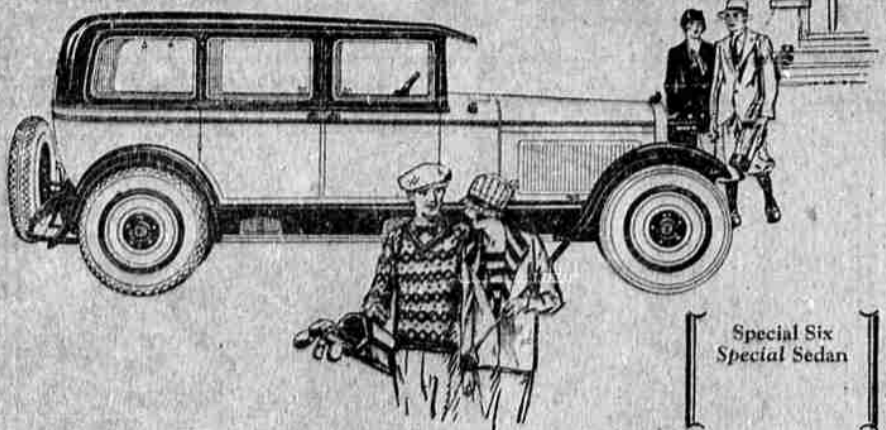


NASH

Leads the World in Motor Car Value



Special Six Special Sedan

A More Distinctive Style in Motor Cars—Achieved by Nash

For those who hope to find their cars at the very peak of style and luxury, Nash has created this charming Special Sedan on the Special Six Chassis.

Its graceful profile suggests the custom-car design of Parisian boulevards. Here is the low-slung French-profile effect so desirable today.

Every interior detail is luxurious. The upholstery is tailored in exquisite Mohair Velvet. Window mouldings, door panels and instrument board are in walnut finish. And there is a walnut steering wheel.

And the way this car performs is every bit as enjoyable as its sparkling style.

It has the Nash 7-bearing motor—as do all Nash models—for superlative smoothness at every speed.

It has the Nash tubular-trussed frame, for extra strength and steadiness, to guard the body from destructive strains.

And it has power! Nash models, all of them, have extra power for exhilarating acceleration, on the hills, and in the traffic.

Compare this car to others sold at this surprisingly moderate price and you cannot fail to decide you would rather have the Nash.

L. R. CHAMBERS MOTOR COMPANY

444 N. Jackson St. NASH GARAGE Phone 649

BUICK OUTPUT BREAKS FORMER FACTORY RECORD

With production of 1927 models well past the 200,000 mark on April 1, the Buick Motor company is over 20,000 cars ahead of its best previous output record for this time of the year. According to C. B. Durham, vice president and assistant general manager, this new record was made possible by the partial completion of a \$7,000,000 expansion program which was launched over a year ago, and which materially increased the facilities of the plant.

Among the features of the program is the new, efficient unified assembly system which takes care of any normal output of Buick cars, which was planned and built by Durham and his corps of plant engineers. This assembly system is capable of receiving and assembling 225 tons of materials an hour, most of which are delivered to the line by a system of conveyors. The new crankshaft division, in which Buick crankshafts are finished and balanced, has also been completed.

Workmen are now building the new \$5,000,000 gray iron foundry which will have a daily capacity of 600 tons of castings. It is expected that this mill will be in operation some time during the summer.

The present capacity of the plant is 1,200 cars a day. Car building has proceeded at or near this figure ever since the 1927 models were introduced, Durham says. At present production is 1,100 cars a day, the highest rate ever reached at this time of the year. The schedule was increased a hundred cars a day in March when it was found necessary to revise the original plans for the month, due to the demand for cars.

3 days guarantee on used cars by Hansen Chevrolet Co. to prove to our customers that we want to satisfy our used car buyers. We will let you take a used car out on trial for 3 days and if you are not satisfied, the money paid can go on another used car or a new Chevrolet, any model you wish. Hansen Chevrolet Co.

WHIPPET ECONOMY IS DEMONSTRATED

A check-up by Kansas City officials into the operation of a "hot shot" squad of Whippets discloses this fleet of cars is proving the most economical ever operated by that city. This comparison and check-up was made with the operating cost of two other fleets of well known light four-cylinder cars, also used in conjunction with the Whippets.

Figures compiled by statisticians of the Missouri municipality reveal that the Whippets cost the city \$46.92 each per month to operate. The figures also show that the cost for operating one of the other light four-cylinder fleets is \$72.22 each while the third fleet of light fours cost \$83.05 each per month. This places the Whippet operating cost \$16.13 less per car each month than its nearest rival and \$26.30 less than the cost per car of the third fleet.

The investigation also disclosed that the various cars of the three fleets average 4,050 miles each per month. This gives a mileage cost for the fleets as follows: Whippet, 0.114 cents per mile; second fleet, 0.130 cents per mile; third fleet, 0.185 cents per mile.

