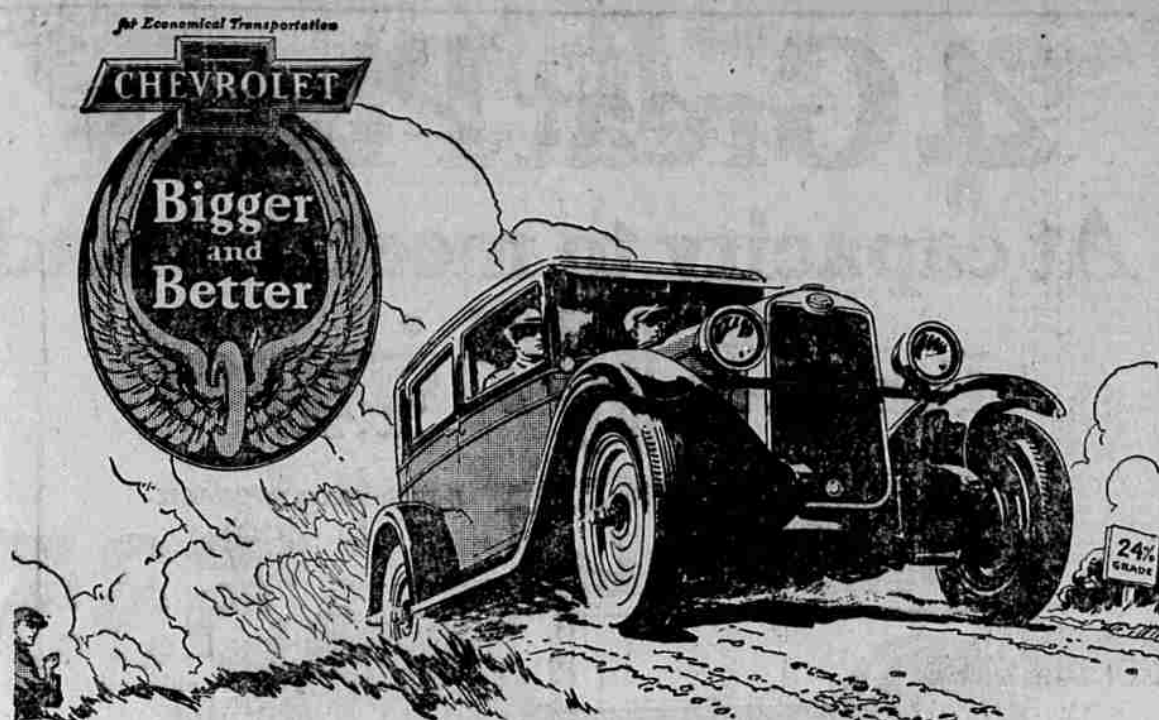




Sensational New Performance Amazing New Low Prices!

Longer, lower, more rugged and powered by an improved valve-in-head engine—the Bigger and Better Chevrolet offers a type of over-all performance so thrilling that it has created wildfire enthusiasm throughout America.

And coupled with this amazing performance is a type of riding comfort almost unbelievable in a low-priced car. A wheelbase of 107 inches—four inches longer than before—has made possible a new method of weight distribution that results in new balance and roadability. Four semi-elliptic shock absorber springs—that set parallel to the frame and are 84% as long as the wheelbase—

smooth out the roughest stretches of highway. And a new ball bearing worm and gear steering mechanism, which even includes ball bearing thrusts at the front axles, provides delightful steering ease. Never before has any new car won buyers by the thousands so rapidly. Here, as all over the country, the new Chevrolet is breaking all records for the number of cars in owners' hands following public presentation—because the new Chevrolet comes to the public a proved car, built in factories unsurpassed for efficient, precision quality manufacture.

Come in today for a demonstration!

The COACH

\$585

The Touring or Roadster	\$495
The Coupe	\$595
The 4-Door Sedan	\$675
The Sport Cabriolet	\$665
The Imperial Landau	\$715
Utility Truck (Chassis Only)	\$495
Light Delivery (Chassis Only)	\$375

All prices f.o.b. Flint, Mich.

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available.

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Oregon

QUALITY AT LOW COST

Broccoli knives, both for cutting and trimming. Ample supply in stock for all growers. Churchill Hardware Co.

The Chevrolet Motor Co. is the largest manufacturer of automobiles in the world and its looks like it will hold this place for some time. See the new Chevrolet.

Buick

speaks for Buick Quality and Buick's price spells Value

Smart, low-slung bodies by Fisher—

\$1195

F.O.B. Factory

Buick's famous valve-in-head six-cylinder engine—and Buick's Lovejoy hydraulic shock absorbers—endow Buick with the rich quality-appeal of the most expensive cars. And Buick volume—double that of any other builder of fine automobiles—enables Buick to offer you Buick quality at surprisingly low prices.

Three popular Buick models, a Sport Roadster, a Sedan, and a Coupe are priced as low as \$1195, and all can be purchased on the liberal G. M. A. C. plan.

See other cars—then see Buick. Let the comparison determine your choice.

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. A. C. finance plan, the most desirable, is available.

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

PHONE 268

OAK AND ROSE STS.

