



As Thrilling in Beauty as in Performance ~ ~ ~

Everyone says "Nothing like it in the world"

The mere announcement of the Super-Six principle, freed to the limit, focused on Hudson a dramatic public expectancy such as never awaited any other car. In appearance and value, as well as performance, it is the most talked of car of the year.

New riders, new buyers and thousands who merely witness its vivid dash on the road are saying "There is nothing like it in the world."

In all it does, there is effortless ease, from its swift, smooth glide into motion, to sustained high speed, and back to the soft instantaneous stopping action of its four-wheel brakes. It has been accorded the greatest public reception in Hudson history.

HUDSON

The Super-Six Principle Freed to the Limit

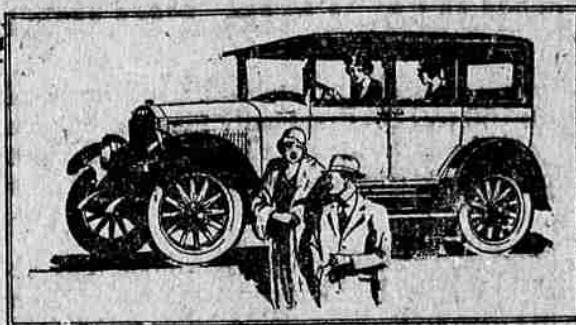
ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

Millions now talking New Silent Star Four SMOOTH AS A SIX



At NEW LOW
Prices Starting
With

\$550

New Silent Star
Four Touring
f. o. b. Lansing

NEW SILENT STAR FOUR ... World's Power Champion
NOW vibrationless beyond comprehension!

Star Cars

FOURS SIXES

RAPP BROTHERS

Douglas County Distributors

Phone 371 — Roseburg — Cass and Pine

SEE IT—DRIVE IT — BUY ON EASY TERMS

CAUTION IS URGED UPON ALL DRIVERS

Spring driving requires its special precautions, as well as winter operation, but the motorist who has been forced to exercise restraint for the more severe months of the year may be inclined to ignore the need for further care. This point is raised by the Oregon State Motor Association, which points out that under certain inevitable seasonal conditions, roads and streets in springtime can be just as treacherous as those of winter.

"The road that is dangerous in winter, because it is covered with ice or snow, may be just as much a menace to safety during the rainy spring months when a thin film of mud covers the highway."

"As compared with driving over a snowy or icy road, it seems mere child's play to operate a car over one that merely is wet with rain. However, during spring, the wet road usually is made hazardous by the thin film of mud that works over it when the ground begins to thaw and there seems to be no bottom to the world."

"The American Automobile Association, with which this club is affiliated in its far-reaching surveys into accident causes has found that the hard-surfaced highway which is lightly coated with mud is a fertile factor in producing mishaps. It has shown that the well-advised driver makes the necessary concessions to safety under such circumstances by recognizing the potential danger of the highway."

"It is well to remember that the ever-dangerous front-wheel skid, as well as the sliding of the rear wheels, is possible on road that lies beneath a thin film of mud."

BUICK SALES JUMP AHEAD IN FEBRUARY

A substantial increase in sales for the first twenty days of February over the same period last year is claimed by E. T. Strong, president of the Buick Motor Company to be an indication that his company and the industry, in general are on the threshold of one of the greatest selling seasons the automobile business has ever enjoyed.

"Buick deliveries showed an increase during the first twenty days of February of nearly a thousand cars over a similar period in 1926," Strong said. "This fact coincides with the recently issued statement of the Department of Commerce which said that business for the third week in February exceeded any preceding week this year, and that the sharp increase in bank clearances indicated a favorable business outlook. We have found that automobile sales are an accurate index of general business conditions. The steady increase in Buick business during the past few weeks is a favorable sign."

"The value in using these sales figures as an index lies in the fact that there has been nothing done to stimulate sales or create a demand which might be contrary to general conditions. The models now on the market are the ones introduced last August with the exception of two additional body styles which were added to the line later. Thus the upward trend in sales can be attributed to more favorable business conditions."

WILLYS-OVERLAND SETS NEW RECORD

TOLEDO, O., Mar. 15.—With the production of 18,750 Whippets, Willys-Knight sales during February and indications that March production will be approximately 35 per cent over the same month of last year, Willys-Overland has been forced to step its car building schedules ahead at a rapid pace to keep abreast of the influx of orders from all parts of the country.

