

There's This "Human Side" To Gasoline and Oil—

A very human one, we think—here in the West—to Union Non-detonating Gasoline and Aristo Motor Oil. And we believe that you'll be interested in it

YOU, probably, don't think much about the gasoline and oil you use. You buy a good grade. One makes your motor go. The other lubricates it. You don't check up very accurately on mileage or on costs. You simply get "ten gallons" or "a quart," and off you go. It's rather impersonal.

And yet a gallon of gasoline and a quart of oil are chock-full of personality! There is the personality of those extremely human beings who are intensely interested in making theirs the best, even if it be by but a shade—and there are people like that in oil companies, just as you may be like that in the business you are in.

Speaking for this Company, we can say that we have hundreds of them—all vibrant personalities and all eager to excel. For when they do excel they rise, and are promoted, and their wives, their children and their friends are proud of them.

You know what it means. It isn't extra money in a salary raise or a large income that you enjoy so much. It is the achievement of which the money is the evidence, and you get the "kick" from that.

So it is with "Union Oil," with Union Oil directors and employees.



"To Serve You"

**Union Oil Company
of California**

This is one of a series of announcements by the Union Oil Company which we believe will be of special interest to all Westerners. Others acquainting you with the development of the oil industry will appear from time to time. Look for them in this publication.

DETROIT ORDERS 50 MORE DODGES

The Department of Street Railways of Detroit has ordered 50 additional Graham Brothers 21-Passenger motor coaches, bringing the total number in use by the street railway system up to 198.

Eighteen coaches, according to the contract, are to be delivered within twelve days of receipt of order and the remainder at the rate of fifteen per week. Only as a result of Graham Brothers' extensive manufacturing facilities, wide experience and advanced production methods was it possible to meet the urgent need for quick delivery.

The first 80 Graham Brothers Motor Coaches were placed in service early in 1925. In September 64 more were added. Many of the individual units have traveled in the excess of 60,000 miles. The total mileage of the first 148 coaches recorded on June 30 was 6,249,326 with over 21,500,000 passengers carried.

The new units are to be operated on Woodward and East Jefferson Avenues, Detroit's two busiest streets, to supplement with high speed express service the transportation furnished by the electric lines. In this field of supplying more rapid service the competition in Detroit is not so much an extent with the electric lines as with privately owned seven-passenger touring cars operated as "jitneys."

In the interest of supplying the best possible high speed service parallel to the existing car lines, 21-passenger coaches were selected in preference to larger units because the lower investment per unit and lower cost of operation permit more frequent service and the superior ease of handling and more rapid acceleration make the faster schedules possible.

"This high speed express service on the same streets with existing trolley lines which has been inaugurated by the street railway in Detroit, declares Mr. J. O. Newland of the J. O. Newland and son, local Dodge Brothers Dealer, "opens a new and wide field of service in which motor buses will soon be found in operation in cities both large and small throughout the country. In Detroit these buses are regarded with favor because of the safe, frequent, rapid economical service they are rendering the public. The opinion of the street railway officials is clearly reflected in the fact that this is their sixth order and that during the last year all orders placed for motor coaches of his capacity have been with Graham Brothers. The ability of schedule with heavy loads though congested traffic, snow and other unfavorable operating conditions is convincing evidence that embodied in Graham Brothers buses are the endurance and standing long recognized in all Dodge Brothers products."

Presenting The New CHRYSLER "50"

Highest Quality and Value~ Sensational Chrysler Performance~ Built as only Chrysler Builds..

\$750

For the first time all the fine car qualities that purchasers of low-priced cars have had to do without are now offered at amazing low prices in the new four-cylinder Chrysler "50".

Come in for a ride. Once you do that you will never again want to consider any other car near this price—because no other gives you such value as the new Chrysler "50".

FINEST OF FOURS



CHRYSLER "50" COACH

\$780

f. o. b. Detroit, subject to current Federal excise tax

Quality Standardization

Built as only Chrysler builds—under the great Chrysler plan of Quality Standardization—group manufacture in Chrysler's vast plants by one manufacturing organization where all the gigantic Chrysler facilities and resources are utilized.

Value

Never before, at this price, have you been able to get so many features, such great operating economy, such astonishing value.

5 to 25 Miles in Eight Seconds

Chrysler "50" gives you brilliant, flashing Chrysler pick-up—far finer than any car of equal price.

Now ready for your inspection and giving such a demonstration of Speed, Power, Comfort, Beauty and Economy as was never shown before in any car near this price.

50 Miles per Hour

Speed with comfort. No rattle or shake or shimmy. 50 miles per hour—and the easiest, smoothest miles you ever had in a car.

CHRYSLER "50"—Coupe, \$750—Coach, \$780—Sedan, \$830
All prices f. o. b. Detroit, subject to current Federal excise tax.

Economy

25 miles to the gallon—thanks to engine improvements and scientifically accurate gas distribution.

Full-Sized All-Steel Bodies

Chrysler "50" is a full-sized car. Nothing cramped or skimped in its strong all-steel bodies. Seats wide and easy. Every detail planned to give finest riding and greatest comfort.

