

AUTOMOBILE NEWS

HUDSON COACH

Here Is Masterful Performance With Closed Car Comforts and Great Price Advantage

You hear universal satisfaction expressed for Hudson. Its performance is the pride of all owners. And the Coach for family and business use meets the needs of all who give first regard for performance, low maintenance cost and comfort at an outlay of the minimum cost.

This is the best Super-Six—the best Coach ever built, and the price is the lowest in history. It is delivered at your door with nothing else to pay at a price way below any car of comparable quality.

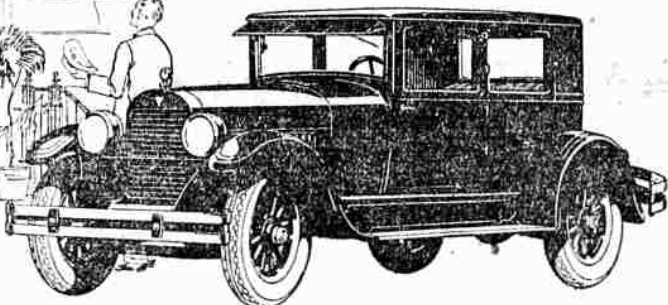
The Super-Six, with eleven years of outstanding reputation and more than one-half million in service, gives you everything you want in reliability, smoothness and performance.

This combination of masterful performance, of great closed car comforts has constantly maintained leadership for the Coach as the World's Greatest Value.

At Your Door—Nothing Else to Pay
HUDSON COACH \$1379

Hudson Brougham \$1639 Hudson 7-Pass. Sedan \$1875

Prices include freight, tax and the following equipment:
Front and Rear Bumpers; Automatic Windshield Cleaner; Rear View Mirror; Transmission Lock (built-in); Radiator Shutters; Moto-Meter; Combination Stop and Tail Light.



ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 438

Roseburg, Oregon

ORDERS POUR IN FOR HUDSON ESSEX

A new high record both for manufacturing cars and for selling them at retail was established by the Hudson-Essex organization in March, according to figures gathered at the Hudson plant and forwarded to distributors and dealers throughout the country.

This was not only the largest March the company ever knew, it was said, but was also the largest month it ever knew, regardless of season.

In the month, more than 31,000 cars were manufactured and shipped, which is an increase of more than 75 per cent over the March of a year ago, which was itself an unusually good month. According to the best information available, this 31,000 cars was the largest number of six cylinder cars ever made and shipped in the history of the industry. Despite the unseasonable weather all over the country, more than 90 per cent of these cars were sold at retail—another record-making achievement.

"These figures are significant," said Roy Catching, dealer in Roseburg, "because they indicate the great size and resources of the Hudson-Essex organization both in manufacturing and selling. The test of resources is the delivery to the buyer of exceptional value for the money expended. Thus when this organization, with its A. V. D. selling plan, found it possible to add accessories and improvements to its car, and then to offer these cars at lower prices, the public responded in great numbers."

"Buyers of automobiles are getting values closer than ever before. They appreciate it when an organization sets out to save them money on every part of their motor car investment. My experience has been too that the frankness and candor of the A. V. D. idea is liked best of all. The at-your-door idea lets the buyer know at the start of the transaction just what the car with equipment will cost him, delivered at his door."

"It is a bit of progressive merchandising introduced into the automobile business by Hudson-Essex and it establishes a practice which I believe is bound to become universal because the car has shown that it likes it."

ALL STEEL BODIES BOOST CAR SALES

The advantage of steel as a safety factor is illustrated in the long transition from the use of wooden ships to the modern fighting ship of the United States Navy.

It was history to the world of the Revolutionary war that the damage from flying splinters on a shell riddled deck was recognized by Captain John Paul Jones. He was engaged in combat with a British fleet. Cannon and grape shot were hurled by both sides with terrific effect on vessels and crews. Falling spars and splinters from the decks rained a toll which was fast cutting down the man power of each fleet.

John Paul Jones, with the usual acumen of an American, conceived the idea of protecting his man power by devising a rope net which he spread over the decks of his vessels. This net minimized the flying splinters from a shot from the enemy gunners' attack, and thus John Paul Jones was able to protect his crew. In this way he overcame the British fleetship, the Bonhomme Richard, which became the first naval prize for the United States.

