

Dealers' Announcements and News Features Concerning the Automobile Industry

MONO-PIECE BODY EXCLUSIVE WITH THE NEW DODGE 6

One of the most important developments in the automotive industry in recent years is the mono-piece body construction featured in the new Dodge Brothers six.

This new type body is revolutionary in principle and its construction and assembly is entirely different from that used on any other car.

The mono-piece body is literally one-piece, and is built inflexibly onto the chassis so as to give inherent rigidity. There is not a seam from front to rear.

This unique construction is brought about by the stamping of four major sections and the electrical welding of them into a single unit. In this way all structural noises are eliminated; perfect balance, exceptional riding steadiness and safety are assured, and extraordinary roominess is achieved with a new degree of grace.

Exhaustive engineering tests over thousands of miles of country driving have proven that this new type body is of such sturdiness that the old-time squeak and rattle is a thing of the past.

Steel for this body is rolled at the mill to the exacting specifications formulated by Dodge Brothers engineers, and there is just enough ductility to permit easy forming in the dies of the main-mold presses. Lock seams, shoulders, flanges, beads, depressions, hollow pillars, bridge arches, and curves build strength into this body that is unknown in any other form of body construction.

The graceful curves of this body satisfy a two-fold purpose. They contribute to the pleasing appearance of the body and also act as braces, adding greatly to the sturdiness of the steel structure. Related reinforcements add to the stiffness and strength as well as appearance. The mouldings at the belt lines are raised in the panels instead of being separate pieces of metal.

Another feature of the mono-piece construction is the long appearance that is given the car due to the fact that body sills are eliminated and the body is built directly onto the chassis. The elimination of the body sills not only adds beauty to the general appearance of the car, but it is a real safety feature. By constructing the body directly onto the chassis, the center of gravity has been lowered, thus minimizing sideways sway.

As a finishing touch to this new type construction, the bodies have been given a luxurious interior appearance. Details of appointments have been carried out to a point where beauty is one of its predominating characteristics. The various models are richly upholstered and fitted with artistically designed hardware. The door lock models are fitted with smoking sets nicely designed and silk assist cords that harmonize with the upholstery. Arm rests, foot rests and robe rails are also conveniently placed.

"Probably no feature of any car has caused so much favorable comment as the automobile show on this mono-piece body construction," said Charles W. Matheson, general sales manager of Dodge Brothers, in commenting on the interest that is being shown at their booth by the large show crowds. "Reports from the dealer organization show that the same enthusiastic reception is being given the new Dodge Brothers six all over the country. We believe that this car will set new sales records."

THE 1929 WHIPPET

A BEAUTIFUL CAR

Striking as was the advancement in design and outstanding mechanical features of the original Whippet four when it was introduced in June, 1926, persons closely identified with the automobile industry declare that the new re-designed 1929 Whippet being introduced by the Willys-Overland company establishes an even more remarkable advancement in the world's light car field today.

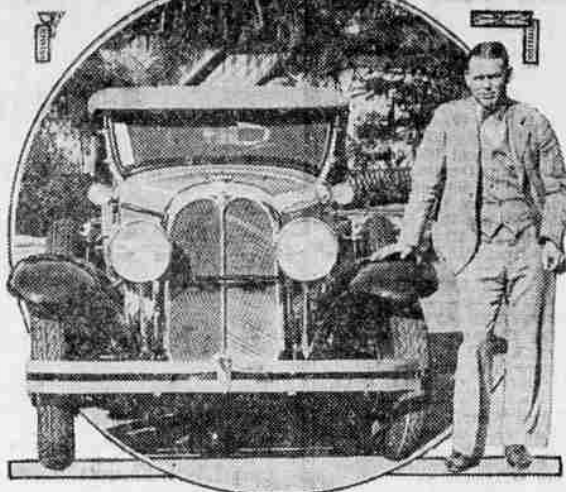
In the statement of John S. Willys, president of Willys-Overland, in presenting the 1929 superior Whippet, four and sixes, that "there can be no place in the automobile industry for the car manufacturer in the low price field who fails to incorporate outstanding beauty of design in his products in addition to proved mechanical excellence," is seen a virtual challenge to the builders of cars in the Whippet class to bring their cars to the new high standard of beauty set by the Whippet or be relegated to the obsolete class.

Since the successful creation of the original Whippet, buyers in the lower price ranges have come to accept the principles advanced by the Toledo manufacturer as representing the most modern engineering practices.

The presentation of the new Whippet four and sixes is admittedly the master stroke of Mr. Willys who, just one year ago, had a challenge to the light car manufacturer with the statement that "there can be no monopoly in the light car field," and followed it with a drastic price cut that met all competition on an even basis.

Mr. Willys then threw all his energies into the business and

A TRIO OF WINNERS



Johnny Kuck, shown seated at the wheel of his new Oakland All-American Six sport roadster, won the shot-put for America at the Olympic Games in Amsterdam last year. Congratulating Kuck on his new car is shown Herman Brix, of Seattle, Washington, who took second place in the same event. Kuck purchased the Oakland when he visited Los Angeles recently. He and Brix are great "buddies," and plan to do plenty of travelling in the new car, which is the second Oakland purchased by the champion.

company immediately was launched into the greatest sales year in its history. Month after month new sales and production records were established and before the year had half ended the sales volume surpassed the entire sales made in the twelve months of the previous year.

