

# AUTOMOBILE NEWS

## DODGE BROTHERS SPECIAL TYPE-A SEDAN

Distinctive in the fact that it defies social classification.

You find it driven by the very rich and by the moderately well-to-do.

It appears to equal advantage at smart social affairs, or employed in the practical business of every day.

Its refinement naturally attracts fastidious buyers.

Its dependability is valued by those who value their time and whose time has value.

Ask us about Dodge Brothers  
New Credit-Purchase Plan

**J. O. NEWLAND & SON**  
Dealers in Dodge Brothers Motor Cars  
ROSEBURG, OREGON



Redford Tester, of Klamath and friends over Christmas. He says to visit his brother, Jeff Tester, Falls, is visiting with his mother will go on to Portland in a few ter, until the first of the year.

## OVERLAND FOUR LOW PRICE TO HOLD

The first authentic price note to be struck for 1926 is the announcement by Willys-Overland that the \$595 factory price on the Overland Standard Sedan will be maintained. This price was established in September and brings the delivered price on the Pacific Coast, plus balloon tires, speedometer, nicked radiator shell and other features of equipment to \$799 the lowest price ever put on an enclosed car of standard specifications.

Notable features in this enclosed car are the body dimensions. The width and depth of the interior of the body are the equal of those of the larger enclosed cars on the market. The front seat is 39 inches wide and 18 inches deep. Total window space is 29 square feet and the windshield is of the one-piece ventilating type.

The arrangements of the two doors is such that the occupants of the front seat do not have to move when the occupants of the rear seat want to get out of the car.

Equipment includes a Berg and Beck type clutch, Auto-lite starting and lighting system, molybdenum steel axle shafts, chrome vanadium steel springs and an improved three forward speed transmission. Fenders and body are sturdily built and strongly reinforced to give a car long wear and continued good appearance.

The motor is equipped with a force feed oiling system with an oil gauge and an oil strainer. The radiator is of the honeycomb type with a large water carrying capacity insuring adequate cooling in the hottest weather or under the hardest motor work.

Factory plans contemplate a greatly increased production in this model over 1925 despite the fact that the figure for this year has aimed at a monthly production of approximately 10,000.

## LINCOLNS MAKE HIT IN PARADE

Fifth Avenue, the world's most critical street, experienced a new and happy sensation at the annual automobile salon held at the Hotel Commodore, New York. Color was the keynote of the exhibits by builders of fine motor coachwork. Twelve bodies, produced by America's foremost designers and exhibited on the Lincoln chassis attracted especially keen interest because of the fact that the colorings and color combinations of rare birds were duplicated.

The enthusiasms of Fifth Avenue were reflected in the newspapers of the city. The New York Times commenting on the salon said:

"A striking exhibit in respective colors is that of the Lincoln cars. The rich color combinations have been adapted from the plumage of rare American and tropical birds." The New York Sun was equally enthusiastic, saying:

"The sensational feature of this salon is the brilliant color effects found in the many cars exhibited. This is particularly so in the case of the group of twelve Lincolns, each of which has been painted in striking and contrasting colors of a bird selected for its beautiful plumage. The idea underlying this method of color selection is novel and the effects secured are almost beyond description."

## WILL BUILD 1200 MOTORS DAILY

As the first step in its \$2,000,000 expansion program, the Buick Motor Co. has started construction of an addition to its engine plant to make possible a production of 1200 engines per day.

The increase in production capacity has been made necessary by the demand for the new Buick models introduced in August. A new monthly sales record was set in October when 22,000 cars were shipped from the factory, and capacity production throughout the winter was announced by President Bassett.

Work on the addition to the engine plant will be rushed to completion by the first of the year. The building, when finished, will be one of the largest manufacturing units in the world, covering twelve acres of ground. It will be 390 feet long and 360 feet wide. It is a one story building with a roof of saw tooth construction, with an additional story at the south end housing the offices and dining room.

Charles Scannell, superintendent of the engine plant, announced that several small operations will be moved into the addition, which will be 90 feet long and 300 feet wide. This will make room for additional machinery for operations on larger pieces, such as cylinder blocks, crank cases, crank shafts, etc. The new machinery has been purchased and will be installed as soon as the building is ready.

The increase in valve-in-head engine production to 1200 per day will be followed by other additions of machinery and equipment to bring other units of the factory to the same capacity. It is thought that the Buick plant can begin operating on the new schedule in the early summer.

**DODGE BROTHERS  
STIR UP INTEREST**

Advertisements released for publication recently announce a sharp reduction in the prices of all Dodge

# Chevrolet's Greatest Year -

a half  
million  
cars in  
1925



for Economical Transportation

Touring	525
Roadster	525
Coupe	675
Coach	695
Sedan	775
Commercial	425
Truck Chassis	550

All Prices f. o. b. Flint, Mich.

No manufacturer of gear-shift automobiles has ever approached Chevrolet's record of building over a half million cars in one year. Chevrolet is the world's largest builder of cars with modern three-speed transmissions because Chevrolet leads the world in providing quality at low cost.

Quality appearance—quality construction—the quality features of the finest cars! That's the reason you should come in and see a Chevrolet if you want lasting satisfaction at the lowest possible price.

**HANSEN CHEVROLET CO.**

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Roseburg, Ore.

## Quality at Low Cost

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A MERRY CHRISTMAS  
AND  
HAPPY NEW YEAR

**Hansen Chevrolet Company**

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## Some Women Walk Thirty to Forty Miles a Year for Groceries—Do You?

If you are walking to the store for your groceries and lugging them home in a basket several times a week, stop right now and figure how many miles you cover in a year. How far is the store from your home and how often do you walk there and back. Estimate the distance yourself. We don't ask you to walk 30 or 40 miles a year to get your groceries, when you can telephone your orders and have them delivered to your home without extra charge.

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