

AUTOMOBILE NEWS

New CHRYSLER "50"

FINEST OF FOURS

\$750

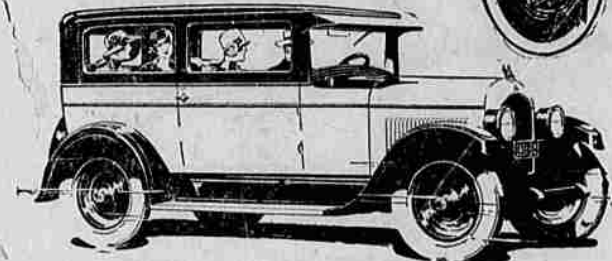
F. O. B. Detroit

CHRYSLER "50" COACH

(as illustrated)

\$780

F. O. B. Detroit



Line up Five Cars in Your Mind—
How Can You Mistake the Chrysler "50"?

The Chrysler plan of Quality Standardization differs from, and is superior to, ordinary manufacturing practice and methods, because it demands fixed and inflexible quality standards which enforce the same scrupulously close limits—the same rigid rule of engineering exactness—the same absolute accuracy and precision of alignment and assembly—in the measurement, the machining and the manufacturing of every part, practice and process in four lines of Chrysler cars—"50", "60", "70" and Imperial "80"—so that each individual car shall be the Supreme Value in its own class.

With only four other cars of large production in the four-cylinder field, it is exceedingly easy to recognize the outstanding values of the Chrysler "50" and decide which car to buy.

Lining up the five cars side by side in your own mind, you will be startled by the contrast between them—and especially by the contrast between the Chrysler "50" and all the others.

In point of size, seating room, beauty of design, beauty of finish and power, the Chrysler "50" stands out so unmistakably that you recognize the price at once as far and away the greatest offering ever made in four-cylinder cars.

It will continue to yield a sustained speed of 50 miles and more per hour, 5 to 25 miles in 8 seconds, and 25 miles to the gallon—for months and for years, as the result of Chrysler's plan of Quality Standardization.

At last it is possible for you to make a convincing and conclusive comparison of values—studying the comfort, appearance and performance factors of the Chrysler "50" in comparison with everything else offered—and satisfy yourself almost at a glance in which car you should invest your money. Examine and ride in the new Chrysler "50" and you will not consider any other car in its price class.

Coupe \$750 Coach \$780 Sedan \$830

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

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

Roseburg Price Coupe \$925 Coach \$955 Sedan \$1005

H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Roseburg, Oregon

Phone 350

motor car Performance

that startled the motor car industry

THE motor car industry was startled when Buick presented the new Buick with an engine vibrationless beyond belief.

If you have driven this great new car, with this remarkable engine, you know why.

Its fluid smoothness makes other motor cars seem rough, harsh, noisy.

People who have driven Buicks for years and people who have owned much more expensive cars, are captivated by the luxury of this one.

THE GREATEST BUICK EVER BUILT

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

CHASE EXPLAINS APPARENT FACTS ABOUT WHIPPET

"With the advent of the Whippet and the remarkable public acceptance of this car, a storm of discussion is being raised regarding the practicability of the European light car for American driving conditions," says F. W. Chase, local representative for Willys-Overland.

"Motorists should not let this discussion cloud the real facts in the case. The Whippet is not a European light car. It is a European-type light car, built to bring certain very specific advantages of European power plant design to American motorists. The chassis is typically American and in the lightest chassis yet built in its size class.

"In the motor, the European practices which have been followed are these: A higher compression ratio than has ever before been presented in this country in a light car power plant. This means greater efficiency from the fuel and greater operating economy. It has a long stroke than has ever before been presented in light car construction in this country. This means greater piston travel and a snappier, more flexible power plant. A typically European type of motor head which increases the relative combustion efficiency in the motor.

"These advantages are all being rapidly included in the higher priced American built motors but in the light car class they are exclusive in the Whippet.

