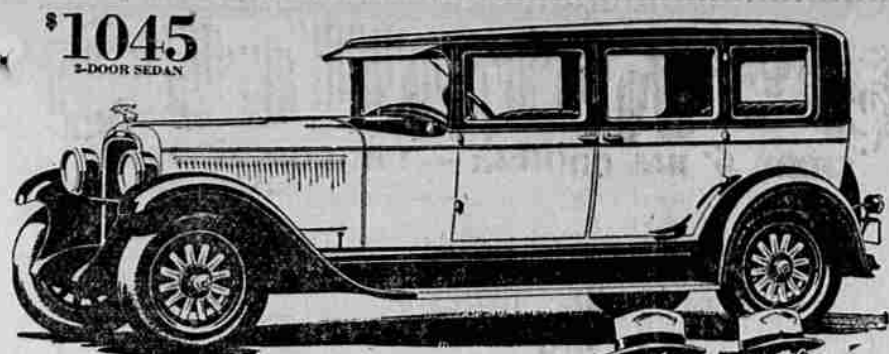




Let Local Owners Tell You!

Special Sport Equipment

Available on all body types. Six wire wheels with tires, special front fenders with tire wells, two special tire locks and locking rings, collapsible trunk rack, \$100 extra on open cars, \$110 on closed cars, six disc wheels with same equipment, \$75 on open cars, \$85 on closed models.

Your personal friends. Or passing acquaintances. Some of them own the All-American Six. Ask them their candid opinions. Learn what they think of the car.

Ask them about its big, smooth engine with its GMR cylinder head. About the riding comfort and handling ease resulting from All-American engineering combined with the mastery of Fisher body construction and design.

Ask them if they're glad they bought it. Whether or

not they think the car deserves its thrilling success.

Of course we know what they'll answer. What they'll advise you to do. And we're eager to have you get the truth in a manner you won't forget.

PRICES

Landau Coupe	\$1045	Sport Roadster	\$1075
4-Door Sedan	\$1145	Cabriolet	\$1155
Landau Sedan	\$1265		

New Series Pontiac Six, \$745 to \$875. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

The 4-Door Sedan \$1145—Body by Fisher

Bryden-Peterson Motor Co.
444 N. Jackson St. Roseburg, Oregon Phone 93

OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

CAR BUYERS STUDY AT A LOW PRICE IN CHEVROLET

With the perfected Whippet occupying the most conspicuous position in its history in the light four cylinder field, Willys-Overland merchants throughout the nation report that buyers are paying more careful attention to the mechanical details of this car, which 18 months ago set a new trend for modern car design, says F. W. Chase, local Willys-Overland-Whippet distributor.

These merchants further state that car quality and proven performance likewise are major factors considered on the part of buyers.

It is said that recent developments in the light car field have emphasized the fundamental features which were introduced by the Whippet and which have been steadily maintained in its production. Motor car authorities say that in its basic elements of construction, the Whippet remains as distinctly advanced as when it was first presented.

The Whippet, engineers state, still has the only motor in the light four cylinder class that actually develops 100 per cent more power than its official rating and which develop this power with actual savings in cost of operation.

Power, speed, economy and stamata accomplishments of the Whippet have set a new high standard of performance in the light car field since its initial presentation 13 months ago. Since that time the combined mileage of the Whippets in the field is estimated at a half billion miles.

Willys-Overland officials declare that the recent reduction in Whippet prices, which places these modern cars in direct price competition with the lowest priced cars, was not an attempt to meet a price situation for it was definitely decided that the original Whippet quality and beauty should be maintained regardless of what prices could be reached.

It is pointed out that part for part and specification for specification, the perfected Whippet duplicates the original car in every detail of quality and workmanship with even greater value being offered at the new prices in some details of construction.

The tremendous sales volume in evidence of public acceptance of the Whippet, and an indication of its quality, leadership in the light four class.

THE EAST FOLLOWS WEST BUS GROWTH

NEW YORK, Feb. 8.—The Pacific states, recognized leaders in the development of motor bus systems, have shown the way to the whole nation in making possible long-distance travel on the highway, in the opinion of C. F. Wren, president of the Plekwick Stages System, writing in the annual review number of "Bus Transportation." The feature of the year in the middle west and east, he believes, will be the rise of these long-distance motor bus routes.

