

AUTOMOBILE NEWS

FOR PROFESSIONAL CALLS
FOR THEATRE AND COUNTRY CLUB
FIRST ASSISTANT TO SALESMEN
PRACTICAL FOR LADIES DRIVING
A THRIFT CAR FOR ALL PURPOSES

Ford

NEW PRICES EFFECTIVE NOW



COUPE	TUDOR SEDAN	FORDOR SEDAN	RUNABOUT	TOURING CAR
Reduced \$40 to	Reduced \$50 to	Reduced \$45 to	Reduced \$40 to	Reduced \$40 to
\$585.01	\$595.25	\$646.45	\$450.83	\$471.31

DELIVERED AT ROSEBURG

Self Starter and Balloon Tires Standard Equipment

Practical utility and economy go hand in hand in the satisfactory ownership of a motor car. Study the adaptability of a Ford car to your purse, as well as to your purpose.

We will gladly explain the details of our liberal selling plan and show you the new arrivals from the factory.

C. A. Lockwood Motor Company

FORDS
Oak and Rose Sts.

FORDSON

LINCOLN
Roseburg, Oregon

WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM

a completely cushioned engine

The Buick Valve-in-Head Engine now has "rubber heels".

Resilient rubber cushions at every engine mounting, absorb noise and save the engine from shocks and strains.

Money can buy no finer performance than the 1927 Buick offers you, no matter how much you are willing to spend.

The GREATEST BUICK EVER BUILT

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

FUEL ECONOMY IS SAVING MILLIONS

Now the statistician has turned to the Overland Whippet and with his sharp pencil has started to figure out the economic advantages of this type of car. With approximately 600 of these European type sedans and coupes being delivered to owners every day, and with the normal desire of the new owner to keep a record of what he is getting from his gas tank in the way of miles, figures are available from all parts of the country.

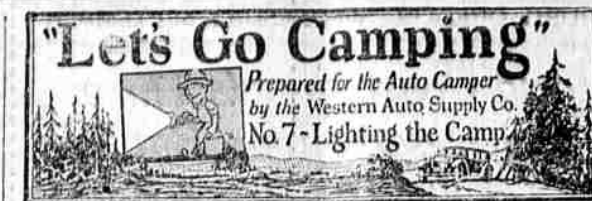
They run as high as 39 miles to the gallon over long distances. They average around the 30 mile mark and the statistician says that this is a 50 per cent increase over the average mileage for other light cars.

Based on 16,000,000 light cars now running, with an average of 9,000 to 10,000 miles a year as the total distance covered, this means a potential saving, when every one is driving a Whippet, of \$600,000,000 in gas bills alone.

Evenly distributed this would open up a market for 500,000 more Whippet cars out of gas saving alone. Spread over the individual Whippet cars, it would buy a new set of tires all around for the next year's driving. It would take the entire family on a camping vacation lasting a week. It would buy a new tweed suit for driving and let mother have the competition suit for herself. It would pay the car tax and help materially on full coverage insurance.

It might result in a national movement to drop the price of gasoline a cent or two a gallon because of the reduced drain on the oil reserves of the country.

It would clear the air of 27,000,000,000 cubic feet of carbon monoxide a year which should cause the health authorities to welcome the Whippet as one of the great public benefactors and make every people ground and camping spot a treasure place of non-odorous ozone.



There are many ways of lighting the camp, but for all around efficiency and convenience the gasoline lantern will best answer the purpose.

The 300 candle power light will illuminate the entire camp its surroundings so that the camper may cook or even read without straining his eyes. Another advantage of this pressure lamp is that it is economical to use. Under ordinary conditions where the lamp is used only an hour or so each night, one filling should last for a week.

It is absolutely safe to use, as it cannot be filled while it is burning, or if it is accidentally knocked over or dropped no harm will result.

If packed each time after using

in the carton in which it was purchased, the one set of mantles should last for many weeks. Where a light is not needed for any period of time, a spotlight with a long extension cord will solve the lighting problem very nicely. This can be used attached to the car or clamped to the tent pole. The rays can be focused so that a wide range of lighting is given in place of the concentrated beam. There is no noticeable drain on the storage battery as the day's drive will keep it fully charged.

A good three-cell flashlight—the miner type with a large flare—will come in handy around the camp. It is advisable to carry an extra battery and bulb for emergency use.

HIGH MILEAGE AND LOW COSTS

A sudden wave of light car popularity has swept over the country. Wherever automobiles are discussed—and that includes everywhere—the talk turns quickly to economy, high mileage figures and low operation costs.

Since the motor car has been accepted as an indispensable part of everyday life, the whole situation seems to have resolved itself into a question of how cheaply can individual transportation be had.