These fleets of cars operated by the Kansas City police department are subjected to severe tests, being in operation 24 hours a day and in the majority of cases they are pushed for speed and their stamina is constantly under pressure.

The record low operating cost established by the Whippet fleet is cited by the Willys-Overland officials, not only as an indication of the fuel saving qualities of the Whippet but as a tribute to the sturdiness of the car under the most gruelling tests. The fact that the Whippet operating cost is less at such a low figure also is an indication that they are always ready for duty, never being laid up for repairs or adjustments. It is pointed out that if the Whippets were unable to stand up under the 24-hour grind the operating cost would be on a par with the other two fleets on account of repair bills.

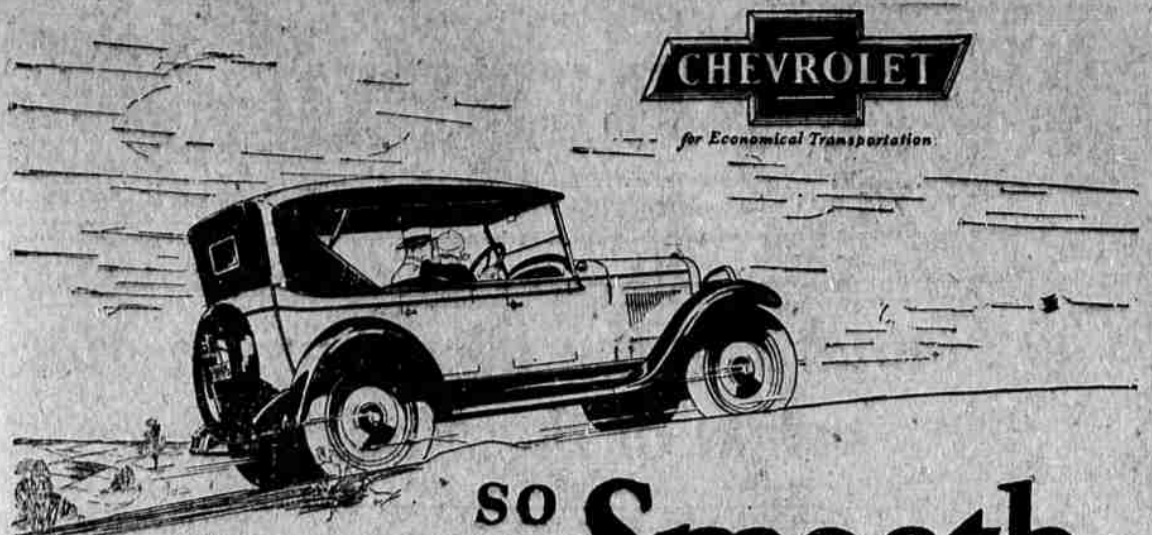
The use of Whippets by police departments has become popular in many other cities of the country where economy of operation as well as serviceability are required and in each case the cost of operation is found far less than that of any other fleet of cars in the same class.

Pure whole milk and it's pasteurized. Roseburg Dairy. Phone 183.

TIRE PRICES HOLD ON AN EVEN LEVEL

In face of an anticipated general rise in the price of tires, the Western Auto Supply company has this week given out the announcement of a temporary decrease in the price of all tires sold throughout their chain of more than 150 western stores.

In making this announcement regarding the new price schedule, Mr. Hartley, local manager, stated



CHEVROLET

for Economical Transportation



Beautiful Chevrolet at Chevrolet History

The Touring \$525

- The Roadster \$525
- The Coach \$595
- The Coupe \$625
- The 4-Door Sedan \$695
- The Sport Cabriolet \$715
- The Landau \$745
- 1/2 Ton Truck \$395
- 1 Ton Truck \$495

All Prices Excl. Flint Michigan
Balloon Tires standard equipment on all models.
In addition to these low prices Chevrolet's delivered prices include the lowest handling and financing charges available.

SO Smooth SO Powerful SO Beautiful

Never before has any automobile provided, at so low a price, so many qualities of costly-car performance and so many elements of custom-car beauty!

... incredible smoothness at every speed... power in abundant measure... and beauty so marvelous that it has electrified America!

Modern to the minute in design, built throughout of the finest materials, offered at amazing low prices—the Most Beautiful Chevrolet is the outstanding motor car value of all time.

Come to our salesroom and see the car that is breaking all records for popularity. One glance at the beautiful new Fisher bodies, one ride in your favorite model—and you will agree that the enthusiasm for Chevrolet is based on the greatest value achievement in the history of the automotive industry!

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Oregon

QUALITY AT LOW COST

that the Western Auto Supply company will conduct this two weeks' new customer drive, during which time it is hoped to add 50,000 new customers to the long list of satisfied users of Western Giant and Wear-well tires.

"This price reduction should be welcome news to auto owners, especially at this time when it is rumored that tire prices are about to advance," says Hartley. "Right now at the beginning of the touring season when most owners outfit their cars with new tires, these savings are most opportune. Last year nearly six million dollars worth of tires were sold by the company. These same popular tires are offered in this timely sale. They are all fresh, new stock, carrying the manufacturer's serial numbers and backed in every respect by our good as gold guarantee. The spring sale will extend from April 15th to May 2nd."

