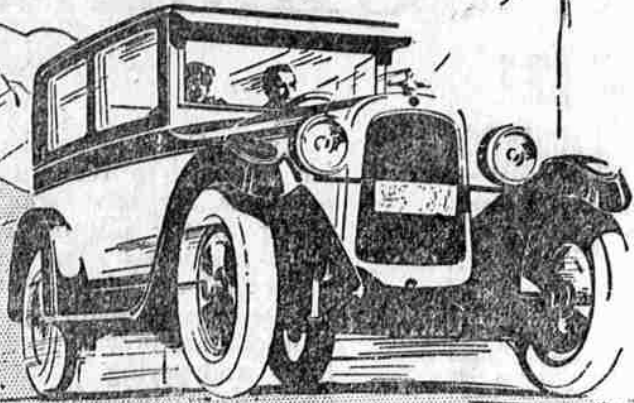


AUTOMOBILE NEWS

-astounding! motor performance!



On the long grinds Overland Six reveals a type of motor-mastery that delights the seasoned driver. For there is lusty power—plenty of it in reserve, too—in the smooth running gravity balanced, six-cylinder power plant—great comfort in the low hung chassis and luxurious riding ease in the wide, roomy seats.

All kinds of roads blend to give a feeling of rest and contentment when you drive an Overland Six. Smooth at all speeds, lightning fast on the getaway, quick on the pickup, steady and consistent on the long stretches! Greater road stability comes from the low swung, gravity balanced power plant.

Owners are strong in their conviction about Overland superiority because most of them have had previous experience with other cars. They know from experience what Overland Six performance means to them. Step in and examine this great car! Try it!

\$935

F. O. B. FACTORY

The New
Willys Finance
Plan

Smaller down pay-
ments and smaller
monthly payments;
— the lowest credit
cost in the industry.

Overland Six

F. J. W. CHASE

SUCCESSOR TO WELLS & CHASE.

317 North Jackson Street

Roseburg

Phone 399



When Your Starter Fails to Crank Your Engine

REMEMBER

WITHAM'S

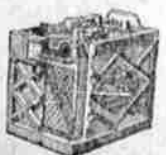
Battery & Electric Co.

Specializing in

Battery, Electrical and
Speedometer Service

Lane and Rose Sts.

Phone 652



FINISH AND COLOR HELP IN CAR SALES

Finish and coloring have become deciding factors in the purchase of an automobile.

Chevrolet, together with 21 other leading automobile manufacturers, has chosen Duco for the finish on their various models.

Although Duco is new to many automobile buyers it has been twelve years in the developing. In 1913 DuPont chemists attacked the problem of finishing automobiles with a radically different type of material. For nine years research and development continued until early in 1923 the goal was within sight. Two years later Duco was the standard finish on forty per cent of the motor cars exhibited at the New York National automobile show in January of the present year.

This new and lasting material has been of special interest to car owners of the Pacific Coast, especially at points near the sea where and in the Sacramento and San Joaquin Valleys and in the Imperial Valley and practically the entire state of Arizona. In these districts salt sea air, or the dry air coupled with a hot summer sun of peculiar acidic qualities, quickly destroys any other type of finish so far perfected. Colors fade, varnish cracks and checks and the polish soon dulls so that a car but a few weeks old may well be taken for an old relic. This has all been changed with the new Duco finish and the cost of frequently repainting a car saved toward the operation costs, materially reducing an owner's expenses.

SALES RECORDS OF 1925 BE ECLIPSED

Automobile production and sales records of 1925 are in jeopardy, says Mr. Hansen, local Chevrolet dealer.

Each making up these last year's totals were they are already being overshadowed by early 1926 figures.

January production of Chevrolet was nearly three times that of the same month last year.

More than 41,000 cars were produced by Chevrolet the opening month of this year which eclipses any previous January record in the company's history.

In the west, the sales gain of Chevrolet in January, as compared with a year ago, was close on to 50 per cent.

