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AUTOMOBILE NEWS

CHALAPIN JOINS SHAW IN EARLY MORNING WALKS

LONDON, June 29.—Chalpin, who dislikes to go to bed, was quick to become one of the regular early morning walkers along the Thames embankment.

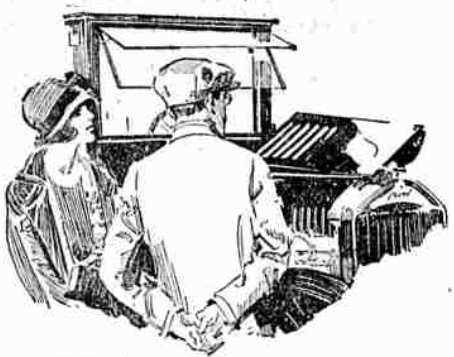
The first night of his appearance at Covent Garden here, Chalpin walked many miles, while most of London slept. He reached his hotel just in time to have a peep at the morning newspapers' comment on his first operatic performance.

Another famous early morning walker is George Shaw, who knows every inch of the embankment from Black Friars to Westminster. It is his favorite promenade after midnight. One morning, when each wanted to be alone, the singer and the writer met. The conversation lasted but a few minutes, and when they parted Chalpin went one way and Shaw hurried off in the opposite direction.

Keep your eye on Sutherland. Something is going to happen.

Studebaker builds no yearly models.

Hats off! To the News Review classified ads. They got results.



Why women who drive FORDS

—should ask for
Veedol Forzol by name

TOO many women are getting too little comfort and pleasure from their Fords. Somehow or other they just don't get the easy driving and perfect control which the Ford will give.

The answer to the whole problem lies in oil. Not just any oil, but the special kind of oil that keeps Fords really fit—Veedol Forzol.

Veedol Forzol is not simply a different grade of oil. It is a different kind of oil designed solely for use in the Ford. It ends Ford chatter. It gives you the smooth control and ease of driving that you should always get from your Ford. It gives you 8 Definite Economies in operation which include 10 to 25% gasoline and oil saving.

At the great Tide Water plant at Bayonne, N. J., Veedol Forzol is refined from the pick of Eastern crude oils. It is shipped by boat to the Pacific Coast. This safeguards Veedol Forzol's high quality and keeps it always uniform.

Today drive up to the next orange and black Veedol Forzol sign. The dealer will give efficient, courteous service. He'll gladly drain out the old oil and fill the crankcase with one gallon of Veedol Forzol. Ask for Veedol Forzol by name.

TIDE WATER OIL SALES CORPORATION. Branches or warehouses in all principal cities. SAN FRANCISCO, 414 Brennan St. LOS ANGELES, 4842 Long Beach Ave. PORTLAND, 12th & Glisan Sts. OAKLAND, 5701 Green St. SEATTLE, 6th and Atlantic Sts.

35¢
A QUART

It costs less than 1 cent a quart to ship Veedol Forzol to the Pacific Coast. When you buy Veedol Forzol you pay for quality—not freight. Other makes of cars should use other Veedol oils. The Veedol Motor Protection Guide specifies the correct Veedol oil for your car. Ask your dealer.

VEEDOL FORZOL

The Eastern Economy Oil for Fords

If you drive Ford trucks we can save you money

WE have the real economy oil for Fords—Veedol Forzol. It gives eight definite money saving advantages including a 10 to 25% saving in gas and oil. It also stops chatter. Veedol Forzol is made exclusively for Fords. Let us drain your crankcase and refill with one gallon of Veedol Forzol. You'll save money if you do it—why not today?

C. A. Lockwood Motor Co.
Wholesale and Retail Veedol Dealer
Roseburg, Oregon

PUBLICITY STUNT FOR CHEVROLETS

DETROIT — One of the most important advertising conventions ever held in Detroit took place last week in the general office of the Chevrolet Motor Company in the General Motors building.

Chevrolet dealers from all sections of the United States were called in for a two-day session, during which all phases of the great 1926 Chevrolet advertising program were covered.

J. E. Giam, Jr., advertising manager, presided at the meetings, but was assisted throughout the sessions by members of the advertising staff and several of the visiting dealers.