ARMY OF MEN LONG IN BUICK SERVICE

An interesting process to be noted in the automotive industry is the growth of what might be termed pride of craftsmanship, such as has been associated in the past with furniture manufacture, watchmaking and a few other lines of creative work. Figures compiled by the Personal Service department of the Buick Motor Company indicate that 3,071 of Buick's employees have been with the company more than five years, and several hundred other employees have devoted their time and skill to the manufacture of Buicks for more than three times that period. The fact that a part of a single calling for so long a time can not be cultivated a pride in the resulting product would indicate, Buick officials believe, that a development strongly resembling that of the old-fashioned guild, whose primary characteristic was expertness, is going on in this giant new-comer among industries.

Ten years is not a long time in textiles, in steel, or in any one of a dozen or more lines of productive work. It is a long time in the automotive industry, as the developments of the last ten years indicate. The car of 1918 was a vastly different affair, both in appearance and in performance, from that of 1928. And one of the factors contributing to the improvement is the increasing skill of the automobile workers, resulting from continued application to his job. The worker who has remained with one manufacturer for so long as ten years is no longer rare. Some of the older manufacturers boast hundreds of such men. Buick has on its payroll 923 men who have completed their tenth consecutive year with Buick, and 3,071 who have finished five years. Almost 1,000 of its workers have been with Buick more than ten years. Three hundred nine have their 15-year service pins; 49 their 20-year pins, and two have rounded out their full quarter-century. "It is sometimes said that the machine age has killed the spirit of pride which workers used to show," said Cady B. Durland, vice-

president in charge of production at Buick, at Flint. "I think the statement is unjust. Machines have taken over much of the heavier work, and they are doing it more precisely than human agency could, and in a fraction of the time. There is still vast opportunity for human skill, in the operation of machines, in testing, along the assembly lines where perfect coordination of effort is necessary, and in dozens of other phases of motor car manufacture. "From the public's viewpoint, as well as from the maker's, a stable organization means much. For one thing, a group of men who have performed their task five or ten years is doing a better job than one which broke in yesterday. And for another thing, long periods of service are evidence of contentment which can not help being reflected in the work."

Why not play safe and buy the best non-skid tire on the market? We are distributors for the Pennsylvania Vacuum Cup tires and they cost no more than any standard tire. Hansen Chevrolet Co.

Rose Garage Service Costs No More

If you want good dependable work, give us a call. Work guaranteed. Washing, greasing, vulcanizing, night and day storage.

FOR A LOT OF MILES
Kelly-Springfield
Tires

For best results in relining brakes call at Rose Garage, Raybestos Brake Lining Station.

Kwik Way Valve Grinding and General Repairing.

Rose Garage

PHONE 66

INDIAN PRINCESS LIKES PONTIAC 6

"I like 'em Pontiac Six heap much," is the way Princess Starlight expressed her appreciation of the Pontiac over Station WFTS, Indianapolis, during her recent visit to that city. Through the foresight of the Virginia Motor Sales, Inc., Oakland-Pontiac Dealers in that city, Princess Starlight was supplied with a Pontiac Six during her exhibition in Indianapolis, where she was introducing a new type of banjo.

As the young Indian lady is an expert musician on this type of instrument her every appearance with the banjo was greeted with thunderous applause.

Used tires 30x3 1/2 and other popular sizes, prices from \$2 and up for sale by Hansen Chevrolet Co.

80,000 MOTOR BUS CARS IN OPERATION

WASHINGTON, D. C., Jan. 31.—Five motor coaches can be operated on regular schedules at the same cost per mile as one steam passenger train, according to a survey just completed by the Bus Division of the American Automobile Association.

This statement was made by the A. A. A. in connection with an analysis of motor bus operating costs, in which it was found that the cost for a steam passenger train is about one dollar and fifty cents per mile, compared to around twenty-five cents per mile for a motor bus.

"Questionnaires," says the Bus Division, "were sent to over one thousand operators, and the resulting study was based upon the most representative of the returns, taking in all sections of the country. The figures were secured as the result of a need voiced by legislators looking forward to regulation of travel by bus, by regulating officials, by bus manufacturers whose bus designs are controlled to some extent by operating costs and by operators who are not content to accept the experience of their own companies as an index to successful operation."

Motor buses without question have a distinct place in the transportation field. The cost of operating a train of, say, two cars is about one dollar and twenty-five cents per mile, excluding maintenance-of-way expenses. At the same cost per mile five motor coaches can be operated, thereby giving patrons more frequent service."

This study of comparative costs, says the A. A. A., shows that the total train of two coaches has a seating capacity for about one hundred and twenty-five passengers, while the motor coach may accommodate thirty. If both the train and coach were filled to capacity the cost per passenger mile would be about equal, but if the train only hauls thirty passengers, the advantage is with the bus.

The statement by the Bus Division continues: "Steady progress has been made in adapting the motor bus to the transportation needs of the country. Bus registration has reached a total of about 80,000 units. This total is not large compared with automobile registration, but to appreciate its full significance, it must be compared with the number of units operated in the electric railway industry. In the heyday of the trolley, after two decades of expansion, about one hundred thousand were in use.