One of the British sailors from the Bonhomme Richard, later a victim of the engagement, now which record still is preserved, declared that the loss of man power due to injuries received from flying splinters was appalling. Some of the men were so badly mangled that the ship surgeons pronounced their cases hopeless.

Despite this revelation the United States continued to use wooden ships down to the early years of the Civil war. The Confederate forces, suffering from the blockade then in force by the Union navy, made a drastic move in covering one of their vessels with plates of iron. This vessel, the Merrimack, steamed into Hampton Roads and in short time wreaked havoc among the crew of the wooden ship of the Union Fleet, practically sinking all the vessels.

But the victory of the Confederate forces was short lived. Shortly after there came the "cheese box on a rail" the Monitor of the North. This also was iron clad with a revolving turret. The duel which followed between the Merrimack and the Monitor sounded the death of wooden ships for all time as fighting vessels.

Battle cruisers were constructed with a covering of steel over the more vital parts, wood still being level of around 25,000 cars which was set in March, there is an assurance that even this heavy production will be adequate to meet the spring demand which is now building momentum.

According to officials, Buick is making every effort to complete a \$2,000,000 expansion program which will make possible a monthly capacity of 30,000 cars.

a factor in the interior and under part of the hull. The use of steel in modern battleships got its most severe test in the war between Japan and Russia. As result of the engagement between these two navies in the China Sea wood has been entirely discarded in any part of a fighting ship. Today these floating arsenals are one gigantic piece of steel, with no wood used in any portion of the vessel.

The same transitory condition prevailed in the construction of the motor car following its advent more than a quarter of a century ago. It is nearly twelve years ago that Dodge Brothers conceived the idea of an all steel body in their touring cars. The public reception of this radical departure from the wooden bodies then in vogue, was instantaneous. With greater production of the motor car Dodge Brothers foresaw the need of greater safety to the occupants. They continued their improvements on the all steel body of the touring car until they perfected an all steel body of the closed types.

Occupants of these cars not only have greater vision but are protected against the dangers of wood splinters, experience has shown.

PROSPERITY WAVE SWEEPS THE COAST

Each month of the year 1926 has proven a record-breaker for Chevrolet in production and sales volume with no signs of a let-up after four months of business that has taxed the seven big assembling plants of the company throughout the country in an effort to keep up with demand, an effort which has only been partially successful.

An open winter started the Pacific Northwest off with a bang soon after the opening of the year and Chevrolet dealers throughout that district are still clamoring for more cars and trucks, most of them having sold well over their quota and in some cases reaching an increase over last year's volume year with more than 50,000 sold on the Pacific Coast—of fifty or one hundred per cent.

Heavy rains in the territory centering in Los Angeles which ran well over the normal rainfall for the season, have insured bumper crops of almost everything grown in the district. This has brought buying to a high figure, and Chevrolet is at present experiencing an acute shortage of cars throughout the Southern California and Arizona territory.

The big plant at Oakland has been shipping trainload after trainload out to dealers in an effort to supply the demand, notably three full trainloads to Spokane, another to Seattle, and still another of 39 carloads to Tacoma, while increasingly large shipments are being made daily into the Southern California district. Northern California and Nevada dealers are also beginning to clamor for more cars and factory officials are predicting a shortage of cars during the next three months, due to the arrangement of a manufacturing schedule largely based upon the 1925 demands, which did not, of course, anticipate the tremendous volume which has come to Chevrolet as a result of last year's remarkable success and the fact that the 1926 Chevrolet has been refined and greatly improved.

In connection with this tremendous volume for Chevrolet, officials of the company point out the fact that 1519 new direct and associate dealers have been added to the national selling organization during the past seven months, and Chevrolet now has almost 7,500 dealers in the United States, an increase of more than 27 per cent.

HIGH GRADE HOMES ON THE INCREASE

Business conditions throughout Oregon, as reflected in sales of high grade building materials, have shown marked improvement during recent months, according to figures compiled by the research department of the Seattle plant of the Schumacher Wall Board Corporation.

