

Turkey or Beans—Which?



Here are the opposing field generals in the Chevrolet Motor Company's unique "turkey-bean" contest under way during October. On the left is M. D. Douglas and on the right D. E. Ralston, assistant general sales managers, who have charge respectively of Eastern and Western United States. When sales are totaled at the end of the month, one, with all his lieutenants, will eat turkey and the other, with his aides, will eat beans.

With more than 27,000 persons who make up the selling organization of the Chevrolet Motor Company involved, the unique "turkey-bean" contest inaugurated by this company a year ago is again in full swing during October.

This huge sales organization has been divided for the duration of the contest into competitive groups of which the winners will eat turkey while the losers will dine only on beans—and pay the entire dinner check. Two major divisions of the country have been made, with an assistant general sales manager of the Chevrolet Motor Company in charge of each. D. E. Ralston has the western half of the United States, and M. D. Douglas the eastern half.

Each of these sections has been subdivided. The Flint sales region

has been pitted against the Atlantic coast region, the southeastern against the middle western, and the Great Lakes against the Pacific coast. Every one of the 43 zone sales offices in the United States, and M. D. Douglas the east against another zone; cities are competing against cities, as are dealer organizations and individual salesmen.

Officials in the sales department of the home office have entered the field to aid various groups. R. H. Grant, vice-president in charge of sales, has gone to the Great Lakes region for one week and then will move to other regions; H. J. Klingler, general sales manager, is stationed on the Pacific coast; Mr. Ralston is concentrating on the middle west; Mr. Douglas on the southeast; R. K.

White, sales promotion manager, has the Atlantic coast; and Sidney Corbett, manager of the truck division, is at Flint.

Mr. Grant, in an address to dealers at the beginning of the contest, stated that Chevrolet plans to sell 75,451 cars this month. He also stated that selling conditions in October look considerably brighter than in September.

"I am optimistic also for November and the ensuing months," he declared. "Last November our sales quota called for 43,000 units, whereas we sold and delivered more than 73,000 cars and trucks. What we accomplished this year in November and December will hinge largely upon our October showing. I look forward to 1928 with confidence in continued leadership and continued progress for Chevrolet's record breaking success."

COMMUNITY CHEST COMMITTEE MAKES ANNUAL REPORT

The report of the Roseburg community chest committee for the year November 1, 1926 to 1927 shows a total of over \$60 cash on hand. The community chest has been maintained in Roseburg for

the past three years and takes care of needs in a very satisfactory way owing to the fact that it is an equitable method of charity. It is in force in practically all the larger cities of the country and is being found to be of more value each year to communities. The drive committee, which has been chosen for the year, will consist of two members of each service club in Roseburg. The balance from 1926 was \$235.40, the cash subscriptions, \$1,422.35 and the amount collected on account was \$3,093.42, making a total of \$4,751.17 in receipts. In the disbursements the emergency fund was \$236.16, administration fund, \$364.70, Salvation Army, \$600,

Camp Fire Girls, \$150; Douglas County Band, \$600; Boy Scouts, \$2,400; Mercy Hospital, \$190; W. C. T. U. Children's Home and Juvenile Home for Girls, \$200, making a total of \$4,590.86 and a balance of \$160.31 on hand.

A meeting of the drive committee will be held Monday night, October 24, at the chamber of commerce offices and at that time the date for the annual drive will be decided.

Fencing, full gauge, wire lasts longer, Red Strand fencing is never under guano. 3.39 Square Deal or hinge joint, 35c per rod at Stearns & Chenoweth, Oakland, Ore.

EASY STEERING IS FEATURE OF ALL NASH CARS

Easy, "fast" steering, long a characteristic of Nash cars, is even more evident in the 21 new models recently introduced.

Nash engineers have concentrated on overcoming the "drag" of low pressure tires on the road, without resorting to the expedient of changing the gearings so that the steering wheel must be turned through a long arc in order to turn the front wheels. The Nash front wheels may be cranked by little more than a single turn of the steering wheel. This has been accomplished at no sacrifice to easy steering, since it requires no more effort than was needed when old-style high pressure tires were used.

Parking is said to be much easier with the Nash type of steering. Women drivers who have piloted the new Nash models are outspoken in their appreciation of the easy steering, and they like also those details of convenience such as the light controls in the center of the handsome steering wheel, the ease and surety with which the brakes may be applied, the almost effortless operation of the clutch, the convenient location of the long parking brake lever, and the grouping of the instruments, all under glass.

These details of refinement and improvement are in keeping with the usual quality found throughout Nash construction, and serve to enhance the enjoyment of the 7-bearing crankshaft motor with which each model is equipped.

RED-HEAD ENGINE IN CHRYSLER CAR SHOWS FORESIGHT

"The new Chrysler 'Red-Head' high compression engine, which has been making a phenomenal appeal to the motoring public since its introduction this summer, is the latest illustration of the foresight with which Walter P. Chrysler and his engineers have planned the development of their car ever since they first designed it," said the Connolly Motor company this week.

"One of Chrysler's chief concerns has always been to minimize losses in value of cars in use due to engineering improvements on new models. From the beginning Chrysler design and construction have rested on engineering fundamentals so sound and permanent that older Chrysler models could benefit to the greatest possible extent by new developments. Because of this principle any Chrysler owner who so desires may take advantage of the most recent evolution in automobile construction, for any Chrysler six built since July, 1925, can be equipped with a 'Red-Head' engine at slight cost, thanks to the engineering foresight which saw the coming of the high compression era long ago and prepared for it in advance.

"Chrysler engineers have again given a notable example of their ability in anticipating future developments in motordom. Among the features built into the Chrysler car at the very start was an unusually strong bridge-like crankcase webbing.

