

# AUTOMOBILE NEWS

## GENERAL TIRES

It's the second ten thousand that makes the big hit.  
**ROSEBURG GARAGE**  
Phone 408

## CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

With the belief that motor car designations should convey a real meaning to the motoring public, the Chrysler Corporation has standardized and simplified the naming of its models, just as it has standardized the quality of its four lines of cars which supply the four great markets.

The Chrysler organization believes the public is most greatly interested in these points regarding an automobile: Appearance, quality, comfort, value, performance and dependability. It believes that the best method of indicating the capacity of its motor cars is the simplest, and, it has, therefore, designated its models

**MOORE MUSIC STUDIO**  
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Private lessons begin Sept. 1st. Class lessons begin Sept. 13th.

These numbers mean the speed capacity of each car in miles per hour and are an index to the ability of each. Miles per hour has a significance far beyond mere speed alone.

Comparatively few people, for instance, may care to ride as fast as 70 miles an hour; but the power in the "70" which is indicated by 70 miles plus represents acceleration and smooth performance, as well as in sheer speed.

It means the highest possible quality in design and materials and the finest of precision manufacture. It means a soundness and a stability that assure unequalled Chrysler performance for the entire long life of the car.

## WILLYS-OVERLAND MEETS CHANGE IN POPULAR TREND

Proof that the Willys-Overland company has met the change in trend of automobile design from the slow, more cumbersome type car to the more compact, low, awing and responsive automobile is revealed in a record speed run recently made in Texas.

Until a few years ago speed was a minor factor in the mind of the average automobile buyer. Today the automotive world demands a car alert in acceleration and outstanding in its speed ability and endurance.

Willys-Overland sensed that trend several years ago when it started to entirely revise its line and introduce to the field its first six-cylinder Willys-Knight, the Great Six.

Closely following this model the company placed on the market the Overland Six, which since its inception has caused a stir in the lighter car field.

Both these models were designed by Willys-Overland engineers to incorporate speed, durability and roadability. They have been a sweeping success. Then, still another six-cylinder car was added to the line when in 1925 that manufacturer introduced the Willys-Knight Six "Seventy." Like its two companion cars the Seventy has established a new mark in speed merits.

The speed test in Texas is one of the most outstanding feats yet brought to light in present day motoring. A Willys-Knight Six "Seventy," a stock car, operated by Al Faguler, veteran driver, established a new record between Houston and Dallas. It completed the run of 315 miles in six hours and three minutes—the fastest run ever made in the Lone Star state.

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Accompanied by a representative of a large Texas newspaper, Faguler maintained an average speed between the cities of 52 miles per hour. A remarkable record.

That run is considered by leading automobile authorities as unmistakable evidence of the speed and endurance virtues incorporated in Willys-Overland products. It displayed, under the most trying tests, the roadability of the Seventy and its unusual flexibility. For miles the car was driven at 70 miles per hour which is evidence of the performance qualities of this type car.

The new Whippet, America's first light car of European design, recently introduced to the market is the company's fourth triumph card in the last two years. With the creation of this remarkable light car Willys-Overland has completely modernized its line and has answered the change in the trend of industry.

M. C. RADABAUGH

Auctioneer, 530 N. Pine St., Roseburg, Oregon.

## BUILD 1,750,000 CARS IN 11 YEARS

Dodge Brothers motor car No. 1,750,000 rolled from the assembly lines Monday, August 23, at three o'clock p. m., just 11 years, 9 months and 9 days after the first Dodge Brothers car was completed. During this period the plant at Detroit has expanded from a scant 30 acres of floor space to over 130 acres to which additions are constantly being made to care for increased demand.

Car No. 1,750,000, an all steel Special Sedan, is the crowning achievement of nearly twelve years devoted to the constant improvement and refinement of a sound basic design. The dates when Dodge Brothers output passed important production figures show clearly the continuously accelerated demand for the product. The first car was completed November 14, 1914. Two years, lacking 19 days, were required to build the first 100,000.

Car No. 500,000 was completed June 30, 1920; Car No. 750,000, July 21, 1922; and Car 1,000,000 on December 12, 1923. One million cars had been produced at the end of nine years and one month.

The last 250,000 cars were built in 7 months and 9 days. The first 250,000 in 41 months and 12 days. Car No. 1,500,000 left the line on January 14 this year and was shipped to the Albertson Motor company of Los Angeles to take its place in the famous "Scout Fleet" consisting of Cars Nos. 300,000, 600,000; 900,000 and 1,200,000. These cars are in constant service on the highways of California laying out and rechecking tourist routes and investigating road conditions for newspapers and automobile clubs. The Albertson Motor company has a standing order, for each 300,000th Dodge Brothers car.

Many other dealers have filed advance orders for cars which mark the completion of large round numbers in production.

Car No. 1,750,000 was shipped to Frank Van Syckle, Dodge Brothers Dealer at Perth Amboy, New Jersey.

A record of having built 1,750,000 motor cars in 11 years, 9 months and 9 days invites attention to Dodge Brothers production and sales policies. Undoubtedly the most important of the policies to which their success should be attributed is the one which always comes to mind at the mention of their name, "Constantly improved, but no yearly models."

## NEW BUICK MODELS 1927 ANNOUNCED

With the introduction of the models for 1927, the Buick Motor company's policy of keeping its cars abreast of competition has met with even greater success than other announcements of recent years.

This has been made possible by utilizing its many engineering and experimental facilities, which are organized and designed to completely cover every phase of automotive development.

The process of bringing out a new Buick model begins with a large service engineering staff. This staff keeps in personal touch with all the large branches, distributors and dealers. These in turn keep a constant check on all their sub-dealers. Service clinics are constantly being held throughout the country.

