



You need only to glance at Chrysler's latest product—the new "52"—and at its astonishingly low prices—to realize that again Chrysler Standardized Quality has yielded more to the buyer than money has ever been able to buy before.

Examine and note the full size and roominess of its staunch, handsome body of wood and steel. Enjoy its ample seating capacity for adult passengers. Delight your eye with its grace and trimness of appearance, its luxury of appointment. Here are flowing lines, beautiful hardware, luxurious mohair upholstery and every refinement of detail—combined in a car you will be proud to own.

Then ride in it. See how easily and smoothly it gives you 52 unvarying miles and more per hour. Enjoy the snap of its pick-up, 5 to 25 miles per hour in 8 seconds. See how smoothly it out-performs all others with which you may contrast it.

After such a thorough test we are sure you will agree that, at such low prices, these Chrysler "52" advantages are obviously outstanding over all competition.

NEW CHRYSLER "52" PRICES—Coupe \$725, 2-Door Sedan \$750, Roadster (with convertible top) \$775, 4-Door Sedan \$795, De Luxe Sedan \$825. All prices f.o.b. Detroit, subject to current Federal excise tax. Chrysler dealers are in a position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

\$725
TO '075 F.O.B. DETROIT.

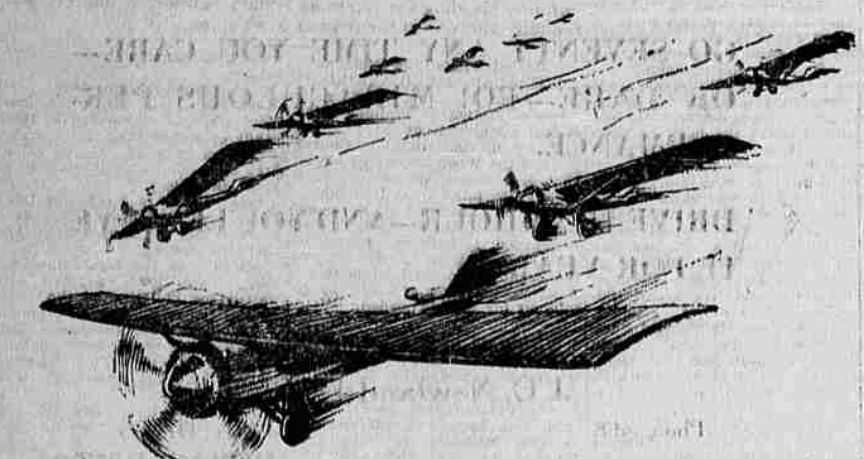
52 miles per hour
5 to 25 miles in 8 seconds
Full-sized Bodies for adult passengers

New Chrysler "Red-Head" Now Available for New "52"
The new Chrysler "Red-Head" engine, giving extra speed, pick-up and hill-climbing ability, is designed to take full advantage of high-compression gas. It is now standard in the Roadsters of the new Chrysler "52" and is available for all other "52" body types at slight extra cost. Any Chrysler dealer will gladly give you full particulars and an impressive demonstration of the "Red-Head" engine advantages.

H. L. CONNELLY MOTOR CO.
227 N. Jackson St. Roseburg, Oregon Phone 350

CAR OUTPUT AHEAD period by almost 10 per cent.
With a production of 1,784,040 cars for the first six months of 1927, the automobile industry has exceeded its 1926 figure for this period by almost 10 per cent.

GRAVEL ROADS LEAD more than one-third, or nearly 200,000 miles, of the federal aid highways in the United States are constructed of gravel.
Paraffine Motor Oil 100 per cent pure paraffine base. At General Independent Dealers.



Through ESSEX thousands know
The Ride that is like flying
with the exclusive high-compression anti-knock motor that turns waste heat to power

All eyes turn to the new Essex Super-Six whose vivid brilliance of performance reveals in a single ride a smoothness and quiet, a road-skimming ease and soaring exhilaration that is actually like flying.

Greater in power, more versatile in all performance, larger, roomier and more beautifully appointed, it gloriously earns its richer reward in even greater popularity than its predecessor.

Whether idling at a crawl, flashing through traffic, spurting at top speed or doing a comfortable 50 miles an hour all day long, its outstanding characteristic is ease, smoothness and complete absence of effort in every requirement.

In Essex, as in Hudson, the new, exclusive, high-compression motor that turns waste heat to power, develops the greatest power per cubic inch of piston displacement of any stock motor we know in the world.

And it develops it economically, because it not only converts heat wasted in other types to useful power, but does it on ordinary gasoline with no need for special, higher-priced fuels.

ESSEX Super-Six
2-Passenger Speedabout \$700 4-Passenger Speedster \$835
Coach \$735 Coupe \$735 Sedan \$835
All prices f.o.b. Detroit, plus war excise tax

ROY CATCHING MOTOR CO.
125 N. ROSE PHON E 438 ROSEBURG, ORE.

