

Smartly Finished Fully Equipped

Dodge Brothers Special Coupe is referred to as SPECIAL because it includes every item of special equipment that could possibly accentuate the car's beauty and comfort:

Balloon tires; nicked bumpers, front and rear; nickel-trimmed radiator shell; rear view mirror; automatic windshield wiper; scuff plates; cowl lights and natural wood wheels—disc wheels optional.

Hood and body smartly finished in tartan green lacquer, with cartouche yellow stripe; upper body in black lacquer, with glossy oven-baked enamel fenders and shields.

Genuine hand-buffed Spanish leather—grayish green; and wide-vision all steel safety pillars included among many other attractive features.

Special Coupe	\$1069.00
Touring Car	\$961.50
Roadster	\$957.00
Sedan	\$1075.50

DELIVERED

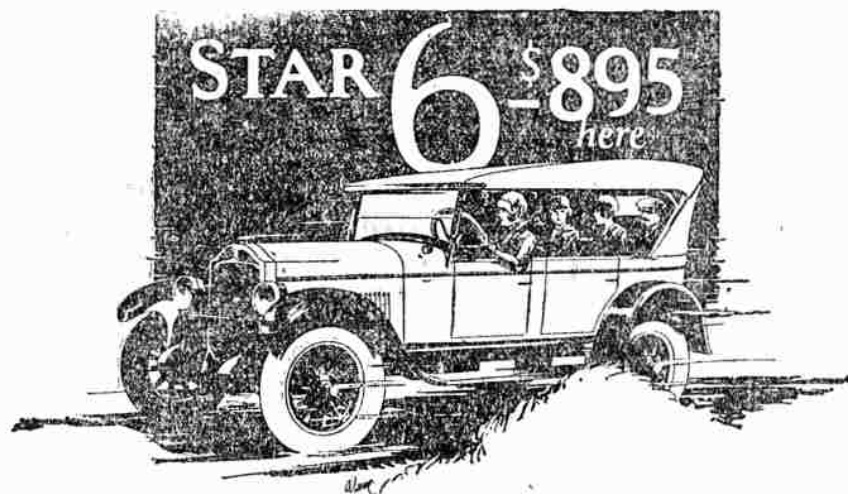
See the Dodge Steel Body On Display In Our Showroom

J. O. NEWLAND & SON
DODGE BROTHERS DEALER
Roseburg, Oregon

Phone 458

Roseburg

DODGE BROTHERS MOTOR CARS



EVERY REASON TO SCORE ITS BRILLIANT SUCCESS

STAR Six *rides* with pleasant Pullman ease—deep resilient upholstery; 90 in. of long and soft-cradling springs; generous-cushion full balloon tires; the low slung comfort chassis.

STAR Six at just
\$895 here
instantly a popular favorite.

Star Six *drives* with the challenging, confident power of its superb Red Seal 6-cylinder Continental Motor—no vibration! And easy disc traffic clutch.

Bendix Four Wheel Brakes, the type used by Packard and Locomobile and 90% of all European cars.

In addition to Star Sixes, the \$5,000,000 Coast Star Plant builds Refined Star Fours—rugged power champions.

Star Car
A LIGHT WEIGHT SIX AT A LIGHT WEIGHT PRICE

Rapp Brothers, Dealers

Corner Cass and Pine

Phone 371

Roseburg, Oregon

LOW FREIGHTS ARE AID TO MOTORISTS

In spite of the fact that over 3,000 miles separate the eastern and western coasts, it is possible to lay down merchandise manufactured on the eastern seaboard to Pacific Coast points at a remarkably low freight rate. This is due to the availability of water transportation. The Panama Canal is a very vital factor in accomplishing the low freight rates that prevail on shipments from the Atlantic coast points to Pacific coast terminals.

One of the firms able to effect great savings in the cost of their products through the advantages of water shipping facilities is the Tide Water Oil Sales Corporation, marketers of Veedol Motor Oils and Greases. These products are refined in the mammoth Tide Water Refinery at Bayonne, New Jersey and the shipping packages are lightened across the bay to New York where they are loaded on fast freighters for Pacific coast points.

It would seem that freight rates on these products would be high due to the distance between shipping point and destination but it actually costs less than a penny a quart to bring Veedol to the Pacific coast. This is less even than it cost a westerner to send a postal card to New York. E. M. Rowles, vice president and western manager recently said, "Western motorists have become so used to paying for quality not freight when they buy Veedol. Veedol is refined from selected eastern crudes by our exclusive Faulkner process that gives motorists the world over, the 'film of protection' that safeguards their cars. We are in an extremely fortunate position in having our refinery on the Atlantic seaboard. This is a tribute to the foresight of the founders of our organization. With a vision for the future, these men overcame all handicaps to build an oil pipe line from the Pennsylvania fields to the Atlantic seaboard. This ambition to build a pipe line from the producing fields to tide water is how the company received its name, The Tide Water Oil Company. Their aim was to reduce freight rates from the fields to the water shipping point and in the realization of their desire are benefiting the motorists on the western coast who use Veedol in their cars."

MOTOR CAR BODY DESIGN CHANGING

The automobile industry is rapidly discarding the last vestige of its "horse and carriage" inheritance.

The modern trend is discussed by J. H. Edwards, writing in the Automobile Digest, who said that automobile designers all over the world are dissatisfied with composite wood construction and are following new paths.

"Designers," he said, "are dissatisfied with the old combination of wood and metal bodies. In their quest for a suitable one, they have taken opposite paths, one (the European group of designers) to a body of wood with a cloth covering that is flexible in every part, and the other (the American designers) to a steel body designed to remain inflexible. Which will become the final type, time will tell, but the less freakish, all-metal body would seem to have the superior hand-caps."

