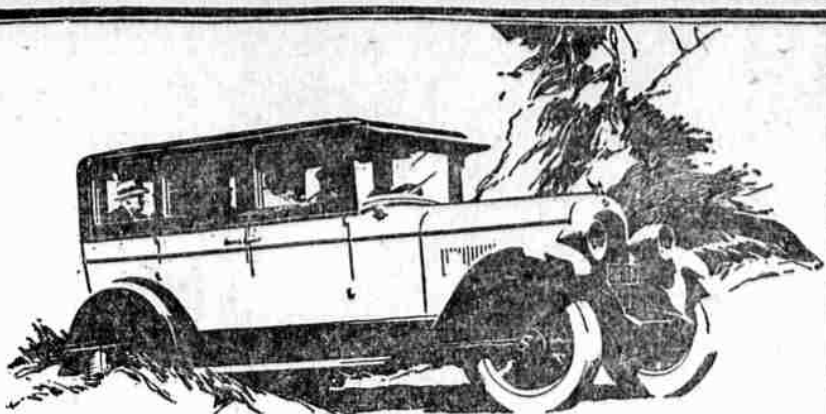




The New Lighter Six, Chrysler "60"

At Last Affording Chrysler Supreme Quality in The Field of The Lower-Priced Six

In the new lighter six, Chrysler "60" you have, unit for unit, the same standardized quality comprehended in all Chryslers—in features, in materials, in craftsmanship, in rigid inspection and test, in characteristics of dependability and long life.

Sixty miles, and more, per hour; unprecedented get-away; gas economy of 22 miles and more per gallon; the striking beauty of Chrysler dynamic symmetry; astonishing riding ease and roadability; the safety of Chrysler four-wheel hydraulic brakes; oil-filter and air-cleaner; full pressure lubrication; seven-bearing crankshaft; impulse neutralizer; road levelizers front and rear; roomy, luxurious bodies.

Never before has the motoring public been offered such supreme quality and value—in the field of the lower-priced Six—as is combined in the new lighter six, Chrysler "60".

See the new lighter six, Chrysler "60". Drive it, convince yourself that nowhere will you find a Six in the lower price field that can begin to compare with this newest Chrysler achievement.

CHRYSLER "60"—Touring Car, \$1075; Roadster, \$1145; Club Coupe, \$1165; Coach, \$1195; Sedan, \$1295.
All prices f. o. b. Detroit, subject to current Federal excise tax.
Ask about Chrysler's attractive time payment plan. More than 4700 Chrysler dealers assure superior Chrysler service everywhere.
Chrysler Model Numbers Mean Miles per Hour



(57)

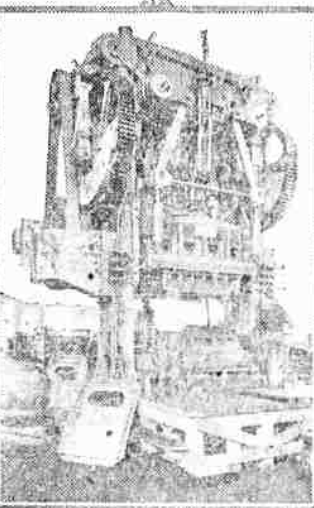
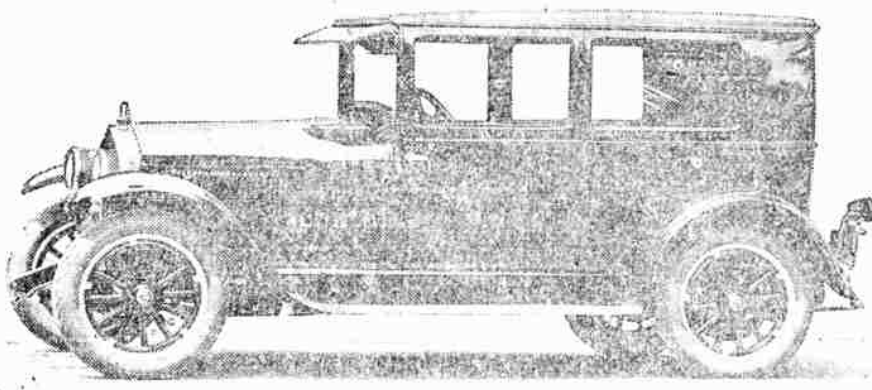
CHRYSLER "60"

