

"everlastingly fine performance"

"Of the thousands of cars that drive these roads every year, the Willys-Knight is the only one that I have never seen with mechanical troubles" — statement of owner in one of the best known National parks in the West.



"The Willys-Knight is the finest automobile built regardless of price or class... it is a wonder to me that everybody who can afford the price is not driving one" — statement of a mechanic in one of the largest automobile repair shops in the West.

The above two significant quotations from men who know by direct observation tell the complete story of Willys-Knight, a motor car of superb power, wonderful riding ease, an extraordinary stamina. It tells the story of Willys-Knight favor among owners who never change back to other makes of cars.

Striking ability

In every test made upon the power plant by the hardest driving conditions, the Willys-Knight delivers 100% perfect performance. Silently, smoothly, and economically, it conquers mountain grades, long stretches of roads that are barely trails or keeps its place at the head of the procession on the high-ways.

In the first few thousand miles, or at 50,000 miles, or 100,000 miles, it delivers the same high standard of motor efficiency.

Where other engines lose in power and performance and cost more to run as their mileage grows, the engine of the Willys-Knight actually improves with use.

Tappet noises, valve adjustments, carbon troubles, loss of power through pitted valve seats, necessity for valve grinding are unknown in the Willys-Knight.

The patented Willys-Knight motor improves through the presence of carbon which deteriorates and kills the performance of other motors.

Used car values tell the story

Look through the list of used cars offered for sale—see the price of a used Willys-Knight as compared with the price of other cars in the same general classification—you will find a steady demand for Willys-Knight used cars at prices very much above other makes which originally sold in the same price scale.

Experienced automobile owners know that the Willys-Knight improves where other cars wear out, and that even with astounding mileage built up on the speedometer, the power plant is always good, always ready to deliver full measure of its rated ability.

Willys-Knight is as beautiful in appearance as it is in performance. In outline it is graceful and distinctive—in appointments it is rich and complete.

In any company it stands out as a car of rare grace and refinement. See this motor car. Familiarize yourself with its performance record. Especially consider the prices at which it is available now.

FOUR CYLINDERS

Touring	\$1195.00
Coupe	1395.00
Coupe-Sedan	1395.00
Sedan	1450.00
Brougham	1450.00

All prices f. o. b. Toledo



SIX CYLINDERS

Touring	\$1750.00
Roadster	1750.00
Coupe	2195.00
Coupe-Sedan	2095.00
Sedan	2195.00

All prices f. o. b. Toledo

WELLS & CHASE

Phone 399 317 North Jackson Street ROSEBURG, ORE.

WILLYS-OVERLAND FINE MOTOR CARS

Announcement has just been made that Chevrolet will maintain a production of 50,000 cars have been running at capacity since last January. Heat with gas.



Change Now—to a non-congealing oil

It's time to change to free-flowing Zerolene, if you do not already use this wonderful motor oil the whole year 'round. When other oils congeal in cold weather, Zerolene flows freely. It is an aid to easy starting and a sure protection from cold-weather frictional dangers, rapid depreciation and repairs. Don't take a chance—change to Zerolene NOW.

To determine the correct body of Zerolene for the winter lubrication of your car, consult the Zerolene Correct Lubrication Chart—at Standard Oil Service Stations and at dealers.

STANDARD OIL COMPANY (California)

TRAPPINGS OF THE ARIZONA SHERIFF

A six-shooter almost big enough for a prairie dog to hole up in. A fast runner, much abused motor car, to which established roadways mean as little as they did to his company of two decades ago—these are the trappings today of The Arizona Sheriff.

What is your mental picture of the sheriff?

Wide and flowing chaparejos? Twirled moustaches? Six guns in each hand? A five-gallon sombrero? A lariat at silver-mounted saddle horn?

In fact, his voice is low and gentle. His courtesy would shame Sir Walter Raleigh—Ches-terfield, third. Soft-spoken and friendly he is, as easy to know as an old shoe. His automobile is as much a part of his equipment as is his gun or badge.

A clear, blue eye—it is universal in Arizona sheriff-dom—that looks direct and belies any thought of age; that needs no spectacles to read the look-out card for an escaped murderer—this feature alone links up his pleasant and lagratiating presence with the quickness of his trigger finger; with the suddenness of draw by which his huge six gun can come out into the daylight, smoking as it comes.