In the midst of a host of facts and figures pertaining to this subject comes word of an automobile that has been run 65,000 miles, carrying 1000 pounds over rough country roads with a total repair cost of \$58.90.

In view of the fact that gas and tires are comparatively inexpensive nowadays and considering that the distance traveled by the vehicle in question is equivalent to nearly three times around the world, it would appear that, at last, the pinnacle of economical transportation has been achieved.

The car was driven by Ralph Clearwaters on a newspaper route between Spokane and Newport, Washington, continuously from March 1925 to July 1926. It was a 1925 Chevrolet touring car.

C. H. Wells, who heads the secured possession of the record, breaking carrier for use in a 109-hour daylight endurance run recently staged in the Puget Sound city.

With hood officially sealed by newspaper men, the Chevrolet was operated about the streets for the test. Ordinarily, in demonstrations of this nature, a new car is used. Wells, however, selected a veteran that already had done a "life's work" thereby proving to the motor public that the era of light car economy is already here.

Two entirely new models are included. The model is a deluxe five-passenger coupe on the 120-inch wheelbase chassis. This coupe departs from the ordinary design by having a wide seat entirely across the rear. There is a comfortable driver's seat and a full



SPECIAL This Week
30x3 1/2 tire and tube
\$10.00
Hood Heavy Duty
oversize balloon
29x4.40
\$16.00
Roseburg
Tire Shop
M. F. MIDDLEBURG
15 N. Jackson

THE NEW CHRYSLER "50"



MINEST of FOURS
\$750
E.O.B. DETROIT

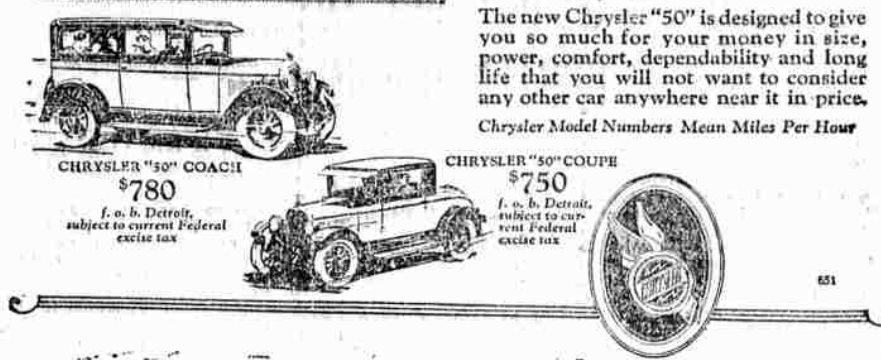
MORE POWER
GREATER SPEED
GREATER COMFORT
FULL SIZED BODY
25 MILES TO THE GALLON

This newest Chrysler is the latest application of Chrysler's plan of Standardized Quality—the result of a complete co-ordination of scientific engineering and manufacturing methods of utmost precision which eliminates "purchaser's risk" and makes possible the buying of any Chrysler, regardless of price, with positive assurance that the value of each is unquestionable.

Full-size, roomier and much more comfortable—
In beauty alone and incomparable—a typical Chrysler—
In power a revelation—
Pick-up of 5 to 25 miles in 8 seconds that rivals many a costly car—speed of 50 miles and more per hour for sustained periods—and with such performance combining the amazing economy of 25 miles to the gallon.

The new Chrysler "50" is designed to give you so much for your money in size, power, comfort, dependability and long life that you will not want to consider any other car anywhere near it in price.

Chrysler Model Numbers Mean Miles Per Hour



H. L. CONNELLY MOTOR CO.
527 N. Jackson St. Phone 350

points out. Tolerances permitted followed in each of its other cars. hanging the engine low in the show that the chassis is manufactured to remarkably fine limits—extremely smooth in operation, but thus retaining all the characteristics of traditional four-cylinder advance. Transmission of its power to the rear wheels with minimum loss has been accomplished by

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Science, experience, skill, facilities and capital are necessary to make good motor fuel.

"Union Oil of California" includes all of the requirements in the manufacture of

Union Gasoline

Non-detonating

Union Gasoline provides, and always has provided to Western motorists, the non-detonating feature which supplies full power to the pistons throughout their entire stroke and eliminates all explosive "knocking" or "pinging" on the hills or in heavy pulling—a quality for which Eastern motorists are now buying "special gasolines" and paying 3 cents per gallon in excess of usual prices for them. Yet Union costs no more than other high grade fuels.

Always use Aristo Motor Oil with non-detonating Union Gasoline because this combination minimizes carbon to the extent that motors in good condition are run for several years without it.

Union Oil Company of California

