

bar none

Star Fours Offer the

—greatest Performance Values
—finest Appearance Values
—huskiest Stamina Values
of ANY cars in their price class,
bar none!

PROOF: in publicly-witnessed
high gear speed and economy
achievements; in owners' state-
ments and records; in public sen-
timent, rapidly swinging to
Star Cars!

The Star Car

FOURS SIXES

PRICES START AT \$550 F.O.B. LANSING, MICH.

Models include Touring, Utility Roadster, Coupe, Coach,
Sedan, Sport Roadster

RAPP BROTHERS

Dealers

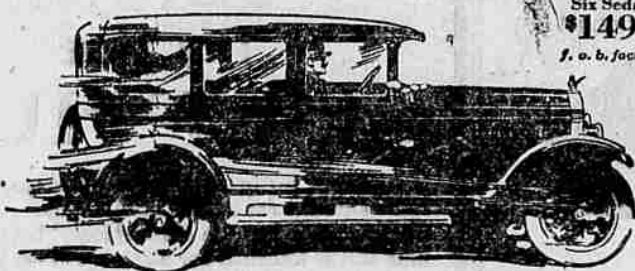
325 Cass St. at Pine

Roseburg, Oregon.

Phone 371

TWO FINE NEW WILLYS-KNIGHT Sixes

THE ENGINE IMPROVES WITH USE



The "70"
Willys-Knight
Six Sedan
\$1495
f. o. b. factory

ENGINEERING LEADERSHIP Leading a new trend in body design

Far ahead of the field are these two fine new Willys-Knight Sixes. Their superior coachwork correctly and artistically interprets the most modern tendencies in design. Lower and more graceful lines. Perfect symmetry that makes each model a thing of rare beauty. Further evidence of Willys-Overland Engineering Leadership.



powerful with every mile. Safety is assured by positive mechanical 4-wheel brakes—the same type used in 97% of leading European cars. Belflex Shackles improve riding qualities by taking up all road vibration, minimizing noise, eliminating all need for chassis lubrication, reducing wear at every point.

One of thousands of satisfied owners writes: "My Willys-Knight has been in constant service for two years without repairs or adjustments of any nature to the engine."

"70" Willys-Knight prices from \$1295 to \$1495. Willys-Knight Great Six, for those who want the finest, \$1850 to \$2295. Prices f. o. b. factory and specifications subject to change without notice. Purchases may be arranged on convenient credit terms Willys-Overland, Inc., Toledo, Ohio. Willys-Overland Sales Co., Ltd., Toronto, Canada.

F. W. CHASE

317 N. Jackson

Phone 399

"SAVE THE TIRES" CAMPAIGN IS ON

A campaign with this as the objective would be next in order in this country if Mr. Lockwood, of C. A. Lockwood Motor Co., Roseburg, Firestone dealer had his way.

"We have had all kinds of campaigns," Mr. Lockwood said, "to save the surface, to save the forests and to save most everything else, each one valuable in its way and all teaching the lesson of conservation."

"I believe that we should have a campaign to 'save the tire,' that we should conserve the millions of dollars that are wasted every year through neglect (probably unintentional) of this most important motoring item."

"It is just as essential to give attention to the tires on your car as it is to attend to the surface on your house, for upon your tires depend motoring safety and economy."

"The first lesson that would be taught to my proposed campaign is the care of valve equipment. The valve is a very small part of the tire but nothing is more valuable to efficient operation. The best tire made will give a poor account of itself if the valve leaks."

"There are three rules to follow in looking after valve equipment: (1) Be sure the valve inside, or the inner-door, does not leak; (2) always apply valve cap as in case of leak from valve inside—this will form the second door for holding air; (3) use rim nut bushing tightly screwed against the felloe, which prevents creeping of tube."

"Above all, motorists should be brought to recognize the necessity of maintaining the right air pressure in their tires and this can be more easily accomplished if the valve equipment is in good order."

