

VOL. XXVII NO. 203 OF ROSEBURG REVIEW

ROSEBURG NEWS-REVIEW, WEDNESDAY, DECEMBER 8, 1926.

VOL. XXVII NO. 221 OF THE EVENING NEWS

AUTOMOBILE NEWS

BUICK PASSES THE 1,750,000 MARK

President E. T. Strong, former General Sales Manager of the Buick Motor Company, recently received this call from the Buick General Superintendent: "At about two o'clock the one million, seven hundred and fifty thousandth Buick will be driven off the assembly line." Mr. Strong was on hand to witness this epochal event, and at four minutes of two Buick number 1,750,000 responded to the throttle and was driven away.

This demonstration of manufacturing efficiency was secondary, however, to the car which is

shown above being examined by Mr. Strong. The new Buick president has played an important part in the achievements which this car represents.

In November, 1925, Buick celebrated the building of car number 1,500,000. November, 1926, marks the building of this car, number 1,750,000. Strong is justly proud of the fact that the last quarter million cars were produced within 12 months, while it took about twelve years to build the first quarter million. Of the one and three-quarter million cars built and sold, a million and a half have been delivered to consumers since Strong took up the reins as General Sales Manager of the company ten years ago.

No. 1,750,000 is the Convertible coupe, a deluxe model on the Series 128 chassis. It is the newest Buick model, and is an example of the latest trend in body design. It

BEWARE OF FAKE SERVICE CLUBS

A number of questionable automobile service clubs are being promoted in Oregon and Washington according to the Portland Better Business Bureau, which has been investigating the attempts of the promoters to sell memberships to motorists. Memberships in these so-called automobile clubs or associations cost car owners from \$2 to \$20 a year. The promoters promise discounts on oil and gas, tires, repair work, free legal advice and in some cases claim they will settle legal difficulties arising from accidents in return for the membership fee.

The Bureau states that most of these fly by night concerns rent desk space in a well known Portland or Seattle office building, send out salesmen over the state and disappear after they have made a clean-up through the sale of memberships. One concern with headquarters in Seattle recently sold several thousand memberships in Oregon, representing that well known garages and service stations were under contract to give discounts to their members. None of the concerns represented as official stations had been signed up by the club. The club went into bankruptcy leaving the members with nothing but a worthless membership card for their money.

A club operating out of Portland is selling a year's membership at \$19.50, for which it gives the member a contract that specifies discounts on gas and other automobile services. The club is equipped with leather upholstery, a deck seat and a top which may be raised or lowered according to the season. The windows may be placed in any position, regardless of whether the top is up or down. This model was introduced November first and will be one of the new features at the automobile shows this winter.

FAMILY INTEREST CENTERS IN THE AUTOMOBILE

Giving automobile accessories as Christmas gifts has gradually increased during the past few years and people are becoming accustomed to this practice.

The automobile owner is in an excellent position to know the many things that add safety and comfort to motoring, so it should be an easy task to select an accessory gift for a fellow motorist.

With the interest of the family centered around the family automobile, an accessory gift would be enjoyed by all. "Something for the car" would be a constant reminder of the donor's thoughtfulness in selecting an article that is really useful and that all could enjoy throughout the year.

"There is a world of new accessories this year," says Mr. R. A. Hartley, local manager of the Western Auto Supply Company, "and it should be an easy matter to select something that is both useful and lasting, and if it is 'Something for the Car', it is sure to be appreciated. It requires no technical knowledge of the car's mechanical performance to select something appropriate. Sometimes the make of car and model are needed but that information is seldom necessary."

"Last year," the Western Auto Supply Company prepared a little Christmas gift folder to aid the motorist in his selection and to show the wide range of prices and variety of goods offered. A similar booklet -33 Selected Gifts Suggestions- has been prepared this year and may be had for the asking at the local Western Auto store."

WHIPPET IN TEST OF SPEED WITH FAST MAIL TRAIN

In a thrilling race through the night with a C. B. & Q. fast mail train, from Galesburg to Burlington, Ill., a distance of 47 1/2 miles, an Overland Whippet sedan speeded its way into automotive history a few days ago in connection with the Whippet field trials.

The Whippet, driven by A. L. Mulvaney with C. I. Dawdy, a Galesburg newspaper man as official observer, left Galesburg just as the fast mail train was pulling out at 2:4 a. m. and Mulvaney mailed a letter on the same train at the station in Burlington 51 minutes later. The Whippet had followed the train schedule all the way, and at one time during the run was four minutes late.