"The first Chrysler also had a staunch, firmly supported seven-bearing crankshaft. Both of these details in the original equipment of the Chrysler car are today important aids to the type of engine which the widespread distribution of high compression fuels has at last made feasible.

"Chrysler led the industry into a new motoring era by announcing the 'Red-Head' the first engine taking full advantage of high compression fuels to be put on the market, and led Chrysler owners with them by making the new features available for cars in use.

"To such far-sighted methods is due the advanced rank which Chrysler has won in the automobile industry and in the public's favor. The first Chrysler was admittedly years ahead of cars in its price class in speed, power, symmetry and long life. The leadership it established has been continued consistently and this year has been emphasized by the increased superiority of engineering, craftsmanship and performance with characterizes the '27, Great New '28, and the Imperial '29."

KID KAPLAN IS GIVEN A KAYO

(Associated Press Special Wire) CHICAGO, Oct. 19.—Jimmy McLarnin's flying fists beat a peremptory challenge to Sammy Mandell, the lightweight champion, when they knocked out Louis (Kid) Kaplan, former featherweight titleholder, in the eighth round last night.

Coming out of the west behind a blaze of advance notices which Chicago fight fans took with celars of salt, McLarnin fought far ahead of the best things that had been said of him. Kaplan, who was being polished for a chance at the lightweight title, offered solid resistance at the start, but faded under McLarnin's whaling.

Six thousand fans seemed satisfied that it was the greatest fight Chicago has ever since boxing was recognized by the legislature.



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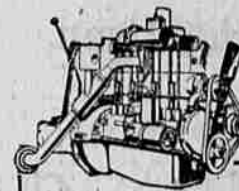
—exactly the type of performance that everyone wants in an automobile today!

And the source of this matchless performance is the Chevrolet valve-in-head motor, a motor that has established a world-wide reputation for its remarkable power, dependability and economy.

In addition, there is all the finger-tip steering, all the positive braking and

effortless gear shifting that have made Chevrolet so decidedly popular for congested traffic.

And never before was a low-priced car so comfortable—for Chevrolet springs are 88% as long as the wheel base... and built of chrome vanadium steel!



The Chevrolet valve-in-head motor now possesses such modern improvements as AC air cleaner, AC oil filter, improved oil pump, chrome plated piston pins and Delco-Remy starting lighting and ignition—features that make this remarkable power plant even more efficient than ever before.

Come in! Learn what a feeling of confidence it gives you to drive a car that is powered for every need... that is smooth and quiet at every speed... that responds to the slightest pressure on the steering wheel.

Then you'll know why millions have acclaimed today's Chevrolet as the finest performer in the low-price field!

The COACH

\$595

The Touring or Roadster... \$525

The Coupe... \$625

The 4-Door Sedan... \$695

The Sport Cabriolet... \$715

The Imperial Landau... \$745

1/2-Ton Truck (Chassis Only)... \$395

1-Ton Truck (Chassis Only)... \$495

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FLYING CADET FACES A CHARGE OF MANSLAUGHTER

(Associated Press Special Wire) SAN ANTONIO, Texas, Oct. 19.—Cadet Elmer P. Rose today faced a criminal court martial here on a charge of manslaughter growing out of his alleged careless handling of his plane.

Rose is charged with having decapitated a cavalryman who was maneuvering under Rose's formation at the recent air-cavalry maneuvers at Fort Bliss. Private Robert E. Griffin, the cavalryman, was riding across the mesa when Rose's plane dipped down and the under carriage struck Griffin's head. Rose asserts that the dip was unavoidable as he struck a bumpy place in the air.

Rose faces a charge of manslaughter under the 31st article of war and if convicted may receive a maximum sentence of ten years' penal servitude. He is the first flying cadet ever to face a court martial.

PREDICTS PEACE AMONG MEXICANS

(Associated Press Special Wire) CHICAGO, Oct. 19.—An Acquittance in Mexico's religious warfare will follow the presidential elections there, the Rev. Leopoldo Ruiz, exiled archbishop of Mexico, predicted upon his arrival here to make De Paul University his home.

"Even Obregon's return—and that appears certain—will bring about at least a partial settlement of the controversy between church and state," the aged archbishop said. "Complete religious freedom will not come at once. The right to worship God as we wish will be restored to us, but gradually. Yet slowly but surely, the yoke of oppression will be lifted."

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DISTRICT OFFICER VISITS LOCAL LODGE

Mrs. Eliza Steadman, district deputy president of the L. A. of O. R.

C. from Spokane paid a visit to the local order last evening, making the annual investigation of lodges. A 6:30 o'clock dinner at the Maccabee hall was followed by the lodge meeting and Mrs. Steadman discoursed interestingly on lodge work. Other out of town visitors here for the meeting were Mrs. Al Coffin and Mrs. Renfro of Portland and Mrs. F. R. Dunlap of Eugene.

Only Buick has an engine Vibrationless beyond belief



BUICK'S remarkable freedom from vibration is due primarily to three vitally important factors. First—the inherent smoothness of the Buick Valve-in-Head six-cylinder engine. Second—rubber engine mountings, front and rear. And third—the scientific and almost perfect balance of the entire Buick crankshaft assembly.

Only Buick enjoys these advantages. And only Buick provides the silken performance—the unvarying smoothness at all speeds—the longer life and greater serviceability of an engine vibrationless beyond belief.

Sedans \$1195 to \$1995 Coupes \$1195 to \$1850 Sport Models \$1195 to \$1525

All prices f. o. b. Flint, Mich.; government tax to be added. The G.M.C. financing plan, the most desirable, is available.

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