

AUTOMOBILE NEWS

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SEDAN \$595 F.O.B. FACTORY



The known efficiency of the sturdy, powerful Overland L-head motor, with polished cylinder walls, highly developed ignition, superior carburetion, give you extra miles from every gallon of gas. The sturdy wearing qualities of the big-car chassis—the everlasting Molybdenum and Chrome Vanadium steel construction keep you out of the repair shop. Lowest first cost—lowest cost per mile! Step in. Examine it.

The New WILLYS FINANCE PLAN offers easy time-payment terms at the lowest cost at which it is possible to purchase an automobile. Why pay more?

OVERLAND

with SLIDING GEAR TRANSMISSION

WELLS & CHASE

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STAR COACH FINDS UNIVERSAL FAVOR

"The Star Standard Coach at a substantially lower price is a real sensation in the low-cost car field," according to Rapp Bros. of the local Star Agency. "It is without doubt one of the greatest values ever offered, and the demand should certainly keep the factory working under pressure."

"The Coach has always been a very popular model among low cost buyers, and it has been a problem to keep enough cars on hand at all times to supply the demand. Now, more than ever with the new low price will buyers seek this snappy Star coach."

"The Standard Coach has balloon tires, and four wheel brakes as standard equipment. It also has leather upholstery which is more in demand today than ever before because of its durability. These three factors mean much to low cost car buyers."

"We are not surprised at the lowered prices on this model, because the factory anticipated the tremendous demand which means greater production. This justifies the substantial cut in price."

"The total reduction in price, effecting the Star coach models within the past two months, is \$105, the latest decline in price being \$70 under former coach prices. No changes are marked in the manufacture of the car or its finish although in the last few months several minor improvements have been made in Star chassis construction."

WILLYS-KNIGHT CAR STANDS HARD TEST

With approximately 105,000 miles to its credit in slightly less than two years of service as a stage coach on the famous Apache Trail in Arizona a Willys-Knight four-cylinder touring car is making an exceptional performance record.

W. G. Brundage, who operates the stage line, purchased the Willys-Knight from the Overland Arizona Company slightly less than two years ago, turning in another car on the deal. Mr. Brundage writes:

"This car has missed but one day of operation on its regular run to Mesa, Chandler and Gilbert, and special runs over the Apache Trail and to Tucson and Nogales, and has travelled more than 104,000 miles. Every tire on this car has made more than 25,000 miles, and the car is regularly making twenty miles to the gallon of gasoline."

"When your salesman sold me this Willys-Knight, he took in trade a standard make of car that cost double the price of the Willys-Knight, and my books now show that I have paid off my present car by the savings over the former car."

Mr. Brundage does not want to part with his seven-passenger Willys-Knight touring car for he says: "My Willys-Knight will be perfectly economical for another 100,000 miles."

It is on such exceptionally hard wearing roadways as those found in this Arizona country that has made the Willys-Knight famous for its economical and everlasting performance. Mr. Brundage's letter, unsolicited, is an example of the hundreds of letters that flood the factory telling of remarkable Willys-Knight performance in the hands of satisfied owners.

MORE MATERIAL IS PUT INTO NEW FORDS

The shopping list taken to market by the Ford Motor Company when buying materials for the improved Ford cars would impress even Santa Claus. Yet the most canny housewife is no more critical or painstaking in disposing of her modest budget than were the Ford purchasing agents in spending millions.

The new "longer and lower bodies," "all-steel construction" and "closed cars in colors," made necessary vastly increased supplies of the materials which had gone into the discontinued line as well as distinctly new raw materials and equipment in staggering amounts.

Changing over to all-steel bodies alone meant an increase in consumption of steel of that type of more than 25,000 tons per year. Increasing the size of the gasoline tank and changing its location called for another increase of 2,000 tons. Effecting the changes in the design of the running board and shield to give greater rigidity and improve appearance required 5,000 extra tons of that type of steel.

Other improvements and refinements were proportionate. A year's production of the enlarged rear wheel brakes would require, it was estimated, 13,000 extra tons of cast iron, 10,000 tons of steel and 2,500 miles additional asbestos brake lining. Color enamel of 100,000 gallons were

estimated to cover a year's production of "closed cars in colors." Adoption of nickel headlight rims and radiator shells as standard equipment on closed cars, required 126 tons of pure nickel anodes.

MOTOR CAR SALES GOOD ALL THE YEAR

The development of the automobile business is clearly away from being merely seasonal. Motor car dealers are no longer active only during the spring, summer and early fall months. People drive cars every day because they find that when the weather is inclement, there is more need for a car—and today usually it is a closed car—than ever.

Naturally, this change has been reflected by a similar change of attitude in the mind of the dealer. No longer does he consider winter a period of hibernation, but on the contrary he devotes as much and even more energy to selling than during the summer months for in winter there are no games of golf, nor fishing expeditions to distract his attention.

A recent striking example of the new trend is the drive-away of 17 Chrysler Sixes and Fours by the distributor at Green Bay, Wisconsin, from the Detroit plants of the Chrysler Corporation. This drive-away is not large, but the fact that makes this drive-away extraordinary is that Green Bay, Wisconsin, is in a cold region, where motor car activity in mid-November has been hitherto mild. This drive-away is a vivid instance of the fact that the automobile business today can be considered a twelve-month business.

