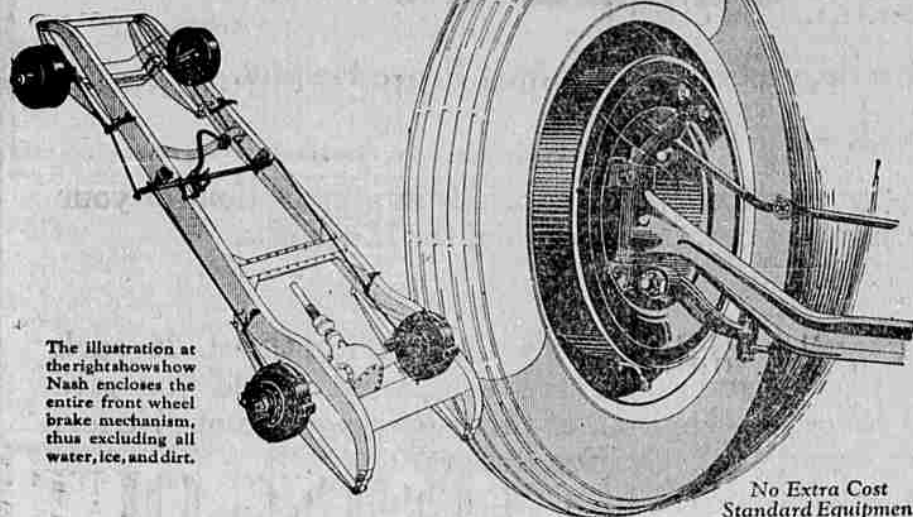


AUTOMOBILE NEWS

NASH

Leads the World in Motor Car Value



The illustration at the right shows how Nash encloses the entire front wheel brake mechanism, thus excluding all water, ice, and dirt.

No Extra Cost
Standard Equipment

Safest - Smoothest - Simplest 4 Wheel Brakes

This brake system is exclusive to Nash and was engineered to embody the finest features developed by foreign and American 4-wheel brake authorities as well as the superiorities worked out by Nash over an extended period of 4-wheel brake experience.

Among its chief advantages is the fact that the smoothly powerful performance of these brakes is never impaired by climatic changes. And being of the mechanical type they operate with invariable regularity at all temperatures.

They possess perfect automatic equalization, right to left, front and rear.

Thus Nash eliminates the possibility of the side-sway or skidding on wet or icy roads under rapid brake application which occurs with rear wheel brakes or partially-equalized 4-wheel brakes.

L. R. CHAMBERS MOTOR CO.

Nash Sales and Service

Oak and Rose Sts.

Roseburg

Phone 649

TRUCK-BUS BILL REGULATIONS ARE BEING WORKED OUT

SALEM, Ore., Nov. 17.—Plans for the administration of the new truck and bus bill are well under way and the public service commission expects to have the act in full operation by December 1. This bill became effective at the close of the polls November 2.

This act provides for the supervision and regulation of all motor carriers engaged in the transportation of persons and property for compensation over the highways of the state and applies to interstate as well as intrastate operations.

The law automatically grants permits to all those who held permits under the old act without further application.

The new law contemplates more stringent insurance requirements and offers greater protection to the shipper. The commission expects to hold a conference with insurance men throughout the state for the purpose of drafting a satisfactory uniform endorsement to be attached to insurance policies that will meet the requirements of

the law.

Each motor carrier subject to this act will be required to pay an annual license fee payable on monthly basis on the capacity of the vehicle operated and number of miles traveled. For passenger carrying vehicles this fee is on a basis of 3-4 mill per passenger mile. For example a twenty-passenger bus would be required to pay \$1.50 for each 100 miles operated. The basis for computing the fee for freight carriers is one mill per ten miles, a five-ton truck (gross weight loaded) would be required to pay 50 cents for a hundred mile haul.

DAILY WEATHER REPORT

U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 a. m.

Relative humidity 5 p. m. yes. 78

Precip. in inches and hundredths: Highest temperature yesterday 57

Lowest temperature last night 44

Precipitation last 24 hours — 0

Total precip. since 1st month 3.58

Normal precip. for this month 4.37

Total precip. from Sept. 1, 1926, to date — 7.03

Average precip. from Sept. 1, 1877 — 6.06

Total excess from Sept. 1, 1926 — .97

Average precipitation for 44 wet seasons, (September to May, inclusive) — 31.12

Increasing cloudiness, followed by rain tonight and Thursday; slightly warmer tonight.

ARTHUR W. PUGH, Meteorologist.

BUICK LIGHTS ARE MOST DEPENDABLE

Lighting efficiency has come in for its share of attention recently, with the result that many drawbacks of night driving have been overcome.