Even when the so-called seasonal slump hit the automobile industry later in the year, the sale of the Whippet four and sixes maintained a percentage gain far and above that done by the automobile industry as a whole. The end of the year found the Toledo manufacturer's business showing a gain of more than 85 per cent over last year, whereas the industry as a whole showed an increase of but 12 per cent. This placed the Toledo manufacturer in first place for the year in percentage of gain over the previous year.

Plans for 1929 call for the largest production of motor cars in the entire history of Willys-Overland. For the past twelve months facilities have been added at the various plants of the company throughout the country and Canada to almost double the capacity. This would indicate that the Toledo car build-

Everybody Drives A Used Car—Get Yourself a Good One From Our Stock

Studebaker, 1923. Has enclosures.

Chevrolet sedan. Latest six cylinder car. Has been run 1700 miles. Better than a demonstrator.

Chrysler coach, 1926. Fine mechanical condition. Excellent appearance.

Dodge sedan. 1926 production. Five-bearing crankshaft—more bearings than many six-cylinder cars.

Buick 1922 touring. Owned and cared for by particular people. We believe this to be the best used car of its production in town.

Ford coupe, 1926. This car looks almost like new. In fine running order. Just the thing for the second car in the family.

Ford 1-ton truck. Lengthened chassis. New over-size tires on rear. Engine reconditioned. Chassis in fine condition.

These cars and many others you may find in our stock. See our cars before you buy—likely we have just what you are looking for.

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For your protection make your used car purchase from a reputable dealer.

NASH OFFERS TWO STRIKING MODELS

KENOSHA, Wis., April 2.—The Nash Motors company has added two new and important models to its moderate priced, Special Six "400" series line—a dashing roadster and a distinguished seven-passenger sedan. The roadster supplies an unusual type of open car charm, and the new sedan supplies closed car spaciousness and luxury heretofore unequalled in its price class.

The introduction of both models, powered by the famous Nash twin-ignition, high compression, valve-in-head motor and "inspired" by the many new engineering and equipment features which Nash alone offers, rounds out the company's great "400" series line and adds two brand new achievements to a manufacturing success never before equaled in Nash history.

In the sparkling new roadster the company has produced a new type model that meets the American open car ideal in every line. High waisted and low seated, it is a rare combination of style and comfort for people who like copious doses of blue skies and winding, beckoning roads with their motor-melancholy. It is a trim, wide-awake car, designed with long, sweeping body lines, actuated with hair-trigger acceleration. In appearance it is a color symphony of rich, deep cedar and beige—the fenders and upper body in the new cedar shade, and center side panels in beige. Five wire wheels in bright orange are standard equipment. Their special design includes extra large hub caps with hub nuts skillfully concealed. Horizontal louvers in the hood, and chromium plating of lamp brackets, lamp tie rods and upright posts in addition to all other bright metal parts on the car, gives it additional charm.

Other interesting features of the roadster include a chromium plated framed windshield of the flat-folding type; pig skin upholstery with tire cover and top boot of material to match and a top which folds down to a four-inch, booted thickness to enhance the grace of the body silhouette. Special passenger comfort is evidenced by the extra wide cushion which is set in the exceptionally low seat, and the arm rest division which fits back into the rear cushion when not in use. Arm rests are also provided in each side door for the further convenience of driver and passenger.

In the new "400" special six seven-passenger sedan Nash has provided a car hitherto unheard of in its price field, and one which anticipates the needs of a great group of motorists desiring seven-passenger prestige and luxury at moderate cost. It has the comfortable capacity which goes hand in hand with costly car roominess at a price lower by hundreds of dollars than any other seven-passenger sedan on the market.

Finished in deep cedar and ebony, it completely meets its opportunity by supplying superior Nash performance, beauty, distinction and individuality. The upholstery, which graces deep, soft seats is exclusively loomed broad-cushions. The seats are of the newest form fitted type with an adjustment in front for driver convenience, and the new disappearing arm rest in the center of the rear cushion. Two extra seats in the rear are deep cushioned and over-sized. Interiorware is satin silver-plated and paneling is done in walnut finish with ivory inlay striping. The wheelbase of the new car is 122 inches—larger than that of other special six models, and this exceptional roominess makes the car unusually attractive for both large families and small groups desiring freedom in long tours. The sedan, like the roadster, is powered by the new Nash twin-ignition motor. It has 11-1/2 centralized chassis lubrication, Lovejoy hydraulic shock absorbers, and the other exclusive motoring features which characterize the "400" series, including complete, factory engineered equipment, spare spare tire, at no extra cost.