"In the body, compactness has been aimed at rather than bulk. This means economy in space and weight without restriction in room. The actual inside dimensions of the Whippet are larger in the 7 important measurement which mean more room, than they are in any other light car body.

"The developed power of the Whippet is 100 per cent over its rated power. The average light car motor shows around a 30 per cent increase.

"The shortcomings of the European light car motor which have been overcome in the Whippet are, lack of flexibility on high gear, and lack of hill climbing power, and the use of narrow tread. The tread of the Whippet is standard 5 1/2 inches.

"The Whippet has demonstrated a speed ability of from 3 miles an hour to better than 60 miles an hour on "high gear," a range never before approached by any American built light car offered as stock production.

"In hill climbing tests conducted under engineering observation on a well known testing grade in Pennsylvania, it has shown a climbing ability 20 per cent in excess of other light cars.

"The 'second gear' ratio in the Whippet is such as to give considerably greater speed in this gear than can be obtained from other light cars travelling in second.

"Fuel economy has been demonstrated in such tests as a 1600 mile drive in 4 days, averaging 400 miles a day with a fuel consumption of better than 30 miles to the gallon.

"Original tests under the observation of petroleum engineers in which better than 30 miles to the gallon averages have been set and others almost too numerous to mention.

"America does not want the European light car but Europe and America both want and need the European-type, American-built light car.

"It will be interesting to watch the specifications of the new production of American manufacturers during the next few months.

Two European types of design are certain to be pronounced, first a higher compression ratio, second, greater piston travel. These are definite factors in which the Whippet has set the pace for all American-built cars, light or heavy."

The latest addition to the Buick factory is to be \$5,000,000 grey iron foundry with a capacity of 500 tons of castings a day. The new foundry unit will supplement the

old one which has been taxed heavily to furnish enough castings for the present production schedule of over 120 cars per day.

Just prior to the introduction of the 1927 model the Buick Motor Company completed a \$2,000,000 expansion program which increased production facilities from 1,000 to 2,000 cars a day. With the announcement of the new model, however, even this production has been

found inadequate to take care of the demand for cars.

The new Buick foundry will cover about 12 acres of ground, and will be one of the largest and best equipped grey iron foundries in the world. It will employ 1,700 men. Harry H. Bassett, Buick President and General manager, says that the new unit will be in production about next June.

Among the other new Buick units

recently completed is a building, which houses the crankshaft division. It is in this building that the new Buick crankshaft, counterbalanced and equipped with the torsion balancer, is built. This crankshaft is one of the most vital factors in the vibrationless performance of the 1927 Buick. It is produced with the aid of the most accurate and advanced equipment known to automotive science. An

addition to the present engine plant has also been completed recently. This plant houses the assembly operations on the Buick poppet valve-in-head engine, and also the finishing of many important engine parts. It also is the home of the new block test, the silent room test and other inspection requirements which insure quiet and smoothness in the finished engines.

NOW DRIVE THE CAR!

Only those who have driven a Dodge Brothers Special Sedan—or any Dodge Brothers car BUILT RECENTLY—can fully appreciate all that Dodge Brothers have accomplished during the past few months.

So swiftly has improvement followed improvement, that today the car, to all intents and purposes, is a different and incomparably finer vehicle.

The announcement of smart new body lines and attractive color combinations first attracted general favor. But since then, improvements even more fundamental have been accomplished mechanically.

Drive the car NOW! Observe its impressive new silence, smoothness and elasticity of performance, and you will then begin to realize just how vital and varied these and other later improvements actually are.

Touring Car\$ 966.50
Coupe\$1018.50
Sedan\$1080.00
Special Sedan\$1137.00

Delivered Roseburg

J. O. NEWLAND & SON

Dealers in Dodge Brothers Motor Cars

PHONE 458

ROSEBURG, OREGON

Patronize Your Nearest Dodge Brothers Dealer

DODGE BROTHERS MOTOR CARS

BUICK COMPANY INCREASES OUTPUT

For the second time within the last twelve months the Buick Motor Company has found it necessary to increase the production capacity of plant units in order to keep pace with the demand for cars.