Opening wide his throttle as he left the Galesburg city limits, the Whippet driver speeded on thru the night, at times in sight of the mail train, sometimes ahead and at other times behind. Flying around curves, taking grades in high gear, unfurling over rough roads, the Whippet responded with every part functioning perfectly.

Slowing down for two detours, Mulvaney was forced to test the stamina and stability of the Whippet to make up the lost time, since the car's route was three miles longer than the train route. Gradually, however, the Whippet cut down the space, even though it slowed down in passing through the various sleeping villages.

Finally in the skies in the distance the Whippet driver saw the faraway reflection of the lights of Burlington. Onward the car sped and in a few moments the street lights of the city came into full view.

The Whippet wended its way through the city's streets and just a few minutes later stopped at the C. B. & Q. station. There stood the panting, puffing engine which a moment before pulled into Burlington with its string of mail cars.

Out hopped Mulvaney with a letter which he handed to the U. S. postal clerk aboard the fast mail train and the Whippet had again demonstrated its ability to meet a demand for speed, durability and stamina.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

FROM SALES MGR. TO CO. PRESIDENT

Edward T. Strong, for the past ten years General Sales Manager of the Buick Motor Company, has been appointed to the presidency of that concern. During his decade as head of the Sales Department, Strong directed the sale of more than a million and a half cars, or six-sevenths of all the cars ever built by his company. This volume won first choice of display space for Buick at the national auto shows for nine consecutive years. Strong became associated with Buick fifteen years ago, when he was employed in the capacity of special traveler. He successively held the office of Branch Manager at Buffalo, Indianapolis and Chicago, and with such great success that he was made Sales Manager only five years after he started working for the company. He completes his final year in the Sales Department with a record of a quarter of a million cars sold in twelve months.

ELKS ATTENTION

Dist. Deputy G. E. R. Lewis Ulrich will make his official visit to the lodge on Dec. 9th at 8 o'clock p. m. A good attendance is desired.

Prohibiting of smoking in National Forests is already in effect in some localities. There is every indication that a No-Smoking law will soon prevail in all the huge federal parks.

Closure of wooded land to the public will be next step. Such ordinances are already in force in some parts of the West.

A proposition to close all forests at the opening of the general hunting season is being considered. This can be modified by making demands upon hunters entering the tree covered districts.

During September every sportsman going into the Shasta Forest was required to equip himself with axe and shovel and to sign an agreement to fight fires originating during his sojourn there. Only four small burns occurred in this region that month.

Airplane forest patrol rendered invaluable service throughout the past season from Arizona to Washington. The flying lookouts were especially active in scouting blazes before they had reached any great proportions.

But the greatest forest fire fighting unit of all is the careful human being. The Chevrolet Motor Company has prepared this article with the accompanying photographs as its method of urging every motor-camper to put dying embers out of their misery. The smoker is reminded not to toss burning brands into those vast tinder boxes. A single stealthy spark can destroy lives, property and even whole cities.

Information set forth in this article was gained through the courtesy of the U. S. Forest Service.

Order your Christmas and New Year announcement cards from the News-Review office. Complete line of both printed and engraved cards now being displayed. Moderately priced.

EFFORTS MADE TO STAMP OUT MENACE TO THE FORESTS

By Bud Landis.
For this is the forest prime evil

The flicked cigarette stub, the smoldering ember, the careless gesture, have so far this year reduced 200,000 acres of western woodland to fields of blackened stumps.

Man's thoughtlessness was responsible for more than 70 per cent of the forest fires that caused this destruction.

In addition to wiping out the sylvan splendor of the mountain regions, timber conflagrations have necessitated government expenditures of over half a million dollars for fire suppression since January first. A million more was spent by private agencies.

According to a survey of the situation just made by the Chevrolet Motor company this has been a record-breaking forest fire year—one of the worst in the history of the West.

During the month of October 103 blazes out of the 115 started in California National Forests were man caused. In other Pacific Coast states the proportion was nearly that high.

Wise Men - choose BUICKS for Gifts at Christmas time

Buick is a gift suggestion that grows in favor each time Christmas comes.

Every heart warms to the beauty of Buick—finished in charming Coronation Duco.

Drop in at the Buick showroom today, and finish your Christmas shopping.

The Greatest **BUICK** Ever Built
MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY
Phone 268 414 N. Jackson St.

