

GRAHAM BROTHERS TRUCKS

\$670

¾-Ton Chassis F. O. B. Detroit

\$1245

1½-Ton Chassis F. O. B. Detroit

\$885

1-Ton Chassis F. O. B. Detroit

\$1445

2-Ton Chassis F. O. B. Detroit
Dual Rear Wheels Optional at Same Price

Quality—Volume Low Price

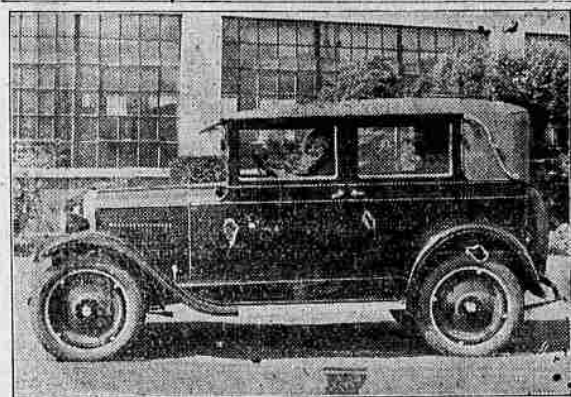
They Are Good

67,293

Were Sold Last Year

J. O. Newland & Son

Roseburg, Oregon



**IMPERIAL LANDAU
CHEVROLET HERE**

Completion of expansion work at the Flint plant of the Chevrolet Motor Company, allowed under the recent \$10,000,000 program for enlargement, marks the accomplishment of an industrial project admittedly epochal.

With virtually no delay in operation, although taking place when a new model was being produced

In response to the greatest demand in the company's history two large buildings were erected, a third motor assembly line added, elaborate conveyor systems installed and every piece of machinery shifted to allow more space. Through this work the capacity of the plant was increased 33 1/3 per cent.

By this expansion facilities for producing motors were increased from 3000 to 4000 daily, with a flexible arrangement permitting an output of 5000 a day under stress of unusual conditions. Relative expansion took place in other departments and 2000 more employees were added to the Flint payroll, bringing the total number up to more than 12,000. The number of employees at all plants of the company is now about 32,150, an increase of 48.3 per cent over the 21,678 under pay on the same date in 1926.

"We are informed that the actual time regularly taken for a cylinder block to be unloaded from a freight car, made into a motor and loaded for shipment is exactly four and one-half hours," said H. P. Hansen, the local dealer. "Inspection is one of the most rigid requirements at all Chevrolet plants, and despite the rapidity of the processes employed in turning out Chevrolet cars in the number demanded by a sales program of 1,000,000 units in 1927, all parts are inspected and checked 100 per cent."

"The latest addition to the line, the Imperial Landau, is largely adding to the prestige maintained by Chevrolet in the light car field. Its attractiveness, in combination with the convenience and comfort provided, cause it to exert an especial appeal to the fair sex. This car is now on exhibition at our store."

BUS FLEETS LARGER

At the beginning of this year there were throughout the United States 79,806 buses, running in the service of 21,908 operators. This compares with 69,425 buses in the hands of 21,632 companies in January, 1926.

Parabene Motor Oil—100% pure paraffine base.

ROSEBURG FOLKS INVITED TO RIDE IN A NEW HUDSON

All over the country, and in this city, the big Hudson Super-Sixes are out to prove the speed, power, acceleration and hill climbing ability which are claimed for them. The Demonstration Week locally is announced by Roy Catching, Hudson-Exeter dealer. If any motor enthusiast in the city fails to get a ride the Roseburg Hudson-Exeter organization cannot be blamed, for it is easier to acquaint every person, who owns, drives, or has ambitions to own a car with the varied qualities of this new Super-Six.

And how it rides—as smooth as a swan amid ripples of a lake. The roar and rumble, the labor and struggle of so many average cars in getting up speed, is conspicuous by its absence in the new Super-Six Hudson.

"All is left for you to find out in the Hudson demonstration period. There is no obligation if you take a ride—no high voltage salesman will make you feel obligated. Naturally, if you get the 'Hudson fever' there'll be suitable sales doctors ready to attend you before your case reaches a chronic stage."

"Our country has several hills that make average motor cars groan and labor. There are clear stretches of road where many good motors rumble and roar as they fight their way to the mile-a-minute mark, but when you find the alpine ease with which a Super-Six Hudson slides away you are going to say to that beautiful motor car of rigid steel and speed: 'Where you been all my life?'"

"Tens of thousands of people are going to ride Hudsons, taking these demonstrations from the Gulf of Mexico south to the Atlantic seaboard on the east, the Dominion border on the north and the Pacific on the west. So don't think just our city has been singled out, for this whole broad United States is a demonstration ground for Hudsons for the next 10 days."

