

PERFORMANCE as different as the car itself

Were greater beauty their only advantage, the new engineering principles of Dodge Brothers Victory Six would still be revolutionary.

Were greater safety The Victory's only advantage, it would still command the gratitude of a life-loving world.

Were greater economy its paramount feature, the fact would still remain that The Victory has made possible 21 miles per gallon at 25 miles per hour FOR A SIX.

But these are incidental to the basic Victory achievement.

You must DRIVE the car to know about that!

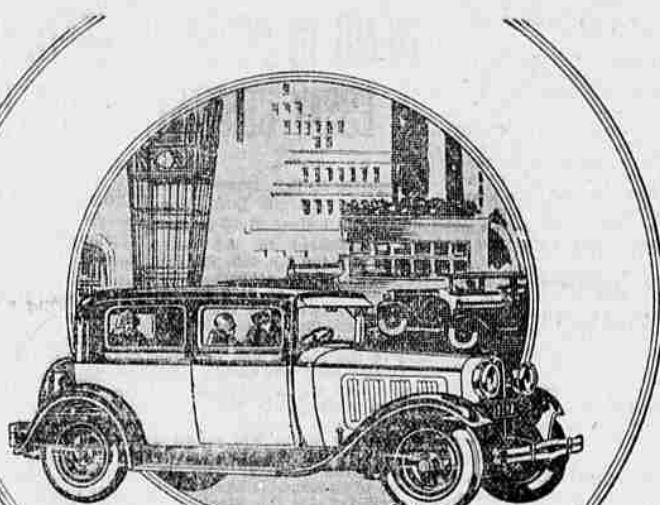
You must take a corner faster than you ought, a cobbler pavement faster than you thought, before The Victory secret begins to reveal itself.

And you must unleash the full, sustained speed of the car before the idea takes full hold!

Victory design is unlike that of any other vehicle in the world—and Victory performance is equally radical and remarkable.

To examine the one and experience the other will prove an event that we urge you not to postpone.

J. O. NEWLAND & SON
Phone 458 Roseburg, Oregon



\$1095
Brougham, f. o. b. Detroit

Tune in for Dodge Brothers Radio Program every Thursday Night 9 to 9:30 (Pacific Time)—National Broadcasting Company Pacific Coast Network

The VICTORY SIX

DODGE BROTHERS, INC.
THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

BLINDFOLDED MAN WILL DRIVE THRU STREETS OF CITY

Ali-Din, in Victory Six,
Will Make Trip at
12:45 Monday.

Ali-Din, psychological enigma, will drive a Victory Six through streets of Roseburg, securely blindfolded, and he will obey all traffic and safety rules.

This demonstration of the "sixth sense" will be brought into play in the most startling and unusual manner. Ali-Din, known the world over as the "Man who sees beyond," has announced his intention of driving a Victory Six Dodge car through the streets of Roseburg, starting from the Antlers theatre at 2:45 next Monday, March 5, after being securely blindfolded by several prominent spectators.

Ali-Din has no explanation for this apparently impossible feat, other than "he knows." The power of instinct is so strongly developed, he claims, that he fears no accidents. However, it is a well known fact and interesting to note that Ali-Din always rubs his fingers vigorously with a piece of sandpaper prior to commencing this now famous drive. It is also a well known fact that some highly instinctive safe-crackers use this method to cause the nerves in their fingers to become super-sensitive, thus being able to ascertain the combination of the safe by feeling the tumblers fall into place.

The Victory Six Dodge was selected by Ali-Din, and furnished through the courtesy of J. O. Newland & Son, Roseburg distributors for Dodge cars and Graham trucks. He has made the drive 257 times before. "It gives me greater confidence in myself," says Ali-Din, speaking of his selection.

