

AUTOMOBILE NEWS

ESSEX

Reduces Price

Greatest of All Essex Values

Combined with the supreme advantage of the Super-Six principle, the largest production of 6-cylinder cars in the world makes this quality, price and value exclusive to Essex.

Its greatest sales influence is what 350,000 owners say for it. The conviction of a value priced far below any rival is turning new thousands of buyers to this finest Essex ever built.

The COACH
A "SIX"
\$735

F. O. B. Detroit, plus
Government Tax

Standard equipment includes: Front and Rear Bumpers, Automatic Windshield Wiper, Rear View Mirror, Transmission Lock (built-in), Radiator Shutters, Motor, Meter, Combination Stop and Tail Light.



ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 438

Roseburg, Oregon

OVERLAND LIGHT CAR IS AWAITED

The awaited new Overland light car, modeled along European lines, and radically different from the accepted type of American built light car will be announced and shown in this territory during the coming week according to word received from Toledo.

That this car will be the answer to the insistent prophecy that new developments were in store in the light car field for early this summer is assured in the first intimations of what the specifications will be.

Early word states that it will have the smallest motor, from the viewpoint of piston displacement, ever offered as stock production in this country since four and six cylinder motors came into vogue and that is a long time ago.

But the same words show that it will develop greater brake horsepower than any other light car at present on the market. In this respect it shows the influence of the European type of design which gets large power from small dimensions through the use of a long stroke in an engine of small bore.

Tests which have been conducted with the utmost secrecy have shown a speed of up to 60 miles an hour for the new Overland and a gasoline economy of 30 miles to the gallon. It has shown acceleration capacities equivalent to those of many light sixes although the motor is a four-cylinder affair.

The body is said to be unusually low in construction but with surprisingly large room inside, it being claimed that there is greater leg room and head room than in any other body offered in the light car class. The tread will be standard and balloon tires of a new size will be standard equipment.

The announcement has been arranged in such a way that the car itself will be on display all over the country simultaneously with the general release of the specifications and descriptions.

That Willys-Overland, Inc. has shrouded the development of this car with the utmost secrecy is indicated by the fact that more than 4000 sedan models will be in the hands of dealers when the national announcement is completed during the week.

It is understood that engineers for the company have been working on the plans and details for the past two years, both in Toledo and at the plant of the Willys-Overland-Crossley Co., Ltd., in England.

The price, it is understood, will be competitive with other sedan models in the light car class and the general equipment of the car will be the most complete ever offered in any field other than that of cars of much higher price rating.

Production will run not to exceed 10,000 of these cars a month for the next several months and factory plans are well under way to reach this production figure within the next few weeks.

DODGE CARS USED IN BIBLE LANDS

In the vast exploration program carried out recently by members of the Archeological Congress in Syria and Palestine, Dodge Brothers Motor Cars and Trucks were an important link in the success of the operations.

The archeological congress consisted of about 150 members, who penetrated Syria and Palestine to make an intensive search for evidences of the human race which existed prior to the time of Christ.

The congress was well equipped before arrival at Beyrouth, Syria, from which point caravans were organized for penetration into the Hittite Land and nearby.

Knowledge of the purposes of the congress was sent Major Boudillon, French high commissioner at Beyrouth, who had been instructed to assist in providing transportation and other comforts for their penetration into the ancient lands made prominent in Biblical history.

Commissioner Boudillon at once got in touch with F. A. Kettner, of the Eastern Motor Company, distributors for Dodge Brothers, Inc. at Beyrouth, to arrange a fleet of Dodge Brothers Motor Cars and Trucks.

Major Boudillon owns a Dodge Brothers Motor car for his personal use at Beyrouth and for travel in his work for the French government.

Thoroughly familiar with the country over which the congress would pass, he knew that an unusually rugged car would be required and this was his reason for calling upon Mr. Kettner.

"The authorities wanted the trip to be completed without a hitch and it was," Mr. Kettner said later. "The journey into the interior of Syria and Palestine was made with ease, although these countries possess but little semblance of roads suitable for use of automobiles. The members of the Congress were enthusiastic in their praise of the performance of the Dodge Brothers Motor Cars."

A DODGE BROTHERS SEDAN

\$895
F. O. B. Detroit

People are surprised to learn that this beautiful and sturdy car now sells for \$895.

They have heard so much about its exceptional value that they are under the impression it sells for a higher price.

Moreover, the Sedan possesses all the roominess and character of closed cars that call for a much greater investment.

It is substantial in appearance because it is substantial in fact. And serves its owners far beyond the period usually expected of a car at any price.

The body is all steel—safe, sturdy, fireproof, and smartly finished below the belt line in coolie blue lacquer, with cartouche yellow stripe—upper body in black lacquer—shields and fenders in black, oven-baked enamel.

Blue Spanish genuine leather upholstery, removable rear seat-back, and optional wood or steel wheels are included among many other features that commend themselves forcefully to the buyer.

