

# AUTOMOBILE NEWS

## these added touches to insure motor car satisfaction

In the 1927 Buick you will find a host of improvements. Here are some of the luxurious details:

Balanced Wheels.  
Heel Operated Heater Control.  
Thermostatic Circulation Control.  
Giant Tooth, Quiet Transmission.  
Jet-Black Tires with Jet-Black Rims.  
Suction Tip on Windshield Wiper.  
Exclusive Upholsterings and Interiorware.  
Arm Rests on Rear-Deck Seats.  
Recessed Windows.  
Coronation Colors in Duo.

## The GREATEST BUICK EVER BUILT

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

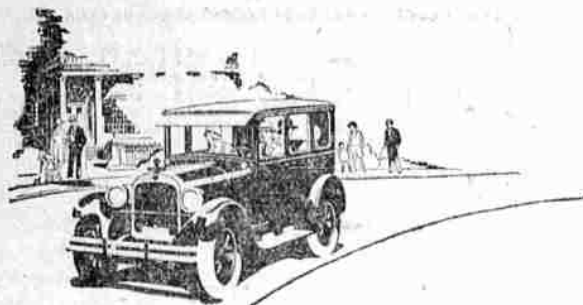
### SEATTLE MINISTER

TO PREACH

Rev. W. W. Newberry of Seattle, Washington, will preach at the Alliance Tent on Rose street, agly, this evening at 7:45. The services will continue each evening throughout the week. Rev. L. B. Quick

will arrive by train Friday morning at 7:35 and will speak at the evening service and remain thru the following week.

1923 Maxwell touring. A good looking car, best of condition, and we ask only \$375. Roy Catching Motor Co.



## Unseen Sources of Long Life

The basic sources of automobile value are not always apparent to the eye.

A motor car, like a house, may LOOK a great deal more substantial than it really is.

Because of this difficulty, more and more thousands are turning to Dodge Brothers product for insurance against disappointment.

The years have proved, and each year proves anew, that Dodge Brothers are as deeply concerned with the UNSEEN goodness of their motor car, as with the seen.

The mileage it will deliver, the safety it will provide, the expense and trouble it will save the owner over a period of years, are quite as important to Dodge Brothers as the more obvious details of equipment and style.

Touring Car ..... \$966.50  
Coupe ..... \$1018.50  
Sedan ..... 1080.50

Delivered Roseburg

J. O. NEWLAND & SON  
Dodge Brothers Cars  
Roseburg, Oregon

## DODGE BROTHERS MOTOR CARS

### NEW 4 CYLINDER CHRYSLER SHOWN

The Chrysler Corporation announces this week a new four cylinder motor car—the '50' at the lowest price for which a Chrysler has ever been sold. Its three models—coupe, coach and four-door sedan—are priced at \$750, \$780 and \$820, f. o. b. Detroit.

Better riding comfort, greater roominess, a full sized car in which modern space engineering has been surprisingly utilized, easier handling, speed with comfort up to the car's maximum, the economy of 25 miles per gallon of gasoline—these and other features, notably the apparent great value built into the car, are expected by the Chrysler organization to make the new car an immediate outstanding success in the small car field.

Announcement of the new '50' marks the fourth and final step in Walter P. Chrysler's gigantic Quality Standardization plan of building four quality cars to supply the four greatest motor car markets—under one name, by one manufacturing organization, engineered by the same group of men to one quality standard, built in one group of plants, and economically marketed by one unified distributing organization.

Prices of the car indicate strongly the tremendous advantages of group manufacture under Mr. Chrysler's Quality Standardization plan, with its practical advantages of low-cost production of each Chrysler model.

The new '50' gives the company a complete line embracing one four and three six cylinder cars, selling at from \$750 to \$3595. These cars are this brand new '50', the '60' announced last May, the '70' and the Imperial '80'. Model numbers in each case mean the speed capacity of the car in miles per hour.

With the introduction of the '50', Chrysler now enters in earnest a field in which more than a million cars have consistently been sold annually for nearly ten years, and a market constantly broadening in its possibilities, both in America and abroad.

The company announces that the '50' is designed to accomplish savings so pronounced, to give so much in size, power, comfort and performance, that it should enjoy

a widespread success from the start.

From the comfort, vision and economy standpoint, it is pointed out that each model has a roomy, all-steel body, speed of 50 miles and more per hour, pick-up of 5 to 25 miles in eight seconds—and combines all these fine car qualities with the economy of 25 miles per gallon of gasoline.

Description of the chassis reveals that high alloy steels are used throughout. The company, in this connection, points out that the actual amount of fine steels and other long lived materials is greater in this car than in many others selling at twice its price. Tolerances permitted show that the entire chassis is manufactured to remarkably fine limits, thus promoting long life, durability and continued good performance. At several places no tolerances whatsoever are permitted—a feature Chrysler has consistently followed in its other cars.

Like the engines in other Chrysler cars, that in the '50' develops unusually smooth power and enduring speed ability, due to proper fundamental design and the elaboration and development of established principles of engineering, here is found concrete proof of scientific engineering and research work with respect to valve sizes, location, timing, shape of combustion chambers and other engine development factors that go to build up a highly efficient, economical power plant, yielding unusual performance.

