

**CONDITIONS IN  
NORTHWEST FINE**

Indicating that fall trade in the farming districts of the Pacific Northwest will be unusually brisk, crop conditions throughout the territory are excellent and it is expected that there will be the best farm demand for building products that has been experienced in several years.

That is an outstanding statement in a report on general business conditions just received in Roseburg from the research department of the Schumacher Wall Board Corporation of Seattle.

"Advance orders for products of this corporation indicate the fall season will be marked by even greater activity along building lines than the early part of the year," the report says. "Sales of plaster wall board and plaster lath, a good barometer of building conditions, have gained considerably each month of 1926 and we look for further increases before the close of the year."

Contrasting with the prosperity of the Northwest is the situation in southern states and across the line to Canada, the report adds. This is a period of great business activity and development throughout Oregon, Washington and Idaho with industries operating at a rapid pace and an unusual amount of building going, it points out, while

**29,102 NEW BUICKS  
IN SEPTEMBER**

Running at capacity and turning out more than 1,200 cars a day, Buick produced 29,102 cars in September and set a new all time record for the month. The best previous September was in 1925, when 21,875 cars were built.

This is the second consecutive time since introducing its 1927 models that Buick has smashed the best previous production record for the corresponding month. In August, the first month in which the new models were on the market, 29,356 cars were built, setting a new monthly production record for all time and beating the best previous August figure by nearly 10,000 cars.

E. T. Strong, General Sales Manager, stated in giving out the details of the new records that there was no immediate prospect of curtailing Buick production, due to the demand for the new models. Reports from all over the country show that the cars are being delivered to owners as fast as the factory can turn them out.

It required 453 freight cars to handle the huge volume of September 30th. A few of the cars were driven from the factory under their own power but exclusive

**UNION OIL TAKES  
OVER PROPERTY IN  
SOUTH AMERICA**

Negotiations have been closed between Union Oil company of California and the Venezuelan Pantepec Petroleum company, which call for the development of approximately 900,000 acres of land in Venezuela on a fifty-fifty basis, the terms being that Union Oil company must spend three and a half million dollars in actual development over a period not to exceed six years. If the conditions warrant it, however, this program will be materially speeded up.

It is planned that a corporation will be formed for the purpose of acquiring, developing and operating the properties. This corporation will be under the management of the Union Oil company. Close cooperation will be maintained between Pantepec and Union, especially in regard to the title, land and geological work.

The Pantepec Petroleum company of driveaways the day set a new record for freight movement from the plant.

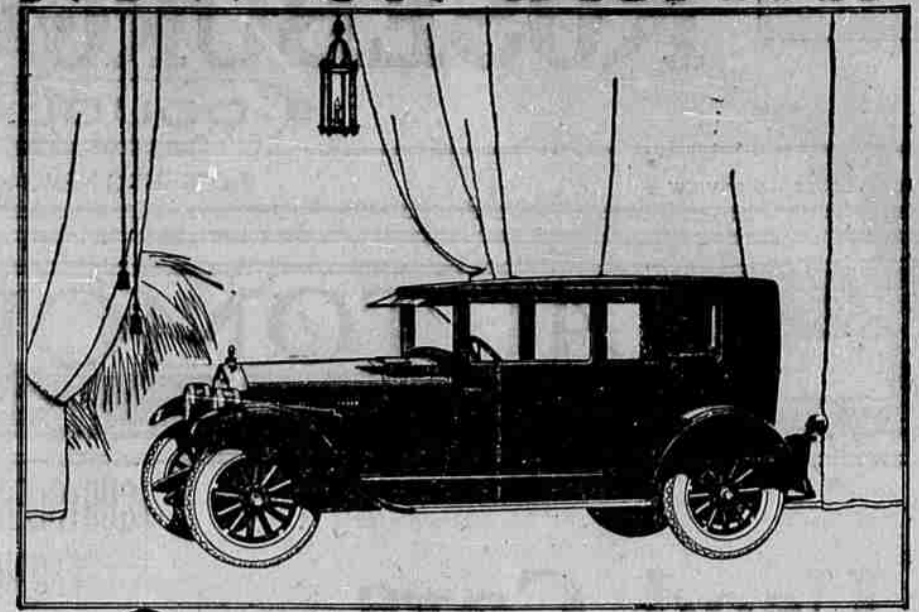
Shipments from the Buick plant have been consistently heavy for several months because of the large volume of orders on hand for the new models.

any has maintained a very efficient and well run organization for the acquisition of lands in Venezuela for the past four years and their lands have been taken only after careful and thorough geological investigation. For this reason, they are not in large blocks, as acreage goes in Venezuela, but are very well scattered on the best known geology at the present time. In the Maracaibo Basin, where the joint operations will cover about 230,000 acres, the blocks run from 1000 to 25,000 acres. These lands are what is known as "Exploitation Parcels." None of this acreage is to be returned to the government. The large blocks in Silva, State of Falcon, the State of Guarico, and Anzoategui and Monagas are Exploration Parcels, of which one-half the acreage is to be returned to the government after the selections are made.