EASTER TOYS
Why not a new doll, game or toy for the kiddies. Carr's has a complete toy line the year around. Baseball goods, garden sets, sand toys, marbles, Easter novelties, etc. When it's toys—try Carr's first.

USED CARS

At our used car lot corner Oak and Rose St., Roseburg
You Buy With No Risk

- For every car is carefully inspected and necessary repairs made before we offer it for sale.
- 1927 LICENSE FREE
- 1923 Studebaker Touring \$285
 - 1923 Ford Touring \$150
 - 1921 Ford Touring \$85
 - 1923 Ford Coupe \$225
 - 1923 Chevrolet Coupe \$275
 - 1924 Overland Red Bird \$225
 - 1921 Overland Roadster \$100
 - 1919 Dodge Touring \$150
- and others
- These cars are much better than the price would indicate. Some have auto and lacquer finish—good batteries and good tires.

STUDEBAKER MAN EXPLAINS LITRE

O. M. Berrie, local Studebaker distributor, has solved the mystery surrounding the meaning of the "2 1/3 litre" as applied to the Erskine Six, Studebaker's 5th anniversary built to meet European standards of economy and compactness and American demands for performance and stamina.

Since last October, when the Erskine Six was introduced to Europe, automobilists have wondered at the meaning of "2 1/3 litre."

Now Mr. Berrie comes forward to explain that piston displacement in Europe is measured in metric terms, litres instead of cubic inches as in the United States. Hence the term, 2 1/3 litre refers to the piston displacement of the Erskine Six motor.

A litre in metric measurement is equivalent to approximately 62.6 cubic inches and the Erskine Six having a piston displacement of 146.1 cubic inches is classed by Europe as a 2 1/3 litre car. The Erskine Six motor not only offers exceptional economy—20 to 30 miles per gallon depending upon conditions—but also introduces new standards of performance associated with larger and more expensive cars.

The Erskine Six motor will deliver 60 miles per hour, effortlessly, will accelerate from 5 to 25 miles per hour in 8 1/2 seconds and climb an 11 per cent grade in high gear under a full load.

SILK HOSE \$1.00
That famous Arrowhead hose, service weight at \$1.00. Extra long, rooey tops, close fitting ankles, and twice the wear of a lot of hose. Try them once, you'll always wear them. 20 colors to choose from. Sizes 8 1/2 to 10 1/2. Your money back if they don't give absolute satisfaction. For sale all over America—in Roseburg only at Carr's. Arrowhead makes a complete line for women, men or children. Honest value in every pair of Arrowhead Carr's.

Try some of those Model Bakery Old English recipe Hot Cross Buns for Easter. They are delicious.

CLUB POSTS MANY SIGNS
More than 6500 temporary decorative signs were erected in four days by the Automobile Club of Southern California during the recent heavy rains in the club's district. This is an average of more than 1500 signs daily.

Old English recipe Hot Cross Buns for Easter at the Model Bakery.



How far will your car go before the miles begin to tell?

If you buy a new car every 10,000 miles or so, almost any car will give you satisfactory results.

But if you want the same fine service on through the second, third and the many following tens of thousands of miles, buy a Buick!

Accurate tests at the great Proving Ground of General Motors, where all cars are driven and examined, show Buick's sturdy structure and powerful Valve-in-Head Engine still gaining in efficiency at the point in miles where other cars are distinctly on the down grade.

Buy a Buick for years of exceptional service.

MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY
PHONE 268 OAK AND ROSE STS.

The Super-Six Principle freed to the limit



Fast Get-away

and performance so smooth that only a stop watch shows how swift

The smoothness with which the Super-Six glides from standing start to high speed is totally different from the violent lunge with which high powered cars usually get under way.

And so in all it does there is such effortless ease that driver and passengers hardly realize how great is their performance supremacy.

The smooth, silent and elastic flow of power from the released Super-Six principle has set a new standard of unusual performance. At any speed and for any distance you demand you will never feel the slightest effort is exerted by motor or chassis.

You may never require such speed or power. But it is important that this ability results from absolute smoothness and freedom from vibration. The over-capacity means reserve ability for any task. It means minimum wear and repair need. It means easy riding without fatigue.

Until you ride in the Hudson Super-Six there is a motoring thrill you never can know.



HUDSON SUPER-SIX
Standard Models

- Coach \$1285
- Sedan \$1385

Custom Built Models

- Roadster \$1500
- Phaeton \$1600
- Brougham \$1575
- 5-Pass. Sedan \$1750
- 7-Pass. Sedan \$1850

All prices f.o.b. Detroit, plus war excise tax.

HUDSON Super-Six

ROY CATCHING MOTOR CO.

125 N. ROSE PHONE 438 ROSEBURG, ORE.