DEALER EXPLAINS GAS ECONOMY OF NEW DODGE FOUR

One of the most important problems of the automotive engineer today is to design motors which will permit greater gasoline economy. Experiments along this line are constantly being made and remarkable successes are being attained.

The latest claim of unusual economy is made by Dodge Brothers for their new four cylinder cars which are being advertised as capable of going approximately 25 miles on a gallon of gasoline at a speed of 25 miles per hour. J. O. Newland & Son, Dodge Brothers Dealers, state that since the new cars were introduced practically everyone who has examined them has commented upon this feature.

"Several features in the car's design and construction are responsible for this exceptional fuel economy," Mr. Newland states. "One of the most important is the lighter weight of the cars. Naturally with less weight for the engine to move a considerable saving in gasoline is accomplished."

"Another contribution to economy is made by the gear ratio which is lower than on former Dodge Brothers cars. This means that the engine makes fewer revolutions in driving the car a mile than was formerly required, thereby bringing about another saving."

"Improvements in carburetion, better manifolding, a redesigned cylinder head and faster entry of the gas into the combustion chamber, announced earlier in the summer as important characteristics of this Dodge Brothers motor, also result in the achievement of operating economy."

The design of the carburetor was improved when the new motor was introduced and its location changed so that the gas has a shorter distance to travel from the carburetor to the combustion chamber. The gas goes from the carburetor through the intake manifold which is heated by the exhaust and all liquid fuel which passes over this "hot-spot" is completely vaporized.

"The cylinder head for the new motor was redesigned and is now of such shape that more power is obtained from each explosion than was possible with the old head."

"These factors, in addition to contributing to greater gasoline economy, are responsible for a very large increase in power and acceleration."

How good news does spread! General Gasoline is still the best.

BARNEY OLDFIELD LIKES THE HUDSON

"The finest motor car I have ever ridden in—bar none." That is the verdict of Barney Oldfield, the master driver, who has driven the best of cars for more than a quarter-century, on the new Hudson Super-Six. The famous driver who was the first man who ever made an automobile go more than a mile a minute, gave this opinion after a 2600 mile trip in one of the Hudson Super-Sixes just introduced. He traveled from Detroit in the East and return, over all kinds of roads including some mountain grades.

"It is the ease with which the Hudson Super-Six does everything which impresses me," said Oldfield. "I know a lot of tests which really bring out what a car will do and I tried them all on the Hudson. For as long as I have known anything of Hudsons, they never have taken a back seat in performance, but this new motor stands out by itself. It is so smooth you would never know whether it had six, eight, twelve or sixteen cylinders. The power is continuous, like that of the steam car we had a few years ago."

"With any kind of gasoline, the motor is knock-proof. There is in fact no sensation of explosive impulses. You know you have great power, but the smoothness is in advance of anything I ever before have witnessed. Gasoline consumption is an average 16 miles to the gallon for my trip, and I am never a driver that pays much attention to trying for the last notch of fuel economy."

"The Hudson Super-Six, to my mind, answers the problem of a man who is used to performance of the highest type. A short time ago I would have said that such performance was possible only when the purchaser paid several thousand dollars for his car. But after I have learned thoroughly what this Hudson will do in every phase of performance, it seems to me that it will be difficult to get more car at any money."

Hudson sales have been stimulated, it is declared, by the introduction of the new Super-Six line on the 115-inch chassis. The 127-inch chassis also is retained for those who prefer the longer wheelbase.

U. S. LEADS IN OIL

Seventy per cent of the world's crude oil supply is produced within the territorial limits of the United States.

How's She Hittin'

BY ISRAEL KLEIN
Science Editor, NEA Service
Most of our automotive instruction books warn us when to have the valves of our engines ground and to see that accumulated carbon is scraped out of the cylinders and that our spark plugs operate properly.

Trouble is we generally forget our instructions before reaching



Consistent Progress and Proved Design - have resulted in the most Amazing Quality in Chevrolet History!

The vast resources of General Motors and the tremendous manufacturing facilities of Chevrolet have made possible this amazing quality at amazing low prices.

GENERAL MOTORS

The Chevrolet Motor Company is a unit of the General Motors Corporation—the greatest automotive organization in the world. Utilizing the vast resources and engineering facilities of this organization, Chevrolet enjoys, to the fullest extent, these manufacturing advantages—a fact that is largely responsible for Chevrolet's amazing values.

PROVING GROUND

The General Motors Proving Ground, comprising a tract of 1245 acres, is located at Milford, Michigan—forty miles northwest of Detroit. The entire tract is crisscrossed with roads of every type—from a concrete speed track, to deep rutted clay lanes. There are hills that vary in steepness from a slight inclination to 24%. Fleets of Chevrolet cars are under constant test at the Proving Ground—driven day and night under every conceivable condition of road and load.