February's production for this popular light car was 52,000, or nearly twice that of the same month in 1925.

Reserve stocks against the requirements of the spring rush have been nearly depleted in the Pacific Coast region. Western Chevrolet dealers from Arizona to Washington are clamoring for more cars with which to satisfy the unprecedented buying wave.

Last year Chevrolet led the three-speed car field by building more than 500,000 units. Of this amount, the Pacific Coast territory absorbed 50,000, or one-tenth of the total. According to Costa, Chevrolet will out-shadow this figure by a considerable margin this year.

Vaughan drag saws and parts at Wharton Bros.

WALT DAY TALKS ABOUT MOTOR OILS

Western motor oils are gaining in popular favor every day, says Walt Day, local sales manager of the Union Oil Company of California. The blind faith of the public in accepting eastern oils as a standard of quality has been badly shaken following enlightenment on the relative merits of eastern and western oils. The western oils not only meet every lubricating requirement, but in many respects have qualities superior to the eastern brand.

With the magic power which the word "Pennsylvania" once held over the uninitiated motorists, on the wane, a favorite argument now advanced by champions of eastern oils is that these stand up better. The advice is frequently offered that it will be necessary to drain the crankcase every 500 miles if a western oil be used as against 750 miles with an eastern oil.

Unfortunately it is absolutely impossible to compare two oils in service as the conditions under which they operate cannot be duplicated. Nevertheless tests have demonstrated conclusively that the comparative consumption of eastern and western oils gives no advantage to the eastern product in this respect.

Many motorists, too, suffer from the price complex. He pointed out that because eastern oils sell at a higher price the buyer was inclined to regard that fact as an indication of quality and the service to be obtained from it. This valuation, however, he said, was false, for western oils of a quality equal to the best western sells at a lower price because there is eliminated the transportation cost.

The points of distinction between good lubricating oils are fine ones and necessary reflect methods of refining. The Aristo oil manufactured and refined by the Union Oil Company has met a most receptive market. Its sale, he said, has increased enormously during the past few years.

CHRYSLER 80 GOOD FOR MILE A MINUTE

When E. M. Little, Chrysler distributor in Abilene, Texas, received his first Chrysler Imperial "80" and saw what a fast, comfortable car it was to ride in, he promised himself a treat that he had looked forward to for a long, long time, and that was a trip to Detroit. Although he had been in the retail automobile business in Abilene for a number of years Mr. Little had never visited the motor capital, and now that he had one of the new Chrysler's he determined to postpone the trip no longer.

The next day, February 28, with his service manager, John Boyd, and their wives, he pointed the nose of the Chrysler Imperial "80" northward. The first day they drove from Abilene to Texarkana; the second day, from Texarkana to Fayetteville, Arkansas; the third day, from Fayetteville to Effingham, Illinois; the fourth day, from Effingham to Dayton, Ohio; and the fifth and last day, from Dayton to Detroit. Going home, they reduced the schedule to three days, leaving Detroit March 9 and arriving in Abilene March 12.

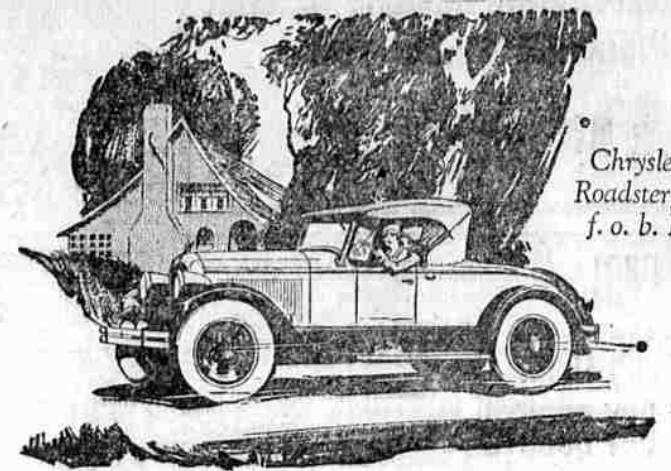
During the last 500 miles of their journey, between Arkadelphia, Arkansas, and Paris, Texas, they had 200 miles of extremely bad mud, but even this did not reduce to any great extent the high average daily mileage which they made. On stretch roads where there were no railroad crossings nor intersections, they drove between 50 and 60 miles an hour steadily, and on the "home stretch" coming into Abilene, they polished off the last 55 miles in 77 minutes.

