

AUTOMOBILE NEWS

POLICE ENDORSE "ALL STEEL CARS"

Approval of all steel automobile body construction was expressed by all but 84 out of approximately 500 police chiefs interviewed on the subject of Highway Accidents and their Prevention, according to a statement in a recent issue of the Literary Digest.

These police chiefs from all parts of the country were interviewed in the making of a survey which was submitted to the Second National Conference on Street and Highway Safety, held recently in Washington under the supervision of Secretary of Commerce Hoover.

As quoted in the Digest, Harold D. Buttenheim, editor of The American City Magazine, in submitting the results of the survey to the conference, said:

"The last question dealt specifically with lowering the fatalities by constructing closed car bodies of steel on the same safety principle as the all steel railway coach. All but eighty-six answered this affirmatively. A number of the chiefs were decidedly emphatic in their answers, relating experiences of theirs which indicated conclusively that in the wrecks involving all steel bodies they had found the strength of steel had

saved the lives of passengers. "One California chief pointed out that not only did the all steel body protect passengers in head-on wrecks, but that the reduction in the size of the pillars supporting the top gives the driver a better view of the road and permits greater opportunity to avoid accident than the bulky wood posts often used in closed car construction."

"This is a sincere tribute to Dodge Brothers, the first automobile manufacturers to recognize the strength and safety of the all steel body," said J. O. Newland & Son, local dealers, in commenting on this article. "The all-steel body is destined within a few years, I believe, to replace the wood framed automobile body just as certainly as the all-steel railway coach and the all-steel steamship have replaced those made of wood."

EFFORTS BEING MADE TO LOCATE HEIR TO ESTATE IN ENGLAND.

A letter has been received by the News-Review from a firm of New York attorneys asking for information concerning Charles Robbins, who was born in Farnham, Surrey, England, in 1886, son of George and Mary Ann Robbins. He was last heard of in Oregon about 1916, although his address at that time was not known. In 1925 he became entitled to an estate worth about \$7,000, and if it is not claimed within four more years, it will go to others.

ESSEX ON TRIP TO THE MIDDLE WEST

Writing from Garden City, Kansas, H. M. Pierson, of Roseburg, who left here a few days ago in an Essex coach for Oklahoma, states that he is having a delightful trip, having traveled 1999 miles up to the time of writing to the Catching Motor Co., of this city. Enthusiastically alluding to the Essex car, Mr. Pierson stated that the record of gasoline purchased showed that the car had made an average of 24 1-3 miles to the gallon, and that but one quart of oil had been used. The Essex had just putred along over those 1999 miles of mountain and plateau roads without a mishap of any kind—not even a flat tire—and Mr. Pierson was sure that no other car could have done any better. From Kansas Mr. and Mrs. Pierson will go to Oklahoma for an extended visit before returning to Roseburg.

A lot in Sutherlin now will mean money in the bank later on.

BOOKLET SHOWS COAST BEAUTIES

A concrete evidence of the practicality of the movement to give joint publicity to the attractions of the entire Pacific Coast, including California, Oregon, Washington and British Columbia, is given in the 96-page beautifully illustrated booklet just issued by the Pacific Highway Association of California. This is the most attractive bit of tourist literature for the Pacific Coast, it necessarily comprehends general features unique in that part of publicity. It is devoted to the attractions along the route of the Pacific highway, from San Diego to Vancouver and Victoria, B. C., but as that in the great artery of north and south motoring, the very backbone of travel by automobile up and down the Pacific Coast, it necessarily comprehends most of the great attractions of this region.

world's longest paved motor route. It has along its great length every variety of scenery the Pacific Coast offers, among them a number of natural wonders unique in all the world. For over 1700 miles it is a continuous panorama of beauty and surprise, witnessed in the greatest of comfort of climate and good road, with all the accessories of safe and delightful touring, such as fine hotels, well equipped auto camps, garages and service stations. It passes through the ten great cities of San Diego, Los Angeles, San Francisco, Oakland, Sacramento, Portland, Tacoma, Seattle, Vancouver and Victoria.