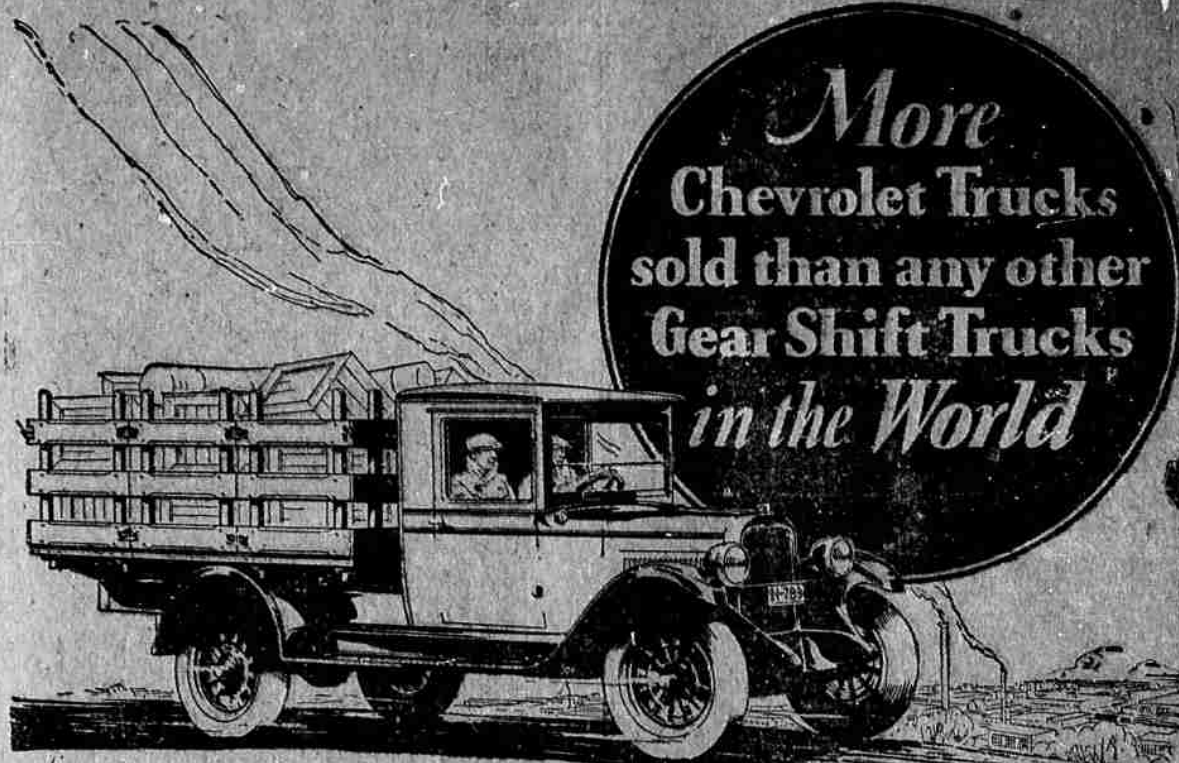
The February production figures released this week by Willys-Overland officials shows an increase of 62 per cent over the production for February last year and an increase of 62 per cent over February 1925.

To meet the increased production schedules thousands have been added to the working personnel, within the past few weeks 4,000 employees being taken on. This has brought the total work force at the Toledo plant over the 14,000 mark.

"The reception being accorded the 1227 Whippets and Willys-Knight cars is without a parallel in Willys-Overland history," one official of the company declared in commenting on the sales record being established by the organization.

STEP UP OUTPUT FOR FOURTH TIME

For the fourth time since Jan. 1, the Hudson Motor Car Co. has increased production to meet the unprecedented demand for its new model Hudson Super-Six and Essex Super-Six cars. It is announced. The latest increase brings Hudson-Exess totals to 1250 cars daily—or a car every 25 seconds of a 9-hour day—which is believed to be the largest production of finished cars in the industry. But despite this enlarged program of



More Chevrolet Trucks sold than any other Gear Shift Trucks in the World

Chevrolet stands unchallenged as the world's largest producer of gearshift trucks.

This leadership has been won entirely on the basis of low first cost, low operating cost, slow depreciation—all the result of modern truck-type construction and quality materials throughout.

With its powerful valve-in-head motor—now equipped with AC oil filter and AC air cleaner, with a husky 6-inch channel steel frame, super-rugged rear axle, sturdy single-plate disc-clutch requiring no lubrication, and modern 3-speed transmission recently improved—the Chevrolet truck is praised by users everywhere as the greatest commercial car value of all time. Only the economies of tremendous volume production, plus the great resources and engineering facilities of General Motors, makes possible such super quality at Chevrolet's low prices.

Come in and see the truck that has won worldwide leadership. Learn why it has given such supreme satisfaction to so many users of every type—big fleet operators and individual owners. Inspect the quality features found in no other low-priced truck—mark the quality construction throughout.