A host of radical improvements, writes Mr. Wren, "will follow in the wake of interline agreements which are joining motor carrier lines all over the country. These include more commodious terminals, designed to take care of large numbers of passengers smoothly; a single standard of courtesy and responsibility toward passengers; joint tariffs that make it possible for any agent, anywhere, immediately to quote the correct fare from a West coast city to Kalamazoo, and wide distribution of timetables and other literature that make the way smooth for travelers to go most efficiently by bus to distant points.

"Towns and cities hitherto off the main lines of travel are given the choice of motor bus routes to all sections of the country. States or districts once separated by natural or artificial barriers are joined more intimately and with more frequent service. More than ever the nation will be made a unit rather than a group of isolated communities."

WEST COAST AIR TRANSPORTATION

The cause of air transportation gave indication at this year's coast automobile show of the important place it will take in similar shows of the future. The budding air industry "stole the spotlight" at numerous special events, notably at the dealer luncheon of Graham-Paige corporation in the Hotel St. Francis.

Emory Bronte, now in charge of the aviation division of the Associated Oil Co., was a leading speaker. In narrating the story of his flight as the first civilian navigator to reach the Hawaiian Islands, he stressed the importance of lasting qualities in present day motors. Bronte starts soon on a comprehensive survey of Pacific coast airports.

OPTIMISTIC VIEW OF 1928 AS AUTO YEAR EXPRESSED

An optimistic view of 1928 as an automobile year is expressed by R. B. Jackson, president of the Hudson Motor Car Co., in his remarks to Hudson stockholders when accompanied the annual report. He said, in part:

"We are now beginning our 20th year, with our factories well rounded out, both as to personnel and physical equipment."

"Our dealers throughout the United States have been increased in numbers and strength, affording us one of the best distributing systems in the country."

"We have appreciated the value of expert business and have persistently developed it for years. Our foreign distributors are well organized and financially capable. To encourage them and at the same time offer our product at competitive prices, we have established assembly plants in several strategic locations. As a result, regardless of the great drive for foreign business, we have maintained our position. During this period, we have increased this export trade from nine to fourteen per cent of our total volume."

"It is our belief that 1928, the Hudson year, will bring marked results in our further growth and success. The company's history supports this confidence."

"Nineteen years ago the total cash investment of the Hudson Motor Car Company was but fifteen thousand dollars. The expansion of the business since then has been entirely through earnings—not a cent has been added from outside sources."

"Our operating group has developed largely from within, is responsible for the company's advancement, and has participated in its results; always proving capable of meeting the emergencies of a fast-growing business. This development is bound to continue with the energetic representation by the present organization."

"In addition to the foregoing, healthy expansion from within, so important to any corporate success, we believe our automobile offering to the public this coming year to be of unusual appeal. For 1928 Hudson and Essex models measure, in their present progress of design and manufacturing quality, alongside the growth of the company."

GAS PUMP ON PONTIAC SIX

Continuing the policy of keeping its engines up to the latest developments in engineering, the Oakland Motor Car Company this year has equipped the New Series Pontiac Six with the pump-feed type of fuel supply. This, with the G. M. R. cylinder head, a new carburetor and improved manifold, brings to the Pontiac Six new advantages in economy, reliability and performance.