"About the same line of crime that one finds anywhere," he says describes his work. But—

The mountains of Arizona run up into the sky for 12,000 feet. The roads dip a sheer mile into yawning canyons, the greatest in the world. The scarce visible pathways, far away from the broad, smooth roadway, up and down which he runs his car with less concern than a city driver on a by-street tilt up 20 per cent; drop down another 20 per cent; and twist back and forth across mountain sides with turns made in the space of a dining room.

For unbroken miles, as far as the eye can reach to the distant purple mountains almost hidden in the shimmering haze, stretch smoking deserts where only a cactus, a wan sage bush or perhaps a shaggy sacahuila or bear-grass can find sustenance; where a jackrabbit is a friend, a rattlesnake or a Gila monster is a neighbor.

His county is as large as two or five New England states. The House geographies mark distances from town to hamlet at so many miles, but the speedometer on his Studebaker nearly doubles that distance, when he drives at night, often with lights out, at break-neck speed to gain that little hamlet before his man has started dodging and back tracking back and forth down mountain sides or up deep gulches.

Not whit less thrilling; no lota less desperate and dangerous is the life of The Arizona Sheriff today than it was those two decades

ago, when his mount was a cow-pony; when his man, like enough, was to be found in a wide-open gambling-drinking house of iniquity. Now it's a motor car; twelve of the fourteen counties supply a car to the sheriff and in every one of these counties it's a Studebaker.

LONDONERS LIKE WILLYS-OVERLAND

Establishing a new sales record marking the firm entrenchment of Willys-Overland products in British territory, more than \$250,000 worth of Overland and Willys Knight automobiles were sold during the Olympia Motor Exhibition in London, according to cable advices just received at the Willys-Overland factory.

Sir William Letts, managing director of Willys-Overland Crossley, Ltd., European manufacturing plant of Willys-Overland, cabled the following report concerning the Olympia showing in London: "High enthusiasm voiced by everyone for new Willys-Overland products. More than \$250,000 of orders taken at our exhibition." Sir William is president of the Society of Motor Manufacturers and Traders, Ltd., the organization which sponsors the Olympia show.

To Great Britain and continental countries the Olympia Motor Show in London is held in the same light as is the annual New York Automobile Show in America, thousands of automobile manufacturers, dealers and factory representatives from all parts of the world attending. Willys-Overland representatives from Sweden, Switzerland, Belgium, Spain, Holland, Ceylon, Czechoslovakia, Rhodesia and other countries were on hand and expressed their delight for the Willys-Overland products, according to Sir William.

HARRY HARTZ BUYS ALL-STEEL COUPE

Prominent speedway pilots whose daring and skillful driving thrills thousands of automobile race fans at the important speedway races are fully aware of the risk and danger to which the sport constantly subjects them. These men, contrary to popular belief, are almost invariably careful, thoughtful, considerate drivers in the city and on the highway.

"It is only natural that a driver whose safety and life depend upon the car which he drives several hundred miles at a speed above two miles a minute," says J. O. Newland, local Dodge Brothers dealer, should devote much attention to the mechanical condition of his mount. Back of that he is interested in the ability of the axles, steering knuckles, steering connections and other vital parts to endure the severe strains set up by the terrific speeds.

"Harry Hartz, who finished second in a Miller eight cylinder car in the 250 mile Labor Day race, on the board oval at Altoona, Pennsylvania, bought a Dodge Brothers Special Business Coupe the day before the big event. When he drove this attractive new car to the track his friends began to ask him where he got it, why he bought it and what he was going to do with it after the race. Hartz explained, 'I intend to drive it instead of taking the train to the west of the country races here in the East and then to drive back to California.' When asked why he bought the car, he replied, 'Because there is no doubt as to its absolute dependability—the all-steel body is safer than any wood framed body—and it has all the power and more speed than I need on the highway.'"

WESTERN STATES ATTRACT CAPITAL

Eastern business men with interests out here on the Pacific Coast are coming more and more to the viewpoint that the Far-Western states have become an important factor from a financial and industrial standpoint and that a closer association between the East and the West is of mutual benefit.

The Chevrolet Motor Company has long held this attitude and the present visit here of J. K. White, head of the Sales Promotion Department is in line with this policy of closer contact.

