

## Enemies Routed!

Attempts at minimizing Ford Car output reacts like a boomerang on perpetrators of propaganda to side track some of the Ford business to themselves.

### Demand For Fords Increasing

### False Reports Broadcasted By a Scurrilous Magazine

Writer, in effort to damage Ford sales, gives Ford production for the first half of 1926, at 714,000 cars, but—the biased writer fell short of the

### Truth Just 208,000 Cars

Those two hundred and eight thousand Fords that a perfectly satisfied buying public has, since July 1, 1926, completely absorbed, represents just that many other so-called competing and alleged rival automobiles unsold and in the hands of dealers throughout the country—and those unsold and alleged rival cars are the innocent cause of all this fuss, misrepresentation, untruthfulness and chagrin. The judgment of fourteen million satisfied Ford owners ought to convince any sane man that the

Universal Car Is a

Ford

We carry a complete line of all Ford Models ready for immediate delivery. Come in and select yours at once and get the benefit of your car this fall and winter.

BEST VALUES  
LOWEST PRICES  
EASIEST TERMS

**C. A. LOCKWOOD MOTOR CO.**  
Oak at Rose St. Roseburg, Oregon

## MOTORISTS THROUGH PACIFIC HIGHWAY

VANCOUVER, B. C., Oct. 5.—Motor travel to this city over the great Pacific Highway, which parallels the Pacific Ocean from Mexico to Canada has reached the highest level in history this season.

Automobile license plates representing every state in the Union have been checked in here indicating that not alone the west but the entire country is taking advantage of touring possibilities offered by this world's greatest motor route.

It was not until the present year that the Pacific Highway became advertised in any appreciable amount. Recent publicity, however, given the road and its attendant wonders has produced a bountiful crop of traffic.

Louis D. Taylor, Mayor of Vancouver, reports that autumn has brought no slackening in the number of motor visitors swarming the gates of this city. He urged that the three nations of the Pacific Coast redouble their efforts to tell the world about this wonder boulevard.

"It is indeed pleasing to note the number of cars that have visited Vancouver during the past six months from practically every state in the Union," commented Taylor in a recent interview.

"Great credit is due the Chevrolet Motor Company for the effort they put forth last winter in sending the 'Three-Flag' Chevrolet press car from Tijuana to Vancouver. Publicity thus secured boosted coastwise travel noticeably.

"Stories covering the Chevrolet mid-winter expedition were carried in every metropolitan paper in the west. Features based on the run were published throughout the east including a full page which the New York American devoted to it.

"A short while ago, while motoring to Blaine, I noticed a large number of cars traveling northward and, to satisfy my curiosity, decided to count the cars from California alone. To my surprise I passed over 40 automobiles from the Golden State in less than an hour's time.

"We are expecting visitors from the western states all winter long. The Pacific Highway provides year round passage and makes a splendid fall and winter tour," concluded the mayor.

Orders taken for fresh grape juice from the Overland vineyard. Leave containers at Brand's Road Stand.

## STANDARDIZED QUALITY DEFINED BY CHRYSLER

There is great interest amongst motor car owners and builders in the announcement by Chrysler of a decidedly new application of the fundamental principles of engineering an unique method of manufacture, summarized in two words—Standardized Quality.

In response to many requests for more detailed information regarding it, the following statement is made:

"Standardized Quality, as this company has defined it, is the use of materials which will withstand, beyond peradventure, the most wracking service to which they could possibly be subjected. It demands rigid adherence to the highest ideals of precision and exactitude in manufacture, constant vigilance in inspection, and tests that might well incapacitate any ordinary mechanism.

"As a result, accomplishments of Chrysler and Chrysler cars which are today being characterized as 'amazing' and 'phenomenal' are simply an inevitable consequence of Standardized Quality.