During the convention there were well-prepared talks on advertising art, preparation of copy, direct mail methods, outdoor advertising and the use of motion pictures in advertising work.

The great dealer co-operative advertising campaign, being run at this time in addition to the regular national schedule, received a great deal of attention during the Detroit conference and the dealers learned that through this co-operative campaign Chevrolet advertising is now appearing in more than 4000 American newspapers. The message of "economical transportation" is carried regularly to the millions of readers of those newspapers, scattered throughout every city, town, village and hamlet in the nation.

Since the co-operative advertising plan was adopted by the Chevrolet Motor Company, every dealer has become a consistent newspaper advertiser. Chevrolet officials say that outside of the product itself, no other element has done so much to increase Chevrolet sales as this gigantic co-operative newspaper advertising campaign.

The vast circulation of these 4000 papers, overlapping and interlacing as they do, tied in with the copy being used in the national periodicals, gives Chevrolet the most complete coverage ever secured for any automotive product. The uniformity of the Chevrolet advertising has blanketed the nation with the story of the "Improved Chevrolet" and indications point to another record breaking year.

Chevrolet had its greatest year in 1925, sales passing the 2,000,000 mark and reaching beyond the half million figure for the twelve months, but retail sales during January, February, March and April of this year showed a gain of more than 80 per cent over the same period of 1925. This is the greatest sales gain recorded by any motor car manufacturer this year and promises that Chevrolet sales will shatter all previous records throughout the year.

VEHICLE DEFIES RUGGED ROADS OF ANDES MOUNTAINS

Motoring over the rough, narrow roads of the Andes Mountains in Peru is a severe test for driver and vehicle, but the use of cars is steadily gaining.

In this country, little known to the average person, improved roads are almost entirely absent. In their stead there are mostly rocky, narrow trails which wind sharply around the mountains with treacherous declivities yawning on all sides.

It was of this section that Francis J. Day, of the Peruvian Autos Ltd., Lima, dealer in Dodge Brothers vehicles, who recently visited Detroit, told of some of the hazards with which drivers have to contend.

Mr. Day told of one road which rises to an altitude of 14,000 feet above sea level and then drops to 1,000 feet in the course of 80 miles. Over this road, he said, 95 per cent of the vehicles used are Dodge Brothers Motor Cars and Graham Brothers trucks.

One asks how the Peruvians control travel over these narrow trails, when traffic might wish to go in both directions at the same time. They have devised a quaint system of rules to prevent collisions. Traffic originating in the upper reaches of the Andes, at Lima, is permitted to move down only on Tuesday, Thursday and Saturday and each week. Traffic from the lower reaches is allowed to move upward only on Monday, Wednesday and Friday.

As an example of this road, or trail building, Mr. Day said, "at the head waters of the Amazon River, high in the Andes,

range, the Government has begun the cutting of trails from the old town of Iquitos, formerly famed as one of the big plantation rubber centers of the country. At this point where the road engineers and natives are at work there is but one motor vehicle in use in the entire section and that is a Graham Brothers truck."

A limitation of all weight that may cross the suspension bridges, the only type used, is placed on all vehicles.

Peru is rapidly showing the effects of increased capital from the United States. The North Americans are exhibiting more energy than the Europeans who formerly occupied dominant financial control of Peru and other South American countries. United States products are supplanting British made goods in a large measure," said Mr. Day.

"United States capital controls the largest vanadium mines in the world which are located high in the Andes range of Peru. This valuable ore enters widely into the manufacture of high grade steel of which Dodge Brothers, Inc., is a large consumer. The vanadium is mined 20,000 feet above sea level. It is brought out of the shafts in small bags, which are placed on the backs of Indians which tread slowly down the narrow mountain trails to a lake, where the bags are placed on a barge and ferried across to the opposite shore. The bags then are loaded on freight cars of a fine standard gauge railroad which carries it down to the water at Callao, from whence it is shipped aboard vessels northward to United States ports.

Peru has a wide variety of climate. In the tropical sections the finest long staple cotton in the world is produced. This cotton is exported to the United States for the manufacture of fibre cord automobile tires. Other agricultural products include coffee and sugar cane. Mining is the principal industry of the country, gold, silver and copper being produced in large quantities."

