

AUTOMOBILE NEWS

MANY MOTORISTS TAKE LONG TRIPS

The tendency of motorists to take long trips in and out of so-called "touring season" has been given wide publicity by the automobile clubs and the newspapers, yet each individual trip has its own peculiar interest to the would-be traveler for it provides him with new ideas perhaps that he, or she, may utilize when they vacation far from home.

A representative of the Chevrolet Motor Company recently met one of these motor vacationists on the Martinez-Benevia automobile ferry. U. H. Earl and wife of Albany, N. Y., were the motorists and since leaving their home city on June 15 they had traveled 9900 miles in their Chevrolet touring car.

Earl declared his traveling expenses for the trip so far had averaged but one and three-quarters cents to the mile, including gasoline, oil, tires and garage expense. No repairs or overhauling of any kind had been necessary up to that time, although he had purchased the car second hand after it already had seen some 14,000 miles of service.

Mr. and Mrs. Earl had traveled up into Canada, across the Rockies and by the northern route to Vancouver. They had traveled south to the San Francisco Bay district and were then on their way back into Oregon where they expected to visit until February or March. Then they planned to tour south again for a few weeks in southern California and then eastward for home by the southern route.

The car was loaded to the limit and they are making their home where night finds them. "We stay

at the auto-camps when it is cold or rainy, but stop by the wayside and camp if the weather is clear," said Earl. "I have been particularly surprised at my luck with the tires," he continued. "They have stood the strenuous going wonderfully and I expect to obtain an average of twelve or fourteen thousand miles from each of them for the entire trip."

SAYS ADVERTISED GOODS TOP SALES

"Nationally advertised automobile accessories are as much in demand as any other line of widely advertised merchandise," says Mr. Hartley, local manager of the Western Auto Supply company.

"When a motorist selects accessories for his car, he demands the same standard quality and national all known makes as he does when buying groceries or clothing."

"It has always been the policy of the Western Auto Supply company to handle the best quality merchandise obtainable, and in keeping with this policy, we carry practically all of the nationally known and advertised makes of accessories."

"Take B & M spotlights for example. We sell many more of this well known make than any other and much of this is due to the wide publicity given them. It is the same way with horns. E. A. lead in the electric field, while the Acorn horns sales on the exhaust list. In mirror sales, the Cop-Spotter and Kokomo mirrors lead. Boyce motors are well known through their extensive advertising and are a popular accessory among car owners."

"A. C. and Champion spark plugs are popular sellers and when the motorist needs a tire gauge or a

FORD MOTOR CO. KEEPS UP PAGE

The Ford Motor Company, in all its divisions, produced a total of 2,103,588 cars, trucks, tractors and airplanes during 1925, according to figures just given out at the general offices of the Ford Motor Company. Exclusive of airplanes, which is a new industry with the company, this is an increase of 20,033 automotive units over 1924. In the production of Ford cars and trucks during the year, domestic plants in the United States assembled 1,775,245. Foreign plants of the company produced 133,461 cars and trucks and the output of the Ford Motor Company of Canada, Ltd., totalled 79,289. Fordson tractor production was 194,148 and the Lincoln division of the company produced during the year a total of 6,415 Lincoln cars. In the newest division of the company, the airplane factory, the output was ten all-metal planes since the factory was acquired by the company on August 1, 1925.

The remarkable output of Ford cars and trucks was rushed in spite of the fact that for a period of more than thirty days during August and September production was almost negligible due to the introduction of the improved types. The same condition prevailed later on in the foreign assembly plants as the change to the improved cars were made in these places, some

have core he usually thinks of the Schrader make. "Now that the winter season is here," concluded Mr. Hartley, "it is interesting to note how many Malco automatic windshield wipers and McKay skid chains, both nationally advertised accessories, are being purchased by motorists."

of which are just now getting into appreciable production with the improved types.

SOME CAUSES OF CAR ACCIDENTS

Violation of the law regulating lighting equipment for motor vehicles upon the public highway was responsible for the greatest number of arrests for traffic violations by the state traffic officers during December, 1925. These officers made a total of 307 arrests during December of which 124 were headlight law infractions. Speeding was the next greatest offense, numerically speaking, for which there were 109 arrests, and there were 13 cases involving violations of the prohibition laws and reckless driving caused the arrest of 12 persons.

Carelessness figured most prominently in the causes given for the total of 2,679 accidents on the public highways during December, 1925, which resulted in the death of five persons and injury to 331, according to reports received by the department. Of the total number of accidents 1,237 were charged to carelessness, and failure to give right-of-way, failure to give signal on turning or stopping, cutting corners and reckless driving were responsible for 950 accidents. Driving while intoxicated was the cause of 88 accidents, and failure to dim lights, no lights and improper lights added 15 more to the long list of casualties. The classified record of arrests for violations and causes of accidents follows:

Causes of Accidents.
Carelessness, 1,237; failure to give right-of-way, 445; cut corners, 196; reckless driving, 107; driving while intoxicated, 88; failure to give signal, 203; speeding, 23;

Read them Again!

