

AUTOMOBILE NEWS

DODGE BROTHERS DE LUXE SEDAN

People select motor cars by different standards.

Some desire luxury and ostentation. Others, utility and economy alone.

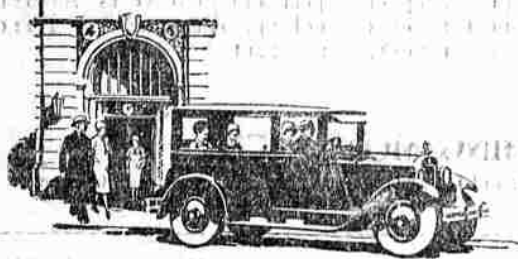
Dodge Brothers De Luxe Sedan strikes a fine and distinguished balance—both in appearance and price—between these two extremes.

It provides unusual comfort and roominess; a refinement of line and design in which the owner takes deep pride; and everywhere in the world the name it bears is associated with the highest standard of integrity and workmanship.

With reasonable care, the De Luxe Sedan serves its owners for years, frequently delivers mileage running well into six figures, and on the resale market brings prices that strikingly reflect the solid value Dodge Brothers have built into it.

Dollar for dollar's worth of genuine automobile!

J. O. Newland & Son
Dealers in
Dodge Brothers Motor Cars



State supreme court of Arkansas has banned selling gasoline on Sunday.

M. C. RADABAUGH
Auctioneer, 530 N. Pine St., Roseburg, Oregon.

Armed, piano tuner, Phone 189-4.
Automobile outfit has gained 200 percent in 11 years.

Last January -- A New Name Next January 1000 Cars a Day

Adjacent to the present Oakland plant, another huge factory is being rushed to completion—the result of America's wholehearted enthusiasm for the Pontiac Six.

When completed, it will rank with the largest in the industry, represent an investment of \$5,000,000 for buildings and machinery alone—and have a capacity of 1,000 Pontiac Sixes a day!

Here is visible proof of Pontiac Six value supremacy—proof that the Pontiac Six alone meets the desire for a low-priced six of high quality—proof that America sees in this car a source of six-cylinder

performance, closed car luxury and enduring goodness, the like of which was never before available at \$825!

Last January—a new name! Last month and those preceding—the new world's production records for a new make of car! Next January—1,000 cars a day!

Nowhere in the twenty-six years of automotive history is there an equally spectacular achievement—

—because no other low-priced six has ever combined such brilliant performance, such notable beauty, such satisfying stamina or such operating economy at so low a price!

Oakland Six, Companion to Pontiac Six—\$1025 to \$1295. All prices at factory. Easy to pay on the liberal General Motors Time Payment Plan.

Gilham's Highway Garage

332 N. Jackson St.

PONTIAC SIX

CHIEF OF THE SIXES

CHRYSLER SEES A BIG UNDEVELOPED MOTOR CAR MARKET

A tremendous undeveloped market in the small car field for an automobile that is larger, more roomy, much better riding and exceptionally durable, is seen by Walter P. Chrysler, president of the Chrysler corporation.

In a statement on this question, Mr. Chrysler says:

"Fully aware that there are today nearly 2,000,000 motor cars owned in the United States—of one to every six persons—it seems to me that there are almost unlimited possibilities in that market. Such a car must, of course, combine in it these qualities no other car in that field possesses, if it is to register the success of which I speak.

"There is no question in my mind but that the people who prefer a low priced, quality automobile, are desirous of having built into that car certain features that heretofore have not been made available to that field. The industry has not given sufficient attention to the man who drives a small, low priced car. It simply has gone on the assumption that the same measure of comforts that must be incorporated into every car of higher price, it is to be incorporated, equally, into the smaller car.

"I disagree most emphatically with that assumption. The person who prefers to drive a small car is entitled to every consideration that can be given him. It is possible to build the qualities of comfort, roominess, easy riding and long life into a small car. The possibilities with such a car are so numerous that it can actually be built in great quantities at remarkably low cost, if the manufacturer has the capacity and organization to do it."

"Medical authorities have definitely established the fact that the man who, continually drives a small car suffers from abnormal and excessive fatigue and nervous strain because of the noise, jolting, bouncing and excessive vibration he has to endure in comparison with that of a car. The low health cost of a car is not a sufficient condition because, up to the present, no one has given about the task of making a small, low priced car that remained in their production.