### WHIPPET PROVES ITS IMPORTANCE

"The importance of a trade name in the automobile industry as well as in any other is shown in the public acceptance of the name 'Whippet' as used in connection with the new European type light car produced by Willys-Overland," says F. W. Chase, local representative for Willys-Knight and Overland motor cars.

"When this new car was introduced a few weeks ago the name was on the tongue of everyone familiar with the motor cars. 'There goes the new 'Whippet,' was a country-wide expression.

"Traffic officers on the street corners hailed the car by name. Urchins on the street knew the word and shrilled it as the car drove by. Interested motor car buyers asked for it by its trade name and were familiar with what the name signified when they came in to see the new car.

"Automobile men were unanimous in stating that it ushered in an entirely new type of car and subsequent word from motor car factories indicates that this is entirely true.

"It seems certain now that future developments along the line of European type light cars will be classed as the 'Whippet type' of automobile which Willys-Overland pioneered in this country.

"Just as Kodak has come to mean the easy and convenient taking of pictures, so is the Whippet on the way to becoming a convenient and household description of what constitutes modern, comfortable and economical travel by motor cars.

"Since the appearance of this car, public interest in the light automobile has overshadowed all other subjects in the industry."

Cow spray at Wharton Bros.

### NEW HUDSONS GIVE MORE GAS MILEAGE

"The public appreciation of the New Hudson Super-Sixes and the All-Steel Essex, throughout the country, as well as in Roseburg, overflows all the great testimonies accorded these cars in the past," said Roy Catching, Hudson-Exess dealer.

"The most casual glance at the greater beauty of these cars, explains the spontaneous enthusiasm of their welcome. And the permanence of these first impressions is insured in the finer way they are built, and the lasting satisfaction of these greater qualities.

"A ten million dollar investment was added to the already great resources devoted to the Essex, to make the new All-Steel Essex Coach possible. Bolted and riveted, it is as rigid as a steel building. The steel used is the same in quality and gauge as that used in cars costing several times as much.

"And any examination of details in body and chassis must reveal the superior fashion in which Essex is built. Plate glass instead of ordinary sheet glass; genuine safety steering wheel; a four blade fan, roller valve tappets instead of the ordinary mushroom type; silent chain front end drive; overstrength frames and axles; gasoline is strained; air is filtered and oil kept free from dirt by features of Hudson-Exess design without the need of extra accessories.

"In the new Hudsons, the most striking advancements are noted in the chassis, as well as more beautiful and colorful body types. New methods of carburetion and magnifying give substantially increased gasoline mileage without sacri-

## —surpassing all previous achievements in power development

THE SUPERIORITY of the power plant in this new Willys-Knight Six "Seventy" is proved and acknowledged. Throughout its entire range, it is the most powerful engine, per cubic inch of piston displacement, ever built as stock production in America. The Knight sleeve valve construction adapts itself to the principle of high speed engine construction in a manner not equalled by any other type of motor.

The result is a performance which is entirely without equal in any other car in the price and size class of this new Six "Seventy".

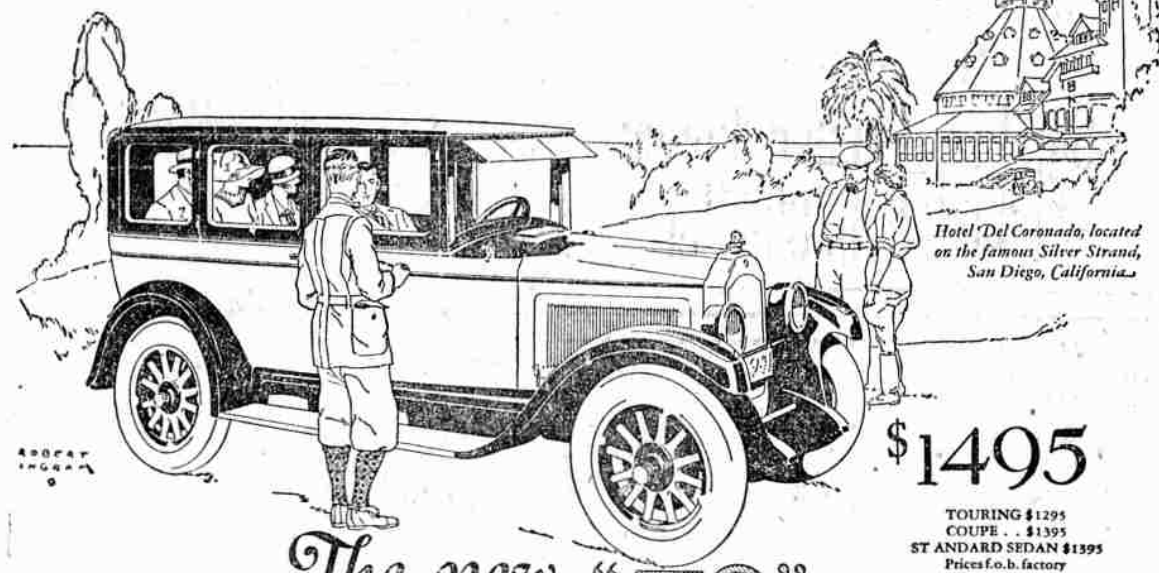
Try it out. At well over 60 miles an hour, this car runs as smoothly and as quietly as at speeds of from 25-30 miles an hour—and without the slightest evidence of labor or strain.