"Hudson, in fact, has established a standard never before reached by the company, and the efforts of its designers and executives are creditably reflected in these luxurious cars. We are remaining open evenings and Sundays to care for the great numbers of motorists who wish to see these cars."

How good news does spread! General Gasoline is still the best.

TWENTY NEW CARS FOR LOS ANGELES POLICE FLEET USE

For the protection of life and property, progressive police officials all over the country are taking steps forward to solve the problem of safety policing the territory within their jurisdiction.

After sixteen months of careful test, the Los Angeles police department has added a fleet of twenty cars to increase the scope of their motorized police force. Captain C. J. Sweeney in charge of motor transportation of the department, stated that out of twenty-five motorcycles ordered on duty last year, forty-three were injured, several so seriously that they were permanently disabled. Injuries of the officers together with inclement weather caused a total loss of 5022 working days in the motorcycle squad. During the same period of time one car, then on trial, did not lose a single day and worked sixteen out of twenty-four hours.

These twenty new cars were equipped front and rear with the new type Hessler shock absorbers, according to information received by manager G. M. Krell, local manager of the Western Auto Supply Company.

MILLIONS TURN TO CANADA

(Continued from page 1.)

Lake Ontario to Kingston and then by the St. Lawrence into the province of Quebec near Beaudette. Niagara Falls is the most important gateway to Ontario. This brings the motorist into a beautiful stretch of highway northward to Hamilton and on to Toronto.

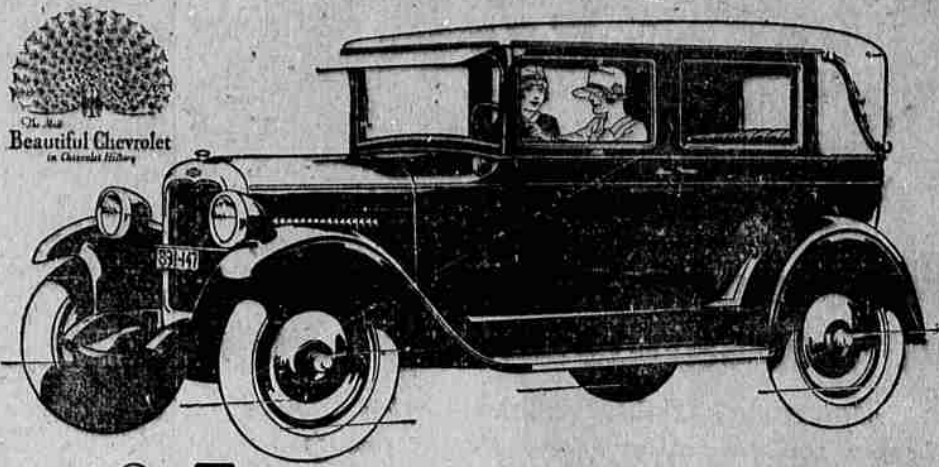
Proceeding northward through any of many routes into the picturesque lake district of Ontario, the tourist may reach Parry Sound on the east shore of Georgian Bay, after passing again through the picturesque and adventuresome Simcoe lake district.

From Parry Sound, there's a steamboat ride that shouldn't be overlooked, for it reveals the many peaks and crannies of one of the most entrancing landscapes in Ontario. This is the "Thirty Thousand Island" region, a place check full of woody reefs and promontories.

Another Way Back
The car can be run out on the steamer for this trip and taken off at Midland. This begins another enjoyable ride around the southern edge of Georgian Bay to Owen Sound, across to Southampton and down the Lake Huron shore to Sarnia.

At Sarnia a ferry may be taken across the St. Clair river to Port Huron, Mich., for a picturesque route known as the Blue Water Highway, still in Canada, may be followed southward to Chatham and thence along the south shore

Announcing— another Chevrolet Achievement



The Imperial Landau

**Specially-Built Fisher Body—Strikingly
Beautiful Duco Colors—Elegantly appointed
—The Aristocrat of all Chevrolets**

The Touring or Roadster \$525
The Coach 595
The Coupe 625
The 4-Door Sedan 695
The Sport Cabriolet 715
The Landau 745
The Imperial Landau 780
½-Ton Truck (Chassis Only) 395
1-Ton Truck (Chassis Only) 495
All prices f.o.b. Flint, Mich.
Balloon tires standard equipment on all models.

**Check Chevrolet
Delivered Prices**

They include the lowest handling and financing charges available.

Again Chevrolet revolutionizes every previous conception of quality and elegance in a low-priced automobile by presenting the Imperial Landau—a new model whose distinction and smartness entitles it to comparison with the costliest custom-built cars.

Its specially-built Fisher body reveals all the masterly craftsmanship for which the Fisher name is famous. The finish is lustrous black Duco, with embellishments of brilliant chasseur red.

