

AUTOMOBILE NEWS

The power favorite of the West



STANDARD SEDAN

\$895

Fab. Toledo

Lowest charges on
time payments in
the industry

The New Willys Finance Plan means less money down, smaller monthly payments and a total cost lower by many dollars.

Absolutely supreme in power, quality and outstanding beauty. Nothing like its value and all-around satisfying quality and performance have yet been seen at such a price.

It will out-run, out-pull, out-accelerate any car near its price or size class. That is why the Overland Six is the great power favorite of the West.

The low swung, gravity balanced motor delivers worlds of power in a straight line to the rear axle—the body is low, keeping all the weight close to the ground. Great road stability lets you drive all kinds of roads using full power all the time.

To know this power wonder of the light six class, you must drive it. And through the new Willys Finance Plan we can offer you the lowest finance charges in the entire country.

F. W. CHASE

Successor to Wells & Chase

317 North Jackson St.

Phone 399

Roseburg, Oregon

OVERLAND SIX

NEW STAR SIX HAS SPLENDID RECORD

The original glamour of its announcement worn off, the new Star Six is coming in for the critical examination of all its features by a motorwise public and is passing every test with flying banners, according to Rapp Bros., Star car dealers in Roseburg.

"Automobile dealers have learned not to judge by orders that they take the first day or two days a new car is shown, the degree of success that car will attain in the buyers' market," said Rapp Bros. "We have waited to pass through the critical stage after those announcement days and orders that have been taken during the past two weeks insure a healthy and consistent growth in sales, for the new Star Six."

"Practically every buyer in the low-cost transportation field today knows some few things, at least, that make it impossible for any salesman or automobile man to 'kid' him about the respective merits of this or that part of a car."

The buyer today is more than less motorwise. "Star engineers had to adopt quality features for the concrete, steel and iron are mined, timber is cut; glass, steel and other items are manufactured. The maximum economy of operation demands capacity production and inasmuch as the requirements of the company do not equal the capacity output of these related industries, the surplus as well as sizes of materials not adapted to Ford production are sold."

Economies which to a smaller manufacturer might appear too slight to justify an extensive reclamation development, loom so great in the Ford Motor company production system as to make practical and profitable the establishing of "industries within an industry" for the salvaging of what would otherwise represent an economic loss.

The most valuable item of by-products from the standpoint of reclamation was chemicals, which brought a return of \$1,329,776. A part of these were salvaged from scrap wood at the Iron Mountain distillation plant and the others from coal at the River Rouge coke ovens. Charcoal, worth \$206,416, was also reclaimed from scrap wood. Other items on the list of salvage include cement made from blast furnace slag, and various scrap metals.

Surplus coal from Ford owned mines sold in the open market returned a total of \$2,715,881, representing approximately half of the production of the company's holdings. Of the part used within the industry, about half, costing approximately \$5 per ton delivered at the River Rouge, was converted into by-products worth \$12. Inasmuch as Ford glass plants at present produce considerably more than the company's requirements in certain sizes of glass, a high

FORD BY-PRODUCTS RUNS TO MILLIONS

Aside from being the world's greatest manufacturer of motor vehicles, the Ford Motor company last year in its By-Products Division handled a volume of business equal to that of many of the country's larger enterprises. This Division virtually a side line with the company, reported a total business of more than \$11,000,000 for 1925.

A significant feature of the sales report just made public is the fact that more than \$1,000,000 was realized by the conversion of waste into some valuable product.

Production of Ford products has grown to such huge proportions that in order to insure uninterrupted

BIG MILEAGE ON VERY LITTLE GAS

The motors used in the modern racing automobile are all of the eight cylinder variety, the cylinders being in line and with overhead valves. This has been found the best practice where extremes of speed and power are necessary with the least weight.

There is no present straight-away record for one of these late model racers, but experts are confident a minimum speed of more than 160 miles an hour is practicable as the cars have done better than 140 miles an hour on a mile-and-a-quarter curved track.

This eight cylinder racing motor is a development from the original "four" such as Louis Chevrolet designed more than a decade ago. It is practically a pair of four cylinder motors, set one in front of the other. The cylinders are very small in diameter and stroke and the valves are about the size of a silver quarter in order to keep the piston displacement down within the limits permitted by the American Automobile Association rules. There are features of special design to lighten the parts that would not be practicable in a car for road use because of their delicacy, yet the basic principles are the same.

"It is because of these features of power involved in the basic four-cylinder motor with overhead valves that have placed the Chevrolet at the head of the list of three-speed transmission automobiles by a wide margin," according to F. N. Coats, Regional Sales Manager for Chevrolet on the Pacific Coast.