There are hundreds of miles of ocean shore drive, with innumerable bathing beaches, beautiful mountain passes and valleys, vast areas of gardens and orchards, groves of California's great redwood trees, the only active volcano in America, a dozen high peaks of perpetual snow, marvelous Crater Lake, the wonderful Oregon Caves, the famous scenery and waterfalls of the Columbia river, two national parks and two national monuments, the entrance-ments of Puget Sound, "the summer playground of the Pacific Coast," the charm of Hurrard inlet, the Gulf of Georgia and Vancouver Island, with lakes and streams innumerable, all abounding in trout.

All this is revealed by over a hundred fine halftone pictures and interesting descriptive text, with road maps of the entire route. A feature that will be appreciated by all tourists is a glossary of names from end to end of the route, telling how to pronounce them and what they mean. Another feature the tourist will appreciate is the luncheon dates of the Rotary, Kiwanis, Lions, and Exchange clubs and of chambers of commerce forums. The cover is a beautiful design in four colors suggestive of the scenery of the highway.

This help to tourists is being distributed at all chambers of commerce, automobile club offices and information bureaus free.

We delivered 33 new Chevrolets in the last 23 weeks and have some real good buys in cheap Fords and Chevys taken in trade. Several Fords with starter for \$50 each. \$25 cash, balance monthly. Hansen Chevrolet Co.

Two jumps ahead of the other fellow is the man who reads the classified ads for short-cuts to economy.

MOTOR VEHICLE FUEL SALES GAIN

Keeping step with the progress and expansion of the automobile industry, motor vehicle fuel sales in Oregon continue to show a steady gain as compared to previous years, according to tabulations just completed by Sam A. Kozor, Secretary of state, receipts from the tax on sales of gasoline and distillate show a commensurate advance.

During the month of May, 1926, there were sold 9,716,213.6 gallons of gasoline and 274,159.2 gallons of distillate by "dealers" in Oregon. Total taxes on these sales under the laws of 1925 and 1921 aggregated \$298,343.17. For the corresponding month of 1925 sales of gasoline were 8,615,049.98 gallons and distillate 229,729.67 gallons, with taxes amounting to \$274,099.45. The gain in revenue from this source in May of this year over the same month in 1925 was, therefore, \$27,183.69.

Should the sales of gasoline in Oregon continue at the same rate during the balance of the year 1926 as they have to May 31, as shown by the monthly reports of the motor vehicle fuel dealers to the Secretary of State, the tax on this commodity for the year will approximate \$2,975,000, or as compared with a tax on the sales in this community in the state during the year 1925 of \$1,127,000.00. An approximate increase over last year of nearly \$1,850,000.00. To May 31 of the year 1925 there were slightly more than 21,286,000 gallons of gasoline sold, while for the corresponding five months of 1926 the sales aggregated more than 29,240,000 gallons, or an increase of over 18 per cent in sales volume. This advance is slightly in excess of the average increase in such sales during the past five year period. During this latter period the sales of 1925 were 18.86 per cent more than in 1924. In 1924 they were 18.24 percent greater than in 1923. For the year 1922 they were 21.2 per cent more than in 1921. In 1922 they were 31.2 per cent in excess of 1921 sales and for 1921 sales were 12.4 per cent above those of 1920. From this it appears that the average annual increase was 1.8 per cent over the preceding year during the entire period.

The following tabulation gives the complete record of the sales of motor vehicle fuels in Oregon from the years 1921 to 1925, for each year through 1925, for the first six months of 1926 and also the total taxes imposed and the grand total.

We delivered 23 new Chevrolets in the last 23 weeks and have some real good buys in cheap Fords and Chevys taken in trade. Several Fords with starter for \$50 each. \$25 cash, balance monthly. Hansen Chevrolet Co.

MANY WOMEN BUY OVERLAND SIXES

That the modern woman is responsible for the development and refinement of the present day automobile was revealed recently when the retail sales force of the Willys-Overland company, Toledo, conducted an investigation into the buying trend.

It was found that the woman of today plays as important a role in the selecting of the family car as does the husband. Her taste is keener and her natural leaning toward smartness and economy has done much in the automotive progress.

Hundreds of women, according to the sales records of the Willys-Overland company, are purchasing Overland Six models because of the modern air and distinctiveness

which is incorporated in these models.