In this manner an inquiring finger is kept on the public pulse. The things that the public wants in an automobile are instantly revealed to the service engineering staff. This staff is constantly informed, too, as to the operation of more than a million Buick cars in the hands of owners.

The work of Buick's own engineering staff is supplemented by the vast facilities of the General Motors Corporation, including the experimental laboratories. The precision of the laboratory and the theoretical accuracy of the blueprint, however, count for little without the test of actual service. For this purpose, and in order that developments may be correct beyond all possibility of doubt before they are offered to the public, the General Motors Proving Ground is maintained.

Many thousands of grueling car miles prove theories in this practical laboratory of the road. Each part of the car is given tests much more severe than would ever be possible in the hands of the public.

The result for 1927 embodies engineering developments which accomplish several important things. Foremost among these is the new Buick valve-in-head engine which is vibrationless beyond belief, no matter at what speed it is driven. Crankcase vibration has been eliminated to the extent that it is unnecessary to change oil in the new Buick more than four times a year. Pumps, rumbles and vibrations have been eliminated from closed cars. Ability to hold the road is obtained to greater degree than ever before by balancing all four wheels. Silence throughout has been developed to

the extent that the new Buick has no noise at any speed other than a low, pleasant hum. This quality of silence begins in the balanced engine and is carried through the chassis by quiet valve mechanism, rubber engine mountings, a gas tight muffler and exhaust system, quiet transmission and rear axle and positive alignment between the engine and transmission.

The quality of the new chassis is matched by the bodies and fittings of the new Buicks. Upholstery is genuine leather and moquette, with broadcloth optional in several models. Lighting on the dash is indirect. Colors are new, custom shades in Duco. The body colors are carried into the window recesses of the closed cars. Tires and rims are jet black. Refinements in line and finish have been made in each model.

These improvements, together with the advanced chassis for 1927, are offered in place of a substantial price reduction. They place the new Buicks in a class with the finest custom built cars, in the opinion of Buick engineers and body designers. It was with this result in mind that the Buicks for 1927 were developed.

FRANK L. CALKINS,  
Assessor.

## OREGON GIRL WITH 6 CENTS AT END OF FOOT JOURNEY

(Associated Press Special Wire.)  
SALEM, Ore., Sept. 7.—Plucky enough to make most of her way from Jacksonville, Ore., to Salem on foot, with only six cents in her pocket and some times going more than 24 hours without food, Anna May Gilmore is satisfied now that she has been turned over to her uncle and aunt, Mr. and Mrs. Robert Fletcher of Philomath, Ore. The girl, who is an orphan, was living with her grand parents at Jacksonville. She is 15 years old

## COMPETITION IN WORDS

One who goes into the market to buy a motor car today is naturally confused.

He has read the words *best* and *greatest* so often that they have ceased to be convincing. Where *all* is best, he reflects, there can be no best.

Thousand-dollar cars have been described to him in ten-thousand dollar language. And vice versa.

He finds himself the target in a war of adjectives; the helpless victim in a gigantic competition of words.

And so he is forced to rely on chance—the advice of friends—or his own limited experience.

Dodge Brothers, Inc., have never participated in this verbal competition.

They are content with the position they have long maintained in the far more vital competition of *honest value*.

They have continued steadily to improve their product, not only in comfort and beauty, but *basically*—beneath the body and hood where fundamental values lie.

Yet they have not unduly stressed each betterment that has marked the steady progress of their motor car toward a higher perfection.

And when economic conditions or greater sales have permitted them to reduce prices without reducing quality, they have announced the fact without excessive emphasis.

Unexaggerated truth is not spectacular. But in the long run, implicit public confidence has been Dodge Brothers reward, and this they propose to preserve *forever* by continuing to build just a little better than they tell.

## J. O. NEWLAND & SON

Dealers in Dodge Brothers Motor Cars

PHONE 458

ROSEBURG, OREGON

## DODGE BROTHERS MOTOR CARS

## CONFIDENCE built this Success



**PROVED MERIT**—attested to by over 100,000 owners—has built up an unprecedented success for this Overland Six.

Modernly engineered—it delivers the type of service that is without equal in its class.

Quality features such as are generally associated with cars in a higher price range are found in every detail of construction.

It will out-run, out-pull, out-perform any other car in its price or size class.

Long hard service in the hands of owners with astonishing mileages piled up in the first year of driving, is showing it to be a car of unusual stamina.

Based on this general satisfaction, present sales records are climbing to new heights. Today, the first choice among light sixes, based on experience and all-round satisfaction, is the Overland Six.

The high torque motor—this is an Overland feature; so is the low center of gravity—and the straight line drive—all highly important in general driving.

Try this car out—test it for the elements of performance which set it well ahead of any other in its class—prove that the features we claim for it are real—that you can get the benefit they offer.

Modern Engineering  
Stable Balance  
Straight Line Drive  
Flashing Speed  
Lightning Acceleration  
Amazing Power  
Unequalled Flexibility

**\$935**

Semi-Lux Sedan  
Touring \$895 Coupe \$895  
De Luxe Sedan \$1095  
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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

## Three figures which mean extra motor car value

Buick motor cars are now designated by their wheelbase lengths. Series One Fifteen has 114½ inches of wheelbase. Series One Twenty is 120 inches from axle to axle, and Series One Twenty-eight measures 128 inches.

Many cars, several inches shorter than Buick and without advantages offered by Buick design, are priced considerably higher.

Compare the wheelbase length of other cars to Buick, before you spend your money.

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