With oblong windows—with nickel-plated windshield rim and landau bows—with vaulted roof, and with top and rear

quarter in mouse gray textile leather, this aristocrat of all Chevrolets is one of the most beautiful cars to be seen on the streets and highways.

And, of course, it has all the power, speed and smoothness—all the flashing acceleration, finger-tip steering and unfailing dependability that have brought to Chevrolet such world-wide fame.

This beautiful car is now on display in our showroom. Come and see it. You will be delighted to learn that a car so low in price provides such commanding individuality and style!

Be Sure to See This Beautiful Car

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Oregon

QUALITY AT LOW COST

of Lake St. Clair to Windsor.

These are only the main highways. Throughout the Ontario peninsula there is a net work of roads that crisscross entrancing country in all directions.

Large size mattress, \$6 at Powell's.

Car in Wreck—

L. U. Stenger of Canyonville was in this city late Tuesday afternoon attending to business affairs. Mr. Stenger's car was totally wrecked yesterday in a collision with the machine of a California tourist at Canyonville. The tourist's machine was also damaged and was being repaired at Canyonville.



Tire Prices to fit your Pocketbook

Not everybody has a lot of money to spend on tires—but almost everybody enjoys owning a car. So we have tires at prices to fit every purse. You name the price—and watch us produce the tire to fit it.

Harrison's Garage
Phone 447
236 South Stephens Street
Roseburg, Oregon



BIG DROP FIRST YEAR

The average new car, after its first year of use, has a value of 52 per cent its original price, says Col. Leonard P. Ayres, famous Cleveland statistician. His estimates of depreciation the first year range from a drop to 36 per cent of the car's original value up to one of 63 per cent.

INCREASED OUTPUT

The first quarter of 1927 showed an increase of 18.7 per cent in automotive production, over that of the same period last year. That excludes the figures for the lowest priced car.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

How's She Hittin'?

By ISRAEL KLEIN
Science Editor, NEA Service

It is a pleasant sensation to ride in an automobile that can creep along a congested highway as low as two miles an hour as smoothly and quietly as it can at high speed. The fact shows that the engine is in good form and that the clutch and gears of the transmission are tight and perfect.

Often, however, a car will begin to jerk, or stumble, at five or even as high as ten miles an hour. Yet this may not be the fault of the engine.

The trouble, in such event, may lie in any of several points in the transmission. The clutch friction plates or facings may be worn, so as to cause this important part to slip and grab in alternate jerks. If the clutch is still good, the gears may not be. A tooth might be stripped enough to cause a break in the gear's hold of the transmission. Back lash occurs in such event, and jerking is felt. This may occur in the gears of the transmission or the differential. It results from lack of lubrication, mostly.

Neglect of the universal joints, or the rear axle transmission similarly causes undue wear, and back lash results.

If lubrication is neglected throughout, wear will produce enough play in all the moving parts to cause an accumulation in the direction of the drive and a severe case of jerking.

All this assumes a perfect engine. But often the engine is at fault for this jumpiness. One cylinder will miss and the car will jerk at low speed.

Therefore, it is essential that the

engine be checked thoroughly before the transmission end is accused. The carburetion and ignition system must be checked for good operation. The flow of gas must be sufficient and regular. The spark must ignite evenly.

Budweiser Real Hop Malt Syrup

Send for booklet of recipes for candy making and baking



Buy from your neighborhood dealer

Strictly Union Made.

Budweiser Real Hop Malt Syrup is one malt you can't go wrong on. For it's a 100% pure extract of choice Northern barley blended with imported Saazer and finest domestic hops by America's foremost maltsters. And it's backed by a name that has meant top quality for 70 years!

You'll know why it keeps growing in favor the very first time you try a can. You'll find it's worthy of the name you see on the label.

ANHEUSER-BUSCH, St. Louis

ROSEBURG SODA WORKS
Local Distributors
BLUMAUER & HOCH CO.
General Distributors
Portland, Ore.

BM-49

A NEW CHAPTER

**20% Greater
Gasoline Mileage!**
and Many Other
New Features

20% more gasoline mileage is precisely what you can expect from Dodge Brothers remarkable new motor.

15% more power, too—20% faster get-away!

Silence unknown before in an engine of this type—and smoothness that thrills!

New standard gear-shift transmission—new hot-spot manifold—new silent-action clutch—new finger-tip steering unit—new oiling and

IN DODGE BROTHERS HISTORY

cooling systems—and 24 other vital improvements. Drive the car today and appraise at first hand the brilliance of this achievement.

Notice the charming new color effects, too—and the smartness of the body lines.

See, also, the fleet and stylish new Convertible Cabriolet with rumble seat, the latest addition to Dodge Brothers line.

Standard Sedan \$1080
Special Sedan 1145
Deluxe Sedan 1280
Sport Roadster 1145
Convertible Cabriolet 1195
Delivered

J. O. Newland & Son
Roseburg, Ore.