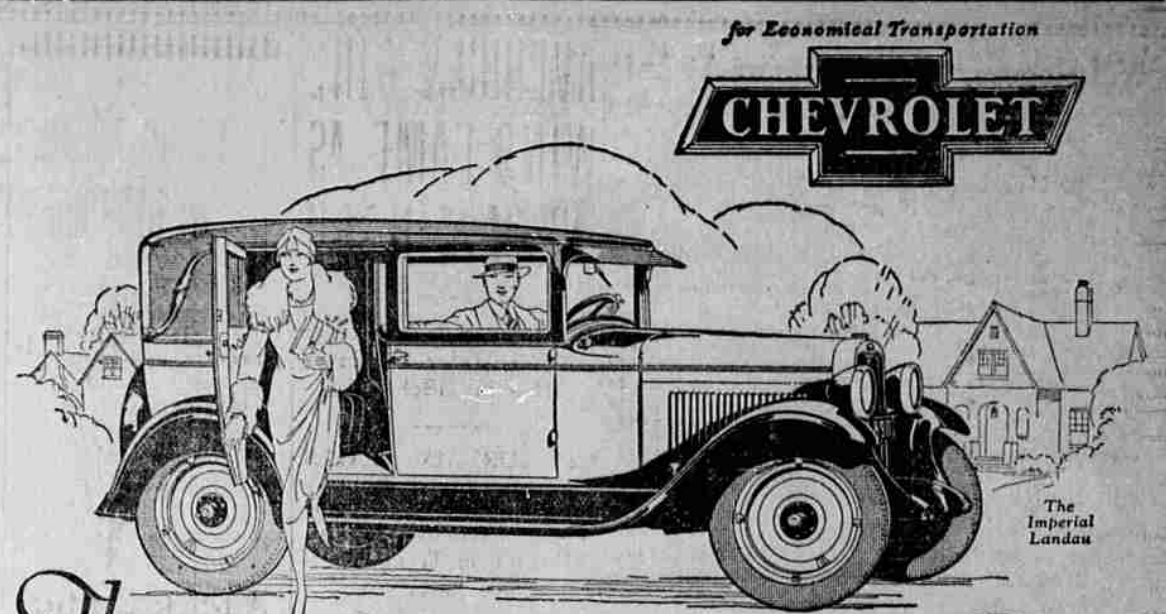
Flooding of the engine is guarded against, fuel supply is conserved and easy starting is insured. Maximum power with a high degree of economy has been worked out to bring to the motor car owner that enviable combination—economy and dependable transportation.

Exactly the amount of gasoline needed is provided by the new fuel pump, which is driven directly from the cam shaft. Thus, when the starter first turns over the motor, just the required amount of gasoline is forced into the carburetor. Then in the carburetor an ingenious device automatically shuts off the gasoline when proper quantity has been injected, preventing flooding. The gasoline pump is of exactly the same type as was introduced by the Oakland All-American Six.

The carburetor is of an entirely new curved type, built especially for the Pontiac Six, and embodies two distinctive features—the Venturi Choke and the Integral Economizer. The Venturi Choke develops high velocity at the carburetor nozzle, making starting easy and reducing crank case dilution. By means of a new interconnection between the choke and throttle levers the speed of the motor is raised automatically when the motor is started to an idling speed of 15 miles an hour. The Integral Economizer, by means of a sleeve valve inside of the carburetor and operated by the throttle valve, gives a lean mixture at average driving speeds and increases the mixture as the foot throttle is depressed.

Gold weather driving is made more easy through re-designed intake and exhaust manifold. The three-port intake passages are an eighth of an inch larger and the exhaust manifold follows the design of the Oakland All-American Six manifold, which carries the heat from all six cylinders around the intake riser. The amount of this heat carried to the intake riser is controlled by an adjustable valve.

An important factor which contributes greatly to the efficiency of the New Series Pontiac Six engine is the G-M R cylinder head, pioneered and proved on the Oakland All-American Six. Through its higher compression, more complete cooling of the gasoline mixture and its elimination of "spark knock" or roughness, the G-M R head has permitted the automatic advancement of the spark to the highest point of efficiency and has increased the power of the new Pontiac by approximately 12 per cent with no change in cylinder displacement.



The World's Most Luxurious Low Priced Car

The longest wheelbase ever offered in a low-priced car! The riding ease of four semi-elliptic shock-absorber springs set parallel to the frame. The beauty and comfort of marvelous new Fisher bodies! The safety of non-locking four-wheel brakes! And the thrilling new performance of an improved valve-in-head motor.

That's what you get in the Bigger and Better Chevrolet—a car so beautiful, so comfortable and so impressive that it is hailed everywhere as the world's most luxurious low-priced automobile.

Here, for the first time in the history of the automotive industry, is a low-priced car that embodies all the distinguished beauty and features of advanced design demanded in the world's finest automobiles.

No matter how much or how little you pay, you are entitled to those elements of motoring luxury which the spirit of progress has built into the fine motor car of today. And when you make your inspection of this great new car, you will realize that it provides exactly those qualities at the lowest cost. Come in and see it today!

Reduced Prices!

The Touring or Roadster	\$495
The Coach	\$585
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, Michigan. 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

cent with no change in cylinder displacement.

MODERN LUXURY AT A LOW PRICE IN CHEVROLETS

Quoting from the Automotive Daily News, we read an article by John T. Wetmore, a noted industrial writer, "Traveling in foreign countries, a fellow begins to realize the bigness and wonders of the General Motors organization. The Chevrolet division alone has twenty-seven factories scattered throughout the world and it is understood from interviews with officials of the Chevrolet Motor company that the output of 1,002,000 cars in 1927 will be exceeded in 1928 by probably one-quarter of a million. "However, we feel the compelling luxury at a low price."

