

AUTOMOBILE NEWS

A Good Name

priceless and therefore jealously upheld . . .

Dodge Brothers have kept the faith.

Year after year their motor 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 basic sources of Dodge Brothers quality maintained in every detail.

As a consequence, the NAME Dodge Brothers is even more valuable than the great Dodge Brothers plant itself, and eminently worthy of the public confidence it everywhere inspires.

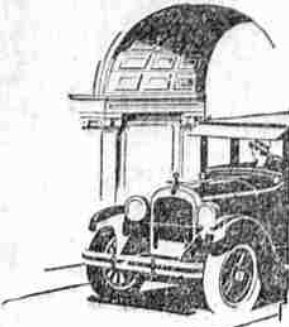
The public may rest assured that a Good Name so priceless will be safeguarded jealously by those who hold its destinies in their hands.

Touring Car \$966.50
Coupe 1018.50
Sedan \$1080.50

Delivered Roseburg

J. O. Newland & Son
Dodge Brothers Cars
Roseburg, Oregon

DODGE BROTHERS MOTOR CARS



FOR NINTH TIME BUICK WINS FIRST

For the ninth consecutive year the Buick Motor company has won the most coveted honor in the automobile industry first choice of display space at the national automobile shows for 1927 in New York and Chicago. This was made known through the announcement of Alfred B. Reeves, president of the National Automobile Chamber of Commerce.

The N. A. C. C. award goes annually to the member company which does the greatest volume of business in dollars and cents during the fiscal year preceding the annual auto shows. Buick first won this honor in 1919, and has held first place every year since.

Every automobile company of size except the Ford Motor Company belongs to the N. A. C. C. Thus the winning of the annual award carries with it the leadership of the industry in volume of business done with the exception of this one company. Buick confines its manufacturing to a line of sixes with a price range between one and two thousand dollars.

E. T. Strong, who has been general sales manager of the Buick Motor company for ten years, and under whose administration the nine awards have been won, points out that in order to equal the Buick record, another company would have to win first place every year to 1936, inclusive. Strong observed, when notified of the award, that it was especially significant in view of the fact that Buick sells a high grade line and operates in a field which does not lend themselves well to the largest volume of business. "Winning of first place by a company selling a low priced car," Strong said, "would be a much easier accomplishment because of the larger volume of sales possible in the low price field. In view of this fact, we are especially gratified over the Buick showing in taking first honors for the ninth time in succession."

The price of the industry goes to Buick as a climax to the most successful selling period ever experienced by this company. According to a recent factory announcement, sales for the eleven months ending July first totaled more than 225,000 cars. This exceeds by many thousands the best previous twelve-month period in the history of the company. Recent plant developments have increased the production capacity to 1,200 cars a day. The recent purchase by the General Motors corporation of the Flint Motor Company's plant in Flint, Michigan, was for the purpose of providing facilities for the manufacture of Buick Fisher closed bodies in Flint, where the Buick plant is located.

DODGE BROTHERS SHATTER RECORDS

All previous records of retail deliveries by Dodge Brothers dealers in the United States have been eclipsed by the new delivery figures achieved during the first days of July. During the seven working days from the opening of business July 21 to midnight July 31, 12,013 new motor cars and trucks were placed in the hands of owners. On one day, Saturday July 24, deliveries totaled 3,923, almost half of the number delivered during the whole of the best week last year.

During the period from June 21

New Hudsons NOW SHOWING

The Super-Six Greatly Improved in Chassis and New Bodies

These beautiful new Hudsons—the Sedan, Brougham and the Coach—overshadow all the great Super-Sixes of the past. New bodies—new colors—new beauty, performance and comfort.

Each is more striking and distinctive in appearance. Each is a triumph of body quality, comfort and price advantage. Each is mechanically at the height of its value and reliability.

For more than 11 years the patented Super-Six principle has given outstanding performance and reliability to over 850,000 owners.

This long experience and vast production have brought about not only a much finer car in every particular, but also have resulted in economies of manufacture and distribution that give amazing price and value.

These new Hudsons are commanding a greater attention than any preceding model because they far excel any previous achievement of our history.

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

The COACH \$1195

The BROUGHAM \$1495

The 7-Passenger SEDAN . . . \$1595

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

A. Y. D. (At Your Door) Prices Below

The COACH \$1435 The BROUGHAM \$1745

The 7-Passenger SEDAN \$1855

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 433

ROSEBURG, ORE.

Forty-three years of research with respect to lubrication and an intimate study of motor cars since the first one was constructed have made "Union Oil of California" able to offer the best in

Aristo Motor Oil

Non-Carbonizing Western

Aristo Motor Oil is all lubrication, containing neither paraffin nor asphalt. The hard, flinty abrasive "carbon" that many motorists find on valves, cylinder heads and spark plugs after a few thousand miles of use never comes from this fine Western oil.