The day of the big lumbering motor car is past and women demand the smart, fast, easy to handle car. Overland was one of the first companies in the automobile world to realize this change in the buying trend. As a result the Overland Six was introduced on the market.

Only a few years ago the average woman was completely satisfied with the slow awkward electric car which attained an astonishing speed of 15 miles an hour. Not so today. Speed is an essential, beauty a necessity and economy an important feature.

The Overland Six is especially designed to travel between 40 and 55 miles an hour in perfect comfort. Its low swung motor and sweeping lines add to the power and beauty making it an ideal car for the exacting woman.

622 is the phone No. of the Hotel Rose Barber and beauty parlor. Shampoo 50c, marcel \$1. Phone for appointment.

"Let's Go Camping"
Prepared for the Auto Camper by the Western Auto Supply Co. No. 3—Restful Nights

One of the best things about outdoors is the amount of honest-to-goodness sleeping you can cram into a ten-hour night. But, even the open won't put a tired man to sleep unless he has a comfortable bed to lie on.

The old idea of sleeping on the ground was all right when there was no better way out now, when you can get a crackerjack little folding bed that takes almost no space at all in the car, there's no reason why you shouldn't sleep like a log.

You may have a camp bed, as wide and nicely sprung as your bed at home, if you choose, or a simpler cot, that is quite comfortable, or you may sleep on the ground in genuine luxury providing you have a good mattress. The best camp mattress is of a pneumatic type, to be inflated with a tire pump, preferably (although a good set of lugs will do in a pinch.) Next best is a mattress of kapak, or silk floss, which does not absorb moisture as cotton will do when placed on the ground.

In addition, a good supply of heavy, soft wool blankets, for it's quite likely to be agreeably cool at night, no matter what season of the year you go camping. All this sounds like a lot of equipment, but it will roll up into surprisingly small space, and how welcome it will be when you come, deliciously tired, to the end of a perfect day.

THE ELITE
Barber Shop and Beauty Shop
Roseburg's Largest and Best Equipped Shop
Phone for appointments with
MISS VELMA GOFF MISS ELDRESS JUDD
Phone 265 130 Cass St.

ESSEX
Reduces Price
Greatest of All Essex Values

Combined with the supreme advantage of the Super-Six principle, the largest production of 6-cylinder cars in the world makes this quality, price and value exclusive to Essex.

Its greatest sales influence is what 350,000 owners say for it. The conviction of a value priced far below any rival is turning new thousands of buyers to this finest Essex ever built.

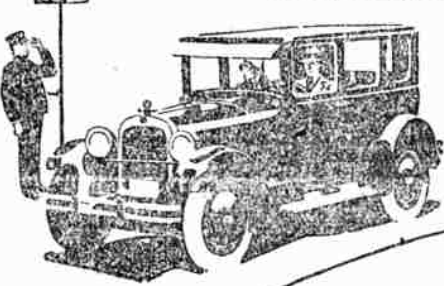
The COACH A "SIX" \$735
F. O. B. Detroit, plus Government Tax

Standard equipment includes: Front and Rear Bumpers, Automatic Windshield Wiper, Rear View Mirror, Transmission Lock, Fuel Oil, Fuelator Shutoff, Motor, Combination Stop and Tail Light.

ROY CATCHING MOTOR COMPANY
125 N. Rose St. Phone 438 Roseburg, Oregon

Good Through and Through

Details tell impressive story of quality standards strictly maintained



Unprecedented sales prove how well the public knows that Dodge Brothers Motor Car is sturdier and more dependable than ever before.

Delivers more miles at lower cost-per-mile. Stands up under harder going. Calls for fewer repairs. Provides greater safety. Excels in every quality that has earned its good name.

In fact, you have only to check any chassis part against its own past best—engine, axles, gears, bearings, frame, springs, shafts, electrical equipment—to prove how strictly and consistently Dodge Brothers have preserved and improved the basic goodness of their product.

Touring Car	\$966.50
Roadster	\$962.00
Coupe	\$1018.50
Sedan	\$1080.50

J. O. Newland & Son

Dodge Brothers Motor Vehicles and Graham Brothers Trucks.

Phone 428

Roseburg

DODGE BROTHERS MOTOR CARS