Do you know that Sutherland has a chance to become the largest city in Southern Oregon?

NASH CAR BODIES ARE DISTINCTIVE

No automobile body manufacturer in America has a more inspiring history than the Seaman Body Corporation of Milwaukee, exclusive builders of Nash enclosed bodies and owned in half by The Nash Motors Company. Back beyond the memory of the present generation—over 75 years ago—the house of Seaman was founded. A photograph of an ox-drawn cart bearing the inscription, A. D. Seaman & Co., taken in 1871 and recently unearthed by Mrs. Charles Behrens of Milwaukee, is a picturesque testimonial to the years of service that have been experienced by the Seaman organization. Mrs. Behrens, whose husband was the driver of the ox-cart, explains that during the year 1871 a severe epidemic of influenza among horses made it necessary to replace those animals by oxen which were still, however, in fairly general use.

The photograph, taken on East Water street, Milwaukee, near the city hall, shows a background of buildings long since replaced by modern sky-scrapers. But even at that time the house of Seaman was 23 years old.

Back in the days prior to the Civil war, A. D. Seaman, grandfather of the present head of the business, engaged in the building of fine furniture. In later years the automobile industry grew to major importance and the demand arose for automobile bodies that would worthily represent the wood-working art. Seaman turned his specialized ability to this field.

Today the immense Seaman shops are entirely utilized by Nash enclosed body production and are indicating the growth of this organization, founded back in the days of the prairie schooner and the ox-cart; the Seaman Body Corporation in 1922 produced 9,125 enclosed bodies for Nash Motors. In 1923 the production was 19,288, in 1924 the figure was 27,040. In 1925 it was 78,599, while in the first six months of 1926, Seaman built 71,060 Nash enclosed bodies.

Each process in the production of Seaman bodies is carried forward with indefinite care and scientific accuracy, for quality has been a basic principle with Seaman since the day the company was founded in 1848.

622 is the phone No. of the Hotel Rosebush and heavy parking. Sharpen 50c, macel \$1. Phone for appointment.

Do you know there are millions of feet of the finest timber in the state in sight of Sutherland?

WORKERS BUYING CHRYSLER STOCK

An employee's preferred stock purchase plan, available to all employees of the corporation and its subsidiaries, is announced by the Chrysler Corporation. Approximately 15,000 individuals are eligible to subscribe to the stock, in amounts up to 50 shares, which receive cumulative annual dividends of \$8 a share, payable quarterly.

Under the plan each employee may obtain as many shares, offered at \$100 each, as his wages or salary from the organization permit, by the payment of \$8.12 per share over a three-year period. All dividends during that time are credited with a retention bonus of \$1 per share each year. Against this nine per cent per year of the full purchase price each employee receives, he pays only four per cent on the unpaid balance. Subscriptions for additional stock may be made at the end of the three-year period.

Walter P. Chrysler, president and chairman of the board, in his letter outlining the plan to employees, said: "The stock is offered at \$100 a share, and while the market price will fluctuate more or less with the trend of the stock market as a whole, it is probable that it will gradually increase, as the stock is redeemable at the corporation's option at \$115 per share and accrued dividends. There is also a provision that when any dividend on the common stock is declared, a sum equal to not less than 10 per cent of such dividend shall be paid into the sinking fund for the redemption of the preferred."

It is pointed out by Mr. Chrysler that the company is making the offering, which is similar to the plan of such other large organizations as the United States Steel Corporation, American Telephone & Telegraph Co., General Electric Co., and International Harvester Co., to permit its employees to become partners in its business and share in its profits.

Provisions covering death—including designation of beneficiary, disability, temporary unemployment and resignation from the company's service, are included.

OVER 5000 COAST MEN SELL VEEDOL

The element of service has become such a vital factor in the present day business structure that progressive organizations have no stones unturned to provide it for their customers. Unfortunately, however, the word has often been misused. Webster says that service is assistance, or kindness, to another. In this sense the word service has become a very definite part of the Tide Water Oil Sales Corporation and its relations to its customers and their customers.

