

Chevrolet 72-Car Club Convention



Eighty-five salesmen on the "honor roll" of the Chevrolet Motor Company for the Portland, Seattle and Butte zones, comprising generally the states of Oregon, Washington, Idaho, Montana, were given a holiday, topped off with a banquet in Portland on September 15. Factory executives and field men united in making the convention a red-letter event in Chevrolet annals of the Northwest. Officers of the three zones for the ensuing year were installed by E. W. Fuhr, regional sales manager, Reading from left to right, the inset are: F. T. Hain, of Fields Motor Car Company, Portland, president, Portland zone; J. Wilcox, of J. H. Weber, Inc., Yakima, Wash., president, Seattle zone; V. L. Wain, of the Montana Auto & Garage Company, Butte, president, Butte zone.

JULY BUICK SALES BEAT ALL RECORDS

FLINT, Mich., Sept. 21.—Buick sales for July and August, 1927, shattered all records in Buick history. C. W. Churchill, general manager of the Buick Motor company, announced today, deliveries are still accelerating at a

capacity of the Buick factories, Mr. Churchill added. Buick deliveries for July and August far outstripped the past's highest total for a corresponding period. They numbered 68,800, as compared with 44,811 in July and August, 1926, an increase of 13,989 deliveries over the corresponding 1926 period.

"Our dealers' principal concern since the introduction of Buick for 1928 seems to be assuring them of our ability to meet their customers' demands," said Mr. Churchill. In light of the enthusiastic comment reflected in

CONCRETE ROADS SAVE GAS

By NEA Service. RALEIGH, N. C., Sept. 21.—One year of highway paving in North Carolina, over 1922-23, reduced the average gasoline consumption of automobiles on the paved roads from 521 to 454 gallons per car per year. This is reported by E. C. Frost, state highway engineer.

ONE YEAR NEEDED TO TRAVEL OVER OREGON HIGHWAYS

How long will it take to motor over all the roads in Oregon? This casual inquiry coming from out-of-state tourists brings but vague answers from the persons questioned. Frequently the visiting motorist announces that he will be in Oregon for a week or two and wants to see all that he can of the state in that time.

As a matter of fact, few people in the state of Oregon realize the extent of their highway system. From figures of the existing roads in Oregon compiled by the Oregon State Motor Association, a motorist traveling 150 miles a day would require almost a year to traverse all the roads in the state. In fact, approximately 133 days would be needed, as a total mileage of all roads in the state is 50,014.

Should the motorist decide to make the trip merely over the state highway system, the tour would take approximately thirty days. The total mileage in the state highway system is 4,465 miles; while the counties boast a road mileage of 45,546.

While there is general belief that only paved roads represent the ultimate in comfort, there are hundreds of miles that are highly enjoyable to travel and the equal of paved road in comfortable going. Should the tourist care to travel on unimproved roads of the state in addition to the paved roads, 73 days would be needed, as the total mileage of paved roads in the state is 10,945 miles.

In addition to the mileage enumerated above, there are thousands of miles of roads leading from every county and state highway into the dooryards of every ranch house and mountain cabin in the state, forming a most comprehensive transportation system for every individual of the state.

"IT'S THE GREATEST MOTOR EVER BUILT"

"It's the greatest motor ever built by Hudson engineers. It is a true Super-Six in smoothness and reliability, and a modern motor with all the benefits of today's high-compression design. Such is the verdict passed upon Hudson's remarkable new car by those most exacting critics, the buyers and drivers, as reported by them to the Roy Catching Motor Co., Hudson-Essex dealers. Not only has the car been welcomed with an initial enthusiasm, but this spirit has grown steadily as the Hudson became more and more widely known, according to Mr. Catching.

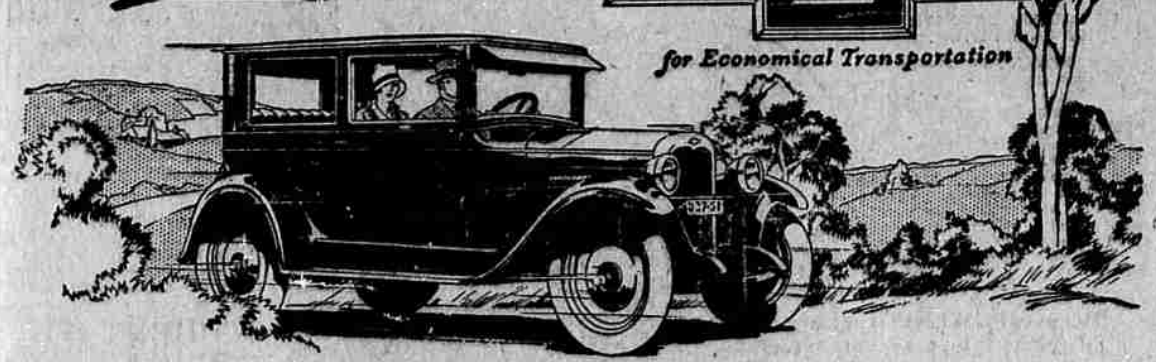
"We are used to having our owners enthusiastic," said Mr. Catching, "because Hudsons have for years been known for their exceptional power and smoothness. Any motorist who bought a Hudson expected unusual performance, almost as a matter of course. These new cars have proved so important an advance over anything previous that we are told daily of their wonderful performing ability. High compression is this year's and today's development. It is part of the engineering effort to obtain better efficiency from r. e. l. The cars of this season are superior to those of former years because of new developments in the compression ratios which are now possible. Hudson-Essex could easily have gone along with the trend, in designing a high compression motor which would perform on special fuels. However, the Hudson engineering organization chose the much more difficult task of producing a car with all high compression characteristics of performance, and with the ability to do these things with just any ordinary motor car fuel.

"There is positively no need for Hudson owners to purchase premium-priced fuels. This is important as a factor of economy, but still more important is the fact that Hudson owners know that they can use any type of gasoline purchased at any roadside station. The Hudson motor is designed so that it will handle even a low grade of fuel with gratifying results. The current Hudson cars are in two sizes—those on the 118 inch chassis and those on the 137 inch. Each length car has its own unit. The motor and all other units are identical, except for the shortening of the frame and propeller shaft."

Cottage cheese, Roseburg Dairy Phone 188. TIDE WATER OIL COMPANY CREATES A NEW DIVISION

Further evidence of the interest which oil companies are taking in the development of aviation is furnished by the announcement that Tide Water has recently created a new sales division to organize and develop its aviation business. Mr. W. C. Gittinger, manager of sales development and advertising, has been selected to head up this new division. E. W. Fulton, formerly chief automotive engineer, has been made assistant manager of the new division. Mr. Fulton is said to be an expert on aviation engines.

Amazing Performance!



The COACH \$595 -an outstanding feature of the most Amazing Quality in Chevrolet History

Come in—and learn for yourself the thrill of Chevrolet performance. Take the wheel of your favorite model and go wherever you like. Drive through the crowded traffic of city streets—and note the handling ease. Step on the gas on the open road and enjoy the swift sweep of the passing miles. Head for the steepest hill you know—and see how effortlessly the Chevrolet motor will carry you up. Note the balance on turns and curves

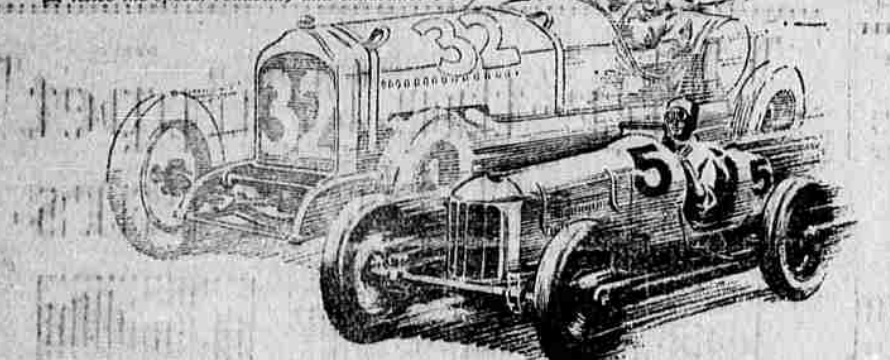


The valve-in-head motor is the basic motor in Chevrolet's exceptional performance. Chevrolet's extraordinary riding comfort is due in large measure to its long, semi-elliptic springs. A modern, three-speed transmission assures control in traffic, with power power application for every condition. A semi-reversible steering gear, specially designed for balloon tires, assures easy steering control. A sturdy single-plate clutch contributes to Chevrolet's remarkable smoothness of operation. Oversteering brakes assure perfect braking control under all conditions.

USED CARS ROY CATCHING MOTOR CO.

Table listing used cars for sale with prices. 1925 Star Touring \$275, 1922 Ford Coupe \$150, 1925 Star Light Delivery \$250, 1920 Chalmers Touring \$100, Oakland Touring \$50, 1921 Hudson Sedan \$450.

The illustration shows a racing car of 20 years ago, compared with a modern racer of 1927, showing the piston displacement, and noting the speed, reliability and endurance.



ESSEX truly follows... Racing Car Development

Twenty years ago racing cars were twice as heavy and were powered by motors four times as large as the racing car of today. Yet they were only half as fast and had nothing like the endurance of the present day car. Engineers learned that big motors did not mean greater power. Faster and more enduring motors were found in the smaller high-compression type. And then to make full use of the motor development, the chassis throughout had to be redesigned. Every part had to be engineered in perfect balance to every other part. Since every racing car is virtually hand made, and cost is no object, these things offered no obstacle. But such practice is not customary in building stock automobiles. To save costs many makers use the same axle, transmission, clutch and motor. Essex, however, follows racing car practice. Its Super-Six motor develops more than 2 1/2 times the power its size ordinarily rates it. It converts waste heat to power and gives economy in fuel and oil that is astounding. The distinction, however, is not limited to the motor. Its chassis is in true balance in every part. Clutch, transmission, axles and frame are especially engineered to make a perfect unit. This permits compactness and adds 15% to the length of the body without extending the body beyond the rear axle. This unity of construction assures added advantage in every particular of performance, reliability, comfort, safety and economy.

ESSEX Super-Six

2-passenger Speedabout, \$700 4-passenger Speedster, \$835 Coach, \$735 Coupe, \$735 Sedan, \$835 All prices f. o. b. Detroit, plus tax and license

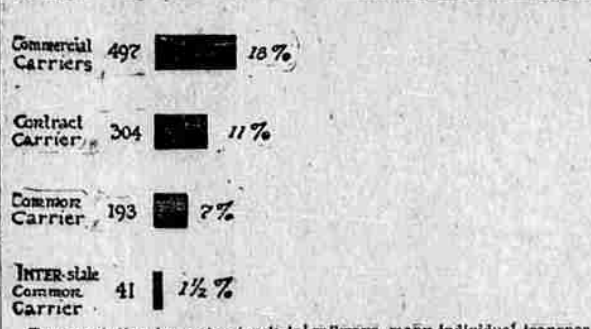
ROY CATCHING MOTOR CO. 125 N. ROSE PHONE 438 ROSEBURG, ORE.

HANSEN CHEVROLET CO. Phone 446 Rose Street Roseburg, Oregon

QUALITY AT LOW COST

NEW TOURIST LAND A new land is open to tourists with the chartering of 800 miles of road in Lower California. This is historically famous country that assures new thrills to travelers. LESS STEERING EFFORT The "torque amplifier," a device recently completed by the Bethlehem Steel company, uses engine power to reduce the effort of steering to a minimum.

SHIPPERS OWN 82% OF TRUCKS; COMMON CARRIERS, ONLY 7%



Transportation by motor truck is shown clearly to be an unorganized enterprise of about two million individuals and business concerns, according to estimates now made public by the National Automobile Chamber of Commerce, and based upon traffic survey studies by the United States Bureau of Public Roads. Only 497,000, or 18 percent of the 2,764,000 motor trucks now in use are owned and operated by individuals and concerns who make one or several definite contracts to haul goods between specified points at predetermined rates. Some 193,000 trucks, or 7 percent of the nation's registration are listed as common carriers. These trucks are owned and operated by almost 100,000 individuals and companies to haul goods for the general public. Less than half of them are used over regular routes between fixed termini and at regularly established tariffs. About 41,000, or 1 1/2 percent of the national truck registration are classified as interstate common carriers. Transportation by motor truck in the United States, existing as a local distribution system unparalleled in history over more than 2,000,000 miles of highways, thus differs materially from other transportation industries. In the early days of canals, river, lake and ocean lines, steam railroads and electric



BUICK for 1928 One Glance tells the story

In Buick for 1928, everything you want to know about your car's performance—every indicator and dial—is before you, indirectly lighted under glass. Buick today offers greater beauty, luxury, and comfort than ever before—greater speed and power with quicker getaway. See the car that surpasses all others in popularity—and in value. WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM Sedans \$1195 to \$1995 Sport Models \$1195 to \$1525 All prices f. o. b. Flint, Mich., government tax to be added. The G. M. C. financing plan, the most desirable, is available. MOTOR SHOP GARAGE DISTRIBUTORS FOR DOUGLAS COUNTY PHONE 268 OAK AND ROSE STS