If you do that, your next truck will be a Chevrolet—for here is value so outstanding that you will be amazed that such a splendid truck could be produced to sell at such an amazing low price.

for Economical Transportation



at these
Low Prices!

1-Ton Truck	\$680
Stake Body	
1-Ton Truck	\$755
Panel Body	
1-Ton Truck	\$610
Cab and Chassis	
1-Ton Truck	\$495
Chassis	
1/2-Ton Truck	\$395
Chassis	

All prices f. o. b. Plant, Mich.
In addition to these low prices Chevrolet's delivered prices include the lowest handling and financing charges available.

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Oregon

QUALITY AT LOW COST

WORLD'S LOWEST-PRICED GEARSHIFT TRUCK

USED CARS

YOU WILL GET SATISFACTION FROM ANY ONE OF OUR LARGE STOCK OF USED CARS. YOU CAN BUY ON THE INTEREST BEARING DEPOSIT PLAN OR THE TIME PAYMENT PLAN, INCLUDING FARMERS' TERMS. COME IN AND SEE WHAT WE HAVE.

LIGHT SIX STUDEBAKER
Three almost new tires, strong body and unblemished upholstery. A good six cylinder touring car for little money. Only \$375.

CHEVROLET TRUCK
One ton capacity. A good truck for the low investment that will provide fast hauling. Something with which a farmer can save wages. Price \$195.

SERVICEABLE DODGE TOURING
A good car for rough service for only \$65. In excellent mechanical condition. Body is also in good repair.



1925 FORD ROADSTER

A good looking roadster fitted with side curtains and equipped well with tires.

DODGE SCREENSIDE

This 3-ton screenside truck has good appearance. It is equipped for service with three nearly new tires. Mechanically good. Price right.

J. O. Newland & Son
Roseburg, Oregon.

building, it is declared that the supply of cars is still behind the demand. A still further stepping up

of the schedule is assured with the advance of the spring season. "The pace with which these new Hudson and Essex cars are taking hold," said Roy Catching, Hudson-Exess distributor, "exceeds any similar success which I have ever known. Both the Hudson factory and our own organization are making the most strenuous efforts to have cars ready for delivery, so that buyers need not be delayed when desire for a new car strikes them."

"We are now arranging to deliver the Hudson standard four-door sedan, which have just gone into production. At the automobile shows, this has proved to have an exceptional demand. It is a fairly close-coupled, five-passenger car with lines which we consider highly attractive. Because of the great volume which is anticipated with it, a price has been established at only \$109 above the Hudson coach. Since the automobile show we have had many requests for display and delivery of this car, and are now happy to announce that the factory is in production on it."

"Information continues to come in about unusual runs of these new cars. First, the new Essex Super-Six was driven for 24 hours continuously at 53.8 miles an hour on the Culver City, Calif., track. Then the Minneapolis distributor drove at night over icy, rutted roads from Chicago to Minneapolis, at an average of 42 miles an hour with a brand new Hudson coach. Then a dealer in Texas ran an Essex for 24 hours continuously at 45 miles an hour. Next a Hudson coach broke all records from Milwaukee to Madison, Wis., making nearly an hour's better time than the fastest train. These runs are all voluntary—just a result of dealer enthusiasm on the performance of this new pair of super-sixes."

Spring is here and we have a fine assortment of small and economical used cars. Come in now and make your choice. A small deposit will hold the bargain for later delivery. Don't wait, as good used cars are harder to get later in the spring. We keep open show room until 8 o'clock evenings. Hansen Chevrolet Co.

NOTICE
Important meeting of Roseburg Rod and Gun Club Thursday night, March 17, 1927 at Dr. D. E. Sienkewski's office at 7:30 p. m.

NAME AUTO NEEDS

English motorists, naming de

stred auto improvements in a

placette of The Motor, London,

showed a preference for "much

master lubrication, many lasting, low frequent gear changing, reduced gasoline consumption and trouble-free brakes."

Pure whole milk, etc. It's best, sterilized, Roseburg Dairy. Phone 163.



Buick Stays in Style

... Motor car types come and go, just as motor cars do ... But the grace and distinction which characterize Buick always stay in style ... They never become commonplace ... The reason is, that Buick style is sincere, and expressive of the quality that is in the car ... Buick owners never are asked to buy a car of exaggerated design, with lines which might become distasteful to the eye ... Buy a Buick! ... And you will always be proud of your car



WHEN BETTER AUTOMOBILES ARE BUILT ... BUICK WILL BUILD THEM

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY
PHONE 268 OAK AND ROSE STS