"There is no doubt in my mind that the close attention to detail given the design and construction of Chevrolet is appreciated by the owners of the new Series 'K' Chevrolet," says White. "Of course the average owner cannot know to what great length, factory engineers and production managers really do go in turning out a quality car, but they at least can see how carefully the screws are inserted in the door hinges of the Fisher bodies used on all Chevrolet enclosed cars; they can see the finished facings of the doors, the fit of the windows and the neatness and quality of the upholstery and the beautiful and lasting Duco finish. They can also appreciate the tremendous power available in the motor and the 'softness' of the disc clutch."

White will probably remain on the Coast for several weeks and expects to visit as many of the business centers of the territory as his comparatively limited time will permit. He is making his headquarters at the offices of F. N. Coats, regional sales manager, at the Oakland Chevrolet factory,



ESSEX SIX

Built Under Famous Super-Six Patents

The COACH
New Low Price
\$765

Freight and Tax Extra

And for those who desire, the Essex Coach may be purchased for a low first payment. The remaining payments conveniently arranged.

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

ROAD BUILDERS TO MEET IN CHICAGO

NEW YORK, Nov. 4. — That the next annual good roads convention and exposition of the American Road Builders' Association to be held in Chicago, January 11-15, 1926, inclusive, will be an international and especially a Pan-American affair, is indicated by the fact that all the Central and South American countries are being asked to send delegates. Last year 16,000 registered delegates, many of them unofficial ones from South America, attended the convention.

A request is being made of the Central and South American countries this year, however, to take official cognizance of the meeting and send official representatives, the invitation being presented personally by Frank Page, chairman of the North Carolina State Highway Commission, who is a past president of the American Road Builders' Association and who is now at Buenos Aires, attending the Pan-American Good Roads Congress, as one of the American delegates appointed by President Coolidge.

Mr. Page is also vice-president of the American Association of State Highway Officials and is a brother of the late Walter Hines Page, American ambassador to Great Britain during the World War. He will visit practically every country in Central and South America and personally present to its government the American invitation to participate in the Chicago convention.

AGGRESSIVE STEP FOR HUDSON-ESSEX

Hudson and Essex cars were substantially reduced in price in an announcement to the public last week by the Catching Motor Co., distributors for the Roseburg area. No comment was made with the reduction, on the Hudson-Exsex theory that the public is more interested in the fact than in explanations. But the presumption in motor circles was that it is further step in the aggressive Hudson-Exsex program of making their cars available to a still wider circle of buyers. Along with the reduction in the list price came cuts also in war taxes and other expenses, so that the delivered prices in this city are now even more favorable than the mere reduction in list price would have effected.

"Now the question among automobile men," said Mr. Catching, "is, how does Hudson do it?" The

public has seen Hudson-Exsex make this and other price announcements when least expected. The buyers are asking what there is different about Hudson-Exsex manufacturing and selling methods which have made these cuts possible.

"The answer is this: No one method or stunt either in manufacturing or selling is responsible. Rather, there is a general cooperation all along the line to make the cars as carefully and economically as possible, and to merchandise them to the public in the same way.

"Of course Hudson-Exsex has basic advantages in being the largest manufacturer of six cylinder cars in the world and in being the greatest closed car specialists, with over 95 per cent of their volume in this type of business. But these advantages are augmented by so many detailed methods that the reason is highly complicated and many-sided.

"The theory in every department of Hudson-Exsex business is that the car must be continued as 'The World's Greatest Value'—with this phrase considered as no mere generality but as a truth fully backed by facts."

Despite the growing general tendency toward the closed type of car, the touring car is the biggest selling automobile in America. Severe weather gives closed cars great sales impetus and in the north sections of the country where the climate is rigorous, the closed types are favorites. In "fair weather" districts, however, the preference for open cars of family size is sufficiently pronounced to turn the balance for the entire nation.

In this connection reports of the Ford Motor Company show a demand for this season of the year and which called for a production of 100,000 of these cars during October. The touring car always has been the most popular in the Ford line.

The exceptional demand at the present time, however, may be counted for by the new features of comfort and convenience which have been incorporated in the improved types.

Addition of a floor at the driver's left, storm curtains which afford complete protection and open with the doors, greater leg room and a more attractive appearance in the general lines of the car have all contributed to bringing increased popularity to the five-passenger open type car.



Don't Drive Blindfolded
Speed is Constant
Costs Nothing to Run
Quiet—Powerful
L. G. Devaney
Phone 84 408 W. Side

Coming from Our Hands
After you have placed your auto with us for repairs, the motor will function perfectly. Come in and talk over any work on the car you may anticipate.
Hall & Young Garage
421 Winchester St. Phone 220