"The motor coach is the natural result of the demand created by the private passenger car for swift, comfortable and economical

Ford AMMONIUM SULPHATE

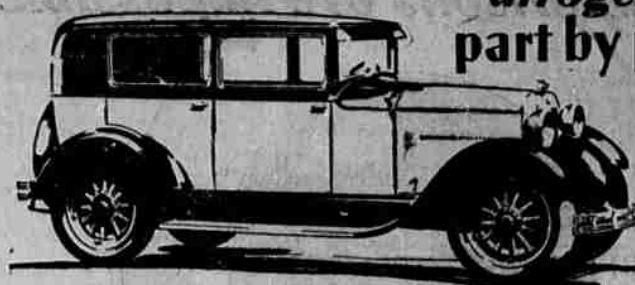
for

FARMS
GARDENS
ORCHARDS
VINEYARDS
GREENS
LAWNS
SHRUBS

Now is the time to buy—it makes everything grow.

C. A. Lockwood
Motor Co.

World's Greatest Value altogether or part by part



The smashing conviction of greatest value that Essex gives on sight, is confirmed by a wealth of costly car detail that was never before dreamed of in this price class.

You cannot mistake this impression of completeness and fine quality in the design of every detail. And you cannot forget that item after item brings you direct to the costly cars to find comparison.

Such things as radiator shutters, Bendix four-wheel brakes, a costly car type, oversize tires and tooth and disc steering mechanism are merely typical of scores of details in which the new Essex Super-Six duplicates costly car practice.

Add these to the performance of its famous Super-Six high-compression, high efficiency motor, and you have \$200 or \$300 more visible values than in the previous Essex, which had such outstanding superiority that it outsold all "Sixes" at or near the price, by an overwhelming margin.

No wonder everyone calls it "the World's Greatest Value."

The New ESSEX Super-Six ROY CATCHING MOTOR CO.

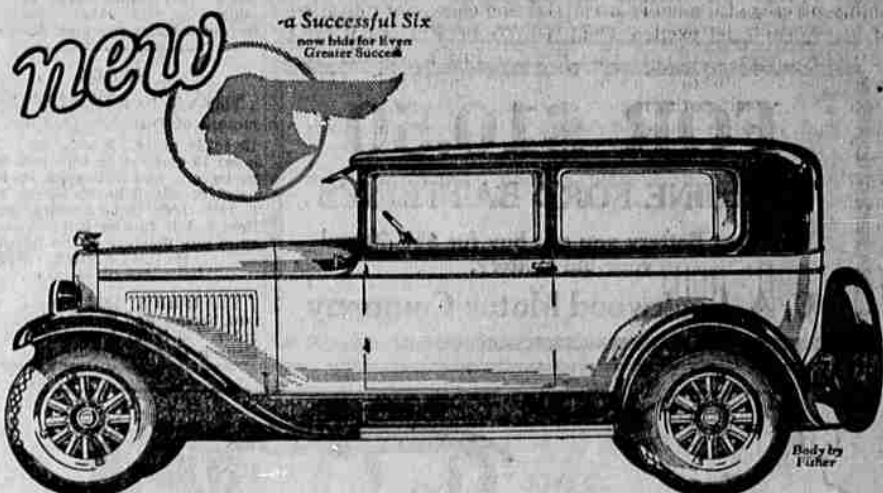
125 N. ROSE

PHONE 438

ROSEBURG, ORE.

transportation. With the highways improved and the public educated to travel, the way is laid for the bus to operate profitably in areas economically inaccessible to the railways and electric lines or in territory where light traffic makes local trains or trolley service not profitable. Many steam and electric lines have realized this and substitution of the motor coach for non-paying train and trolley service has during the past few years been the rule rather than the exception.

"Turning the past twenty-five years there has been a total of twenty-nine billion dollars invested in motor vehicles and hard-surfaced roads, compared to a total of twenty-four billion dollars invested by rail carriers within the past one hundred years. This strikingly indicates what is in store for future development in the highly specialized field of the motor carrier."



The Added Value of Many New Features -the Added Safety of Four-Wheel Brakes

Not only does the New Series Pontiac Six introduce superb new body creations by Fisher. It also offers the added value of many new engineering features and the added safety of four-wheel brakes—at no increase in price!

Among its advanced features are the famous GMR cylinder head, the cross-flow radiator with thermostatic control, AC fuel pump with gasoline filter, coincidental (transmission-ignition) lock, gasoline gauge on dash, new carburetion and manifold systems and others actually too numerous to mention.

See the New Series Pontiac Six. Drive it. And you will pronounce it the biggest, staunchest and most modern six-cylinder automobile ever offered at \$745!

2-DOOR SEDAN
\$745

Coupe . . . \$745
Sport Roadster . \$745
Sport Cabriolet . \$795
4-Door Sedan . \$825
Sport Landau . \$875
Sedan . \$875
Optional All-American Six, \$1045 to \$1265. All prices on factory. Delivery prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

Bryden-Peterson Motor Co.

444 N. Jackson St.

Roseburg, Oregon

Phone 93

PONTIAC SIX NEW SERIES