

for Economical Transportation



Now more than ever before -

Check

Price for Price
Value for Value

Reduced Prices

Touring	-	\$510
Roadster	-	510
Coupe	-	645
Coach	-	645
Sedan	-	735
Landau	-	765
1/2 Ton Truck	-	395
1 Ton Truck	-	550

f. o. b. Flint, Michigan

Think how low the recent reduction of Chevrolet prices brings the cost of a fully equipped automobile. Compare what you get for Chevrolet's new low prices with any other car in the world.

Remember that Chevrolet equipment includes speedometer, Fisher body and balloon tires on closed models, Duco finish, Alemite lubrication system and scores of other features essential on a modern motor car.

Now more than ever before, check price for price and value for value—and you will buy a Chevrolet. Come in.

Ask for a Demonstration

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Ore.

Quality at Low Cost

CHEVROLET PLANS
COVER WIDE RANGE

Completing its tour of the Pacific coast region at Los Angeles on Feb. 25, the group of Chevrolet executives now making the annual visit to various sections of the United States, left behind them dealers and local officials many new ideas and a much wider conception of Chevrolet plans and methods.

Meetings and banquets were held at Portland, headquarters for the northwest; at Oakland, covering northern and central California and Nevada, and at Los Angeles, headquarters for southern California and Arizona.

Included in the official Detroit party were R. H. Grant, vice-president and general sales manager; R. K. White, sales promotion manager; C. E. Dawson, assistant general sales manager; W. G. Lewellen, assistant sales promotion manager; J. P. Little, manager parts and service division; W. A. Bles, manager of certificate sales, and Sidney Corbett, head of the fleet and truck division of Chevrolet. The party was accompanied on their trip down the coast by F. N. Coats, Pacific coast sales manager; W. J. Richmond, Portland manager; A. W. Engquist, Oakland manager; L. M. Dreves, Los Angeles manager; A. J. Morrison, sales promotion manager for the coast and L. R. Skutt, parts and service manager for the coast.

Asked his opinion on foreign trade conditions as they affect the automobile market, Mr. Grant said:

"The United States will continue to dominate the foreign market as long as other countries are unable to compete with us in scientific volume production of a quality product, at a price within reasonable range of our own."

"As a result of the improvement in four cylinder cars, the field for the smaller cars is so strong that the tendency toward light six-cylinder cars will not result in displacing the better quality light fours. This is even more definitely the case in the United States than overseas."

"We feel that with the smooth operating car we are now building, a car that has given satisfaction to tens of thousands of owners at a price within the reach of large number of buyers, the light four-cylinder will always lead in volume of sales."

Grant also outlined an elaborate program tending toward a solution of the so-called used-car problem, in which Chevrolet dealers are to be universally equipped to refinish used cars in genuine DuPont "Duco," and to renew the cars and give them a definite guarantee that will relieve the purchaser of the necessity for buying "a pig in a poke" and will bring him back to buy another Chevrolet when he gets ready for his new car.

The Chevrolet sales executives maintain a much closer contact with the Chevrolet dealer family throughout the country than most factory officials. The dealers all like him tremendously.

THE AUTO BIG AID
TO PROSPERITY

Few people stop to realize what an important part the automobile plays in our national prosperity, said H. H. Bassett, president of Buick Motor Co., and how closely allied their fortunes are with its success. Many industries directly dependent on it. Many others would suffer a huge loss in business should automobile production cease.

This does not apply alone to the many dependent industries which sprang up in the wake of the automobile, such as accessory manufacturers, body builders, wheel makers, tire manufacturers and others. Basic industries which were important long before the automobile was invented now draw a large share of their business from the automobile manufacture. The latest figures of the National Automobile Chamber of Commerce prove this.

For example, such important industries as iron and steel, aluminum, plate glass, leather upholstery, rubber, gasoline, and lumber (hardwood) draw a large portion of their annual business from the automobile industry. An average of 52 per cent of all the products of this group is consumed by it.

Rubber and gasoline are the most dependent, 80 per cent of all produced being used by the automobile. Next comes leather upholstery with 69 per cent. The industry uses 52 per cent of the plate glass, 46 per cent of the aluminum and 11 per cent of all the iron and steel produced in this country.