A valuable advance in lighting was pioneered by the Buick Motor Company several years ago, when controllable beam headlights were introduced. The advantage of this system as developed by Buick quickly became evident and many other companies adopted it.

The Buick controllable beam headlights retain the rays under all driving conditions. To "dim" the lights, a convenient lever on the steering post is moved and the rays are directed downward directly in front of the car, but with unimpaired intensity. The control is in the lamps themselves, each being equipped with two filaments. One is for a clear road and the other to accommodate an approaching car. The controllable feature operates simply by switching the current from one filament to the other.

But even the controllable beams would lose some of their value if the lights were not properly focused to start with. Buick takes

CHEVROLET SCOUT CARS IN PARK TRIP

For the first time since Yosemite national park was discovered some fifty years ago it will be possible to travel by road into the park at any time during the winter months in comfort and without waste of time. The new Briceburg highway from Merced to El Portal is now open 24-hours of the day and the motorist may easily drive to Merced from the bay region in the evening, stay over night there, and with an early start the following morning be in the valley fairly early in the morning, the trip requiring only about four hours, or perhaps a little more.

This new highway, pioneered over several times during the past few months by scout cars from the Chevrolet Motor Company of California, has no grades of any moment. It is smooth as a floor and wide enough to remove the last objections of the most timid to a trip into Yosemite because of sheer precipices and narrow gorges, with grades that require brake perfection for safety.

Chevrolet has had no trouble on any of its trips in negotiating the route practically from end to end in high gear and the speed limit is the only range upon the rate of progress. Winding along mostly close to the Merced river the route is an extremely beautiful one and makes up for the lack of Inspiration Points and the like, by an endless panorama of sparkling rapids, rugged rocks and heavily forested hills and mountains.

Chevrolet is coming more and more to be a leading factor in travel from outside into the Yosemite valley and this winter will see a further increase, according to officials of Robt. A. Smith, Inc., San Francisco Chevrolet dealer firm, for the new Briceburg highway opens up an entirely new route to the snow for this winter and the motorist will not have to worry about mud and soft spots, and the possible need of a tow car to get him out of a mud hole at the roadside as so often happens upon other routes to the snow line where traffic is heavy after a big storm and the route is perhaps only half opened up. Banks of snow will have no terrors for the motorists on the Briceburg road and there will be an additional incentive in a background of "Christmas Tree" forest that will make the heart of the amateur photographer glad and provide plenty enough to fill albums of a week-end trip so the "children could play in the snow."

Pilcher's are offering lowest prices in new ladies coats.

LATE LOW PRICES ADD IMPETUS TO OVERLAND SALES

Following the price cut announced by Willys-Overland several weeks ago on the Overland Six, retail deliveries on all models of this popular car have shown marked increase.

At the present figures, the range of prices is well below \$1000 f. o. b. factory and represents the lowest level ever reached by Willys-Overland in their six cylinder production.

The fact that the de luxe sedan in the Overland Six line is now priced below the \$1000 mark makes it the lowest priced car four-door sedan in the light six field with but three other makers offering 5-passenger models at lower figures and these being land sedans or coaches.

The Overland six standard sedan, which is built with two doors only, but which has a full size five-passenger sedan type of body is the lowest priced model of this carrying capacity with but two exceptions, one of these being a coach and the other being but \$10 lower in price than the Overland.

In seating room, the Overland six offers greater space than is found in any other light six within its price range and this feature coupled with the superb finish and equipment which has been characteristic of the model since its introduction twenty months ago has emphasized the dollar for dollar value of the car.

See the big values in ladies coats at Pilcher's.

more than ordinary precautions to assure the owner of utmost lighting efficiency through its system of headlight adjustment. Not content with adjusting the lights after they are placed on the car, the company insists that each headlight be focused individually before assembly. In this manner every possible factor contributing to poor lighting is overcome.

Properly spaced and marked charts are used in all headlight tests and the lamps are placed at a uniform distance from the chart. Every Buick leaves the factory with the lights so adjusted and focused that the owner is assured of the most perfect lighting obtainable.

FINDS MOTOR CAR CASH SALES LARGE

DETROIT Nov. 16.—Nearly half of the purchasers of Dodge Brothers cars pay cash, according to R. P. Fohey, treasurer of Dodge Brothers, Inc., after a statistical study of practically 40,000 recent sales made by dealers throughout the United States and Canada.

"To get an average of the prevalence of installment buying," said Mr. Fohey, "we took 39,095 sales of new cars made by our dealers over a period of several weeks and analyzed them. We found that 17,29, or 45.1 per cent of the buyers, laid down the full amount when they took delivery of their cars and trucks."

