

Chrysler

Standardized Quality

Guarantees Greater Value to the Car Buyer

Large quantity production has long been standardized—quality standardization has been accomplished for the first time in motor car manufacturing by Walter P. Chrysler.

Merely building several cars is one thing. Building four lines of cars under one name and one management in one unified group of plants on a rigid system of quality standardization is a totally different thing.

Chrysler manufacturing, like Chrysler engineering, is different from ordinary manufacturing—radically and immeasurably different in principle and practice.

50, 60, 70, Imperial 80—These car numerals attached to the name Chrysler mean miles per hour and they mean something vastly more important than that in creating value.

They mean a common basis of quality for all four lines of cars—a rigid system of close measurement and fine manufacturing applied alike to each and

every one of the four lines—a common source of engineering skill—a division of overhead and operating costs—a combination of buying resources—a magnificent system of special machines and special processes devised to insure invariable accuracy in the manufacture of all four lines of cars—a positive protective process of guaranteeing the owner exactly the same basic quality no matter what price he pays or which Chrysler car he buys.

Certainty of unsurpassed performance is thus built into every Chrysler car, no matter what its price classification.

The Chrysler plan makes possible greater value for the investment than has heretofore been dreamed by the automobile buyer.

At one step it eliminates "purchaser's risk" and makes possible the purchase of either the lowest-priced or the highest-priced Chrysler with the positive assurance that the quality in each is equally unquestionable.

CHRYSLER "60"—Touring Car, \$1075; Roadster, \$1145; Club Coupe, \$1165; Coach, \$1195; Sedan, \$1225.
CHRYSLER "70"—Phaeton, \$1395; Coach, \$1395; Roadster, \$1425; Sedan, \$1455; Royal Coupe, \$1695; Bringham, \$1745; Royal Sedan, \$1795; Crown Sedan, \$1895.

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

Chrysler Model Numbers Mean Miles Per Hour

H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Roseburg, Oregon

Phone 350

EVERY MAN OWN TRAFFIC OFFICER IS NEW SLOGAN

"It is amazing to notice the difference in the attitude and tactics of motorists in their driving habits when they are under the watchful eye of a traffic officer, and when they are out of sight of such guarding influence," says the general manager of the Oregon State Motor Association, in commenting upon the methods of motorists in the streets and highways.

himself continually as though under the eagle eye of the law, we would have little or no difficulty in traffic and but few accidents. The behavior of motorists when near a traffic officer is an indication that practically all motorists have a full knowledge of traffic regulations, but disregard such restrictions when the arm of the law is absent.

"It should be borne in mind that the regulations that are respected so religiously when an officer is in sight, are regulations in effect for the purpose of safety and a control of motorists on the protection of all concerned. The

disregard of such regulations, is an absolute disregard, generally for the life, limb and property of others that are safeguarded by the regulations enforced by the officer and regarded by the motorist in the presence of such officials as are vested with authority of traffic regulations.

"If motorists could only be impressed with the importance of always driving as though a traffic officer were riding beside them, the streets of the city and the highways of the state would be much safer, and the papers would not be forced to carry headlines daily of deaths and injuries re-

CHRYSLER BIDS FOR LEADERSHIP

DETROIT, Aug. 17.—Close observers of the automobile industry seem to discern, in the recent announcement of Walter P. Chrysler on his plan of Standardized Quality for the manufacture of Chrysler cars, a definite bid for one of the most powerful positions in the industry. The plan is defined as the group manufacture of four lines of cars under one name and one management, in a unified group of plants.

Certainly, it is pointed out, the plan is the direct opposite of the operation idea of other large motor car manufacturers. By stressing its advantages to the car buyer, it thereby places other methods on the defensive.

Those who have talked with Mr. Chrysler recently assert that this new Standardized Quality plan is the culmination of years of thinking and planning on his part. He has often expressed this ideal of large, cost-saving manufacturing—which is now in full operation after a growth that really started when the Chrysler "70" was introduced two and a half years ago.

While close students of automotive affairs differ widely in their individual opinions as to what is to happen, or is happening, in the industry, they agree on one thing—that developments of unusual moment are in the offing.

In nearly every conversation their arisen speculation as to what Chrysler is doing and will do. The present status of both Mr. Chrysler and the Chrysler Corporation is actually amazing, especially in view of the fact that three years ago he was absolutely unknown to the public and but little known to business men generally, although well known and appreciated as a manufacturer and executive by those "on the inside" of the motor car business.

Today his every move is watched and studied. Each step he takes in the development of his products or his company is eagerly seized on by competition and loudly acclaimed.

In all frankness, it must be acknowledged that he and his engineers and manufacturing executives have, in the last three years, pioneered more features adding the performance and perfection of the motor car than had appeared in the industry during the ten years previously—all of which gives a significance to the Chrysler plan of Standardized Quality that makes it worthy of the most serious consideration by persons interested in the progress of the automotive industry or of the motor car.

NON-STOP MOTOR RUN TO BOISE IS MADE BY PONTIAC

PORTLAND, Ore.—Under official observation, locked in high gear with the control lever removed, a stock Pontiac sedan has fortified its claim to be known as "the gas miser" by traveling 1633 miles, the round-trip distance between Portland and Boise, on an average of 31.5 miles to the gallon of gasoline and using only one pint of oil for the entire distance. This non-stop test was given the car by the R. Knox Roberts Motors, the dealer organization selling the Oakland and Pontiac lines in the Portland and Seattle districts.

This performance of the "Chief of the Sixes" does not in any measure come under the head of a "trick test," says Claude Propst, local branch manager, "but took place under conditions giving a fair conception of what the noted General Motors product is capable when handled by the average driver."

