AUTOMOBILE NEWS

You buy oil to protect your car.
"Union Oil of California" makes oil to protect its reputation.
That reputation has stood for forty-three years. Try—

Aristo Motor Oil

Non-Carbonizing Western

Aristo Motor Oil is *all lubrication*, containing neither paraffin nor asphalt. The hard, flinty abrasive "carbon" that many motorists find on valves, cylinder heads and spark plugs after a few thousand miles of use never comes from this fine *Western* oil.

The small amount of residue that Aristo leaves is a fine, soft, fluffy substance, most of which blows out with the exhaust.

Motors in good condition which are lubricated with Aristo, therefore, run several years without the troubles, lay-ups and expense so often due to "carbon."

A further preventative of "carbon" is the use of *non-detonating Union Gasoline* with Aristo Motor Oil. This combination is probably the most effective that is known.

Union Oil Company
of California

"TO SERVE YOU"

NEW CO. HANDLES AUTOMOBILE PAPER

PORTLAND, Oregon, May 12. — A recent announcement of considerable interest to the dealers of Oregon issued by R. H. Buckley, branch manager of the Commercial Credit Company, is the purchase of the Fidelity Finance Co. of Eugene, Oregon, carrying approximately $600,000 outstanding accounts.

The Fidelity Finance Co. has for the past several years specialized in Ford Automobile paper and Earl C. Simmons, president of the E. C. Simmons Co., Ford dealers at Eugene and the directing head of the Fidelity Finance Co. negotiated the sale of this institution to the Commercial Credit Co., after satisfactory investigation of the plans and policies of the Commercial Credit Co.

With the establishment of the Commercial Credit Co. at Eugene, dealers and clients in this territory will be able to obtain the usual standardized complete service of the Commercial Credit Co., in their immediate vicinity. With the additions of trained, expert executives from the Commercial Credit offices added to the present local staff, the Commercial Credit Co. will be in position to render the highest type of service.

According to R. H. Buckley, the Portland branch manager, the acquisition of this institution added to the present eleven Commercial Credit offices throughout the Pacific coast simply is a demonstration of Commercial Credit Company's policy to locate in Key cities with branches and direct contact points in order to expedite the service for their clients and customers. At the present time the Commercial Credit Co. has branch offices in the following cities and also other contact points in smaller inland cities. These branches are as follows: San Francisco, Los Angeles, Portland, Seattle, Sacramento, Fresno, Spokane, Salt Lake City, Boise, Phoenix.

DODGE BROTHERS INC., IN THIRD RANK

Official figures just released by the United States Deparmtent of Commerce covering the shipments of motor cars and rtucks from factories in the United States during the first quarter of 1925 lend unusual interest to the corresponding records established by Dodge Brothers, Inc.

During the first three months of this year the entire automobile industry in the United States has shipped 1,085,394 complete passenger cars and trucks which, compared with the corresponding figure of 968,086 for 1925, establishes a gain of 12.1 per cent.

The shipments of Dodge Brothers passenger and commercial cars and Graham Brothers trucks for the same period this year were 86,883 units and for the same quarter last year were 59,363. The gain was 46.3 per cent or nearly four times the gain made by the industry.

A gain of 46 per cent by a builder whose output places him easily in third rank among Motor Car Manufacturers is regarded by those who watch closely the pulse of the automobile industry as a remarkable achievement.

Comparison with the figures for 1924 shows that the new 1926 record for the entire industry is 3.18 per cent ahead of that of 1,051,851 passenger cars and trucks shipped during the first quarter of that year. The combined shipments of 86,883 units from Dodge Brothers and Graham Brothers factories in the United States for the first three months of 1926 show a gain over the 59,565 for the same months in 1924 of 45.8 per cent.

If calculations are based on passenger car shipments alone the 970,411 cars shipped from factories in the United States show a gain of only 43.192 over the corresponding figures for the same quarter two years ago, or 1.78 per cent for the entire industry.

Since production activity during the first quarter of the year is to enable dealers to build up stocks in anticipation of the spring season as well as to supply public demand for immediate delivery careful study of the official records of new car deliveries by their dealers released weekly by Dodge Brothers, Inc., afford a more accurate barometer of automobile market conditions.

The last figures released, those for the week ending April 24, show retail deliveries of 92,566 new cars and trucks by Dodge Brothers dealers in the United States and Canada, a gain of 2,822 or 44 per cent over the best week in 1925, that ending April 11. Total United States and Canadian retail sales from January 2 to April 24 reached a total of 98,088 new vehicles. This represents a gain of 39 per cent over the same period last year and 63 per cent over the same period of 1924.