"Whenever he has had opportunity to take his family for a long drive, he has to be a low priced car. He has to be a car that is built in great quantities at remarkably low cost, if the manufacturer has the capacity and organization to do it."

"I have always been held to a high standard of high quality, with most of my products being improved and better equipped to give me the best and most enjoyable of my products.

"There is a ready-made market of 1,000,000 cars in the year of the company which produces that type of car. We are going to do it. Right now we are seeing the judgment of what the American people want in the small car field, it will appear as a car in the next few months that it is an outstanding success from the fact that it is given opportunity to be in that field."

CHEVROLET SALES RECORD CLIMBING

The production of Chevrolet cars has increased 100 percent in the last year.

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—with the most efficient power plant ever built for any American motor car

THROUGHOUT its entire range, the motor in this Willys-Knight Six "Seventy" develops greater horse power per cubic inch of piston displacement, than any other stock American automobile ever built.

The construction of the Knight sleeve valve motor adapts itself to the principles of high speed engine design in a manner that cannot be equalled.

The result is a smoothness, a power, a flexibility that have set an entirely new standard of performance among all cars in the price and size class of this product.

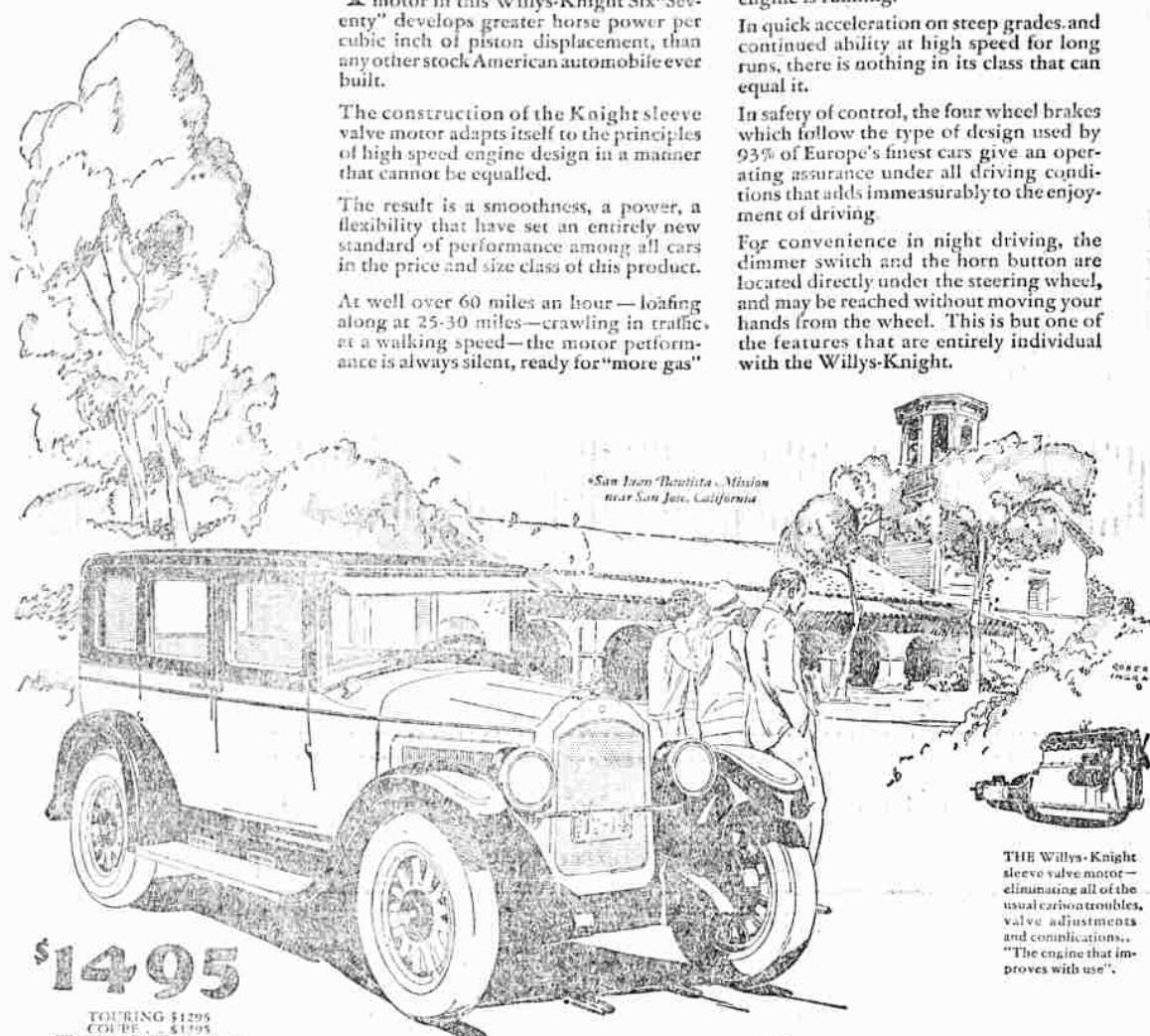
At well over 60 miles an hour—loafing along at 25-30 miles—crawling in traffic, or a walking speed—the motor performance is always silent, ready for "more gas"