CHEVROLET SALES ARE GOING GREAT

The new models in Chevrolet are very popular in this county, according to Hans T. Hansen, local dealer in Chevrolet cars and trucks. There is apparently no let up in the demand for them. "Our main trouble," says Mr. Hansen, "is to get the cars, not disposing of them. We are very proud of our cars and their performance. We have sold around three hundred cars and trucks in this county the seventeen months we have been in business here in Roseburg, and have yet to sell our first gear, axle, crankshaft or other part of any consequence for replacement on any of these cars, outside of collision. This proves durability, dependability, and the truth of 'Economic Transportation.'"

WESTERN AUTO MEN MEET AT SEATTLE

What is declared to have been the most successful convention of Western Auto Supply company managers ever held in the Seattle District, was brought to a close last week at the division headquarters in Seattle.

According to R. A. Hartley, local Western Auto manager who has just returned from Seattle, all the managers and executives from Washington, Oregon, and Montana attended the four day sales and service conference which was unprecedented in every detail and was a glowing tribute to the growth and activities of the com-

Selling Automobiles Fascinating Career for Women

"Selling automobiles is one of the most fascinating careers open to women. The work is interesting and involves less routine than most other professions. Success is dependent only upon the individual's ability and effort."

In these words Miss Jill Jeffreys, of Sidney, Australia, tells why she started selling motor cars two years ago and why she is today one of the leaders in this line in Australia. Her business and pleasure is selling Dodge Brothers cars for Standardised Motors, Ltd., Dodge Brothers dealers at Sidney.

Miss Jeffreys has had many interesting experiences and her observations are of special interest. Though she is brisk, young and attractive, she does not put much faith in personality. "It counts," she says, "but knowledge and training count as much or more."

Women are easier buyers than men, Miss Jeffreys has found. "They know what they like and what they don't like, even if their reasons sometimes cannot be understood except by a woman."

"Men are apt to regard a saleswoman with tolerant amusement at first. When that attitude is broken down she gets the same chance as anyone who knows their job but in most cases it is easier for a man to sell a man."

Miss Jeffreys does not agree with the old idea that women do not know their own minds. She says:

"Members of our sex are accused of being indefinite but the chief thing I find about them is that they are much more definite than men."

She prefers, however, to work with men, for in her opinion "they

are more tolerant and just, and are less given to interference than are women."

Like everything else, the business of selling automobiles has some disagreeable features, Miss Jeffreys admits. The first nine months in her new work were spent in arduous training. They were what she calls "dog days," but later they proved a wonderful foundation.

Although Miss Jeffreys was the second woman to take up such work in Australia, in the two years which have elapsed since she began, a number of women have obtained similar positions with various automobile firms,

Now \$12⁰⁰ GENUINE Ford BATTERY

It's as fine a battery as money can buy, sold at a price made possible only by Ford quantity production.

Thirteen plates, six volts, eighty ampere-hours, cased in hard rubber.

The full-powered Ford battery is ideal for radio use.

C. A. Lockwood
Motor Co.
ROSEBURG, OREGON



A Finer DODGE BROTHERS MOTOR CAR

New in Beauty, Comfort and Performance
—Still more Dependable

Now ready for your inspection and personal test—a finer Dodge Brothers Motor Car than ever before, due to many new and vitally important improvements. So important, in fact, that only a personal inspection will give you an adequate idea of what further engineering advances and greater production have accomplished in extra values. Read this partial list of the latest improvements and then investigate:

A New Clutch—Simple, Prompt, Sure and Silent.
Softer Pedal Action
Easier Gear Shifting
New Body Lines—as smart and graceful as any on the boulevards
New Color Combinations of Striking Beauty
Still Sturdier Bodies
Seats Re-designed for greater comfort
New Silent-Type Muffler
Improved Universal Joint, Propeller Shaft, Differential and Axle Shaft—creating greater sturdiness and resistance to wear
And Many Other Smart New Refinements of Detail.

Remember, too, that all these are in addition to many important improvements recently announced, including the five-bearing crank shaft and the two-unit starting, lighting and ignition system that inspired owners to new expressions of enthusiasm and satisfaction.

Look at these big roomy cars and you will realize that it is not possible to invest more wisely in dependable transportation.