In addition, the railroads of America handled 3,040,000 carloads of freight for the automobile industry last year. Scores of smaller industries are also more or less dependent on it for their business.

It must be admitted that a large part of our national prosperity is due to the popularity of the automobile and the huge annual production this popularity has made possible.

The efforts being made in the United States senate to abolish the automobile tax show that there is a growing acceptance of these facts throughout the country. People are beginning to realize that automobile production is beneficial to everyone.

NAVY DESERTION CHARGE
FOLLOWS MAN'S WEDDING

VANCOUVER, Wash., March 3.—Twenty-four hours after his marriage to Miss Flora H. Price here, Clifford Waggle was arrested yesterday and is being held as a navy deserter. It is charged that Waggle deserted at Bremerton May 22, 1925. He came here about that time.

"We have Never
Lowered the Quality
to Reduce the Price"

Since 1903, when the Ford Motor Company was formed, Ford cars have been constantly improved in quality, comfort, convenience and appearance. Recent improvements include new and attractive body lines—a lower center of gravity—closed cars in color, and all-steel bodies.

The basic features of Ford design have been retained. Three point motor suspension, planetary transmission, dual ignition system, torque tube drive, multiple disc-in-oil clutch, splash lubrication, thermo-siphon cooling system—all have been features of the Ford car for eighteen years. On the whole these features cost far more to manufacture than conventional design but are used because of their superiority.

The Ford Motor Company has carried out a program of price reduction that has consistently kept Ford value supreme in the automotive industry. This has been made possible by the enormity of Ford production. With lesser resources, Ford quality would not be possible at anywhere near Ford prices.

The tremendous demand for Ford closed cars has again made possible substantial price reductions.

FORD MOTOR COMPANY, DETROIT

TOURING	New Prices		RUNABOUT
'310			'290
TUDOR SEDAN	\$520	COUPE	FORDOR SEDAN
		\$500	\$565

[Closed car prices include starter and demountable rims
All Prices f. o. b. Detroit.]

If you Plan to Spend Over \$500 Buy a Closed Car

To all men who own cars other
than Chrysler in the \$1000 class—

If you have bought any car but Chrysler "58" within the past half year, we believe you did so for one of two reasons—

Either you could not get Chrysler delivery at once; or—you were not fully informed on Chrysler performance, quality and value.

In either case, the result is the same. You have been deprived of Chrysler's superior value and performance, and of the other superiorities which are distinctively Chrysler.

Let these Chrysler "58" facts confirm what we say:—

58 miles per hour •• 25 miles to

the gallon •• 5 to 25 miles in 8 seconds •• Finest of alloy steels •• Chrysler advanced engineering •• Finest of precision manufacture •• Closed bodies by Fisher •• Insulated power plant •• Finest equipment •• Exclusive Chrysler beauty of design •• Hydraulic four-wheel brakes at slight extra cost •• Balloon tires •• Beautiful new color combinations.

Any Chrysler dealer is eager for the opportunity to demonstrate all the Chrysler "58" superiorities to you.

Select the body style you like best. Ride in it and drive it yourself in a demonstration of your own making.

CHRYSLER "58"—Touring Car, \$1441; Roadster Special, \$1990; Club Coupe, \$1891; Coach, \$2051; Sedan, \$2491. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.
CHRYSLER "70"—Phantom, \$1791; Coach, \$1441; Roadster, \$1621; Sedan, \$1691; Royal Coupe, \$1791; Phantom, \$1891; Royal Sedan, \$1991; Crown Sedan, \$2091. Disc wheels optional.
CHRYSLER "80"—Phantom, \$2241; Roadster, \$2491. Disc wheels standard equipment; wood wheels optional. \$2481; Coupe, four-passenger, \$1191; Sedan, five-passenger, \$1191; Sedan, seven-passenger, \$1591; Sedan, limousine, \$1691.

All prices f. o. b. Detroit, subject to current Federal excise tax.

Dealers by Fisher on all Chrysler enclosed models. All models equipped with full balloon tires.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

All Chrysler models are protected against theft by the Ford patented car numbering system, exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Phone 350