PORTLAND DOCTOR FINDS SON AFTER 8-YEAR HUNT

SAN FRANCISCO, April 2.—A search of eight years ended in success today for Dr. A. O. Schmitt, Portland physician, who was reunited with his son, Stewart Newton Schmitt, twelve years old. When the boy was four years of age his mother kidnapped him after Dr. Schmitt and his wife separated. In 1922 the Oregon supreme court handed down an order giving the father full custody of the child.

The search for the boy led the father to the east, south and to the north, on many futile errands. Finally, detectives located mother and son in California, where the Portland physician found the boy. The mother, the lad said, had told him that his father was dead.

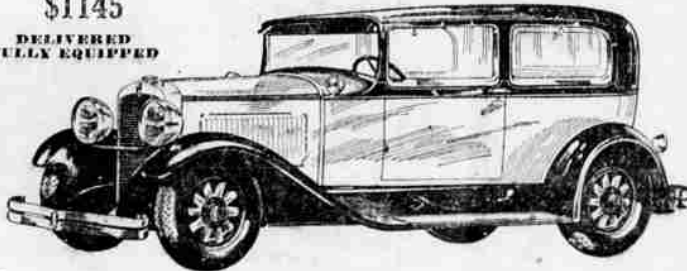
Post moss will keep your garden loose and hold the moisture. It is sold at Wharton Bros.

FROM NINTH TO FOURTH PLACE IN SIX MONTHS!

"400" Standard Six Sedan

\$1145

DELIVERED FULLY EQUIPPED



Most People Expect "400" Prices to be Higher than they Actually are

PEOPLE who have formed their price-impression of the Nash "400" from seeing this striking new car, and from the enthusiastic comment of "400" owners, are very apt to price it higher than it really is.

"400" prices are a big "400" feature. The Standard Six "400" Sedan, illustrated above, is an excellent example of the new value Nash now offers.

Here are some of its notable features—features of highest quality which you are not accustomed to expect in a car at its price:

10 Sedans from \$1071 to \$2375, delivered. 3 Coupes, Cabriolets, Victorias from \$1066 to \$2003 delivered

The New NASH '400'

Leads the World in Motor Car Value

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

High compression motor	Aluminum alloy pistons (Unsur Strain)	7-bearing crankshaft	One-piece Salon fenders
High Turbulence	New double drop frame	Exterior metal are chrome plated over nickel	Clear vision front pillar posts
Lovejoy shock absorbers (exclusive Nash mounting)	Torsional vibration damper	Short turning radius	Nash Special Design front and rear bumpers
Salon Bodies	World's easiest steering	Longer wheelbase	

L. R. CHAMBERS MOTOR COMPANY

NASH SALES AND SERVICE

Main and Douglas Sts. Phone 649 Roseburg

Take 2 Minutes

That is about all the time we need to test your brakes to see that your car is under perfect control.

Brake drums trued, brakes adjusted, a satisfactory job, too, or other mechanical work about your car looked after. All prices within reason. See us, or drive the car around and let us look it over.

PERCY CROFT

Highway Service Co.

N. Jackson St.

Mrs. Henry Barels and son and daughter returned home yesterday after spending Easter week-end in Klamath Falls with Mr. Barels, who is employed in that city.

FOR ECONOMICAL TRANSPORTATION



Why over 300,000 have already chosen the New Chevrolet Six

Smooth Six-Cylinder Performance

The Chevrolet Six delivers its power easily, freely and without annoying vibration or body rumble, assuring at every speed the quiet, luxurious comfort that everyone expects of a fine automobile.

Better Than 20 Miles to the Gallon

Due to finer carburetion and improved manifold-ing, this marvelous six-cylinder performance is delivered with fuel-economy of better than 20 miles to the gallon of gasoline—with extremely low oil consumption.

Distinctive Bodies by Fisher

Longer, lower and roomier . . . and offering such fine car features as Fisher VV windshield, adjustable driver's seat, and Ternstedt hardware—the new Fisher enclosed bodies give the Chevrolet Six an outstanding measure of distinction.

Every Modern Driving Convenience

The new Chevrolet Six is equipped with full ball bearing steering mechanism . . . quiet, non-locking 4-wheel brakes . . . theft-proof Electrolock . . . automatic stop and tail light . . . rear vision mirror . . . and foot-controlled adjustable beam headlights.

A Six in the Price Range of the Four

Many people do not realize that this marvelous new six-cylinder Chevrolet is actually offered in the price range of the four. Compare total delivered prices as well as factory prices when determining automobile values. You will find Chevrolet delivered prices include the lowest handling and financing charges available.

The ROADSTER.....	\$525	The COACH.....	\$725	The Convertible LANDAU.....	\$725
The FIAATON.....	\$525			Sedan Delivery.....	\$595
The LOUPE.....	\$595	\$595		The Light Delivery Chassis.....	\$400
The SEDAN.....	\$675			The 1 1/2 Ton Chassis.....	\$545
The Sport CABRIOLET.....	\$695			The 1 1/2 Ton Chassis with Cab.....	\$650

All prices f.o.b. factory, Flint, Michigan

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PHONE 446

ROSE STREET

ROSEBURG, ORE.

QUALITY AT LOW COST