and so smooth you scarcely believe the engine is running.

In quick acceleration on steep grades and continued ability at high speed for long runs, there is nothing in its class that can equal it.

In safety of control, the four wheel brakes which follow the type of design used by 93% of Europe's finest cars give an operating assurance under all driving conditions that adds immeasurably to the enjoyment of driving.

For convenience in night driving, the dimmer switch and the horn button are located directly under the steering wheel, and may be reached without moving your hands from the wheel. This is but one of the features that are entirely individual with the Willys-Knight.



San Juan Bautista - Mission near San Jose, California

\$1495
TOURING \$1295
COUPE \$1195
STANDARD SEDAN \$1095
Price in factory

Through the Willys-Knight finance plan, buy this car on smaller down payments & smaller monthly payments—the lowest credit cost in the industry.

The new '26' WILLYS-KNIGHT 6

F. W. CHASE

317 North Jackson Street Roseburg Phone 399

OVERLAND PULLS HEAVY STREET CAR

That the Overland Six Standard sedan is capable of meeting even the most unusual requirements for speed and power was dramatically demonstrated recently in Yonkers, Ohio, when this model pulled a loaded trolley car, over 15 times its own weight, over its complete route on schedule time.

The test is considered one of the most severe and unusual tests ever attempted by an automobile. It proved conclusively the modern engineering advantages of power, flexibility and power which the Overland Six possesses.

Located to a Federal Street trolley line, the Overland Six started its run from the end of the car line, making the required steps for passengers and completed the route on schedule. According to witnesses on the test, the trolley was loaded almost to capacity during the entire run. The Federal Street line is considered one of the most heavily trafficked routes in Yonkers, Ohio.

The car after making stops for taking on and discharging passengers, started in low gear, and within ten feet was operating in high gear at the average speed of a trolley.

The schedule of the Federal Street line car calls for a trolley run in eight minutes at the various "checking points" maintained by the company and the time made by the Overland Six equaled that of the regular trolley schedule.

LONGVIEW Washington where rail, water and highway meet

LONGVIEW, Washington—three years old—has physical advantages enjoyed by very few cities and also many advantages other cities have striven years to obtain. Central transportation: On the Columbia River halfway between Portland and the Pacific—the ocean only five miles away, served by Northern Pacific, Union Pacific and Great Northern, docks accommodate the largest ocean freighters, two famous paved highways—Pacific Highway and Columbia River Highway, Ocean Beach Highway, now building, will give a second highway connection with the ocean. Certainly, Longview is remarkable as to transportation and location, as well as climate and opportunities.

For complete information write Dept. THE LONGVIEW COMPANY LONGVIEW - WASHINGTON

SPEED RECORD WON FOR SECOND TIME

The Willys-Knight Six "Seventy" won the speed record for the second time in the world. The record was set at the wheel of the "General" by the Six "Seventy" and was made in 1925 in the last year. The gasoline test in the last year was obtained from the group of a long and independent driver at the Los Angeles track, where the Six "Seventy" won the record. The car had a top speed of 114 miles an hour, which is the highest speed ever recorded for a car of this class. The car also won the record for the second time in the world.

PRUNE DRYER INSURANCE See the U. S. Home Agency, 109 S. Jackson St. Phone 625. Phone at our expense for coverage. All insurance lines. The News-Review for results.