"The Chrysler Imperial '80' is the most comfortable car I have ever ridden in," said Mr. Little upon the conclusion of the journey, "and as far as getting over the road is concerned, you can just let your conscience be your guide for it will do anything you want it to, and more if you'll let it. The car is so perfectly balanced, steers so easily and brakes so quickly that it seems absolutely safe at any speed."

NEWLAND REPORTS MANY MARCH SALES

Thirteen deliveries of new and used cars were made in March by J. O. Newland & Son, local Dodge Brothers dealers. The engine improvements and all-steel body structure, together with the usual spring stimulus to buyers, is largely responsible for the increase in sales over the winter months of January and February. Recent reductions in price have also brought the car within reach of more purchasers.

C. L. Chenoweth of Oakland purchased a de luxe sedan. Wilfred Brown of Camas Valley, O. C. Houser, G. A. Bonebrake, O. C. Brown, all of Roseburg, and V. R. Smith of Yoncalla each bought special



Chrysler "70"
Roadster, \$1625,
f. o. b. Detroit

Men and Women Who Know Prefer Chrysler "70"

CHRYSLER "70"—Phaeton, \$1305;
Coach, \$1445; Roadster, \$1625; Sedan,
\$1695; Royal Coupe, \$1795; Brougham,
\$1865; Royal Sedan, \$1995; Crown Sedan,
\$2095. Disc wheels optional.

CHRYSLER "48"—Touring Car, \$845; Roadster Special, \$890; Club Coupe, \$991; Coach, \$931; Sedan, \$991. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.

CHRYSLER IMPERIAL "80"—Phaeton, \$2645; Roadster (wire wheels standard equipment) with wheels optional, \$2885; Coupe, four-passenger, \$3195; Sedan, five-passenger, \$3195; Sedan, seven-passenger, \$3195; Sedan-immovable, \$1695.

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

All models equipped with full balloon tires.

We are pleased to extend the convenience of time-payment. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere. All Chrysler models are protected against theft by the Pecko patented car numbering system, pioneered by and exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER "70"

H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Roseburg, Oregon

Phone 350

Medana, Miss M. Schindler of Roseburg, purchased a special coupe. Used cars were sold to C. V. Maurie Weber of Roseburg, purchased a one and one-half ton Graham Brothers truck. Glass. Second hand 40 Oliver plow at Tiller and Ray Jordan of Looking Wharton Bros.

NASH AJAX

Lead the World in Motor Car Value

March! 16,265 Cars Greatest Nash Month— Greatest Ajax Month

February—with Nash-Ajax sales totaling 14,148 cars—set a new high mark for both Nash and Ajax—but March, with 16,265 cars, swept beyond even that great record.

And still factory production was not sufficient to fill additional bona fide March orders for 1,518 cars.

For Nash it was the 19th consecutive month that sales have exceeded the figure achieved by the corresponding month of the previous year—except for November, 1925, when production was slowed up to bring into manufacture the new "Enclosed Car" motor.

This great and growing national trend among buyers toward Nash and Ajax cars is assuming the proportions of a veritable landslide.

All because Nash-Ajax means greater Quality, greater Value, and far finer Performance—and people can't be told otherwise. It is only too apparent when you look at the cars.

L. R. CHAMBERS MOTOR COMPANY

Oak and Rose St. Phone 649 Roseburg, Oregon