men have become so thoroughly 'sold' on Chevrolet quality and ease of driving that they have provided a second car for the family—for the wife to use for her shopping trips, or the children for school, the football game, tennis or golf. They realize that it costs less to own and operate two Chevrolets, without counting the convenience that to own a single car that requires the entire family be together if its full benefit is to be obtained."

"Sturdy performance under all conditions of travel and over long periods of time has developed a following that is constantly increasing the already large family of Chevrolet owners everywhere and has given us a most enviable position in Pacific coast automobile circles."

SARFF'S Auto Wrecking House

329 N. Main St.

Soon to be the House of a Million Parts, the place to save money on auto parts, come in and see us, you are welcome.

Phone 553

LAUNDRY MACHINE IN AUTO FACTORY

Automobile manufacturers are constantly striving to reduce manufacturing costs and thereby lower the selling price to the purchaser. The big economies have long been effected in the automobile business, but it is the small and apparently trivial savings that the more progressive manufacturers are constantly seeking that make it possible for them to further reduce costs. These seemingly small savings mean big ones, however, to the large scale manufacturer.

For instance, a laundry machine would seem to be out of place in an automobile factory, but such a machine has recently been installed by the Olds Motor Works. This machine washes, rinses and sterilizes 500 pounds of oil soaked rags each day. Heretofore these rags were destroyed after they had been used but once. Now they are reclaimed and do duty until worn out. This results in a considerable saving during the year and is but one of the many small economies successful automobile manufacturers are using to reduce expenses. The fact that automobiles today are selling for 25% less than they did before the war, while general commodities are selling for 67% more, shows that the manufacturers are successful in eliminating unnecessary costs.

TIDEWATER OIL CO. HOLDS MEETINGS

The Tide Water Oil sales corporation has just concluded the regular district meetings of the organization at the three headquarters points, Los Angeles, San Francisco and Portland. The meetings were in charge of the local managers, C. J. Kay, R. D. Phelps, and Cy H. Pruner; the entire sales personnel of the organization was in attendance.

ing Manager, Harold H. Deal, were the principal speakers on the program. Pettigell discussed current sales problems and plans and went into detail on the company's sales contest in which the three coast districts are very closely bunched. Competition is very keen for the honor of being hailed as the western department champion at the annual convention which will be held in San Francisco early in January.

Deal, who has just returned from a meeting of Tide Water advertising managers at the company's home office in New York, outlined a new fall merchandising campaign that has been prepared by the sales and advertising experts of the company. He also analyzed Vedol advertising activities on the coast for the first nine months of the year.

At the meeting in Portland, F. M. Rowley, western manager, took part in the program. Rowley visited the Pacific northwest, prior to leaving for the New York office to participate in the annual meeting of Tide Water executives. Of particular interest to the Tide Water man was Rowley's brief outline of business results on the coast for the past nine months and the outlook for the largest volume of business ever done on Vedol products in this area. The dealer distribution on Vedol products makes an unbroken chain from the Canadian line to the Mexican border and no Vedol user need fear the inability to secure the requirements of Vedol lubricants regardless of what section of the country he may be in.



The Expert Driver
knows the value of a good carburetor. He knows that the sweet running of his engine, the life of his motor, and the expense of upkeep, all depend on the carburetor. If he has ZENITH under the hood, he doesn't worry about it.

"There's a ZENITH for every car and truck!"
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