H. L. CONNELLY MOTOR CO.

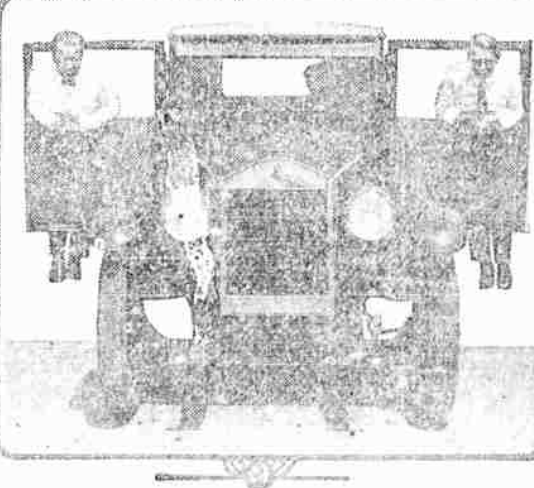
527 N. Jackson St. Roseburg, Oregon Phone 350

Car Constructed Like a Steel Building

ESSEX ANNOUNCES COACH BUILT IN WORLD'S LARGEST SINGLE BODY PLANT



Above—The new Essex all-steel coach, described as "strong as a steel building." At the left, lower, is shown a 400-ton press which stamps out entire doors with a single operation. At the right two men are proving sturdiness of car by riding on outstretched doors.



Detroit. Any story of the new Essex all-steel coach is fundamentally the story of the \$10,000,000 body factory which produces the car. What the Hudson Motor Car Co. has done in the manufacture of Essex bodies is to make craftsman of machines—this is literally the fact. Giant machines do in a fraction of a minute work that the most highly skilled artisan, craftsman or artist could never hope to equal. From the standpoint of beauty and accuracy, the plant devoted to making the bodies expresses the industry's top mark in design and execution.

"Hand work" has long been a symbol of excellence of manufacture. Pioneering labor, directed by trained craft, has resulted in closest fit and smoothest finish. But "machine work" supersedes it when the machine is designed and executed so as to perform quickly and surely operations that far exceed the best of the hand craft.

Essentially the Essex body plant is an aggregation of pressing and stamping machines. Upon them are formed the component parts of the body, which are so accurately made that they fit without question. Their union into a rigid whole is accomplished with a speed and unit of accuracy beyond belief. A roof, a door, or the corner of a body is fashioned on a giant press. The whole coil is brought into being with one apparently effortless motion of a press that is exerting a force of 100 tons every time its plunger descends. The machine and the dies may represent \$100,000 worth of ability to manufacture with speed and exactness—an investment made with the certainty that the completed plant would function with the greatest precision and the highest attainable speed.

The Hudson officials say that the plant is unique in being the largest body-building unit in the industry, without a single body-builder employed in it. Strictly speaking, and using the word in its sense in which it is usually through.

GRAHAM ONE TON TRUCKS IN DEMAND

The increasing demand for a sturdy truck of 1-ton capacity is clearly brought out by the retail delivery figures released by Graham Brothers, the truck division of Dodge Brothers, Inc. In April this firm announced an improved truck of that capacity and by May dealers were able to secure the new model in sufficient quantities to supply current demands with little delay.

During the twelve weeks from May 1 to July 24 this year, 4,416 Graham Brothers 1-ton trucks were delivered in the United States and Canada against 4,282 1-ton trucks and motor coaches. For the corresponding weeks last year the ratio, instead of being approximately 50-50, was 20-79.

Deliveries of 4,416 trucks of 1-ton capacity during the period mentioned compared with 1,262 of the same capacity during the corresponding weeks of 1925 established a gain in Graham Brothers 1-ton truck business of 250 per cent.

The rapid growth of Graham Brothers truck business is emphasized by comparison of their increase for six months this year over the first six months last year with the corresponding growth of the entire truck industry. There were produced in the United States during the first half of this year, according to figures released by the U. S. Department of Commerce, 254,387 trucks, a gain of 25,273 over the output for the same months last year or 11 per cent. Graham Brothers output of 19,666, an increase of 9,219 over that of the corresponding period last year shows a gain of 88.3 per cent or over eight times the percentage of gain made by the truck industry.