"Our conception of quality has actually converted what might otherwise be only ordinary, commonplace automobile factories turning out motor cars one after another, into busy laboratories, where each individual unit is scientifically designed, manufactured and tested with unvarying accuracy and precision, unhampered by the exigencies of such varying circumstances as rushing production, inequality of materials or any one of the thousand other factors which commonly beset the producers of automobiles.

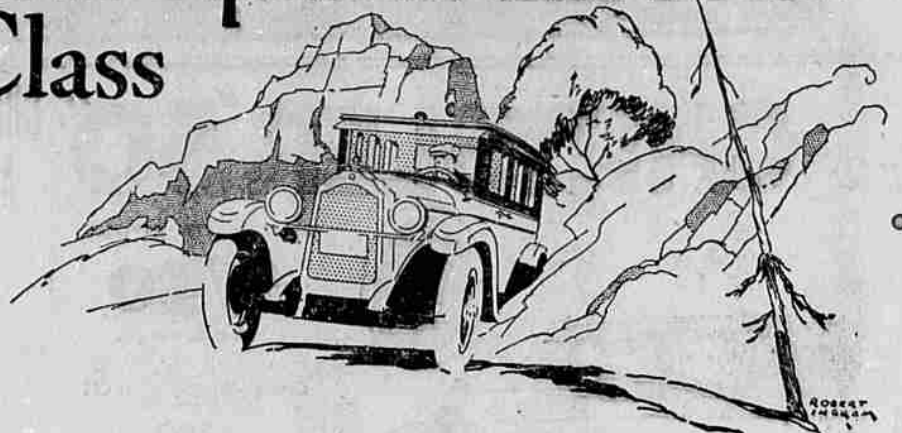
"This is just an essential development incident to attaining the new and unique type of quality which is standardized—inexorably—in Chrysler manufacture.

"This genius for engineering originality and constructive forward thinking initiates a new cycle in the trend of motor car manufacture, the effects of which are apparent wherever you turn. We are not dealing in tradition or in the past—no matter how glorious those traditions or that past may have been. We are in the enviable position of emancipation from traditions, conventions and decline theories. We are manufacturing the cars we are building today for today's needs and wants, and are constantly and consistently on the alert to take advantage, immediately, of those changing needs and wants, and to improve, as improvement is possible, on present practice and present motor cars."

Rye grass seed and turn mixture at Wharton Bros.

The exclusive job printing department of the News-Review is equipped for all kinds of commercial printing. Nothing too large, nothing too small—to receive our personal attention.

## These Exclusive Features of Modern Engineering give a Performance ability without equal in this Price Class



THE ability of this "70" Willys-Knight Six to out-perform any other car in its price or size class is based on exclusive mechanical features:

opment is the highest of any American built stock production motor of its size . . .

The construction of the intake manifold assures an unusually high fuel efficiency.

In terms of performance these features mean quicker acceleration—greater speed under conditions of a sustained opened throttle—smoother running—longer life—greater economy—and superior hill climbing.

See the "70" Willys-Knight Six.

**\$1495**

DE LUXE SEDAN  
TOURING \$1295  
COUPE . . . \$1395  
Standard Sedan \$1395  
F.O.B. Factory

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

Sliding sleeves are used in place of usual valve mechanism—the motor steadily improves with use.

An eccentric shaft replaces the usual noisy cam shaft—the connecting rods which operate the sleeves are noiseless in action . .

Carbon seals the motor against power leaks—the power devel-

## The new "70" WILLYS-KNIGHT

**F. W. CHASE**

317 North Jackson Street

Roseburg

Phone 399

## BEAUTIFUL NEW PATTERNS IN DINNERWARE

We have just received a wonderful line of dinnerware, in sets and in open stock. Imported and domestic wares—we now have that "something different". Come in and look over the following patterns:

**Czecho Slovakia China, 32-piece Sets . . . . . \$7.85**

Yellow and brown flower spray patterns.  
Blue and rose flower and parrot patterns.  
Rose flower spray all over pattern.

