

# Lowest price in history

## The NEW WILLYS-KNIGHT



Standard Six  
**\$1145**

Enthusiastic public welcomes this outstanding value

Seldom, if ever, has a new car been accorded such a hearty reception as that which has welcomed the Willys-Knight Standard Six. Motorists everywhere have been quick to appreciate its graceful, sweeping lines, its richness of color, its high artistry of finish, its spacious interiors, its tasteful appointments.

But even more important, this new car brings you the supreme advantages of the patented Willys-Knight engine—its velvet smoothness, silent power, quick starting and simple, trouble-free design—at the lowest price in history!

Willys-Knight Sixes from \$1145 to \$2095, in the Standard Six, Special Six and Great Six divisions. Prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.

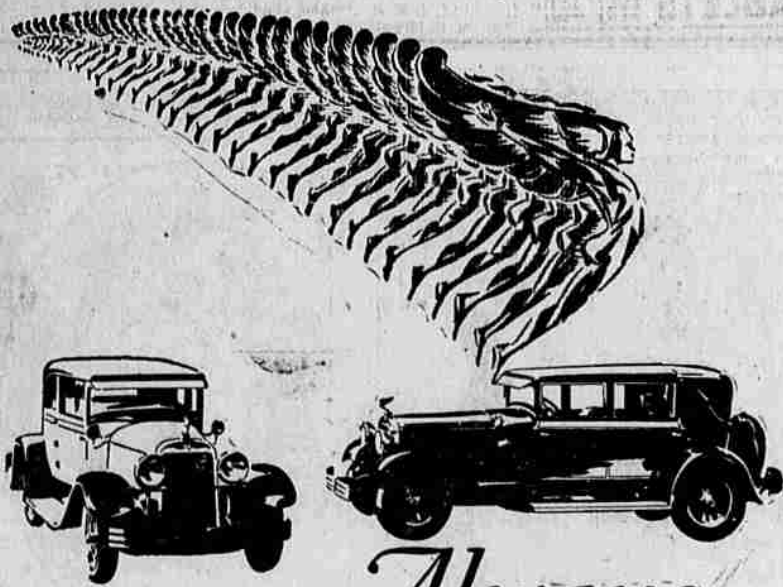
- Important advantages of the new Standard Six**
- Patented high compression sleeve-valve engine; 45-horsepower
  - 7-bearing crankshaft
  - Positive, mechanical-type 4-wheel brakes
  - Wide, deeply cushioned form-fitting seats
  - Adjustable steering post
  - Thermostat—air cleaner—all rectifier
  - Narrow body posts for clearer vision
  - Timken bearings in front axle assembly for free running and easiest steering

**F. W. CHASE**

Phone 399

Salesroom 317 North Jackson St.

Roseburg, Oregon



## Always a new Horizon for HUDSON

The consistency of Hudson leadership is but the performance of its first principle, resolution and tradition—to always lead in value.

Thus it was the first car at moderate price to give truly great performance, smoothness and reliability—the industry's standard today.

Thus it was the first in the development of American closed cars, and such smart turnouts as the Town Car and Speedster.

The Coach—a Hudson invention—turned the entire industry to closed cars.

The Super-Six principle and its companion invention that turns waste heat to power, is the most efficient combination in development and transmission of power, within our knowledge.

In the beautifully designed and luxuriously finished bodies that feature the new Hudson Super-Sixes the same relation of values obtain as made the Super-Six chassis famous.

### NEW HUDSON PRICES

118-inch chassis

Coach	\$1250
Coupe	1265
(Kumble Seat \$30 extra)	
Sedan	1375

127-inch chassis

Standard Sedan	\$1450
Custom Victoria	1450
Custom Landau Sedan	1650
Custom 7-Pass. Sedan	1950

All prices f. o. b. Detroit, plus wear and tear. Dealers can pay for cars out of income at lowest available charge for interest, handling and insurance.

## ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

## WILLYS-OVERLAND SETS NEW PRICES IN SALES GROUPS

Two equally striking moves by Willys-Overland have marked the start of this year. The sensational price drop on the Whippet which was announced early in January and the introduction of a third model to the Willys-Knight line of six cylinder cars, at the lowest price ever set on any Willys-Knight have focused attention on this organization.

The sales records achieved by the Whippet since the present prices were announced have been outstanding in their relation to general motor car sales in the low price range.

The reception of the Willys-Knight Standard Six, which was announced nationally during the middle of February, has resulted in a heavy demand for this car on the part of thousands of motor car buyers who find in the low prices set on this model, their first opportunity to buy a car built by Willys-Overland with a Knight sleeve valve motor.

