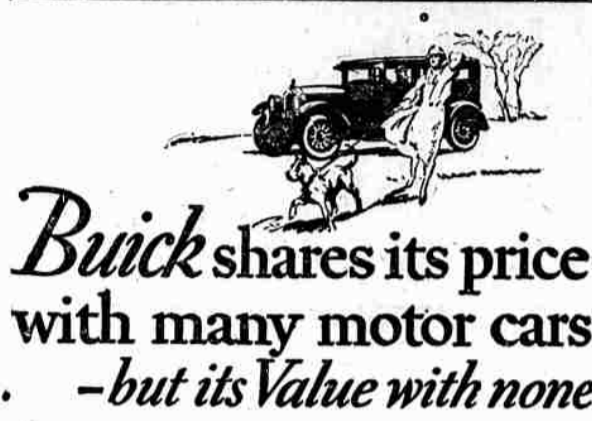


AUTOMOBILE NEWS



Buick shares its price with many motor cars - but its Value with none

Because of the great number of Buicks bought each year, and because every dollar of the savings of great volume goes back into Buick value, Buick's moderate price buys quality.

Buick can, and does build its cars the way all motor car engineers would like to build theirs, if their volume or selling price permitted.

Buick is selling more cars today than ever before in Buick history. The public wants finer transportation at lower cost. And in Buick they get it.

BUICK MOTOR COMPANY
Division of General Motors Corporation
FLINT, MICHIGAN

The Better BUICK MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY
Phone 268 414 N. Jackson St.
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

TOURIST TRAVEL ON THE INCREASE

Marked increase in the volume of motor tourist travel into Oregon already is indicated by the registration record of foreign automobiles as reported to Secretary of State Kozser from the twenty-nine points in the state where such registrations are made. March of this year saw no less than 4,062 registrations of foreign motor vehicles, or an increase over March, 1925, of 1,358. The increase is at a steady, normal rate as is indicated by the fact that 146 more non-residents were registered in the month of March alone than in the period from January 1 to February 28. The same records show that since the first of this year there have been no less than 7,860 such registrations.

Total registrations for 1925 were 80,319, or 4,648 more than in 1924. Complete figures for 1925 are not available as the law requiring this procedure did not go into effect until May 23 of that year. From that date until December 31, 1923, the number of foreign visitors registered was 40,460. It must be reflected that the months for which the records were kept were those in which tourist travel is greatest.

Visitors come into Oregon from virtually every state as well as from foreign countries. The influx during the first three months of 1926 has been remarkably diversified as to origin. To March 31, the records in the office of the Secretary of State show registrations by states as follows:

- Arizona 45; Arkansas 2; California 4019; Colorado 107; Delaware 4; Florida 10; Idaho 484; Illinois 21; Indiana 12; Iowa 24; Kansas 19; Kentucky 2; Louisiana 1; Maine 1; Massachusetts 2; Michigan 18; Minnesota 20; Mississippi 4; Missouri 13; Montana 53; Nebraska 25; Nevada 24; New Jersey 1; New Mexico 7; New York 6; North Carolina 2; North Dakota 16; Ohio 19; Oklahoma 25; Pennsylvania 5; Rhode Island 2; South Dakota 13; Texas 27; Utah 48; Vermont 1; Virginia 2; Washington 2609; Wisconsin 9; Wyoming 14; Alaska 7; District of Columbia

IRV COBB PORTRAYS AMERICAN AUTOIST

In "Much Obligated," a little book published by the B. F. Goodrich Rubber Company, Irvin Cobb with characteristic vividness pens a frankly critical portrait of the American behind the wheel and, incidentally, revives an old art. For "Much Obligated" is more properly a pamphlet than a book, and as such will probably have a greater value in these days when pamphlets are rare but books common.

Italy, France and England have boasted many famous pamphleteers—Savonarola, Voltaire, Rousseau, Swift, Dryden, Pope, our own Ben Franklin was a pamphleteer of no mean ability. Of contemporary writers none is better equipped to revive this old art than Irvin Cobb.

This fact is clearly demonstrated in the opening sentences of "Much Obligated." "The other day," writes the famous humorist, "I was reading in the paper that a certain man—let us call him for convenience Filmore K. Abels, since that is not his real name—had been operated on for the removal of an inflamed appendix. 'To myself I said: There is a

BUICK CO. BREAKS FORMER RECORDS

In the eight months since the current series was introduced, the Buick Motor Company has broken by 1,600 cars its highest previous shipment record for an entire fiscal year.

During this period Buick has also smashed practically every production and shipment record made since its founding 23 years ago. The monthly average for the past eight months is better than the highest previous single month in Buick history.

