



THE SPECIAL SIX 4-DOOR SEDAN \$1550 A. Y. D.

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

This 4-Door Sedan LOOKS like a far finer car than any other in its field—and IT IS—in quality, in value, and in brilliant performance.

I. R. CHAMBERS MOTOR COMPANY Oak and Rose Sts. Phone 649 Roseburg, Oregon

MOTORIST MUST HAVE PROTECTION

Automobile manufacturers point out very definitely in their instruction manual that motorists must be careful about what kind of lubricants they put into their cars. Nearly all manuals state that only high quality lubricants should be used. What kind of oil and grease goes into a car depends on how careful motorists are in specifying particular brands and grades. Why should motorists buy oils and greases by brand? In the first place a branded product has a certain standard of quality that is carefully maintained. Branded products that are extensively advertised must maintain a high quality and give continued satisfaction to justify the advertising effort. Merchandise that is not branded gives you no comeback in case it fails to perform up to standard. You should know what kind of lubricants you are using to bathe the elements of heat and friction in your car. They have a tremendous responsibility for the future of an oil film often means the permanent disabling of a motor. The Tide Water Oil Sales Corporation has created the Vedol "film of protection" to safeguard the motors of Vedol users. They have gone to great length to protect motorists against deadly heat and friction. They warn car owners, however, not to take all lubricants for granted, not to ask for Eastern or Western oil. When you say "Eastern," you pay for quality oil but when you say "Vedol," you get it—according to W. C. Pottinger, Western sales manager of the company. Our engineers are constantly striving to render a greater service to American motorists and while we offer the Vedol "film of protection," it is up to the motorists to protect themselves by asking for it by name. At our great refinery at Bayonne, New Jersey, over 3000 tests a month are made to insure Vedol quality. Every precaution is made to give the motorists the greatest protection. Our lubricants are carefully guarded from the well to the point of sale. After that it is up to the motorists themselves to specify their choice. Buy by brand and you will protect yourself. Legitimate dealers everywhere are anxious to serve your requirements in branded goods of known quality. In fact, they very much desire to have motorists come to them and ask for oil as "Eastern" or "Western," for they know that while they will give them a lubricant of quality, many unscrupulous dealers would seize

the opportunity to serve products of questionable merit. We will protect you as far as we can but it is up to you to protect yourself by buying by brand.

BUICK DELIVERS 31,631 CARS IN APRIL

E. T. Strong, General Sales Manager of the Buick Motor Company, announces actual deliveries of Buick cars to owners in April of 31,631 units. The previous monthly record for the current series was made in March, when 23,224 cars were delivered. According to Mr. Strong's statement, shipments for April were 24,989 cars. The excess of deliveries over shipments for the month was 7,542 cars. All previous delivery records have been broken in the nine months since August, 1925, when the 1926 models were introduced. One hundred and seventy-five thousand, two hundred and fifteen cars have been delivered during this period. This is an average of about 12,500 cars per month. The Buick factory has been operating at peak capacity since last August, Mr. Strong states. The usual mid-winter shutdown for inventory was postponed because of the demand for cars. A \$2,000,000 expansion program to increase capacity to 30,000 cars a month is now under way. Several new buildings are under construction and new equipment has been added. The inbound and outbound shipments of the Buick Motor Company in April totalled 10,660 carloads, and there were in addition 4,927, 200 pounds of less than carload shipments. According to George C. Conn, director of traffic, outbound carloads from Buick during April moved over 165 different railroads. This traffic, Mr. Conn said, moves at first class or higher rates and has a marked effect in sustaining the rate per ton per mile on the railroads. It is a factor which is closely watched by railroad experts and financiers. The service on the railroads as a whole, Mr. Conn said, is the best it has been for years.

REDWOOD HIGHWAY OFFICIALLY OPENED

SAN FRANCISCO, May 12—1431 travel bureaus and 1050 auto club touring bureaus will receive, for nationwide distribution, the first copies of the "Redwood Highway Empire" folder, now coming off the press, according to officials of the Redwood highway association.

This 32-page, 2-color folder was conceived and compiled by the Redwood Highway Association, and it will receive both national and international distribution, through channels controlled by the association.

An original feature, designed to lend practical value to the folder, was introduced into the publication by the manager-secretary of the redwood highway association.