Shipments of Schumacher products have increased as high as 50 per cent in many sections of Oregon since the first of the year, as compared with that period last year, John Schumacher, Jr., secretary, announced yesterday.

Demand throughout the northwest has necessitated the building of an addition and the installation of new machinery and new kilns at the Seattle plant, costing \$50,000, the secretary pointed out. A newly developed plaster wall board machine has tripled output of the plant and improved the quality of the board.

Oregon, and the entire northwest district, today shows a higher degree of prosperity than for many years past. "Mr. Schumacher, basing his assertion on the research department's survey findings. "Construction of high grade homes throughout the state indicates a healthy condition, both in the commercial and the agricultural aspect."

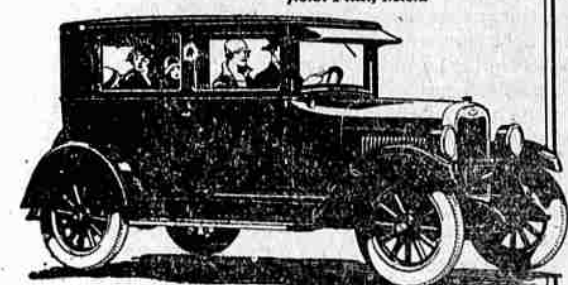
BARNES BARNER SHOP
Marcelling; all beauty work.
Marinello operator.
Phone 169 J.

for Economical Transportation



Only Chevrolet offers you this for \$645

f.o.b. Flint, Mich.



Prices f. o. b. Flint, Mich.

Touring - \$510	Sedan - \$735
Roadster - 510	Landau - 765
Coupe - 645	1/2 Ton Truck (Chassis Only) 395
Coach - 645	1 Ton Truck (Chassis Only) 550

Powerful valve-in-head motor, famous for smoothness and economy.
Modern 3-speed transmission to assure easy, flexible handling.
Fisher Body, of superior beauty and ruggedness.
Duco finish, lustrous, lasting and attractive.
Semi-reversible steering gear, positive, easy to handle and safe.
Rugged rear axle, with heavy spiral bevel driving-gears and one-piece banjo housing.
Completely enclosed dry-plate disc-clutch with light pedal action.
Remy electric starting, lighting and ignition.
Full balloon tires, demountable rims with spare rim.
Alemite lubrication system for moving chassis parts.
Complete instrument panel, including speedometer.

Ask for a Demonstration

Take one ride in the improved Chevrolet, and you will know more about how much automobile you can buy for little money than you could possibly learn in any other way. So smooth and so powerful is its performance that this car is a revelation in low-priced transportation. Come in! Arrange for a ride today!

so Smooth—so Powerful

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Ore.

QUALITY AT LOW COST

Science, experience, skill, facilities and capital are necessary to make good motor fuel.

"Union Oil of California" includes all of the requirements in the manufacture of

Union Gasoline

Non-detonating

Union Gasoline provides, and always has provided to Western motorists, the non-detonating feature which supplies full power to the pistons throughout their entire stroke and eliminates all explosive "knocking" or "pinging" on the hills or in heavy pulling—a quality for which Eastern motorists are now buying "special gasolines" and paying 3 cents per gallon in excess of usual prices for them. Yet Union costs no more than other high grade fuels.

Always use Aristo Motor Oil with non-detonating Union Gasoline because this combination minimizes carbon to the extent that motors in good condition are run for several years without it.

Union Oil Company of California



"TO SERVE YOU"



You have heard it—"they are all good automobiles"

THE impression that all cars sold at approximately the same price give approximately the same results, never was less true than today.

There are now two ways of building motor cars. One is to forget quality and build cars for trading purposes. The cost of production is cut to the bone, so that dealers may offer you more than the market value for your used car.

The Buick way is to build for quality's sake—to give owners a better new car full of value—with every modern feature.

Compare Buick design to that of other cars of the same or higher list price, and fix Buick superiority firmly in your mind, before you spend your money.

BUICK MOTOR COMPANY, FLINT, MICHIGAN.

Division of General Motors Corporation



MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.