In both the low priced Whippet and the recent addition to the Willys-Knight line, distinctive features of design and equipment are offered. The Whippet is featured by perfected body lines and full equipment.

The Willys-Knight Standard Six is featured by an unusual amount of room in a car of its price, by novel creations in body lines and body decorations and through the use of a non-breakable steering wheel, foot control of the headlights and dimmers and a new and highly decorative instrument board panel.

The rapid increase in Willys-Knight sales over the country which followed the entrance of Willys-Overland in the six cylinder type of power plant, using a Knight sleeve valve motor, three years ago has resulted in a demand for this type of automobile in a price range below that of the Willys-Knight Special Six and the Willys-Knight Great Six.

This demand is met by the new Standard Six in the Willys-Knight line. A notable indication of what is being done in the construction of Knight sleeve valve power plants recently, is shown in the fact that 26 European manufacturers have come to this type of engine following the expiration of the Knight patents in Europe. Up to the expiration of these patents in Europe, there were only a few makers licensed to manufacture a Knight sleeve valve motor.

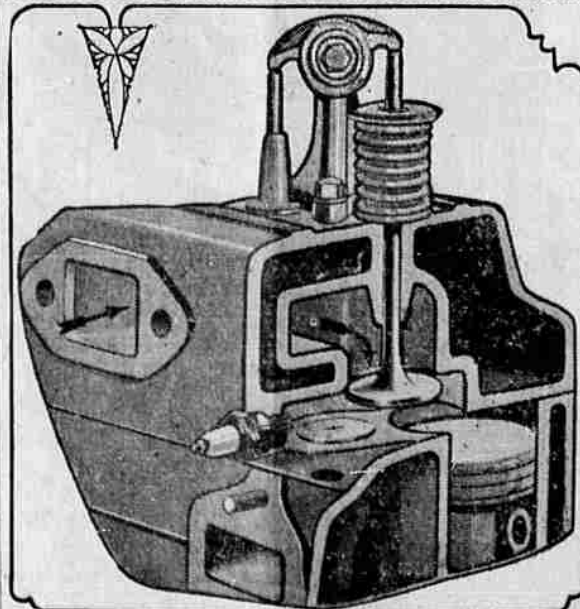
Present builders include the makers of the highest priced automobiles in the world and the Knight sleeve valve motor has been the accredited power plant for the official cars of European nobility for many years.

## GAS CONSUMPTION IS ON INCREASE

Full evidence that the consumption of gasoline is not on the decline is shown by the statements covering sales of this commodity by the various dealers within the state and the collection of the gasoline tax during the past several years. The total gallons reported during the year 1927 is 127,057,960.5 as against 114,907,698.81 gallons sold during the year 1926, and 107,431,444 gallons during the year 1925. It is interesting to compare these sales with those during the entire year of 1922 when the records of the office showed 57,266,038.4 gallons of gasoline sold within this state. The total receipts for the year 1927 under the two laws imposing a tax on motor vehicle fuels, aggregate \$3,907,151.35; as against a total of \$3,537,341.27 for the year 1926, or nearly a ten per cent increase, \$3,128,466.45 for the year 1925, and the sum of \$1,183,726.41 during the year 1922. The receipts from the gas tax for the month of January, 1928, are apparently the forerunner of a record-breaking year, as the tax during that month amounted to \$216,506.67 or \$19,856.90 over the corresponding month a year ago.