UNION OIL USED BY MOTOR COMPANY

OAKLAND, Calif.—A contract to supply the Oakland plant of the Chevrolet Motor Car company with its entire requirements in lubricating oils and greases has been awarded the Union Oil company of California. It was learned here recently.

In addition to providing the oil and grease requirements it is understood that the Union will also furnish a portion of the gasoline needs at this point.

The lubricating oils and greases will be supplied from the Union's refinery at Olean, located on San Pablo bay, a few miles from here, and will be shipped in tank cars lots to the plant of the automobile concern.

The Chevrolet factory at this point turns out each day approximately 400 cars, and each one as it leaves the plant will be lubricated with oils manufactured from western crude by Union Oil company of California. Many of these cars will also be powered by the popular Union non-detonating gasoline.

According to lubrication experts, correct lubrication is an item that is almost as important to the utility

WHY?

Do Nationally Known Concerns, using FORD products, so quickly realize the superior quality of genuine Ford BATTERIES?

Just read the following voluntary recommendations from the

Western States & Electric Company
OF STOCKTON, CALIFORNIA

We take pleasure in advising you that after a thorough test of Ford Batteries, extending over a period of approximately two years and applied to various kinds of equipment, we find that Ford Batteries have met our requirements in every respect.

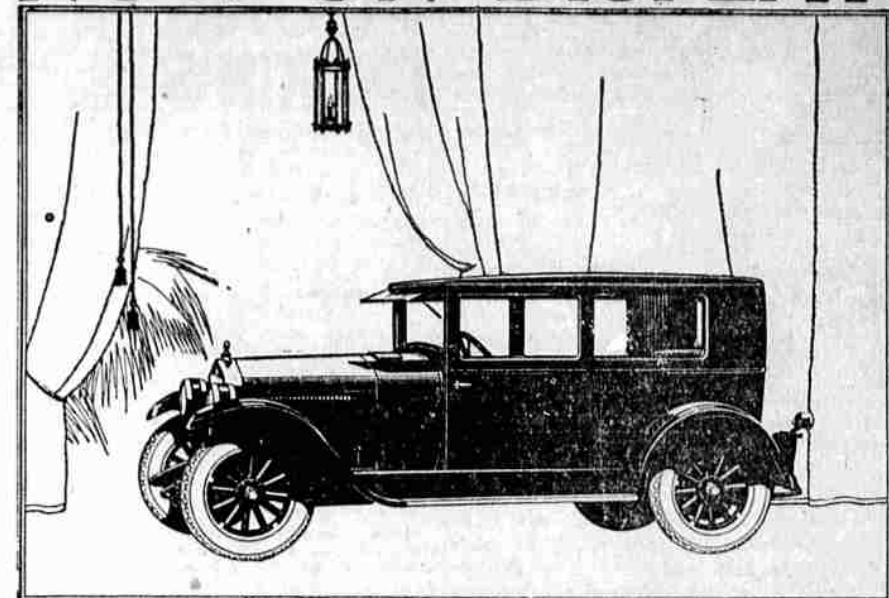
Greater Cranking Power
Long Life.

32 PLATE 50 AMPS. \$15 Only

All Rubber Case
GUARANTEED BY
FORD MOTOR CO.

C.A. Lockwood Motor Co.

NOW ON DISPLAY



The New ESSEX "6" COACH

With All-Steel, Bolted and Riveted, Clear Vision Body

The Product of Essex' New \$10,000,000 Body Plant

Many of these advantages you will recognize at a glance. But you will have higher appreciation of their meaning when you know that a plant of 18 acres which with equipment approximated a cost of \$10,000,000, was first built and that special machinery had to be designed, to make possible the New Coach your dealer is now showing.

It is all steel, bolted and riveted, and so rigid that squeaks, rattles and distortions, are as unlikely as in a steel building. Doors are so hung that a man may hang on an open door while the car is being driven over rough roads,

without springing it out of true. And it is so designed and constructed as to permit the use in a totally new manner of a high-baked enamel, most lustrous and lasting finish.

There has been constant improvement in the chassis from the first Essex shipped. But only by the accumulation of the resources, the information, experience, and the skill that have resulted from the building of 350,000 Essex "Sixes" was it possible to create this car which we ask you to inspect and to drive as the best looking, best value, best Essex ever built.