12 GREAT FACTORIES

Chevrolet cars are manufactured in 12 great factories, located at strategic shipping points throughout the country. Every factory is equipped with the most advanced modern machinery known to engineering science—performing every manufacturing operation with scientific precision and maximum efficiency.

Today's Chevrolet embodies the most amazing quality in Chevrolet history—the result of 14 years of consistent development and improvement.

In carrying out this policy of consistent betterment, the Chevrolet Motor Company has profited immeasurably from its close association with the General Motors Corporation—the world's greatest producer of automotive products.

The General Motors Research Laboratories, under the direction of the most famous scientific staff in the automotive industry—

—the General Motors Proving Ground, the greatest outdoor testing laboratory in the world—

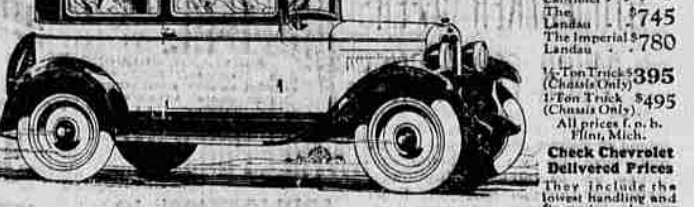
—the General Motors engineering staff—

—the vast General Motors resources—

—all have been constantly utilized in making Chevrolet the world's finest low-priced automobile!

Regardless of the car you may now be driving, regardless of when you expect to purchase your next automobile—come to our showroom and see today's Chevrolet.

One inspection of its custom beauty, one ride at the wheel of your favorite model—and you will know why thousands of automobile buyers are investigating the market each day... and turning to Chevrolet!



The COACH \$595
The Touring \$525
The Coupe \$625
The 4-Door Sedan \$695
The Sport Cabriolet \$715
The Landau \$745
The Imperial Landau \$780
The Ten Truck \$395
The Ten Truck (Chassis Only) \$495
All prices f.o.b. Flint, Mich.
Check Chevrolet Delivered Prices. They include the lowest handling and loading charges available.

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Oregon

QUALITY AT LOW COST

The first 1000 miles, and so we go on driving until the engine balks. It begins to miss, and we're up in the air for lack of knowing what to do. Looking again at our instruction book, we find that knowing what to do in this case is rather a simple matter.

First, to find the miss—or the misfiring cylinder. There's merely a matter of shorting the spark plugs, in pairs, out of ten. A wooden-handled screw driver is used. It is applied at each spark plug, so that the steel makes a short connection between the top of the spark plug and the cylinder head.

If this act slows up the motor still further, it is a sign that that spark plug is hitting properly, and the search may go on to the next spark plug. It then is a matter of taking out the plug, cleaning it thoroughly with gasoline, seeing the points so that they will be a thin dime's thickness apart, and replacing it.

If the engine continues to miss, the trouble might be in the distributor. The cables at the casing might be shorted, due to dampness or to the rotting of the insulation. They should be inspected and kept fully insulated from one another.

Sometimes moisture, after a car is washed, gets into the distributor, especially if the casing isn't moisture proof. Mere drying out would correct that fault, but to prevent a recurrence it might be best to pour some sealing wax

over the distributor terminals on top. Otherwise a brush may make poor contact in the distributor or there may be poor contact from rotor spring to center terminal. Tightening may help, but this part may require replacement.

In case of further trouble, especially if missing is irregular, we might look to the compression, if the car doesn't pull well. If it seems to be "flopping" along too easily and there is no "grit" of a pull at the wheel, you may be assured the engine's compression is at fault.

That means, generally, the valves need grinding and reseating, carbon needs to be scraped and perhaps the pistons require new rings. The last, however, doesn't happen often unless the car isn't oiled regularly and is otherwise abused.

If the missing is irregular and the ignition is found in good order from distributor to sparkplug, the trouble might lie in poor adjustment of the carburetor. A poor mixture might cause the trouble. Carburetor adjustment, however, usually stays put either for summer or winter driving, and should not be tampered with.

The Big Drive Still Going
The High Standard of Quality is Always Maintained in
Kelly Springfield TIRES
We Swap New Tires for Your Old Ones.
Greasing, Oiling, Vulcanizing
Fully Equipped Power Car Washing Machine.
AUTOMATIC AIR MACHINE
ELECTRIC SERVICE
BATTERY, GENERATOR AND IGNITION
NIGHT AND DAY SERVICE
Rose Garage
PHONE 66

USED CARS
ROY CATCHING MOTOR CO.
125 N. Rose Phone 438 Roseburg, Ore.
A good Used Car at the right price is the best automobile value in the world.
Our cars are fairly priced and honestly sold.
HERE ARE A FEW
Ford Coupe, 1927 model \$450
Ford Touring, 1925 model \$225
Ford Touring, 1924 model \$150
Ford Touring, 1923 model \$100
Ford touring, 1922 model \$75
Hudson Speedster \$550
Hudson Speedster \$350
Chevrolet Sedan \$295
Gardner Touring \$275
Essex Coach \$580