"No exact figures are available for the industry as a whole, but the commonly accepted estimate is that only 20 per cent of motor car buyers pay in full at time of delivery. For this reason I think the result of our analysis will surprise a good many people, particularly bankers."

In not a single district throughout the U. S. and Canada did the amount of cash transactions fall below 23 per cent, and in some districts cash sales amounted to more than 50 per cent of the dealers' total business.

Installment buying was found to be more prevalent in the New York district, with its large urban population, than in the Omaha district, which includes much small town and rural territory. The average of cash sales reported by Canadian dealers was 51 per cent, about 6 per cent higher than the figure for the U. S.

"The conservative policy of Dodge Brothers dealers requiring a large down payment and not more than twelve monthly installments, has contributed to sound expansion of its business," said Mr. Fohey. "Dealers' total sales have in the first nine months of this year increased 41.5 per cent over the same period last year. True enough, if easier terms were permitted this increase in sales might have been larger. But the risks involved in a too-loose credit policy are not worth taking."

Theoretically, Dodge Brothers, Inc., has no interest in whether the dealer sells for cash or on installments; or whether the installment contracts are paid. This is because Dodge Brothers, Inc., gets its money from its dealers before cars are delivered. Out of sales exceeding a billion and a half dollars, its loss from bad debts has been less than \$33,000. Nevertheless, under practical conditions, the company has a vital interest in the installment plan methods adopted by its dealers; for if the dealer obtains volume sales by unsound credit extensions it would eventually result in losses and curtailment of sales affecting both dealer and manufacturer.

"All of our studies indicate that properly safeguarded installment

HANSEN Chevrolet Co.

USED CARS

We have a fine stock of used cars and are selling them at prices that will not be lower. More likely will raise toward next spring. Trade that old Ford in on a better used car or a new Chevrolet.

Chevrolet Roadster 1926 model.
Chevrolet Touring 1924 model.
Dodge Touring 1922 model.
Star Touring 1923 model.
Overland Touring 1922 model.
Ford Sedan 4 door, 1925 model.
Ford Coupe 1922 model.
Ford Touring 1925 model.

TRUCKS

Ford Truck, Steel Cab, new 30x5 tires.
Ford Truck, Warford Transmission.
Ford Truck, solid tires, \$125.00.
Dodge 3-4 ton Screenside Delivery.
Several Serviceable Fords for \$25.00 and up.

EASY TERMS

HANSEN Chevrolet Co.

ATWATER KENT RADIO



EVERY SUNDAY EVENING: The Atwater Kent 10 Hour program, in Radio's finest program. Here it is at 9:15 Eastern Time, 8:15 Central Time, through

WEAF . . . New York
WJAR . . . Providence
WEEI . . . Boston
WRUC . . . Washington
WSA . . . Cincinnati
WTAM . . . Cleveland
WTAG . . . Worcester
WGN . . . Chicago
WFI . . . Philadelphia
WCAE . . . Pittsburgh
WGB . . . Buffalo
WOC . . . Detroit
KNO . . . St. Louis
WCCO . . . Minneapolis

Isn't it time—NOW?

—when Atwater Kent Radio is so firmly established in people's minds that three out of every four ask for it by name

—when the satisfaction of owners is so deep they can't help telling their friends about Atwater Kent Radio

—when the greatest artists broadcasting today say frankly that in their own homes they prefer the tone of Atwater Kent Radio

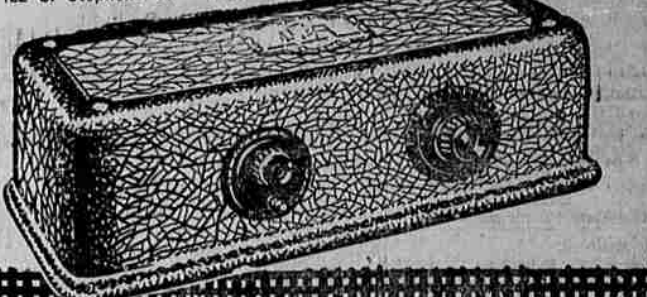
—when tone, reliability, simplicity and all that makes good Radio are to be found in Atwater Kent Radio

—isn't it time to see an Atwater Kent Dealer and ask him to put an Atwater Kent Receiving Set and Radio Speaker in your home?

Receiving sets for five, six or seven tubes. One Dial or three Dials, mahogany or crystalline finished cabinet. Price range from \$45 to \$145. Radio Speakers from \$17.50 to \$25. Model 85 six-tube receiver with one Dial, \$75.

Willard Service Station

122 S. Stephens St. Phone 136



selling has a real place in the automotive industry," continued Mr. Fohey. "Our cars are today utilized by owners to such an extent in their business and have become so essential that the employment of conservative credit extension by dealers is both constructive and fundamentally sound."