"The mounting of retail sales week after week, to new record breaking levels," says J. O. Newsand, of the local Dodge Brothers dealer, "is the most convincing possible evidence that their product today is more favorably regarded by the public than ever before and that the present prices are the most impressive values Dodge Brothers have ever offered."

GAIN OF 53 PCT. FOR FIRST QUARTER 1926

A gain of Hudson and Essex buyers of 53 per cent in the first three months of 1926, as compared with a similar period of 1925, is announced today by Roy D. Chapin, chairman of the board of the Hudson Motor Car Co.

These figures, just compiled, show that 55,000 Hudson and Essex cars were sold to owners in this period as compared to 36,000 in 1925—a gain which is considered as all the more gratifying because the 1925 period was itself one of unprecedented success. March was the biggest month in Hudson and Essex history in all respects.

"This high record," said Mr. Chapin, "proves that the utility and comfort of the enclosed motor car at a low price means a big business even in the winter time. Spring of course, is by far the most active season but the winter months of 1926 certainly showed a strong and healthy demand. Our deliveries to owners each month have run far ahead of last year.

"The particularly significant thing to us has been the growing recognition by the public of the Essex Six. When we pioneered the small six cylinder field we knew the tremendous possibilities in it. Our desire was to produce not only the smoothness of the larger sixes but also an enclosed car to sell for less than $800. Today, our sales demonstrate we have arrived at our goal. Close observers tell us that the Essex has created an entirely new place in the automobile field. It has seasoned itself into a highly developed model and the public seems more convinced than ever of the quality of the number of cars running and the benefit of three years experience service it offers among low priced cars.

"Few people realize how hard our engineers and factory organization work to perfect a new car every year after its introduction and how much the cost of operation of any vehicle is dependent on this. Just as Hudson has ranked as a highly developed model for years, the Essex, largely seen on the highways is now reaping the reward of an established model both in volume of business and the low price at which we are enabled to turn it out."

Sire your colt by Black Dupont, registered Percheron Stallion. Sure breeder. Douglas Park Stock Ranch Sutherlin.

WOOD FROM COAST USED IN CAR BODIES

Millions of dollars of the money spent annually on the Pacific coast are being returned through great contracts for ply wood and veneer placed with western lumber concerns by the Fisher Body corporation.

Large quantities of wood material manufactured in this and other Pacific states are being used by the Fisher plant adjoining the Chevrolet factory in Oakland, California, thus giving this territory a return for its vast motor car purchases. Charges so frequently made that the automobile industry takes great sums of money out of the west and sends nothing back, are now groundless.

Last year approximately $50,000,000 was invested in Chevrolet automobiles by residents of this region. The majority of these vehicles bore Fisher bodies, which, in turn, contained local lumber.

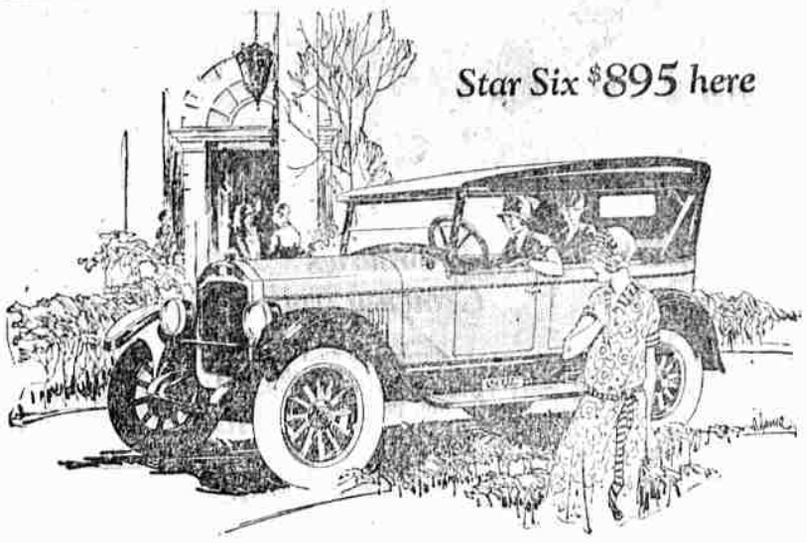
It is estimated that fifty millions more will be spent for Chevrolets this year. An amount equal to this will be expended out here by the Fisher concern during 1926 for coach material to be used in various makes of closed cars all over the country. The Pacific Coast lumber industry will profit accordingly.