**English Semi-Porcelain, 42-piece Sets**

World Famous Blue Willow Pattern . . . . . \$12.50  
Black and Gold Band Pattern . . . . . \$15.00  
Yellow and Black on Ivory Color Body . . . . . \$16.50  
German Ivory Color Body, 32 piece sets . . . . . \$7.95  
Blue, tan and rose spray patterns.

**American Porcelain Open Stock Patterns**

Basket of flowers pattern, blue border.  
Small blue-bird and rose pattern.  
Blue, tan and black border design.  
Plain gold or coin gold patterns.  
Spray pattern, 42 piece sets, for only . . . . . \$6.30

**China Tea Sets, Beautiful New Goods**

Lustre Sets, solid tan and green . . . . . \$6.95  
Same in 2-tone bands of Lustre . . . . . \$9.15  
Hand Painted scenic patterns . . . . . \$3.25  
Extra Fine decorated Lustre sets . . . . . \$9.50

### GIFT PIECES

Complete and extensive assortment of fancy china, cut glass, imported pottery and colored glass pieces. See our big lines.

**CARR'S**

A Department Store of Variety Goods

Opposite Douglas National Bank

Where You Save

### TO BROCCOLI GROWERS

"Patronize home industry." Why sell your broccoli through outside commission houses when you can do better at home? For the best service and highest returns see R. H. C. Wood at the Oregon Growers Building, Fridays and Saturdays each week. Not now connected with the Um-Qua Valley Broccoli Growers.

### BRIEF SPORT NEWS

BERKELEY, Cal.—Helen Wills is among the honor students at the University of California. She is a member of Phi Beta Kappa.

NEW YORK—Suzanne Lenglen insists that the 75 pieces of toggery, including evening gowns and sport suits, which she is going to display throughout the country as a side line, can be crammed into six trunks. Her maid and "Cold Cash" Pyle think it will take nine. Mile. Lenglen says it is much harder work to earn her pay posing in these gowns than to play tennis.

PROVIDENCE, R. I.—Rites Sir Walter Hagen to the defense of the amateur who turns pro. College boys work just as hard at sports as at studies, Hagen argues, and if their real talent is in sport way find fault.

NEW YORK—The chief sport of Clinton Campbell, a Columbia junior, is tinkering up a contraption originally made in Detroit and now labelled "Tasson 8—Columbia, the gem of motion." Campbell bought it in 1915 for \$12 and it has rolled 70,000 miles since then. It resembles an automobile.

CAMBRIDGE, Mass.—All Harvard freshmen are to have silhouettes and X-ray photos taken. The university authorities expect physical defects will be revealed.

NEW YORK—There are hopes

of Harvard having a good football team about 1946. The fourth Hamilton Fish to be baptized at St. Mark's-in-the-Bowery in Knickerbock history, is the son of Congressman Ham Fish, who was a terror to Yale, Dartmouth et al, when an all-American tackle.

Negro Beats Hermann. PORTLAND, Ore., Oct. 6.—Bearcat Wright, Nebraska negro heavyweight, won an easy ten round decision over Tiny Hermann, Astoria, in the main event here last night. Herman was credited with only

one round, and four were even. Joe Marcus, Portland lightweight, and Frankie Paragon, Astoria Filipino, fought a six-round draw in the semi-windup.

Tuesday's Coast Games. At Sacramento 6, San Francisco 13. At San Francisco, Missions 10; Los Angeles 8.

At Oakland 8; Seattle 4. Ritchie K. O.'s Dill.

KLAMATH FALLS, Ore., Oct. 6.—Earl Bohie knocked out Jack O'Brien in the fifth round of their

main event here last night. The men are heavies.

The real main event of the evening was a six-round preliminary in which Johnny Fugate of Portland and Tim Callahan of Seattle fought a slashing draw that was vicious throughout.

Joe Coffman knocked out Jack O'Brien in the first round.

The Killefer cover crop disc harrow has 22-inch blades and will plow. See one at Wharton Bros.

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coffee  
do the  
talking

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