In describing the eight counties making up the Redwood Empire, the usual far-fetched generalities and meaningless glittering descriptions of things that do not exist, were omitted.

Instead, the actual scenic attractions, points of interest, and other features in each county are briefly described, and the reader is specifically told how these places may be reached; routings are shown, and other useful information of definite value is given.

Supplementing this text matter, there are more actual "tours" in each county are graphically shown, in the form of "tour maps." These tours reach principal points of interest in each county. All told, there are 23 such side tours radiating into the eight counties from the main Redwood Highway, all from the main rail and stage routes.

These various attractions are portrayed by half-tone illustrations, attractively laid out, appearing in conjunction with that text matter which specifically describes them, under county designations.

Principal hotels and resorts in the empire are listed geographically by "playfields," or resort areas. Each locality is so "keyed" with the tours that the traveler may determine at once where he may stop while making a given tour.

The full-spread center map shows principal highway, rail and motor stage routes, together with incoming routes leading to the empire.

A treatise on the sporty fishing and hunting in the redwood empire, featuring 2000 miles of fishing streams, is another department of the folder. A barometer shows the redwood route to be "the coolest and most scenic route between San Francisco and Portland."

The redwood highway association claims an unprecedented demand for this folder already. The first issue is 50,000. It was said.

NOTICE Roseburg Pistol and Rifle Club meeting on Wednesday night at Mosby's Repair Shop, new location, cor. Main and Park Sts.

GOOD AFTER TWO MONTHS SALT BATH

LONG BEACH, Calif., May 12.—It takes more than a two months' salt water bath to stop the performance of a Star car "Million Dollar Motor" according to the results of a performance test staged between here and San Diego. The motor, taken from the bottom of

Firestone TIRE DEALERS Serve You Better and Save You Money

We have the tires and the tubes that are delivering thousands of extra miles— Firestone Gum-Dipped Tires Every fiber of every cord is saturated and insulated with rubber. Used by the operators of the biggest taxicab, motorbus and truck fleets. These big buyers measure mileage and demand Most Miles Per Dollar.

Firestone Steam-Welded Tubes Steam-Welding vulcanizes the splice in live steam—a special Firestone process—assuring an air-tight tube, so important to the life of your tire.

You, too, can get the extra mileage, economy and comfort now enjoyed by the big transportation leaders and by hundreds of thousands of satisfied motorists, by equipping your car with these wonderful Gum-Dipped Tires and Steam-Welded Tubes.

WE TAKE YOUR OLD TIRES IN TRADE and will give liberal allowance for unused mileage. Come and see us.

Oldfield Tires and Tubes Let us show you why Oldfield Tires and Tubes have made such a good name for themselves. Compare these tires and tubes with any others on the market.

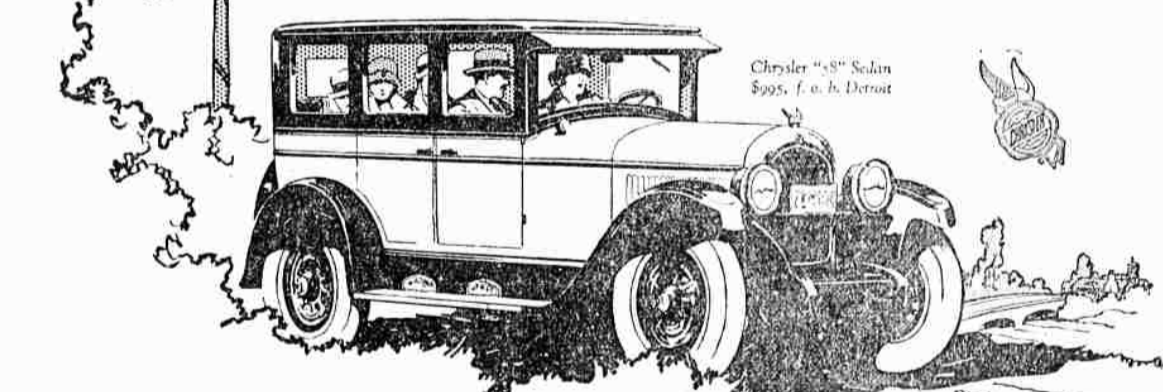
Made in the great Firestone factories by expert tire builders, and carry the standard guarantee

Table with 2 columns: HIGH PRESSURE CORDS and OVER-SIZE BALLOONS. Lists various tire sizes and prices.