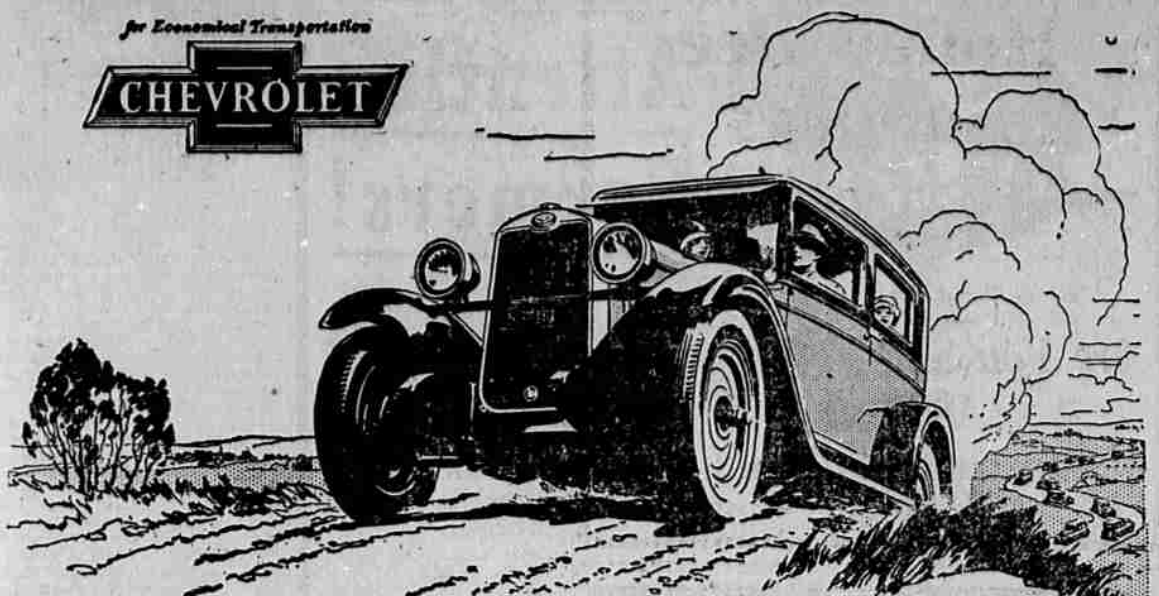
### Hudson Patents "F-Head"

Permits High Compression With Any Gasoline



Valve, spark plug, and combustion arrangement for the high compression Super-Six motor, patents for which have been granted to the Hudson Motor Car Co.

Announcement is made by the Hudson Motor Car Co. that it has been granted patent rights on the "F-Head" high compression motor which has been used in all Hudson Super-Six cars since early last summer. The patent—No. 1,656,051, relating to internal combustion engines—covers the entire ar-



## Overwhelming Endorsement - a Quarter Million New Chevrolets on the Road since Jan. 1st



The COACH \$585

- The Touring \$495 or Roadster
  - The Coupe \$595
  - The 4-door Sedan \$675
  - The Sport Cabriolet \$665
  - The Imperial Landau \$715
  - Utility Truck \$495 (Chassis Only)
  - Light Delivery \$375 (Chassis Only)
- All prices f. o. b. Flint, Mich. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

Since its announcement on January first, the Bigger and Better Chevrolet has been awarded a public endorsement of spectacular proportions! Nine million people crowded Chevrolet salesrooms the first three days following its presentation! Thousands of retail deliveries have been made every day since! A quarter million of these new cars are now on the road! And if you see and drive this great new car you can quickly sense why its tremendous popularity is increasing every day.

It is smoother and more powerful—because its improved valve-in-head motor incorporates numerous engineering achievements. It is more beautiful and

more comfortable—because the fashionably styled new Fisher bodies are longer, lower and supported on semi-elliptic springs 84% as long as the wheelbase. It is easier to drive—because the worm and gear steering mechanism is fitted with ball bearings throughout. And it sells for new low prices made possible by the economies of tremendous volume production which last year made Chevrolet the world's largest builder of automobiles.

Come in today. Get a demonstration of this sensational new car. Learn why it is everywhere hailed as the world's most luxurious low-priced automobile!

## HANSEN CHEVROLET CO.

Phone 446

Rose Street

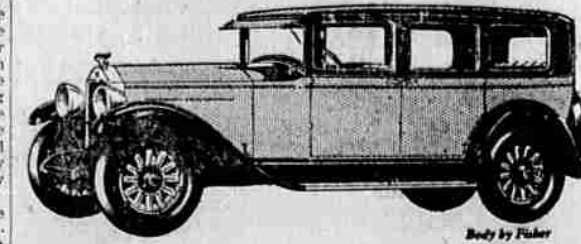
Roseburg, Oregon

QUALITY AT LOW COST

by the U. S. patent office—covers all these and other arrangements, "each in relation to and in combination with all others." The compression ratio made possible—about 6 to 1—is practically the same as that used in the smaller Essex motor, where an L-Head design has been found quite satisfactory.

## BUICK Outsell any other 3 cars, in Buick's field

MOTORISTS like you invest almost as many dollars in Buick motor cars as in any other THREE CARS in Buick's field. Faith means something when it is backed by dollars



SEDANS \$1195 to \$1995 SPORT MODELS \$1195 to \$1525 COUPES \$1195 to \$1850

All prices f. o. b. Flint, Mich., government tax to be added. The G.M.A.C. finance plan, the most desirable, is available. MOTOR SHOP GARAGE DISTRIBUTORS FOR DOUGLAS COUNTY OAK AND ROSE STS. PHONE 268