The small amount of residue that Aristo leaves is a fine, soft, fluffy substance, most of which blows out with the exhaust.

Motors in good condition which are lubricated with Aristo, therefore, run several years without the troubles, lay-ups and expense so often due to "carbon."

A further preventative of "carbon" is the use of non-detonating Union Gasoline with Aristo Motor Oil. This combination is probably the most effective that is known.

Union Oil Company of California



USED CARS!

1926 Model Ford
Touring \$400
Bumpers front and rear, spare tire, foot feed, automatic windshield wiper, mirror, bar cap and motorometer. Your Ford taken in trade.

1924 FORD 4-Door
Sedan \$395
Good tires, new paint and guaranteed.

1920 Dodge Delivery \$350
New tires, new paint, and completely overhauled.

1919 Dodge Touring \$175
A dependable car—worth twice what we ask.

1921 Studebaker L. 6 \$450
Runs and looks like new. In wonderful condition.

Buick Six Touring . . . \$150
License, good tires, battery and new paint.

Roy Catching Motor Co.
125 N. Rose

to August 1 41,886 motor cars and trucks were delivered. Compared with 35,799 during the previous five weeks this year the gain is 6,186 units or 17.3 per cent. Against deliveries of 22,215 during the five weeks ending August 1, last year, the gain was 18,671 or 80 per cent.

"These records are nothing short of sensational," says J. O. Newland of J. O. Newland & Son, local Dodge Brothers dealers. At a time when sales of many makes of motor cars are at low ebb due to the announcement of the expected announcement of new 1927 models, sales records surpassing those of the peak of the spring selling season are indeed evidence of the soundness of Dodge Brothers long established policy of constant improvement without yearly models and of public approval of their product.

OVERLANDS BUILT UPON TRIED TIRES

Modern European engineering, as introduced to America in the Overland Whippet, will work a change in the general acceptance of motor power. Already the term "activity factor" is being used by engineers to describe the performance possibility of the new type motor cars. With the older type of engineering, the rated horsepower was accepted as the basis for comparison. In the Whippet the developed horsepower is 100 per cent greater than the rated horsepower. Such a difference in the indicated power as compared with the realized power has never before been shown in the light car field in this country. It has been common in England and on the continent for the past several years. Activity factor is the means of comparing the power development of the car with the actual developed power.

Innovations in the four-cylinder motor as built for light cars, and shown in the Overland Whippet, include such features as extra long cylinder walls to keep the pistons from sliding below the lower edge of the walls at the bottom of the down stroke, the use of full band bearings which eliminate the use of shims, extra heavy construction in the crank shaft and in the cam shaft, four point suspension in the

motor and equally distinctive elements of design in other parts. The same excess of developed power over rated power is brought about by European principles in the "70" Willys-Knight Six Seven, a car which develops a full 53 horsepower from motor dimensions which are usually associated with considerably less power than this.

It presents the best achievements in modern engineering as worked out for the Knight sleeve-valve motor.

The Overland Six and the Willys-Knight Great Six show equivalent advantages in engineering through

the use of modern engineering. In actual results so far as owners are concerned, greater mileage to the gallon of fuel, greater acceleration, faster speed over the road, longer life to the motor parts, are the distinguishing features of modern engineering.

In the chassis, the strength of the reinforcing members, the depth of the channel in the frame, the efficiency of the four-wheel brakes, and the carrying of the weight of the car close to the ground are prominent features of modern engineering.

None of the features of design yet to be produced in this country.

line of motor car construction are untried. They have all been proved in the hardest kind of usage.

The entire trend among motor car manufacturers is along the line of modern engineering. A study of the cars which are popular today indicates modern engineering to a certain degree. The products of Willys-Overland, which have been completely designed along the lines of modern engineering, constitute the first complete line of thoroughly modernized cars yet to be produced in this country.

SERVICE!

We wish to notify the Ford owners of this territory that we have adopted a new "Better Service Policy," and have organized a new department to take care of this very important part of our business.

Our new garage is now in perfect running order, and like a new machine, we find it going better every day.

With more space, and better equipment our experienced workmen are turning out the highest grade of work.

We employ only experienced Ford mechanics, so that when a car is left in our garage to be repaired or overhauled the owner may be sure that no experimenting will be done, and that the trouble will be located and corrected promptly by efficient men, who understand.

Moreover no car is now allowed to go out of our garage after work has been done upon it, without a thorough inspection and try-out by our Shop-foreman, who is an experienced, capable and efficient Ford mechanic.

This is the class of service we are now prepared to give, and we invite the public to give us a trial.

C. A. Lockwood Motor Co.