\$795

F. O. B. Detroit, plus War Excise Tax

\$975

"A Year Door"

Standard equipment includes:

Automatic Windshield Cleaner, Rear View Mirror, Transmission Lock (built-in), Radiator Shutters, Moto-Meter, Combination Stop and Tail Light.

ROY CATCHING MOTOR CO.

Phone 438

Oak and Rose Sts.

Roseburg, Oregon

mate life of the car as its proper handling during the "breaking-in" period or initial 500 miles of driving. The oil must be all lubricant in order to provide the proper cushion for the moving parts.

On this basis the success of Union Oil company of California in securing this contract may be considered guarantee of the high quality of their lubricating oils.

CONTEST GAINES MOMENTUM

The name contest campaign being held by the General Petroleum corporation is being entered into by hundreds of local motorists reports Mr. Homan, local representative of the General Petroleum corporation. The new gasoline which was placed on the market by local independent dealers on August 1st was developed for hydroplanes for use in the international hydroplane races held at Newport on May 30th and as the hydroplanes using this new fuel, won all races which were entered into, one of them shattering all previous world's records, the General Petroleum corporation commenced at once to change over one unit after another in their refinery in order that this new fuel could be produced on a commercial basis. It is a name for this new product that the corporation is offering \$100,000 in cash for and Mr. Homan hopes that the winning name will be selected by some local motorist.

The local independent dealers handling this product are greatly enthused over its performance and are greatly pleased to be able to supply their customers with it. The General Petroleum corporation is nearing their second anniversary in the State of Oregon and their policy of dealing solely through authorized independent dealers has met with great success since their advent into the Oregon territory.

LOCAL SPANISH AMERICAN WAR VETERANS MADE MEMBERS OF STAFF

Robert A. Sawyers, newly elected commander of the department of Oregon, United Spanish War Veterans, has selected the appointive officers to serve during the year. D. R. Shambrook of Roseburg has been named inspector and Sheriff Sam Starmer has been made assistant inspector. Sheriff Starmer is also a member of the committee on the state wide observance of Decoration Day. The Soldiers Home and hospital committee is composed entirely of Roseburg men, Dave Shambrook being chairman, with F. W. Hayes, H. F. Burnett and W. O. Clinger as other members.

WARREN REED TELLS OF EARLY UMPQUA HISTORY.

The first party of Americans to travel overland to California, then a Spanish possession, was massacred by Indians on the Umpqua river, opposite the present

town of Reedsport. This was the Jedediah S. Smith party and all but three members, Smith, Turner and Black, were murdered. "The site of the massacre," said W. P. Reed of Reedsport, who is at the Imperial, "is where East Gardiner stands. This is at the juncture of the Smith river and the Umpqua. At the time of the murders the point was covered with timber, but this has since been removed. The party was camped over night and Captain Smith had gone up the Umpqua to scout out the route for the day. He was also looking for a place to ford the Smith river. In his absence the Umpqua Indians invaded the

camp, ostensibly to trade berries and pelts for goods, and at a signal they fell on the unsuspecting Americans and killed them, with two exceptions. Turner was cooking and beat his way to freedom with a firebrand, while Black escaped in the brush and traveled north to Tillamook. These, with Smith, who was away from camp at the time of the massacre, found their way to Ford Vancouver, where Dr. John McLoughlin, chief factor of the Hudson's Bay company, saved them. When I went to Reedsport 35 years ago there were many old-timers alive who were familiar with the story of the massacre and knew its location. I heard the story from many different sources." Some day some association or other will mark historic spots in Oregon and a monument will be erected at East Gardiner, where the adventurous American trappers were slain when almost within sight of safety, for safety in those days meant the Willamette valley and Fort Vancouver. —Portland Oregonian.

In Tuesday—
Gene Mathis, South Deer Creek resident, was in this city Tuesday attending to business matters and trading for a brief time.



THE STAR CAR

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Setting the Pace

As before, Star sets the pace for genuine big values in newness, in modernness of engineering, in new practical power, in all those seen and unseen qualities that make for the greatest personality car among all low-cost automobiles!

The Star Car for 1927 offers you more in every way—more value than ever before in previous famous Stars.

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—FOURS— —SIXES—

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