In traffic it accelerates so smoothly and so rapidly that it is the easiest of all cars to handle.

And it makes play of hills that ordinarily send you reaching for "second."

These are the features of performance that you can quickly prove for yourself. They are made all the more acceptable to you by the action of the four-wheel brakes which are the type used by 93% of the finest European cars—by the easy riding of the chassis, which engineers say is practically unbreakable—and by the superb luxury of the body.

The new Willys Finance Plan means less money down, smaller down payments, and the lowest credit-cost in the industry



## The new '66' '70' WILLYS-KNIGHT

### F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399

fice of power, performance or flexibility.

"And every feature of Super-Six performance and smoothness is bettered. The Super-Six principle eliminates vibration. And as a further improvement by special appliances an exact running balance is now obtained in the building of the fly wheel. The usual custom is to balance the fly wheel standing. The results are apparent in an even greater smoothness and efficiency of motor operation."

1924 Ford 4-door sedan, \$395. Catching Motor Co.

### LUTHERAN BODIES OF EUGENE UNITE

(Associated Press Local Wire.) EUGENE, Ore., Aug. 25.—Merger of the Trinity Lutheran church and the Eugene Lutheran church, following inter-congregational discussion for the past few weeks, was perfected at a meeting held here last night. A committee was named to draft a constitution for the combined church, and a temporary board of trustees was elected.

According to the terms of the proposal for consolidation, which came from the Trinity congregation and was accepted by the Eugene congregation, all of the regular work, including the morning and evening services, will be conducted in the English language.

A call was issued by the consolidated group, to be known as the Central Lutheran church, to Rev. H. A. R. Helms of Grafton, N. D. It is not known whether the call will be accepted.

1926 Harley motorcycle, good as new, \$275. Catching Motor Co.

### APPELATE HOME BURNS.

(Associated Press Local Wire.)

KLAMATH FALLS, Ore., Aug. 25.—Saved numerous times from destruction by forest fires, the Lucien Applegate home on Swan Lake, erected in 1866, burned late yesterday. Sparks from a defective flue are blamed. Lucien Applegate, who died last winter, crossed the plains with his parents when one year old.

### USED CARS FOR SALE

1920 Special Studebaker touring.  
1921 Ford Touring  
1924 Chevrolet Sedan  
1924 Star Sedan  
1920 Hupmobile Touring  
1921 Ford Coupe  
1924 Ford Sedan  
1922 Maxwell Touring  
1921 Ford Light Delivery  
1926 Essex Coach  
1926 Chevrolet Coupe  
1926 Ford Coupe

H. L. Connelly  
Motor Co.  
527 N. Jackson St.

### "Let's Go Camping"

Prepared for the Auto Camper by the Western Auto Supply Co. No. 6 - Cooking Necessities

Eating is one of the most important things in camp life and manufacturers have paid much attention to the development of stoves, cooking equipment, and utensils for camp use. Motor camping, as a rule, consists of one night stands, and for this reason it is necessary that all the equipment should be chosen so that it can be packed and unpacked in a few minutes time. Utensils and dishes taken from the kitchen with attached handles and of carried sizes are never as satisfactory for camp use as the equipment made solely for that purpose. The granite kettles chip easily and other kettles used in the home, as a rule, cannot be carried compactly. The motor restaurant fits in very well with the camping scheme. This compact outfit consists of a dust-proof and waterproof case fitted with table cutlery and dishes for a party of six. Plates, spoons, knives, forks, jars, cups, salt and pepper shakers—even six linen napkins are included in the case. A quart food jar and a quart lemon bottle complete the set. These two members of the motor restaurant make it possible to have the luncheon either icy cold or steaming hot, as the camper desires. This is provided to carry the food, and these fit snugly into the carrying case.

Both the knives and forks should be of stainless and rustless steel. A canvas roll, with compartments sewed for each separate article, will aid in carrying the utensils and will keep them from getting lost. A long handle cooking fork, two butcher knives, paring knives and a can opener should be carried in a similar canvas roll.

For pots and pans, the motor camper can do no better than provide himself with a set of aluminum nesting dishes. This popular idea in utensils and table equipment is so arranged that each pot fits inside the other so that when packed the complete outfit takes up but a fraction of the space as when in use.

Such a set consists of three kettles, six, four and two and one-half quart sizes; coffee pot, four cups, four plates and two frying pans. The entire outfit telescopes into the large kettle, and the frying pan acts as the lid. There are no joints to come unsoldered as the clips for the handles are held fast with rivets.

An outfit of this kind will be more compact and therefore better suited for camping than any bulky kitchen pots, pans or dishes. Utensils and dishes taken from the kitchen with attached handles and of varied sizes are never as satisfactory for camping as the equipment solely for that purpose.