Before the start the speedometer was set at zero and the gas tank emptied of its contents and then refilled under measurement in the presence of Frank Reusswig, safety division engineer of the Oregon State Motor Association, who as a representative of the A. A. A. accompanied the drivers on the long, steady run and acted as official observer. At the finish Reusswig again measured the contents of the tank and made the computations necessary on account of the period when the engine was idling with the car set in motion.

The start was made from the store of the R. Knox Roberts Motors, Park and Couch streets, at 12:40 p. m. Saturday, August 7, and ended at the same place at 5:55 p. m. Monday, August 9, the driving time being 42 hours and 19 minutes. The transmission was locked in high gear and the control of gear shift lever, removed and given into the keeping of Captain Frank Ervin, commanding the traffic division of the Portland police department, shortly before the Pontiac pulled out on its quest for additional economy laurels. The lever remained in the custody of Captain Ervin until the run had been completed, when it was returned by him to E. C. Propst, West side manager of the dealer organization, from whom it had been obtained.

The route taken was over the rolling from motorists throwing regulations and discretion to the wind when out of sight of traffic officials. It is a case where every motorist should accept the responsibility of being his own traffic officer for the safety of himself, his passengers, and those in his immediate vicinity. The slogan of "Every man his own traffic officer," should be taken seriously home to every motorist for the safety of all concerned.

Your Favorite Vacation Spot brought hours nearer over better roads

by this lusty
companion



"I NEVER made the trip in such a short time before—and the roads have improved a hundred percent"—this is the statement of an owner of an Overland Six, who drove it to his favorite fishing spot for the first time.

The difference in the trip was not in the roads—it was in the car he drove—the same difference that is making the Overland Six the great popular favorite wherever motor cars are being driven.

And the difference comes from modern engineering—first applied to motor cars of this size and type by Willys-Overland. The power of the motor is a revelation—quicker to accelerate than any other power plant in its class—faster over the road—and out-pulling any other on hills.

Swung low in the chassis—it delivers its full power in a straight line to the rear axle—valve construction—crank shaft balance—carburetion—lubrication—all modern and incorporating the best developments of America and Europe.

The better roads come from the balanced body construction—the long springs—the even distribution of weight—the elimination of side sway and bumpiness over rough going.

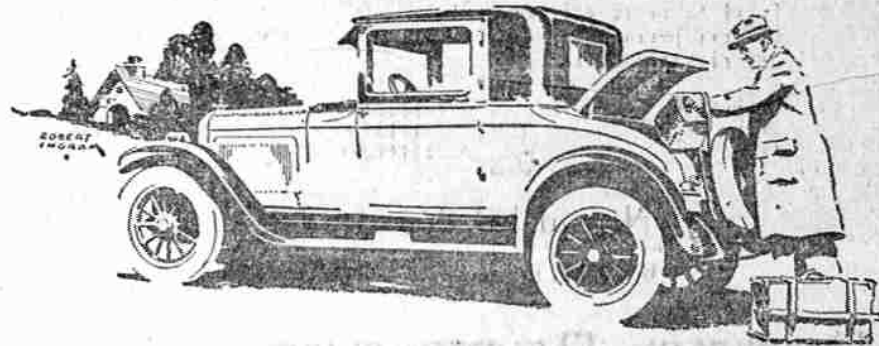
Try this famous Overland Six—its superior value is shown in what it will do for you the minute you step on the accelerator.

\$895

COUPE

Touring \$895
Standard Sedan \$935
De Luxe Sedan \$1095
E. O. B. Factory

The New Willys Finance Plan allows:
Smaller down payments,
smaller monthly payments
—the lowest credit cost in the industry.



OVERLAND SIX F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399

PONTIAC SIX

Cements Its Claim to Title of

"The Gas Miser"

Establishes Remarkable Economy Record Under A. A. A. Supervision in 1039-Mile Nonstop Motor Run from Portland to Boise, Idaho, and Return, Averaging

31.5 MILES to the gallon of gasoline and using only ONE PINT of oil for the entire distance

This notable Economy Performance of the sturdy, powerful product of General Motors was marked by every condition to be met in the course of ordinary touring. The route included approximately 160 miles of mountain driving, and for 28 miles the car had to plow through freshly laid gravel where road work is in progress. An average speed of 24½ miles an hour was maintained, the driving time being 42 hours 19 minutes. Neither of the two drivers, C. Pritchett and Joe Kohler, who took the wheel alternately every 100 miles, ranks as a professional; they handle a car about the same as does the ordinary motorist. The computations necessary because of the time the nonstop motor was idling with the car not moving were made by Frank Reusswig, engineer of the Safety Division of the Oregon State Motor Association, who acted as official observer on the run.

When Ready to Purchase Your Next Car Remember Pontiac Economy of Operation

Gilham's Highway Garage

332 N. Jackson, Roseburg, Oregon

CHIEF OF THE SIXES

a vacuum cleaned crank case

The new Vacuum Ventilator in the 1927 Buick removes crankcase vapors, and protects closed car passengers from engine fumes and smoke. This is the first time this luxury has been attained.

Come in and see the Vacuum Ventilator and the many other features of the Greatest Buick Ever Built!

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LOOK HERE

- 1 Ford Ton Truck
- 1 Ford Tudor Sedan
- 1 1924 Ford Touring
- 1 1924 Ford Coupe
- 1 1924 Chev. Roadster
- 1 Good Maxwell 1924
- 1 1925 Chevrolet Coupe

Stars, Buicks, Fords, traded in on new Chevrolet.

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