



Far in the lead IN POWER

FIFTEEN months ago this Overland Six set a new standard in engineering construction. Today, with more than 92,000 in use, it has established a new standard in performance.

In value it is insurmountably the leader in its class—a light six of tremendous power and amazingly long life. In city driving it is without equal in its class for quick "getaway"—over the road at the end of the day's run, it will out-average cars of far greater price—in the mountains it will "out-climb" any other car of its size.

And today, with thousands of owners showing amazingly high mileage figures on their speedometers, it presents a service record never before reached in its class.

You can buy this Overland Six with the certainty that your investment will pay you unequalled returns in satisfaction and convenience—with the knowledge that your dollars are protected by the high value still left in your car after thousands of miles of driving.

And you can buy it on terms that are suited to your own personal requirements.

\$935

F. O. B. FACTORY

The New
WILLYS
FINANCE PLAN

Smaller down payments and smaller monthly payments; the lowest credit cost in the industry

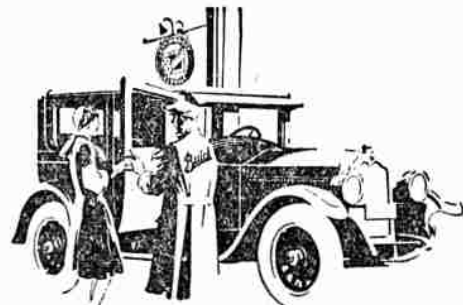
Overland Six

F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399



BUICK Authorized Service leads the world

Experienced owners would rather have an ordinary car with good service facilities than a better car with poor service.

But the ideal combination is Buick and Buick Authorized Service—a car of highest merit—built right—and then backed by world-wide, organized maintenance of the highest efficiency.

You are near Buick Authorized Service, wherever you happen to be.

BUICK MOTOR CO., FLINT, MICH.
Division of General Motors Corporation



MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

KEEP CAN OF OIL READY IN YOUR CAR

Now that the "Call of the Open Road" is sounding, motorists are planning many trips out into the country. One of the greatest joys is in the planning while the biggest disappointments are from the lack of it. Prepare for your trip and you will usually have little difficulty. One of the important things to remember is to have the car in the best possible condition. You want to have all of your time for enjoyment, free from worry about the car. "Better be safe than sorry" is a slogan broadcasted by local Veedol dealers. They suggest that motorists have their cars completely Veedol lubricated before they start on a trip. Then

as an extra precaution, the suggestion is offered, to always carry a spare can of oil in the car for emergency use. Motorists usually need oil when they are in some out-of-the-way place where it is not possible to get their favorite brand in the proper grade.

One of the local dealers recently said, "There are over 5,000 Veedol dealers on the Pacific coast and most of them carry a representative stock of Veedol oils and greases in both bulk and packages. Motorists can find a Veedol dealer in practically every city on the coast. Yet, the western motorist is a great explorer and usually tries to hit out for some spot where Mother Nature is still in her original state. It is for this reason that motorists are warned to be prepared when they go out on a trip. There is a lot of assurance in knowing that you have a can of Veedol tucked away in the car for emergency use. I find that the average motorist is mighty careful about this and the

SPECIAL

31x4 Blue Pennant Federal Tires	\$21.00
32x4 Varsity	\$18.25
33x4 Varsity	\$18.75
32x4 Hood	\$22.75
34x4 1/2 Hood	\$34.60
30x5 Hood Heavy Duty	\$41.25
33x5 Hood Heavy Duty	\$45.25
30x3 1/2 Oldfield	\$9.25
30x3 1/2 Varsity	\$13.25
29x4.4 Hood Balloon	\$16.75

All Tires Are Guaranteed

Roseburg
Tire Shop
M. F. Middelburg

115 N. Jackson St.

Repairing Retreading



STANDARD QUALITY IN ALL CHRYSLERS

Public and detailed announcement by Walter P. Chrysler of the Chrysler Corporation policy of standardized quality of materials, design and craftsmanship in all its products, a policy which was inaugurated three years ago, has aroused the comment of car owners such as no other automobile announcement of recent years.

The announced policy, in brief, is this:
"Chrysler motor cars are built in a number of chassis sizes, in a variety of performance capabilities and with body types to meet public requirements.
"Size and performance regulate price.

"But quality is standard.
"Pound for pound, and inch for inch, every Chrysler chassis is standardized in quality of materials, design and craftsmanship."

This means that the purchaser of the lowest priced Chrysler car is assured of a standard of quality in materials, engineering, manufacturing and inspection, identical with that of the purchaser of the most expensive car.