UNION GARAGE 620 Winchester St. Phone 232 HOHL'S GARAGE 121 N. Stephens St. Phone 247-R CENTRAL GARAGE 131 S. Rose St. Phone 385

San Francisco bay some time ago, economy and endurance test a few days ago. At sustained speeds per gallon of gasoline. The Star of better than 25 miles an hour in car motor was one formerly used former speedway racing driver, a driving rainstorm. Miller came in a commercial delivery job by a who drove his own creation on an through the test with flying colors San Francisco merchant.

SOME CARS HAVE ONE— A FEW HAVE TWO— BUT ONLY CHRYSLER "58" GIVES ALL THESE QUALITIES



Chrysler Model Numbers Mean Miles Per Hour CHRYSLER "58"—Touring Car, \$845; Roadster Special, \$900; Club Coupe, \$895; Coach, \$935; Sedan, \$995. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.

CHRYSLER "58"—Phaeton, \$1395; Coach, \$1445; Roadster, \$1625; Sedan, \$1665; Royal Coupe, \$1725; Brighton, \$1805; Royal Sedan, \$1995; Crown Sedan, \$2095. Disc wheels optional. CHRYSLER IMPERIAL—40"—Phaeton, \$2095; Coach, \$2145; Roadster, \$2325; Sedan, \$2365; Royal Coupe, \$2425; Brighton, \$2505; Royal Sedan, \$2695; Crown Sedan, \$2795. Disc wheels optional. All prices f. o. b. Detroit, subject to current Federal excise tax.

CHRYSLER "58"

Chrysler engineers have designed the Chrysler "58" to satisfy the rigorous driving requirements of today, joined to a most unusual economy of operation. How well they have succeeded is shown by the fact that the Chrysler "58" attains and maintains a speed of 58 miles per hour, accelerates from 5 to 25 miles in 8 seconds, and achieves 25 miles to the gallon. Some cars have one of these features; a few have two—but none, regardless of price, except Chrysler "58", gives all three in combination. Before you buy your next car you owe it to yourself to learn at first hand the exact measure of excess value which Chrysler "58" at its electrifying low price, offers you. You will find us ready to extend to you every opportunity to make searching investigation and exhaustive comparisons.

H. L. CONNELLY MOTOR CO. 527 N. Jackson St. Roseburg, Oregon. Phone 350

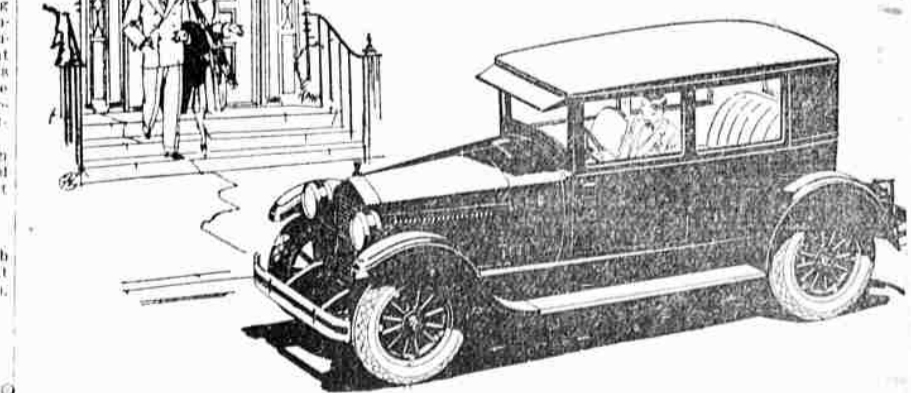
300,000 Essex Owners Know

These Time Proven Qualities Turning New Thousands of Buyers to Essex

This is a year of "Sixes". The trend is more irresistible than ever. Through the world's largest production of "Sixes" Essex now holds the greatest price advantage with the finest quality Essex ever offered. There are 300,000 Essex owners. They tell you today's Essex is the best ever built. It is easy to steer, easy riding and has the running smoothness that is exclusive to the famous Super-Six motor. It is economical, sturdy and requires little service attention.

ESSEX COACH \$909 At Your Door—Nothing Else to Pay

Price Includes 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