Many who expected to buy a cheaper car, now find that Dodge Brothers product is well within their means. Many who had expected to buy something more expensive, now find everything they could possibly desire in these smart and dependable vehicles.

See the cars for yourself—and investigate our attractive time-payment plan.

Coupe\$1018.50
Touring Car\$966.50
Roadster\$962.00

DELIVERED ROSEBURG

J. O. Newland & Son

Dodge Brothers Motor Vehicles and Graham Brothers Trucks.

Phone 458

Roseburg

LOCAL MAN CROSSES CONTINENT IN FORD

Returning from New York state, where he went about three months ago, J. B. Russell, a resident of West Roseburg, becomes an ardent booster for his Ford car in particular and all Fords in general. This particular Ford is a 1924 model, and since leaving Roseburg early in May traveled 3000 miles in the trip, traversing nine states during that time. The remarkable feature of the trip is that the car required no repairs and made the journey without a mishap, rolling into Roseburg on the same tires that were started with. But this is not all the good things Mr. Russell has to say about that Ford, as he insists that it comes to mil-

lions of the east. Mr. Russell was accompanied east by Howard Young, who went with him as far as Milwaukee, Wisconsin. In addition to this he used four pounds of hard grease which cost him \$1. Reduced to miles, the car made 24 miles to the gallon of gas, while it used a quart of oil to approximately every 145 miles of road covered. These figures show that the trip was made, exclusive of depreciation, at a cost per mile of one and one-fourth cents, and Mr. Russell is quite sure that no other make of car could materially reduce the running cost.

Mr. Russell bought his car of the C. A. Lockwood Motor Company, of this city, in February, 1924, and it was in constant daily service for more than two years before this eastern trip was undertaken, this fact but adding to the laurels of the sturdy little Ford that made so successful a trip from coast to coast, the crossing of two vast mountain ranges of the west, in addition to lesser hills and moun-

tain ranges of the east. Mr. Russell was accompanied east by Howard Young, who went with him as far as Milwaukee, Wisconsin. In addition to this he used four pounds of hard grease which cost him \$1. Reduced to miles, the car made 24 miles to the gallon of gas, while it used a quart of oil to approximately every 145 miles of road covered. These figures show that the trip was made, exclusive of depreciation, at a cost per mile of one and one-fourth cents, and Mr. Russell is quite sure that no other make of car could materially reduce the running cost.

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Divorce Granted—A decree of divorce was granted yesterday in the circuit court to Emma Harvey from George W. Harvey. A charge of desertion was given by the plaintiff as grounds for the divorce. She was represented by Attorney R. L. Whipple.

STOP

and "Gas" with us.

We have the right grade of oil for your motor, too.

Free Frankcase Service.

L.R. CHAMBERS
Motor Co.

Oak and Rose Streets



The Aermore Exhaust Signal horn installed on the front of the car is meeting with a lot of favor. Here is a fair Studebaker owner with one of the horns installed on his car.

The character and disposition of a motorist can often be determined by the manner in which he uses his horn.

A loud blast of the horn when but a few feet from a pedestrian and the unnecessary use of it in traffic are but two of the ways in which a horn should not be used.

These blasts were expressed yesterday by R. A. Hartley, local manager of the Western Auto Supply company.

Although the electric horn is

standard equipment on most cars and its sound cannot be controlled, its volume can be considerably reduced," says Hartley. "There is one horn whose volume can be regulated by the driver. This horn is known as the Aermore exhaust signal."

Driving safely in these days of heavy traffic flow to a large extent is a signal that can be heard at a great distance—one that will warn the approaching car in time to avert an accident. This is espe-

cially true of mountain travel, as safety in that region demands a good horn with a long carrying range.

"There are numerous times when a horn of the opposite type is needed, one that will give a warning in a low pleasing voice. Pedestrians crossing the street, or children at play in the street must be warned without being startled or disaster may result. Here again the Aermore horn satisfactorily can be regulated to meet the occasion. The volume of its sound like that in the human voice can be raised from a whisper to a loud sound at the will of its owner."

Eat barbecue sandwiches and live forever. Brand's Road Stand.

Everything in the building material line may be secured at Metzgers.

FLAX INDUSTRY AT SALEM INSPECTED BY PORTLAND MEN

(Associated Press Local Wire)

SALEM, Ore., July 13. (The) three-acre Portland business men and Chamber of Commerce men here arrived here this morning to join with Salem men in an excursion through the flax growing district, particularly to see the flax putting machines in operation.

Returning to Salem they will visit the state flax plant at the portland, the Miles Linen company's factory and the site of the new factory of the Oregon Linen Mills which is being built this year.

The excursionists are to be accompanied by the members of the state emergency board, who will meet this afternoon to consider a request from Governor Pierce for a \$50,000 emergency appropriation for the state plant, to be used in paying the farmers for their crops. The state will be paid back when the flax products are disposed of.

If you would like to increase your bank account, buy a building lot in Sutherlin.

Hundreds have put their O. K. on classified columns. They are the starting point of many people's success and prosperity.