Beauty

Each Chrysler "50" is a beauty. Each extra generous in quality details, in fineness of finish and fittings. Striking in color and line. Each is a Chrysler—and that means the finest, the most alluring style.

H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Roseburg, Oregon

Phone 350

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 438

ROSEBURG, ORE.

THE LIGHT CAR IS AUTO OF THE HOUR

The light car is the automobile of the hour.

Never before in the history of motordom has the smaller type of vehicles occupied public attention more than at present. Everywhere, on the golf links or over the dinner table, it is being discussed—it is a subject of universal appeal.

The light weight car is for all classes. It attracts the working man as being within his limit; the man of greater means looks upon it as quick, reliable transportation and a good stable mate for his larger and costlier automobile.

As yet the "mosquito," or cycle car, has not materialized. It is freely believed, however, that the motor vehicle with a little over 100-inch wheel base having the characteristics and appearance of a bigger maker, is the car of the future. This is not a new condition of the motor market, for the spot light of public interest has been turned that way with ever-increasing intensity for more than a decade.

Small over all dimensions and high gas mileage coupled with general economy, is the secret of success in the popular low price field. Proof of the soundness of this argument is found in Chevrolet, a light car originally, and constantly developed along that principle during 14 years of successful manufacture.

With its 123-inch wheelbase and modern three-speed transmission, this make of car is ideally suited for use in heavy traffic. It is economical both in first cost and upkeep while a "Body by Fisher" and a number of other big car features rob the Chevrolet of any appearance of cheapness.

Being in a price range between \$500 and \$1000, this light automobile has practically an unlimited field. The General Motors purchase plan, as in the case of Chevrolet, places a motor vehicle within the range of every wage earner.

The answer as to whether or not the smaller sized car demand is on the increase was given by General Motors a month ago when officials of that Corporation announced a ten-million dollar expansion program for Chevrolet, bringing the company's production facilities up to a million automobiles yearly.

TRUDIE EDERLE GETS HER BUICK

Gertrude Ederle, world's champion English channel swimmer, is to have the roadster promised her if she succeeded in making the swim.

Originally the car was to be a gift from her father, but the New York News and Liberty magazine, in recognition of her accomplishment, are going to present it to her at the dock in New York when she arrives from Europe. The car of Miss Ederle's choice is a red Buick. She will ride up Broadway in her car, the proudest and happiest girl in the world.

The News and Liberty gave her the choice of any car she wanted in the following cablegram: "Inquire of Miss Ederle the type, color of roadster desired, naming first and second choice. Arrange car with chauffeur to meet her dock." Miss Ederle's reply came back: "Want red Buick roadster with rumble seat in back. None other desired. Great stunt have it waiting."

To which the News and Liberty replied "Tell Miss Ederle we have already purchased for her a red Buick roadster with rumble seat in back, and it will await her at dock with private chauffeur. This is a gift from the News. A testimonial of our admiration and respect for her astounding feat, and there will be absolutely no cost to her."

A GOOD OIL FOR ANY AUTO

Driving across the continent has always been regarded as somewhat of an achievement. Although this feat is becoming of more frequent occurrence, the adventurous motorist who sets out to negotiate the long stretches of mountains, desert and plain, is looked upon by the folks at home somewhat in the same way that Christopher Columbus must have been regarded in his home town, when he set forth to discover America.

And now comes the story of a driver who not only bested the hazards which are reputed to beset the unwary motorist who ventures across the continent, but whose average driving mileage was 27 miles per hour, from Los Angeles to New York City. The two following telegrams sent to E. J. Lomax, advertising manager of the Associated Oil company who reports this transcontinental run,

tell the story in brief. The first was filed at Salt Lake City, the second at New York.

"It may interest you to know I am driving from Los Angeles to New York in new Jordan straight eight using Cyclo motor oil. Have had fine results through intense desert heat, find it cooling and very economical. Will wire you upon arrival New York." (Signed) A. G. Sharp.

Following this telegram there was silence for a few days. Then came the second wire reading as follows:

"Just arrived in New York driving Jordan straight eight. Used Cyclo motor oil, draining crank case only once entire trip of 3500 miles in 120 hours. Oil stood up fine without ever heating in desert and rough roads. Am convinced of Cyclo motor oil's efficiency in this type motor under most severe test."

With a good car and proper lubrication, there should be no terrors for the motorist who sets out across the continent. In fact, the trip can be made one of a great deal of pleasure.

PROVED ON THE PROVING GROUND



Under every conceivable condition of weather and temperature, speed and road, through the gruelling ordeal of constant grind, hour after hour, day-in day-out; over the steep hills, the straight-away, the paved, macadam and rough dirt roads that cover the 1,125 acres of General Motors Proving Ground . . . the new Oldsmobile Six has proved its worth!

NEW STANDARD
COACH
\$950
F. O. B. DETROIT

Klecker-Amort Co.

439 N. Jackson St.

Phone 593

Roseburg, Ore.

OLDSMOBILE