While many may consider the blindfold drive a dangerous and foolhardy, it will prove to be a very interesting feat, and exceptionally interesting to watch. All are cautioned to remain on the sidewalks and watch from a distance. Ali-Din is offering a most interesting and bewildering demonstration of his unusual powers at the Antlers Theatre March 5 and all of next week.

HALF MILLION CAR OWNERS BUY TIRES OF WESTERN AUTO

Nearly half a million Western Auto tires were purchased by western automobile owners in 1927, according to information from G. M. Krell, local manager of the Western Auto Supply Company.

It is evident that thousands of western drivers have decided that Western Auto tires can give them the values they want," says Krell. "With tires being sold on the basis of the greatest values for the money, new thousands are flocking to Western Auto tires."

"With so many excellent tires on the market, the public is in a good position to know and judge comparative values and reward the distributors who offer the best values with a great volume of business."

"Our constantly increasing sales make possible worthwhile savings in production costs. It is the policy of Western Auto to pass these economies on to the customers in the form of lower prices."

"All Western Auto stores are still accepting old, worn-out tires as part payment on new, guaranteed Western tires and Western tires. The car owner will be more than repaid by turning in his old tires at this time, not only from the saving in money, but from the satisfaction he receives in knowing that the tire equipment on his car will save him worry and freedom from trouble."

SWEDISH PRINCE CHEERS HIS NASH

How a prince of royal blood regards the Nash car was indicated yesterday in a cablegram received by the Nash Motors Company from Prince William of Sweden, which read as follows: "Had first ride today in beautiful new car. Three cheers for Nash, signed Prince William."

When His Royal Highness, last fall in the course of his tour of America visited the Kenosha plant of the Nash Motors Company, Scandinavian employees presented him with an Ambassador. The car, which bore the royal crest, immediately after the presentation was shipped to Stockholm to await the return to Sweden of the prince and his party.

The Swedish royal has been a devotee of the Nash family in Sweden. When His Royal Highness Prince Leopold, son of Prince William, passed his matriculation examination last spring he was presented with a Nash Six coupe. Crown Prince Gustaf Adolf is another member of the Swedish royal family to own a Nash. He purchased a special six model in Stockholm last October, for the use of his court marshal, James Kellner, Chamberlain to His Majesty, the King of Sweden.

24 Hours Ends COLDS

A common cold may result in grippe or flu. At the very first sign go to a drug store and get a box of HILL'S. Take promptly. HILL'S breaks up a cold in 24 hours because it does the four vital things at once—stops the cold, checks the fever, opens the bowels and tones the system. Red box, 30 cents.

HILL'S
Cascara - Bromide - Quinine

is also an enthusiastic Nash owner. His Majesty often riding in the Kellner car.

Our roads are wide and smooth, but some drivers are narrow and rough.

FEDERAL AID IS HELP TO ROADS

There has been a total of \$12,661,549.00 apportioned for building Federal Aid highways in Oregon, of which there remained \$1,311,677.28 unexpended as of June 30, 1927, according to George O. Brandenburg, secretary and general manager of the Oregon State Motor Association, one of the 258 motor clubs affiliated under the emblem of the American Automobile Association.

The total amount appropriated by Congress and apportioned to the states for Federal Aid projects throughout the country since 1917 has reached the sum of \$744,509,000, which is only slightly more than the total amount of taxes paid by motorists during the last year. Mr. Brandenburg continued: "Of the total apportionment, there has been \$580,571,548.76 spent throughout the country and the present fiscal year began with \$143,928,451.24 on hand to continue the work."

"The A. A. A. sponsored the Federal Aid program from the time it was first brought to the attention of Congress and has been one of the most consistent proponents for the measure. Every onslaught against the law making possible this work has been successfully repelled by organized motorists and each year there is found a stronger demand for building improved roads to keep pace with the increase in registration of automobiles."