The Chrysler policy is a vital part of the program to supply the public through Chrysler distributors and dealers with a complete line of six and four cylinder cars, all bearing one name and all uniform in quality. The tendency of other manufacturers is toward standardization of quantity manufacture rather than quality manufacture. The tendency too is to give cars from the same factories different names, each name standing for something distinct in manufacturing, in engineering and in inspection. The Chrysler name is on all its products, consistent with the identical quality of manufacturing, engineering and inspection, in all lines. The performance capabilities and the size of the car determine the price.

It has been pointed out that Mr. Chrysler, three years ago, brought out a new car at a time when competition was decidedly keen and the car he produced was in the most highly competitive of all classes. Its success is a matter of public record.

GIVES THE PUBLIC CARS IT WANTS

Thomas Edison, the inventor and manufacturer, once gave the following rule on how to give best value in business:

"If I were a manufacturer, I should go over my lines to discover what the public most wanted out of what I was already making."

"If I were making five styles and found that 75 per cent of my business was done in one style (and this is usually the case), then I should manufacture two styles, certainly not more than three, and should turn my attention to making my selling price the other fellow's cost."

To which is added by Roy Catching, Hudson-Essex dealer:

"Hudson-Essex adopted and acted on this policy long before Edison phrased it. Efforts are concentrated on the fewest number of body types in the industry. The public has followed with great interest the wonderful economies which this specialization (combined with big volume) has brought about."

NEW COUPES MAKE UP IDEAL LINE

A new coupe has been added to the line of Willys-Overland cars according to announcements made by company officials. With the introduction of this new Overland six 93 coupe every need of the entire automobile buying public has been satisfied.

Demand for such a car has been felt for the last 51 months, in fact, since shortly after the Overland six 93 standard sedan was placed on the market. The coupe will sell for \$85 at the factory.

The appeal for the new car has been great among women, business and professional motorists. The new model in this respect will fill the need for every business and pleasure purpose.

It has been especially designed to attain the maximum amount of room, comfort, handling ease, speed and economy. It possesses the same fine car qualities as its sister car, the Overland six standard sedan. There have been several refinements made in the coupe which add greatly to its usefulness.

The interior measurements are astonishing. They afford greater leg room, larger rear compartment, wide windows, wide deep seat, ample head clearance, combined with ease in riding, speed and low upkeep cost.

The compartment in the rear deck has been designed to care for salesman's sample trunks, suit cases, camping equipment and other luggage.

The sweeping lines of the coupe make it especially attractive and place it in a class with the smartest of motor cars selling at a much higher price. It is the only coupe which is an ideal business automobile yet possesses the rich refinements of a pleasure car.

Fine Steel Explains The Car's Long Life

This fact should be read and remembered by everyone who ever expects to buy a motor car.

In the percentage of costly Chrome Vanadium steel used, Dodge Brothers Motor Car outranks every other car in the world, regardless of price.

Chrome Vanadium is the ideal motor car steel. Its remarkable toughness and strength account for the fact that more than 90% of all the motor cars Dodge Brothers have built are still in service.

Touring Car	\$961.50	Coupe	\$1013.50
Roadster	\$957.00	Sedan	\$1075.50

DELIVERED

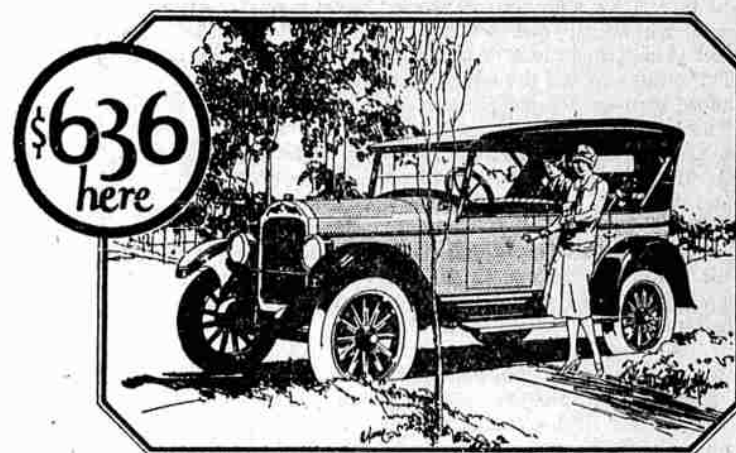
See the Dodge Steel Body On Display In Our Showroom

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS
MOTOR CARS



STAR 4 FACTS will win you!

STRAIGHT, strong facts cannot be put aside! Refined Star Four is the ring master of values among low-cost cars. Just match these features, and you'll have to go far above Star's price class:

- Million Dollar Motor.
- Easy Disc Traffic Clutch.
- Durable Lacquer Finish.
- Full Balloon Tires.
- Nickel-Silver Radiator Shell.
- Hayes Wheels (artillery type).

\$636 here — for the touring

Star Car
"TOMORROW'S CAR TODAY"

Rapp Brothers, Dealers

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