Of the steel body, he said: "Due to the greater strength of

steel, much less of this material need be used. Moreover, steel is a more tractable material than wood, and it can be formed into sections that provide even greater strength for the amount of material used than is apparent from the relative strengths of steel and wood. A pillar or beam can be constructed of steel that will not only be stronger than a similar one of wood, but also lighter.

"These bodies may be built with steel framing that are both stronger and lighter than similar bodies built upon a foundation of wood. This feature not only makes possible a lighter and stronger body, but also shows many of the body parts to be made smaller, providing more room inside the body with the same outside dimensions.

"The pillars between the doors in closed bodies, and between the doors and the windshield, may also be made smaller, allowing clearer vision. More than one accident has occurred because a portion of the road was concealed from the driver by a wide strip of body between the front door and the windshield.

"It is in the frame joints, however, that the biggest advantage in the all-metal frame is to be had. With metal these joints may be riveted together, making the several parts as firm as if they were actually of one piece. There are no screws to loosen under repeated strains and twists or from swelling and shrinkage of the wood under reasonable changes.

"From the standpoint of safety, the steel body leaves little to be desired. The principal reason for the modern all-steel railroad coach is in the safety to passengers it affords in case of a wreck. There is no reason why the all-steel automobile body should not furnish a proportionate amount of safety in case of an automobile accident, particularly cases involving a turnover of a closed body job. A modern all-steel body has sufficient strength to support its chassis in practically any type of turnover, excepting, of course, a drop down over the side of a precipice, and even in such a case it should furnish more protection than a body whose principal framing is of wood."

Dodge Bros., Inc., for example, who use only the all-steel body, are enjoying the greatest volume of business in their history. They were first to break entirely away from the time-worn wood or composite bodies and enter the field of thoroughly modernized construction—the all-steel construction.

BUICK COMPANY IN MIDST OF BEST YEAR

The Buick Motor company is in the midst of the most active selling season it has ever enjoyed, according to the announcement of the sales department.

In the ten months since the current series was introduced last August, 295,182 Buicks have been delivered to owners. In the first ten months after their introduction, 144,776 models were sold, setting a record. The 1926 record, however, is higher by 6,406 cars, or 4.17 per cent.

The sale of 295,182 Buicks of the latest model in ten months exceeds by many thousand the sale of any previous model in an entire twelve month period, according to the announcement.

The demand for Buicks continues at the high level reached in April, when 31,632 cars were delivered to owners. In May, 29,966 deliveries were made.

Deliveries for the five months since the first of the year total 119,826 cars. This exceeds the record for the same period in 1925, when 78,612 cars were delivered up to the first of June. The gain in 1926 over 1925 is 31,414 cars, or

ESSEX "6" COACH

300,000
Owners Know
Its Time-Proved
Quality



Its Famous Patented Advantages Give Exclusive Performance, Reliability, Long Life and Riding Ease

More than 300,000 owners have bought Essex for its Super-Six advantages in Performance, Riding Ease and Economy, with pride of ownership in a fine and beautiful car.

And thousands of new buyers who know the facts are turning to Essex for these proved and satisfying qualities, which no other car at its price ever approached.

Remember, Essex is an exclusive and totally different type. No other car can share its advantages.

Its smooth, distinctive performance is combined with the riding ease of costly cars. Steering is easy. Economy is outstanding in fuel, tires and oil, but most important are the savings of trouble-free operation for thousands of miles at little or no cost for service.

It is the best Essex ever built, and because of its production and the constant development of economical and precision methods of manufacture, it is priced lower than ever before.

\$909

At Your Door—Nothing Else to Pay

All prices include freight, tax and the following equipment:

Front and Rear Bumpers; Automatic Windshield Cleaner; Rear 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

1270

about 40 per cent.

E. T. Strong, general sales manager, states that every shipment and delivery record of his company has been broken time after time

since the 1926 models were placed on the market last August. Delivery for the last few months have been running ahead of production from seven to ten thousand cars.

BARNES BARBER SHOP

Marcelling; all beauty work. Marinello operator. Phone 1693



THE LIGHT SIX
4-DOOR SEDAN \$1165.00

Full force-feed lubrication, 7-bearing crankshaft; 6-bearing camshaft—plus 4-wheel brakes, full balloon tires and 5 disc wheels—included at no extra cost.

After you've looked this Nash Light Six 4-Door Sedan over carefully, then try out its PERFORMANCE, and you'll find it a REVELATION of sparkling pick-up, ultra smooth power, and buoyant travel-ease.

L.R. CHAMBERS MOTOR COMPANY

Oak and Rose Sts. Phone 649 Roseburg, Oregon

Cut This Out!

Now is the best time to buy Tires. Cut this advertisement out and keep it until you are ready to buy your tires. Compare prices with any other make. All prices guaranteed until July first.

30x3½ Standard Cord, \$7.50

Savage Tires Are Built to Excel

30x3½ Heavy Duty Cord	\$8.75
30x3½ Extra Oversize Cord	\$9.75
31x4 S. S. Oversize Cord	\$15.65
32x4 S. S. Oversize Cord	\$16.50
33x4 S. S. Oversize Cord	\$17.45
34x4 S. S. Oversize Cord	\$17.95
33x5 S. S. Truck Type Cord	\$39.50

29x4.40 Full Oversize Balloon Cord \$12.65

All Tires fully guaranteed. High quality, low prices. Most economical tires on the market.

Tires of all sizes guaranteed for two years. We also carry the famous Aristocrat line for commercial use.

UNION GARAGE

Everything for the Ford

Phone 232

Roseburg, Oregon