WHIPPET IN FRONT RANK LIGHT AUTOS

HIGH STANDARD PERFORMANCE IS ATTESTED BY NEARLY 200,000

Well informed automobile men continue to accord the Whippet the quality leadership in the light car field. They base this admission of superiority on the high standard of performance that has made this car conspicuous in the Whippet field since its initial introduction more than 19 months ago, and by a comparison with automobiles of other makers selling in the same price field.

More than 150,000 of these modern light four-cylinder cars are now in the hands of drivers, it being estimated that they have traveled a total of nearly a half billion miles. Notable records for speed, power, stamina, fuel economy and serviceability have been established by the Whippet over the 19 month period.

It is further pointed out that the Whippet, when it was first introduced to the motor car buyers, embraced certain features in light car engineering which it was declared would set a new trend in the type of the future car in this class. These features included four-wheel brakes, low center of gravity, full force lubrication, gravity fuel system, oil and fuel economy, greater power with increased speed range, roomy interiors, greater comfort, and a generally higher standard of performance throughout.

A survey of the recent models introduced in the light car field disclose that they have followed the trend first established by the Whippet, embracing certain features, distinctly Whippet. A complete analysis, however, discloses that the Whippet continues to embrace qualities and features that are lacking in other cars selling in the same or nearly price class.

The unusual attention that is being riveted on the 1928 line of Whippet models indicates that these smart four-cylinder cars during the coming year will overshadow the great popularity they have enjoyed up to this time, critical observers declare. This continued favorable acceptance of the Whippet is said to be due to the quality material and workmanship that have gone into it together with its high standard of proved performance over a long period of time.

The same basic principles of the original Whippet are embraced in the 1928 line although there have been certain exterior and interior improvements which have been brought about through the perfection of the car. The Whippet is now equipped with full crowned fenders with a deep flange, this giving the car an even more dashing appearance. Window reveals and remote door controls also have been added.

The front of the 1928 Whippet also presents a new appearance through the adoption of the abrupt or town-car type of sun visor in place of the previous longer style which was formed by a continuation of the roof lines. The adoption of this new visor, in addition to providing a wider range of vision, imparts a smart military effect to the cowl section of the closed models.

Although the Whippet has proved the most popular line of cars ever built by Willys-Overland and has enjoyed a high sales volume since its introduction, of fields of the company declare that indications are that all former sales records will be shattered by the 1928 line.

Only a few more days left to take advantage of our special waffle iron offer. Terms: If desired, a small down payment, balance with your monthly light bill. The California Oregon Power Company.

THE GREAT ESSEX

Received like this...
...because of this

An instant winner everywhere—a buying wave that sweeps away all records—a public ovation of greater success to the most successful "Six" in history. That is the reception to the New Essex Super-Six.

Boston and territory with 800 sales in 10 days; and Detroit and Wayne County, with 659 Essex retail sales in 15 days—an unapproached record—merely reflect the country wide triumph. Everywhere dealers are reporting more than 100% greater sales for the first 15 days of January than for the whole of last January, which was the previous record.

It is easily the greatest Essex Super-Six in history. It offers \$200 to \$300 more visible value than its great predecessor which outsold any other "Six" at or near the price by overwhelming margins.

Come with the crowds who acclaim it the "World's Greatest Value".



Bendix 4-wheel Brakes
 5-inch Balloon Tires
 Heavy Crowned Fenders
 Vertical Radiator Shutters
 5-Dial Instrument Board
 Slender Rubber Steering Wheel with steel core
 Wide Doors
 Silenced Body Construction
 Famous Super-Six High-Compression Motor

SEDAN (4-door)
\$795
COUPE \$745
(Rumble Seat \$30 extra)
COACH \$735
All prices f. o. b. Detroit, plus war excise tax

ESSEX Super-6

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE

ELECTED AS DEMOCRAT BUT CHANGES TO REPUBLICAN

(Associated Press Local Wire)
SALEM, Ore., Feb. 29.—Brazier C. Small, long a leading Democrat of Marion county and who was elected on that ticket to his present position of justice of the peace for Salem district, yesterday announced that he had been converted to the Republican faith. He is registered at the court house. In a statement he said that he had no desire again to be a candidate for public office.