"The old style four cylinder motor had plenty of power, but was very wasteful. Six, eight or ten miles to the gallon of gasoline was considered very good. Today with our Series 'K' Chevrolet anything less than 20 miles to the gallon of gasoline is considered poor, and the average is much higher than that. In oil consumption Chevrolet is remarkably economical, with a mileage of about 600 miles to the quart or better. As to power for climbing hills there is ample for any emergency and there is no car of its piston displacement and economy, whether 'four', 'six' or 'eight' that has been approached by Chevrolet popularity as a hill climber."

"Bobolink Days are Coming Soon!"

'AT YOUR DOOR' TO TAKE PLACE F. O. B.

Probably no other grouping of letters or words in all written history has been printed so many tens of billions of times as "F. O. B. Detroit," said Roy Catching, local Hudson-Essex distributor. Not even the most famous sayings of history and literature can begin to approach it. The total might even run into trillions or other numbers entirely too large for comprehension.

Now, overturning the entire history of the motor car business, one important manufacturer—Hudson-Essex—has announced the entire discontinuance of the phrase and the practice it represents. From now on, all Hudson-Essex dealers will quote prices in their advertisement which are the full and actual prices at which a car, equipped, will be delivered to a buyer at his home. The day of a long list of "extras" is in the discard, so far as these organizations are concerned.

The question now is, will a y. d.—meaning at your door—displace F. O. B. generally?

Arundel, piano tuner, Phone 189-L.

DRY OFFICERS WIN IN DAMAGE ACTION

(Associated Press Local Wire.)

BENI, Ore., March 10.—C. C. McBride and A. F. Marriot, state prohibition officers, were awarded a decision by a jury in a circuit court here last night in a damage action for \$5,000 brought against them by W. H. Egbert, local restaurant owner. Egbert in his complaint charged assault and false arrest last January.

DEAL ASSURES FASTER WIRE SERVICE THROUGH MEXICO

(Associated Press Local Wire.)

SAN ANTONIO, Texas, March 10.—Fast telegraph service through Mexico with direct control of lines by the operating companies became a fact today when the Mexican government through the department of communications signed the contract with the Mexican Union Telegraph company. By the contract the American company takes over the Mexican company which is the Mexican division of the All-American Cable company.

grade of plate glass in sizes both larger and smaller than those used in Ford car manufacturer as well as scrap glass finds a ready market.

Even farm products and live stock are marketed by the Ford Motor company from the experimental farm the company maintains adjoining its wheel factory at Hamilton, Ohio.

Lower Prices HUDSON—ESSEX

Now Effective (February 27)

Though the automobile tax reduction law will not become effective until March 26, we make this reduction NOW, protecting Hudson - Essex buyers many days in advance. So there is no reason to wait. Buy now.

Prices

"At Your Door"

ESSEX 6 COACH . . \$ 960

HUDSON COACH . . \$1430

Hudson Brougham . . \$1690

Hudson 7-Pass. Sedan \$1875

Remember these are not "F. O. B. Factory Prices", but the delivered prices at your door, including freight, remaining war tax, and the following equipment:

Bumpers front and rear—electric windshield cleaner
Rear view mirror—transmission lock (built in)—radiator shutters
Moto-meter—combination stop and tail light

Easy terms, of course—No delivery handling charge

ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 438

Roseburg, Oregon

Hudson-Essex, world's largest builder of "Sixes" and third largest producer of motor cars

GUARANTEED

Ford

used cars

**THE logical place to buy a
used Ford car is from an
Authorized Ford Dealer.**

All used cars sold with a guarantee by Authorized Ford Dealers have been subjected to rigid inspection by Ford-trained mechanics, and the necessary work done to put them in good condition. You can buy one of these cars with every assurance that you are making a wise investment.

In addition to the guarantee he gives you, the Authorized Ford Dealer knows Ford value, and through contact with the previous owners he is in a position to tell you the exact history of cars he sells.

Only a small cash payment is required—the balance can be taken care of in easy monthly payments to suit your convenience.

See your nearest Ford dealer today. He will gladly show you the guaranteed used cars he has to offer. You will find the body type you prefer at a price which represents Ford value.

GUARANTEED

Ford

used cars

C. A. LOCKWOOD MOTOR COMPANY
Phone 374
Roseburg, Ore.

AUTHORIZED FORD DEALERS

GUARANTEED

Ford

used cars

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Ford

used cars

USED CAR BULLETIN

We are offering some exceptionally good deals this week. 1926 licenses included in these prices. Terms if desired.

Ford Touring, starter, new paint and good tires	\$125
Ford 2-door Sedan, starter, new paint, good tires	\$195
Two Ford Coupes, new paint, good tires, fine running order	\$275
Ford Touring, new paint and in very good running order	\$200
Chev. Touring, completely overhauled, a real bargain at	\$125
Two Overland Tourings, new paint and good running order. Good rubber, priced at \$165 and	\$185
Overland Sedan, new paint, good tires, wire wheels, special at	\$295

We Buy Them Right and Sell Them Right.

F. W. CHASE
OVERLAND GARAGE