In view of the fact that there are already twelve proven fields, only eight of which have pipe lines to the Lake and are now producing about 100,000 barrels per day, located many miles apart and on practically four sides of Lake Maracaibo, which covers an area of about 100 miles north and south by 70 miles east and west, and the production is coming from three separate and distinct geological horizons; and further, that the geology is extremely difficult to follow because of the lack of rock exposures and the heavy growth of jungle, it is safe to say that there are many fields yet to be discovered in the Maracaibo Basin alone.

The decision of the Union Oil company to enter the Venezuelan fields was arrived at after an extensive study had been made, last

**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

**\$795**

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

**\$975.00**

"At Your Door"

Standard equipment includes:

Automatic Windshield Cleaner,  
Rear View Mirror, Transmission  
Lock (Optional), Radiator Shut-  
ters, Moto-Meter, Combination  
Stop and Tail Light.

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.

**ROY CATCHING MOTOR CO.**

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

**Unseen. Sources  
of Long Life**

The basic sources of automobile value are not always apparent to the eye.

A motor car, like a house, may LOOK a great deal more substantial than it really is.

Because of this difficulty, more and more thousands are turning to Dodge Brothers' product for insurance against disappointment.

The years have proved, and each year proves anew, that Dodge Brothers are as deeply concerned with the UNSEEN goodness of their motor car as with the seen.

The mileage it will deliver, the safety it will provide, the expense and trouble it will save the owner over a period of years, are quite as important to Dodge Brothers as the more obvious details of equipment and style.

Touring Car .....\$ 966.50  
Coupe .....\$1018.50  
Sedan .....\$1080.00  
Special Sedan .....\$1137.00

Delivered Roseburg

**J. O. NEWLAND & SON**

Dealers in Dodge Brothers Motor Cars

PHONE 458

ROSEBURG, OREGON

Patronize Your Nearest Dodge Brothers Dealer

**DODGE BROTHERS  
MOTOR CARS**

ing over a year, during which time all the different angles of geology, grades of oil, operating and drilling conditions, transportation, land titles and petroleum laws were carefully studied, and the Pantepec properties were chosen as being the best available and which have in the estimation of the Union management, greater possibilities than any other similar areas in Venezuela obtainable at the present time. South America, and particularly Venezuela, is now the scene of intense competition among the larger companies of the world. The deal with the Pantepec definitely enters the Union Oil company as a contestant in Venezuela and is an indication of the policy of the management to pursue a vigorous campaign for foreign production. Venezuelan lands have been the most prolific in South America to date.

**LOCAL RESIDENTS  
TO RECEIVE AWARDS**

Word was received this week by Mrs. R. A. Tull, of Roseburg, and C. O. Jenck, R. 1, Box 38, Wilbur, that they were to be the recipients of awards in the "Name Contest Campaign" recently held by the General Petroleum Corporation.

The Name Contest Campaign was held during the month of August with the purpose of having the public name the new General Gasoline that was placed on the market at that time. During the month over 600,000 names were received at Contest Headquarters and a staff of fifteen people were kept working night and day in sorting the suggestions received. The General Petroleum Corporation originally offered \$1,000.00 in cash as the only prize to be given but the public entered into the campaign with so much enthusiasm that, after the close of the campaign, the officials of the General Corporation decided to make over one hundred additional awards ranging in value from \$5.00 to \$100.00. It is one of these latter awards that Mrs. Tull and Mr. Jenck are to receive.

Homer M. Parsons of San Bernardino, California, was awarded the grand prize of \$1,000.00 for submitting the name "Moto-Cat" and hereafter the new General Gasoline is to be known as General Moto-Cat Gasoline. The new gasoline is the result of months of experimentation on the part of a staff of refinery engineers who worked unceasingly toward the perfection of this new motor fuel and exhaustive tests have proven it to be the greatest development in motor fuel during the last several years.

The exclusive job printing department of the News-Review is equipped for all kinds of commercial printing. Nothing too large—nothing too small—to receive our personal attention.

**NASH**

Leads the World in Motor Car Value

**Greatest  
September  
Sales**

**in Nash History**

—and if it had been possible to build all the cars ordered September would have smashed all Nash records for a single month's business.

**OCTOBER!** At this writing it is a practical certainty that October sales and production will surpass by more than 50% the largest previous October on our books.

Announcement of new models—all powered with 7-bearing crankshaft motors, the world's smoothest type—

sent Nash demand racing toward new heights.

September clicked the 25th consecutive month and October will register the 26th—with three exceptions—that Nash sales have exceeded the record set by the same month of the previous year.

The 16 models in the three new Nash series are distinguished with many important new attractions.

**L. R. CHAMBERS MOTOR CO.**

Nash Sales and Service

Oak and Rose Sts.

Roseburg

Phone 649