ALL NASH MODELS NOW POWERED WITH 7-BEARING MOTORS

The new smoothness and quietness in performance qualities which is gaining widespread popularity for all the new Nash models has been made possible by the introduction in all Nash cars of the 7-bearing crankshaft.

In this connection it is noteworthy that Nash makes these crankshafts in their own plants. Thirty-five operations are required and the closest limits of precision are rigidly adhered to, a degree of accuracy which makes them their "machine tool" perfection.

This engine design reduces distortion in motor action to the very minimum by holding the crankshaft rigid throughout its entire length. Seven bearings are the maximum number it is practical or even possible to use on a six-cylinder motor crankshaft. This makes certain that the crankshaft is supported at every necessary point—not merely on the ends or at one or two places in the middle—by sturdy main bearings.

This principle counteracts the constant downward motion in the pistons and connecting rods, a motion incident to every powerstroke, and produces a resulting smoothness which is characteristic only of the 7-bearing type of construction.

For it is the crankshaft which receives the pressure exerted on the pistons and transmits the power through the propeller shaft and rear axle to the rear wheels which propel the car.

Absolute smoothness and quietness cannot therefore be achieved unless this power which leaves the crankshaft and goes to the flywheel and other driving members is absolutely smooth and noiseless. Naturally enough, with six connecting rods ramming down on the crankshaft with ceaseless vigor,

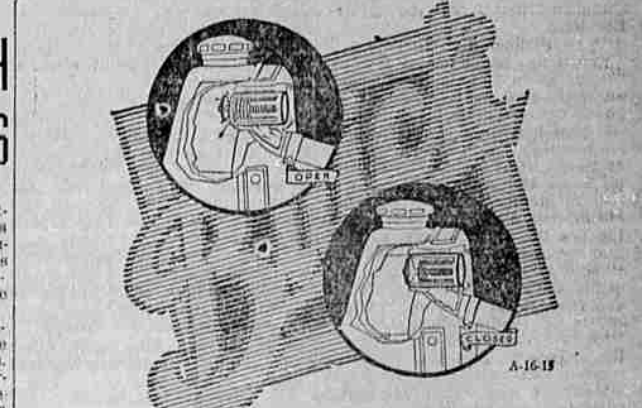
such forces would tend to cause deflection of the shaft. Deflection would in turn result in noisy operation and roughness.

Consequently, instead of trying to forestall noisy deflections through some other means, Nash engineers have absolutely assured the highest efficiency in the most

vital unit of the motor, and have safeguarded its regular smooth operation by supporting the shaft with seven main bearings.

J. W. Lawwell of Yoncalla was in Roseburg Tuesday afternoon attending to business affairs and trading.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Buick Thermostatic Control provides smooth Engine Performance at 0° or 90° in the shade

Thermostatic Circulation Control is a new reason why the Buick engine is so easy to start and so pleasant to drive, in all kinds of weather.

Summer conditions prevail all year, under the Buick hood. At 90°, or at zero, this valuable Buick improvement reduces the warming-up period to less than three minutes!

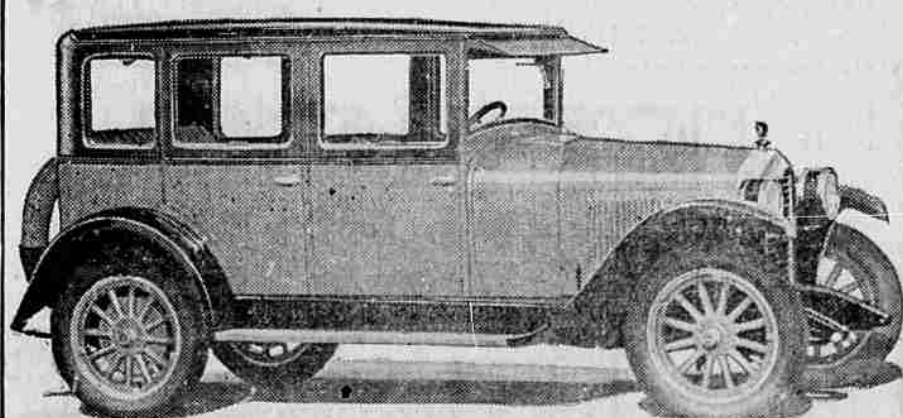
For this, and many other vital reasons, the 1927 Buick is the Greatest Ever Built. The engine is vibrationless beyond belief. Drive it and see what that means.

THE GREATEST BUICK EVER BUILT MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268 414 N. Jackson St.

Essex Introduces New 4-Door 6 Cylinder Sedan



After building 330,000 coaches in three years, Essex now adds this new 4-door sedan to its line of cars. The cars are now on display locally.