A NEW SIX TO BE SHOWN HERE SOON

A new six-cylinder motor car which, because of a preliminary announcement several weeks ago, will be the object of attention from thousands all over the west, is scheduled for announcement this week.

This new car of which its dealer says it will be the forerunner of a new low price schedule in six-cylinder motor car production, is being awaited with eager interest.

Requesting that the name of the car be withheld until the actual announcement, the local dealer for this car is making preparations to show it to hundreds of motorists. He would not discuss details of the new creation, although he stated he had ridden in and driven the car already, and that it would set a new value basis for cars in the six-cylinder, low price class, both mechanically and in appearance.

"I know that details are wanted," he said. "However, nothing I can say will exactly satisfy the curious, and we prefer to make an announcement of the new car and extend an invitation to see it, inspect it, and ride in it when the cars are actually here."

"This new car has been the subject of discussion for several months in the auto trade, and new news first leaked out in manufacturing circles that it was being built. Then came the news that it would be a six-cylinder car, and later that its price would be extremely low."

"We expect the announcement to bring in many to see the new cars, and we know that they are revolutionary enough to warrant every bit of the interest that has been displayed in them up to the

a new 6

\$895

here

Absolute riding comfort in this new Six, with 90 inches of Semi-Elliptic Springs for the 107 inch wheel base! Big, full cushion Balloon Tires and genuine Spanish leather upholstery.

These Great Features: Continental Red Seal Motor; Bendix Four Wheel Brakes; Heavy Drop Frame; Force Feed Lubrication.



See it at your Dealer Sunday

January 17

Thimble Club Meeting—The Woodcraft Thimble Club will meet at the home of Mrs. L. F. Taylor on 825 Miller street, Friday afternoon of this week. A pot luck luncheon will be served.

Now is the time to trade that old car in for a better one before getting a license. See our list of used cars. Hansen Chevrolet Co. Homeletting at Fisher's store. Mrs. F. F. Jones.

DODGE BROTHERS LATE PRICE CUT

New prices on Dodge Brothers Motor cars, the subject of widespread comment since it was made known December 15, that a sweeping reduction would be made, were announced today. The reductions cover the entire list of Dodge Brothers cars and range from \$205 on the Special Type A Sedan to \$75 on the Commercial Cars and chassis.

It was stated in the announcement of December 15, that the new prices would be retroactive and that all purchasers of Dodge Brothers cars between that date and the time the revised schedules were made known, would be refunded the difference between the new and old prices. In accordance with this promise, thousands of checks are being made out today by Dodge Brothers Dealers to such purchasers.

The word that Dodge Brothers were about to make marked reductions in the prices of all their cars was something of a bombshell to the automobile industry, coming as it did at the time when several manufacturers were known to be preparing announcements of advanced prices all along the line. In fact, it is understood that some makers had scheduled advertising advising the public of the necessity for higher prices, but these announcements were suddenly cancelled upon publication of Dodge Brothers reductions.

The situation which many automobile manufacturers have found insurmountable, except through increased prices, has been brought about by the jump in tire costs, due to tremendous advances in rubber prices. Automobile manufacturers who planned making this increased tire cost the basis of higher prices found themselves in a quandary, however, as a result of the Dodge Brothers announcement.

ATTENTION, W. B. A. Regular meeting of the W. B. A. Thursday evening at 7:30 in Macabee hall. Installation and refreshments. All members requested to be present.

If you could see the rigid inspection that every Oldsmobile must undergo . . . you'd understand why most of those who try it . . . buy it.

925
F. A. L. Lansing
Klecker-Amort Co.
439 N. Jackson St. Phone 593

OLDSMOBILE

present time. They set a new standard for manufacturers to shoot at."

PROSPERITY FOR THE COMING YEAR

W. S. Knudsen, president and general manager of the Chevrolet Motor Company, predicts continued prosperity for the automotive industry during 1926.

"My opinion is that 1926 will be a good year in the automobile industry," he said.

"That there will be as many passenger cars sold at retail as in 1925."

"That there will be more trucks

sold at retail than in 1925.

"That dealers will improve their merchandising methods and the dealers who do will increase their turnover."

"That used cars will have to be treated as merchandise and dealt in as such at fair prices and in running order."

"That dealers' improvements in shops and tools will help to reduce the maintenance cost of automobiles."

"That people will never stop buying good motor cars at the right price."

NOTICE TO WATER CONSUMERS
Water will be shut off at midnight, Wednesday night, January 13, affecting all consumers on Main street, between Douglas and Lane streets.

THE CALIFORNIA OREGON POWER COMPANY

The Best Salesman in Town?



Find the answer and find your customers—by Advertising!

Here are the first photographs of the new Star Six, which is being added to the popular line of Star four cylinder cars. The photographs are (lower left) the new Coupe; (right) the new Sport Touring car. At the top, the panel shows the new Star instrument board which is one of the many new features advanced in the construction of this car.