Touring Car	\$795
Roadster	795
Type-B Sedan	895
Special Type-A Sedan	1075
Coupe	845
Panel Commercial Car	885
Screen Commercial Car	810
Chassis	655

F. O. B. Detroit

These astonishing new figures represent more than a price reduction. They represent a price sensation!

At one stroke they eliminate the necessity for compromise in the purchase of a motor car.

They mean that henceforth no one need be forced by economy to invest in less than Dodge Brothers quality.

They mean that a car world-renowned for its long life and dependability is now well within reach of every income.

They are made possible by a \$10,000,000 expansion program, vastly increasing production, and introducing the latest and most advanced efficiency processes into motor car manufacture.

They apply to the finest line of motor cars Dodge Brothers have ever produced—

Graceful and stylish new body lines. Rich and attractive new colors.

Absolute smoothness of engine operation—with new snap, power and silence.

Perfected steel body construction, affording, among other things, complete vision from every angle, greater safety, greater beauty and longer car life.

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS MOTOR CARS

"TOMORROW'S CAR TODAY"

\$895
here



Healthy Praise for the New STAR SIX!

THE tide of Star Six popularity rolls overwhelmingly across the country since the car was first displayed one week ago! On the Pacific Coast, motor-wise millions give big, healthy applause!

And no wonder... forget the low price of \$895 delivered here: Think only of the tremendous power of the smooth, six-cylinder Continental motor! Think of the long, speed lines of the two-tone bodies on the low slung, rugged frame; think of the

double weight top material and the Spanish leather upholstery.

Think of the genuinely-pleasant riding ease because of 90 inches of semi-elliptic springs for the 107 inch wheelbase.

"The days of unsafe, inadequate brakes are over."—Star Six has famous Bendix Four Wheel Brakes as standard equipment. Bendix type brakes are used by Packard, Locomobile and by 90 per cent of all European cars.



The STAR SIX

RAPP BROTHERS, Dealers
Corner Cass and Pine
Roseburg, Oregon

Phone 371

failure to dim lights, 2; reverse direction, 5; parking on highway, 6; driving on left side of street, 33; improper parking, 11; passing street car discharging passengers, 4; double at intersection, 75; jockeying on bridge, 1; driving against traffic, 6; by walking, 20; stock on highway, 2; obstructed view, 9; insufficient clearance, 12; obstruction on street, 10; runaway team, 1; defective equipment, 3; inadequate brakes, 6; no lights, 3; improper lights, 10; inexperience, 4; lost control of car, 3; skidding, 22; wet pavement, 13; fog, 10; rain on windshield, 13; sun on windshield, 2; snow on windshield, 4; unknown, 29. Total 2,679.

Willys-Overland, Inc., at the New York Automobile show, of the prices on the new "70" Willys-Knight six, that the five-passenger sedan being set at \$1450 while the touring was set for \$1295, f. o. b. Toledo.

This price has been eagerly awaited since the Seventy was presented at the automobile show and it was known that Willys-Overland would step into the great mid-size car field with a six-cylinder Knight type motor.

It was generally anticipated that the price would be much higher than the figures which were announced yesterday in view of the aviation equipment and the general renaissance throughout this car.

The motor, which follows the practice adopted by builders of high speed engines, develops 53 brake horse power from cylinder dimensions of 2 15-16 inch bore and 4 2-8 inch stroke with a total piston displacement of 174 cubic inches.

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oment ever reached in any American built motor of equal size and as evidenced by but one other motor in the world, that being a four-cylinder Knight type power plant.

Overland and now covers a greater production of buyers than any one manufacturer of motor cars equipped with a sliding gear transmission.

In the light four-cylinder field the Overland must be one of the most popular five-passenger sedans with sliding gear transmission ever built in the light six field.

Features of importance in addition to the Knight motor construction, and result in the Seventy at a lower price than in any other car of equivalent size, are a seven-bearing crankshaft, thermostatic control of the motor cooling and other similar elements of design contributing to strength and long life.

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INHERITED ART COLLECTION BRINGS WEALTH TO SON
TOKYO, Jan. 27.—(A. P.)—More than 350 curios, ancient autographs and paintings, part of the collection inherited by Marquis K. Ito from his father, were sold at auction for a total of 2,400,000 yen.

The art object which sold for the highest sum was a tea bowl of quaint design which was brought to Japan from Korea about 200 years ago. It sold for 109,500 yen and was purchased by T. Fujita, a millionaire mine owner of Osaka.

Sixty articles were sold at prices in excess of 10,000 yen and more than 50 for sums larger than 3,000 yen.

Heat with gas.