It is one thing to secure lubricants that will satisfactorily lubricate the vital parts of an automobile. It is another thing to be able to secure those lubricants, regardless of what section of the country you may be in. In the local office of the Tide Water Sales Corporation, a map hangs on the wall that shows Veedol distribution over the civilized world. On the Pacific coast over 5,000 independent dealers sell these quality lubricants. As a matter of fact, the entire United States is a network of Veedol distribution and motorists travelling across the continent by any route will be agreeably surprised to find the frequency of dealers displaying the well known orange and black Veedol sign. This ability to get Veedol wherever you drive is a real asset to motorists for no one feels secure with a mixture of lubricants in the crankcase of the car.

The company is very careful to see that only legitimate dealers display the emblem of the "film of protection" and whenever it is found that a dealer does not carry the line, the signs are immediately removed. W. C. Pettigrell, western sales manager said, "We feel a deep sense of responsibility to the thousands of Veedol users and we want them to be able to secure their requirements regardless of what section of the country they may be in. To protect them against unscrupulous dealers we hold out in all our advertising to stop where you see the orange and black Veedol sign. Then we make certain that no dealer displays this emblem who is not qualified to do so. Motorists would be amazed at the steps taken to protect them and would, if they knew all of the

facts, always specify their oil and grease requirements by brand and grade. Our dealers follow the recommendations shown on the Veedol motor protection guide and are always glad to point the proper grades to motorists."

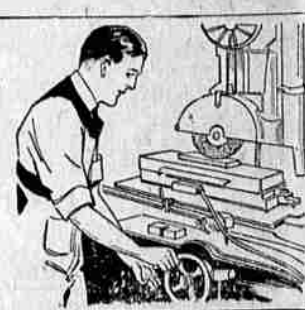
OVERLAND CLOSED CARS ARE POPULAR

The ancient idea that sales of closed cars are reasonable, swelling during the winter months and falling off again in the spring is noticeably altered by production figures of the Overland Six Standard Sedan recently released by officials of the Willys-Overland company at Toledo.

On June first, the last month in the six months' period, orders filled at the factory for the Standard Sedan model alone amounted to 4,325 with all indications promising a much greater demand before the 30 days are up. In December of 1925, unfilled orders at the first of the month were 1200. This produces an interesting comparison in the demand for a sedan in summer months.

This year's production figures and orders for the Model 93 are slightly more than four times what they were in same periods of 1925. Production has rapidly been advanced in the main factory and also in the branch plants until officials feel that the company can cope comfortably with the demand.

Reports from the field indicate that the Overland Six Standard Sedan is meeting with unusual popularity among summer motorists. This is answered, it is said, by the speed, economy, comfort and smartness factors which grace this model. Demand for this model is equally distributed throughout the country.



Complete Overhauling
We can give your car a complete overhauling in our own shop.

All work guaranteed.

L.R. CHAMBERS
Motor Co.
Oak and Rose Streets

SPECIALS

WHILE THEY LAST

30x3 1/2 Tire and Tube \$10.00
30x3 1/2 Heavy Duty Oversize and Tube \$13.00
32x4 \$16.75
Luggage Carriers \$2.00

Roseburg Tire Shop

M. F. Middelburg

115 N. Jackson

A Good Name

.. priceless ~ and therefore
jealously upheld

It is well known that the name DODGE BROTHERS is even more valuable than the vast works in which their product is built.

DODGE BROTHERS have kept the faith, and implicit public confidence has been their reward.

Year after year the car has continued to mature into a better and better product.

Beauty has been added to dependability, comfort and silence to beauty. Endless refinements have been made, and the quality of every detail either maintained or improved.

The result is a name that is altogether worthy of the remarkable public trust it inspires, and too priceless ever to jeopardize.

Touring Car	\$961.50
Roadster	\$957.00
Coupe	\$1013.50
Sedan	\$1075.50

DELIVERED

See the Dodge Steel Body or Display in our Showroom

J. O. Newland & Son

Dodge Brothers Motor Vehicles and Graham Brothers Trucks.

Phone 458

Roseburg

DODGE BROTHERS MOTOR CARS