At present, floor boards, running boards and toe boards are being made of ply wood from factories in this section of the United States and Fisher engineers are experimenting with veneer for use in the manufacture of sedans. Veneer is also available for seat backs and other units throughout the car.

Ply wood has been used less than a year in the construction of automobiles and, as wood and steel coach work continues to advance in popularity, the employment of this material is becoming more general.

Hardwood is growing scarce and expensive. Laminated fir has been found to be as good as hard wood for most purposes. Veneer in five and seven plies serves excellently and economically where strength is demanded. It can also be trimmed to actual size, eliminating recut and materially reducing waste.

The demand for woods now that are being used so extensively in high grade automobile bodies, will bring a great volume of business to the Pacific coast, as this is the only territory in a position to hold the market for any length of time.



STAR Builds the Most Complete Line of Light 6's

SEATING two, seating three, four or five—whatever your car requirements in open or closed models, the Star line of light weight Sixes has the satisfactory car for you and yours.

Thousands, requiring other than one ordinary standardized model, influenced the building of the most complete low-priced line—touring, coupe, coach, sedan, landau-sedan.

BENDIX (4) BRAKES
heads the list of Star Six value points:
—new, ground-hugging lines.
—Continental Red Seal 6 cylinder motor, cradled in multiple chassis.
—90 inches of spring suspension.
—Fisk Balloon Tires.
—heavy, natural wood artillery wheels.
—Hayes, Hunt bodies.
—genuine gray Spanish leather upholstery.
—famous easy disc clutch.

Star Car
A LIGHT WEIGHT SIX AT A LIGHT WEIGHT PRICE

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for Economical Transportation

CHEVROLET

Low Prices *that make* Amazing Values

Touring or Roadster $ 510
Coach or Coupe $ 645
Four Door Sedan $ 735
Landau $ 765
½ Ton Truck (Chassis Only) $395
1 Ton Truck (Chassis Only) $550

All Prices f. o. b. Flint, Mich.

—and these prices include 3-speed transmission, semi-reversible steering, dry disc clutch, semi-elliptic springs, complete instrument panel with speedometer, Duco finish, Alemite lubrication, balloon tires (on all closed models) and scores of other quality features found only on high-priced cars of equally modern design.

HANSEN CHEVROLET CO.
Phone 446 Rose Street Roseburg, Ore.

QUALITY AT LOW COST

NASH KEEPS RIGHT ON BEING POPULAR

"The past month," says E. H. McCarty, general sales manager of the Nash Motors Company and Ajax Motors Company, "showed a gain in Nash business of [illegible] over April of a year ago. This figure includes sales of the Nash-built Ajax. Exclusive of Ajax the percentage of increase mounts up to a full 35%. When it is remembered that April of 1925 was at the time the greatest month in all Nash history, this phenomenally enlarged volume of business takes on still greater significance. "April also marked the twentieth consecutive month, with a single exception, that Nash business has shown an increase over the corresponding months of the previous year. The one month when this record was not maintained was November, when output was arbitrarily halted to bring out the "Enclosed car" motor.

"Not only has April set a new record for the Nash Motors Company but latest reports from our 51 distributing centers throughout the United States show that the past six weeks were the greatest consecutive six weeks of bona fide retail deliveries since the company was founded. It is interesting to note also that these same six weeks witnessed the largest consecutive volume of bona fide used car sales in those [illegible] cities that have ever been recorded.

"This is a healthy condition and one which reflects credit on our dealer organization. For with sales of new cars running higher and higher each month it is quite important that used car business be enlarged proportionately.

"We are very well satisfied with the way business has been going during 1926. The year is only one-third behind us and already our total shipments for these first four months, January, February, March and April, constitute 57.7% of our entire shipments during 1926. And 1925 was our biggest year.

"Comparing this same four month period with the corresponding period of a year ago reveals a tremendous gain in Nash shipments of [illegible]. In sales records, the Nash dealer body is doing business at a rate almost double that of last year."

BEAUTY AND HEALTH

Even if a woman's features are regular, her form symmetrical, she cannot be especially attractive if she is suffering from weaknesses peculiar to her sex. Many women owe their ill health to carelessness, late hours, etc., until backache calls a halt. Sometimes it is too late but in most cases Dr. Pierce's Favorite Prescription is just the [illegible] tonic and nervine required. This wonderful health-restoring medicine has been used 50 years [illegible] by Dr. Pierce. It is a powerful constructive tonic for women.

Send 10c for trial pkg. to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y.

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