CHRYSLER "50"

Standardized Quality

Line up five cars in your mind—How can you mistake the Chrysler "50"?

With only four other cars of large production in the four-cylinder field, it is exceedingly easy to recognize the outstanding values of the Chrysler "50" and decide which car to buy.

In point of full-size, family seating room, beauty of design, beauty of finish, and power the Chrysler "50" stands out so unmistakably that you recognize the price at once as far and away the greatest offering ever made in four-cylinder cars.

It will continue to yield a sustained speed of 50 miles and more per hour, 5 to 25 miles in 8 seconds, and 25 miles to the gallon—for months and for years, as the result of Chrysler's plan of Quality Standardization.

At last it is possible for you to make a convincing and conclusive comparison of values—studying the comfort, appearance and performance factors of the Chrysler "50" in comparison with everything else offered—and satisfy yourself at a glance in which car you should invest your money.

Coupe \$750; Roadster \$750 (Rumble Seat extra); Coach \$780; Sedan \$830

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

H. L. CONNELLY MOTOR CO.
627 N. Jackson St. Roseburg, Oregon Phone 350



Buick is a gift suggestion that grows in favor each time Christmas comes.

Every heart warms to the beauty of Buick—finished in charming Coronation Duco.

Drop in at the Buick showroom today, and finish your Christmas shopping.

The Greatest **BUICK** Ever Built
MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY
Phone 268 414 N. Jackson St.

CHRYSLER "50"

Standardized Quality

Line up five cars in your mind—How can you mistake the Chrysler "50"?

With only four other cars of large production in the four-cylinder field, it is exceedingly easy to recognize the outstanding values of the Chrysler "50" and decide which car to buy.

In point of full-size, family seating room, beauty of design, beauty of finish, and power the Chrysler "50" stands out so unmistakably that you recognize the price at once as far and away the greatest offering ever made in four-cylinder cars.

It will continue to yield a sustained speed of 50 miles and more per hour, 5 to 25 miles in 8 seconds, and 25 miles to the gallon—for months and for years, as the result of Chrysler's plan of Quality Standardization.

At last it is possible for you to make a convincing and conclusive comparison of values—studying the comfort, appearance and performance factors of the Chrysler "50" in comparison with everything else offered—and satisfy yourself at a glance in which car you should invest your money.

Coupe \$750; Roadster \$750 (Rumble Seat extra); Coach \$780; Sedan \$830

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

H. L. CONNELLY MOTOR CO.
627 N. Jackson St. Roseburg, Oregon Phone 350

HUDSON SALES AND SERVICE ESSEX

ROY CATCHING MOTOR CO.

30 Days Guarantee **USED CARS** We Take All the Chances

1926 Oldsmobile 4 door Deluxe Sedan	\$750
1925 Essex Coach, new finish	\$575
1922 Dodge Sedan, new tires, new finish	\$525
1925 Ford Coupe	\$325
1923 Chevrolet Coupe	\$300
1923 Ford Coupe	\$250
1923 Ford Sedan	\$210
1924 Chevrolet Touring	\$250
1923 Dodge Touring, lacquer finish	\$350
1925 Overland Touring	\$350
1926 Harley Motorcycle	\$275

We will sell these cars for 1-3 down and 12 months on balance.

125 Rose—Auto Row Phone 438

38.6 Miles on a Gallon

5,205 Whippet Drivers Establish Record in Nationwide Economy Test

Thirty-eight and six-tenths miles on the gallon of gasoline is the economy record established by 5,205 Whippet drivers during "Economy Test Week" recently held by Willys-Overland dealers throughout the country to demonstrate the efficiency, economy, power, speed and stamina of this famous car.

Each car used in this test was a regular stock model Whippet. The test was "open to everybody". Before each test was made the fuel tank was sealed, and the driver then went as far as he could. In several instances more than 50 miles to the gallon were secured.

Never before has any car made a record like this. Never before has any car so convincingly demonstrated its economy to the motorists of America. "30 miles on a gallon"—4-wheel brakes and outstanding performance have made the Whippet America's most popular light car.

\$695 WHIPPET SEDAN
Other Whippet prices are: Coupe \$685; Touring \$645; prices f. o. b. factory. Prices and specifications subject to change without notice. The Willys Finance Plan offers unusually attractive credit terms. Willys-Overland, Inc., Toledo, Ohio.

OVERLAND Whippet

F. W. CHASE
317 N. Jackson Roseburg, Oregon Phone 399

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR