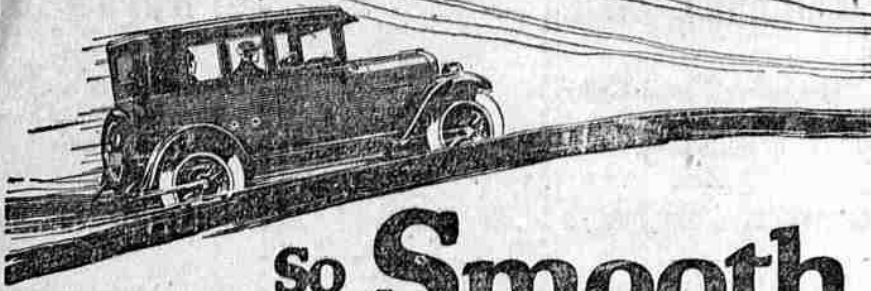


AUTOMOBILE NEWS

for Economical Transportation



So Smooth So Powerful

Your first drive in the Improved Chevrolet will be a revelation! Improved, made amazingly smooth and responsive—Chevrolet offers today a combination of power and effortless performance absolutely new in the low price field!

But even more remarkable is the fact that these improvements cost you not more, but actually less—because the prices have been substantially reduced.

Take a ride in the Improved Chevrolet. A demonstration will delight you!

Ask for a Demonstration!

New Low Prices

Touring	• \$510
Roadster	• 510
Coupe	• 645
Coach	• 645
Sedan	• 735
Landau	• 765
1/2 Ton Truck	395
(Chassis only)	
1 Ton Truck	550
(Chassis only)	

f.o.b. Flint, Michigan

Government tax reduction on automobiles officially in effect on March 29 is allowed NOW on all purchases of Chevrolet Cars.

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Ore.

QUALITY AT LOW COST

Willys-Knight and Overland Owners

If for any reason your car isn't running perfectly you will do us a favor by driving into our shop on

Friday, March 26

at which time we will have with us a

Factory Expert

who will gladly diagnose your trouble and we will make any minor adjustments that may be necessary

Free of Charge

GOOD SERVICE FOR GOOD CARS

F. W. CHASE

WILLYS-OVERLAND GARAGE

GUARANTEED
Ford
used
cars

Every advantage is yours when you buy a used Ford car from an Authorized Ford Dealer.

You are sure of good service; exceptional value; liberal terms; courteous treatment as long as you have the car, and a fair trade-in allowance when you are ready for your new Ford. Come in and see our selection of used Fords.

C. A. LOCKWOOD MOTOR COMPANY
PHONE 374 ROSEBURG, OREGON

Ford

THE CHEVROLET CO. TRAINS SALESMEN

A novel method of instruction for retail automobile salesmen, combining use of motion picture film with carefully prepared talks, used for the first time by the Chevrolet Motor Company has been productive of remarkable results, according to Mr. Hansen, local distributor for this car. Salesmen are taught through these pictures how to best demonstrate the Chevrolet car to interested prospects.

Although placed in operation among 1160 dealers of the Chevrolet organization a comparatively short time ago, a total of 12,750 dealer meetings have already been held with an attendance of 71,236. Meetings held by dealers and factory representatives have totalled 19,020 with a combined attendance of 102,486.

As prepared by the sales promotion department, the plan calls for delivery of a projector to each dealer subscribing to the service. A new film is sent out every two weeks, accompanied by a sales talk in manuscript form. In instructing his salesman, the dealer may use the explanatory talk direct from the manuscript, or use it as the basis for an extemporaneous address embodying the latest ideas in sales methods. Indicated in the manuscript in bold-faced type are the points to be emphasized by projection of the suitable picture on wall or screen. Among the dozen films so far distributed are: "Why Do People Buy Automobiles?" "Where Can I Find Prospects?" "How Direct Mail Helps You?" and "Giving a Road Demonstration!"

The plan, presenting the most up-to-date ideas in retail selling, has met with enthusiastic reception by dealers and has been credited with increased sales, according to thousands of letters received by the sales promotion department. Working hours of the salesmen have been better organized, aid has been furnished in meeting and solving seasonal and other problems and the selling thought of the factory, zone office organization, the dealer and the salesman has been unified. Its use is to be continued indefinitely with a constantly increasing scope.

Crack proof garden hose at Wharton Bros.

GOLD DISCOVERY IN MOJAVE DESERT STARTS BIG RUSH

(Associated Press Leased Wire.)
BAKERSFIELD, Cal., March 24.—Placer gold discoveries in the Kramer hills on the Mojave desert has started a stampede of miners into the district, which is located near a town of Kramer on the Santa Fe railroad. Reports are to the effect that gold values running as high as \$800 and \$1000 to the ton have been encountered and there is a rush to locate claims. Miners are flocking into the district from Randsburg, Mojave, Victorville, Barstow and other points on the desert, according to reports. Several camps have already been established upon the grounds and late advice received in a communication from J. P. Carroll of Randsburg indicates that the rush to the new placer diggings is reaching the proportions of a stampede.

INQUEST VERDICT DOESN'T SATISFY TAYLOR'S FRIENDS

(Associated Press Leased Wire.)
BENJI, Ore., March 24.—The Crook county grand jury has been called to meet March 31 to sift charges which have arisen as a result of the death of Vayle Taylor, who died as the result of a shot from the pistol of C. C. McBride, state prohibition officer. The coroner's jury found death resulted from the accidental discharge of McBride's gun and completely exonerated the officer. The accident happened on the high desert country 40 miles from Bend and over the line in Crook county, February 18. Friends of Taylor's in the high desert country were reported soon after the funeral to have engaged attorneys and provided a fund to gather evidence refusing to accept the verdict of the coroner's jury.

Lawn grass seed and fertilizer at Wharton Bros.

RAFFETY SHAKES
COOLIDGE'S HAND

(Associated Press Leased Wire.)
WASHINGTON, March 24.—Delegates from Oregon to the national conference on street and highway safety, in session here, were intro-

Today is Introduced the REFINED STAR FOUR

REFINED body lines—lower, longer, hugging the ground; refined spring design—longer, smoother, easier riding; refined finish—a new, durable lacquer that stands all weathers and outlasts all oldstyle finishes; refined fittings—solid, substantial, beautiful fittings; refined upholstery, top; refined radiator—new design, but the same cooling capacity (no Star Car ever overheats); refined frame and chassis—new reinforcements, lighter, lower and stronger than ever; refined heavy natural wood artillery wheels—style, strength, speed with safety.

Tomorrow's Car Today—and TODAY we present the famous Star "4" with the powerful Million Dollar Motor in a new conception of the advanced value that has won unquestioned leadership in the low-cost field. See this famous car in its refined form.

Following the sensational event of the new Star "6," this refined four sets a new pace in exceptional value.

All the features that have made the

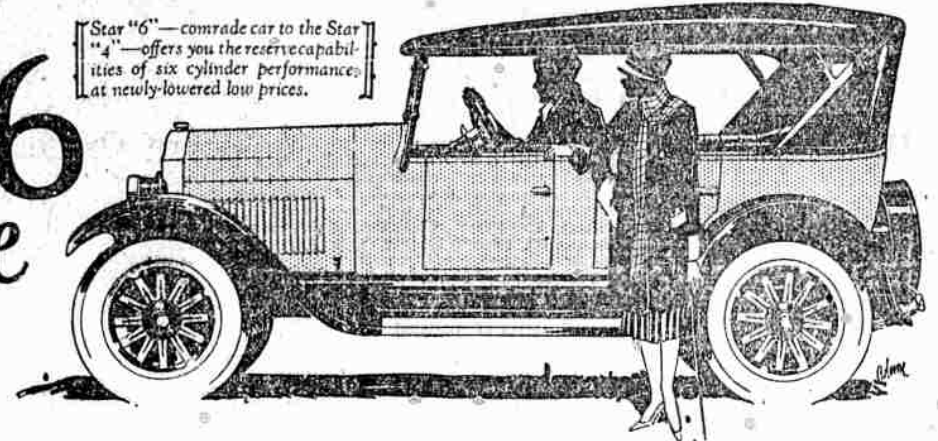
Star famous—the Million Dollar Motor.

All refined, to the last degree of perfection. The same record-breaking power, but smoother, guaranteeing a power performance far ahead of any car near its price class.

You know what a success the Star "6" is. Well, see this refined "4" and marvel that again such a value can be duplicated and built delivered here for \$636.

\$636
here

[Star "6"—compare car to the Star "4"—offers you the reserve capabilities of six cylinder performance at newly lowered low prices.]



always — "TOMORROW'S CAR TODAY"

RAPP ROTHERS, Dealers

Corner Cass and Pine

Phone 371

Roseburg, Oregon

duced to President Coolidge today by Senator McNary. In the group were City Commissioner Pier of Portland; George O. Bradenburg, secretary of the Oregon State Motor association; Captain Ervin of the Portland police department; H. H. Corey and T. A. Rafferty of Salem.

DEATH SENTENCE TO OMAHA SNIPER

OMAHA, Neb., March 24.—This morning sentence to be executed at the Nebraska state penitentiary July 9 for the murder of Dr. A. D. Searles, Omaha specialist.

ALL OUT OF SORTS?

So Was This Roseburg Woman Who Tells Her Experience.

All too often women accept their pains and aches as natural to their sex. They fail to realize that weak kidneys are often to blame for that backache, those headaches, dizzy spells and that tired, depressed feeling. Thousands have found new health and strength by helping the weakened kidneys with Doan's Pills—a stimulant diuretic. This Roseburg case is one of many: Mrs. E. A. Matthews, 809 Short St., says: "My kidneys were out of order and acted irregularly. I also had severe backaches. Headaches were frequent; I became run down and all out of sorts. Doan's Pills from Fullerton's Drug Store soon rid me of the aches and the other signs of kidney disorder disappeared."

Price 60c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Pills—the same that Mrs. Matthews had. Foster-McBarn Co., Mfrs., Buffalo, N. Y.

ALLEGHENY RIVER ICE GORGES MOVE

OIL CITY, Pa., March 24.—Freed from further menace by the moving out last night of 18 miles of ice gorges that had threatened this city and other upper Allegheny river towns since January, residents today debated whether science or nature was to be credited with their deliverance.

Those who had advocated the use of thermite and dynamite in dissolving the ice jam, hailed the ice movement as a vindication of their claims, while others declared the

movement due to recent rainfall and said the ice would have moved even had thermite and dynamite not been used.

The ice movement started at the Bradon and other gorges south of here which had been the scene of the thermite and dynamite operations. The Kluzma gorge, north of here, had not started to move out early today.

Representatives of the United States army engineer corps, who a few hours before the ice movement started, had classed such efforts as "toy demonstrations," denied that science had any part in moving the dams.

DISASTER AT SEA COSTS 104 LIVES

(Associated Press Leased Wire.)
LONDON, March 24.—A dispatch to Lloyd's from Manaus, Brazil, today reports that 104 lives were lost in the destruction of the Brazilian steamer Vasco da Gama by fire on the Amazon river.

The steamer was bound from Manaus for Torijura. She carried a full cargo, including inflammable goods. The disaster occurred March 22, near Cour.

Studebaker builds no yearly models.

ATTENTION!!

Don't fail to see Fordson equipped with the FAMOUS BELLE CITY TRACT PULL at the

Big Fordson Demonstration

Held under the direction of the

C. A. LOCKWOOD MOTOR CO.

at Winston

SATURDAY, MARCH 27

10 A. M. to 4 P. M.

FREE

Hot Dogs at Noon

FREE

Mitchell Lewis & Staver Co., Dist.