The climax of this most active period was reached in March when 25,305 cars were shipped. The previous high mark prior to 1926 was made in October, 1925, when 22,850 cars were loaded and sent out. This record, however, was broken in each of the first three months of this year.

In January the shipments set a new record of 23,265 cars, which is 415 better than the mark of last October. In February the record of the previous month was beaten by 29 cars. The March record smashed that of February by 2,011 cars.

In addition, the average shipments for the eight month period was 22,865 cars. This average also breaks the single month record made last October. Production to date of the current series is 182,923 cars, all of which have been shipped from the factory. The Buick plant has been at capacity continuously since August 1, 1925, when the 1926 models were first introduced.

UNION OIL CO. WINS SAFETY PLAN MEDAL

For the first time, the Abraham Lincoln humanitarian award has been won by a corporation. This unique honor goes to the Union Oil company of California in recognition of its "Be Careful" campaign. Announcement to this effect was made yesterday by the Oregon Humane Society which made the award.

In a telegram to W. L. Stewart, President of the Union Oil company of California, Mrs. F. W. Swanton, of the Oregon Humane Society, stated: "I take great pleasure in informing you that your fine posters on safety first when driving have been noticed and commented upon favorably all over the country. You have won the great honor of receiving the gold and bronze Oregon Humane Society Abraham Lincoln humanitarian award for cooperation."

The Union's safety campaign was inaugurated some months ago when investigation showed that the automobile accident situation was becoming acute. The Union officials went on the premise that automobile drivers were not, as a general rule, deliberately careless, but rather were victims of the urge for greater speed, which is inherent in so many motorists.

It was felt that if some means could be evolved which would bring home to the careless motorist the folly of his actions, a halt would be called to the growing total of automobile accidents. The present campaign which provided for the utilization of 1,500 posters on the Pacific Coast typifying motorist situations in which careful driving is necessary and which carry a direct and positive appeal to observe safe driving practices was therefore inaugurated.



Under The Glass

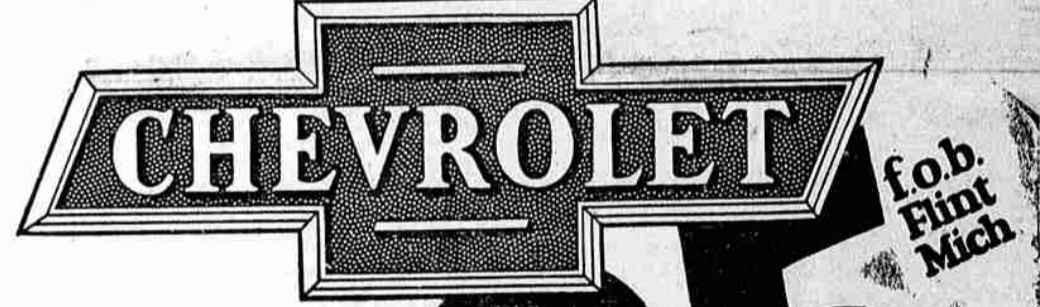
You can't magnify the importance of your carburetor too much. Speed, power, smooth driving, and economy all depend on it. Give your car a chance to show what it will do by installing a ZENITH carburetor.

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406 Cass St., near Depot Phone 84 Roseburg, Ore.

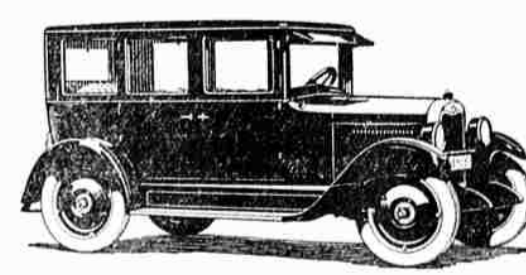
throughout by Tony Sarg, of Carleton and Marionette fame. M. C. RADABAUGH, Auctioneer, 530 N. Pine St., Roseburg, Oregon. Studebaker builds no yearly models. Arundel, piano tuner, Phone 189-L.

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- Touring - \$510
- Roadster - 510
- Coupe - 645
- Coach - 645
- Landau - \$765
- 1/2 Ton Truck 395 (Chassis Only)
- 1 Ton Truck 550 (Chassis Only)

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HANSEN CHEVROLET COMPANY

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THE SPECIAL SIX 4-DOOR SEDAN

Full force-feed lubrication, air cleaner, gasoline filter, oil purifier, twin flywheel—plus 4-wheel brakes, full balloon tires and 5 disc wheels included at no extra cost.

Especially is the far greater QUALITY and VALUE of this car apparent in its brilliantly smooth and responsive performance—and the price is the lowest ever placed on a Nash 4-Door Sedan.

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