Standard Sedan	\$ 895	\$1090
Special Sedan	945	1145
DeLuxe Sedan	1075	1280
	Factory	Delivered

J. O. Newland & Son

Roseburg, Oregon

We Also Sell Dependable Used Cars

ACHIEVEMENTS OF THE HUDSON-ESSEX

In the past 15 years the Hudson Motor Car company has given many new ideas to the automobile industry," said Roy Catching, dealer of Hudson and Essex cars in this territory.

"What did they ever do for their country?" asked the writer.

"Hm, you ask me that!" exclaimed Catching. "Well, cast your eyes over this list of achievements. It reads as follows:"

1913—The first sedan.

1915—The first touring limousine.

1916—The first Super-Six type motor with the fully balanced crankshaft.

1918—The first speedster.

1922—The first coach.

1923—The first closed car at open car prices.

1924—The first manufacturer to concentrate on one model, the Essex Coach.

"And in 1927," he concluded, "a complete line of cars, with a variety of body styles, etc., all built with the exclusive performing ability characteristic of the Super-Six principle."

Come to the First Methodist church tonight and hear a great message from Dr. T. C. Henderson, evangelist.

HENRY HARTH TRUSTEE
CLOTHIERS ASSOCIATION

(Associated Press Local Wire.)

PORTLAND, Ore., Feb. 23—Max G. Politz, of Portland, was re-elected president of the Oregon Retail Clothiers association at the close of the convention here late yesterday. Paul B. Green, of Eugene, was named first vice-president. Among the trustees chosen were Henry Harth, Roseburg; Ralph H. Cooley, Salem.

Try our buttermilk—it's different. Roseburg Dairy. Phone 186.

DAILY WEATHER REPORT
U. S. Weather Bureau, local office, Roseburg, Oregon, 24 hours ending 5 A. M.

Relative humidity 5 p. m. yes. 68

Precip. in inches and hundredths

Highest temperature yesterday 52

Lowest temperature last night 40

Precipitation, last 24 hours39

Total precip. since 1st month 6.94

Normal precip. for this month 4.56

Total precip. from Sept. 1,29.17

1926, to date21.42

Average precip. from Sept. 1,4.75

192731.12

Average precipitation for 49 wet seasons, (September to May, inclusive)31.12

Forecast for southwest Oregon: Rain tonight and Thursday; normal temperature.

ARTHUR W. PUGH, Meteorologist.

OREGON HOOPSTERS DEFEAT O. A. C. IN SEE-SAW CONTEST

EUGENE, Ore., Feb. 23—The University of Oregon's title contending basketball team were forced to the limit last night to win from the Oregon Agricultural College hoopers, 34 to 25, when the Aggies flashed a speedy style of play that was not on the books of advance dope.

Herebefore this season, and in seasons past, the Aggies have played a stalling game, working their percentage play. This same system was employed during part of the contest last night, but in the last half a brilliant attack took them. Then the game see-sawed, at a furious pace, with Oregon finally pulling ahead in the last five minutes of play.

Oregon has one remaining game on her schedule, with the University of Washington. A loss to Washington will result in a tie for leadership of the northern section of the coast conference, while a win will bring the title to Oregon for the second consecutive year.

THOUSANDS AND THOUSANDS OF PEOPLE HAVE HOPED FOR A CAR EXACTLY LIKE THIS



New Standard Six De Luxe Sedan \$1135 f. o. b. Cleveland

THIS is the first time an automobile manufacturer ever packed so much quality and style and richness and power into a car of this price.

A beautiful body of custom lines and finish—upholstered in genuine mohair—with armrests for rear seat—a car you can get into without crushing your hat—and ride in without buckling your knees or cramping your elbows!

Powered to the limit, wonderfully quiet, and able to perform side by side with cars that cost much more and claim the earth in performance.

This is but one of twenty-five new Chandler models—a complete line of new Sixes ranging from \$945 to \$1895, and new Royals Eight from \$2195 to \$2295; all prices f. o. b. factory. See these great cars—drive—compare!

Stanley's Highway Garage
332 North Jackson St. Phone 478
Roseburg, Ore.

CHANDLER-CLEVELAND MOTORS CORPORATION • CLEVELAND

CHANDLER

ROYAL EIGHTS • BIG SIXES • SPECIAL SIXES • STANDARD SIXES