Beds, springs and mattresses at McKean, Darby and Baldwin's. Arrindel, piano tuner, Phone 189-L.

Reduced PRICES

\$1012

Delivered in Roseburg

Now buys a Nash

ON FEBRUARY 1, Nash announced reduced prices.

Now, you can buy a full 5-passenger Nash Six Sedan delivered at your door for the exceptionally low price quoted above.

Throughout the length and breadth of the motor car industry, you'll find no value to compare with Nash!

For Nash is the car with exterior and interior style and beauty which made it the center of interest at every LEADS THE WORLD IN MOTOR CAR VALUE

Motor Show of the year. Nash is the car with the Nash 7-bearing motor—built for smoothness and greater power.

And, Nash is the car with the tubular trussed frame, for extra strength—2-way, 4-wheel brakes, for extra safety—alloy steel springs plus shock absorbers, front and rear, for greater riding comfort—and a heavy duty transmission, for super-durability.

When you buy your new car, remember this: Nash style, quality and 7-bearing performance now cost less money.

NASH

L. R. CHAMBERS MOTOR COMPANY

New Garage and Service Station

Oak and Main Sts.

Roseburg

Phone 649

DODGE OIL FILTER PROTECTS ENGINE

How the oil filter works and whether it is working properly is of interest to every motorist who wants to secure over many thousands of miles of service, freedom from engine wear and from need of adjustments or replacements, according to Maurice Newland of J. O. Newland and Son, local Dodge Brothers dealers.

"Too many owners," says Newland, "are briefly informed at the time of purchase that an oil filter is part of the standard equipment of the new car but are not told how important the filter is in prolonging engine life. Sometimes the salesman tells the buyer that the engine oil filter is 'engine life insurance,' but too often the owner overlooks the fact that in the policy lapses, that is, the filter becomes no longer effective and should be replaced."

"Some manufacturers recommend replacement at the end of a specified mileage, some when a test indicates that the oil no longer flows through the filter sufficient to freely—the result of gradual accumulation of sludge and abrasives removed from the oil circulating system."

"Tests made in the laboratory indicate clearly the extremely harmful nature of the material which the filter removes. If the black tarry looking cloth sack removed from a new car is burned and the ash or non-combustible matter analyzed it is found to consist of sand and gritty matter as well as small particles of metal, largely what is worn from the cylinder walls and piston rings during the breaking in."

"The crankcase breather and the carburetor air filter exclude much dust which might otherwise enter the engine. Any fine material which does get in and becomes mixed with the oil is trapped out by the filter. Otherwise the fine dust would circulate again and again, and cause wear of cylinder walls, pistons, rings, bearings and in fact all parts inside the engine which turn or slide one against the other."

"The oil filter should be tested every two or three thousand miles by the mechanic in the approved service station or by the owner. The method of testing is very simple, consisting of merely opening a small valve in the oil filter

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outlet pipe. If the oil flows freely when the engine is running slowly or drips slowly even when the engine is warm and is speeded up until normal operating pressure is shown on the oil gauge on the dash the filter has become clogged and should be replaced."

"The filter is conveniently located where it can be removed as a unit by simply loosening the two oil tube connections with a wrench and one clamp bolt with a screwdriver. In fact changing an oil filter is just about as simple as changing a spark plug."

"As the filter permits the driver to use the oil two or three times as long as would be safe to use unfiltered oil it saves the cost of replacement several times over during its life—but if neglected until it becomes entirely clogged it can no longer remove tarry and gritty matter two miles and increased engine wear results."

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HILL'S
Cascara - Bromide - Quinine

Gone are the BILIOUS DAYS
Chamberlain's Tablets
The Sensible Treatment
CHAMBERLAIN'S TABLETS "Help You Stay Well"