BUICK SPEEDS UP EDUCATED HORSE

FLINT, Mich., Feb. 8.—What has become of the horse that used to kick the dashboard to bits and wrap the buggy around the nearest telephone pole at a motor car's approach? That particular horse, as observation anywhere in this country will prove, is entirely extinct. The

equine race, like the human race, has undergone a great change. Its attitude toward the motor car, horses and automobiles now get along amicably in the same streets, and runaways are a rarity.

While the motor car has demonstrated its superiority for purposes of rapid transportation, the horse still holds a very important position, both in the economic world and in that of sport. It is here that the two may often be seen working together, automobiles with trailers being employed to haul racing mounts around the various circuits.

Red River is one of the best educated horses of the northwest. In this country, where to be regarded as good, a horse must excel, "Red River" has made a name for himself in roping and riding stunts. It is anyone's guess as to how the automobile had displaced the horse, he would emit a loud and raucous horse laugh.

Red River is used by Bob Ingorsoll, Bob Russell, and Mickey O'Hara in rodeo work throughout the cow country east of the mountains. All his riding from one

round-up and stampered to another is done in a trailer hauled by Ingorsoll's Buick coupe. The automobile, instead of putting him out of business, has enlarged his field by hundreds of miles, and enabled him to enter virtually all the events in the territory.

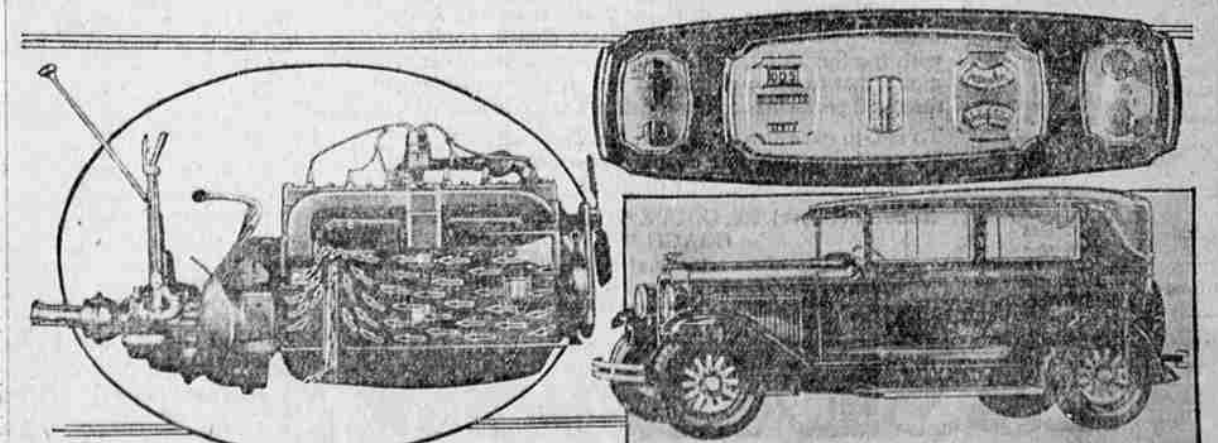
The three cowboys, Red River and the Buick make a spectacular quintette, rambling from one town to another. Like his owners, the horse rides in style and seems to enjoy himself to the limit.

MISSOURI PARSON WANTS TO SUCCEED COOLIDGE

(Associated Press Leased Wire) SALEM, Ore., Feb. 8.—Rev. Alonzo F. Workman of Joplin, Mo., is a Democratic candidate for president of the United States. He has sent to Secretary of State Kozar his application to have his name appear on the Oregon Democratic primary ballot. The application is regular in form.

Put a sack of Morocrop lawn fertilizer on your lawn and watch the results. Wharton Bros.

Interesting Features of the New Series Pontiac Six



At left: power plant showing system of crankcase ventilation: eliminating crankcase dilution and increasing power. Above, right: the new Pontiac instrument panel, indirectly lighted. At right, below: the new Sport Landau Sedan

COUPES \$1195 to \$1995 • COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525

prices f. o. b. Flint, Mich., government tax to be added.
G. M. A. C. finance plan, the most desirable, is available.

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

OAK AND ROSE STS.