Your **TRUCK NEEDS** are met exactly by some one of Graham Brothers Trucks or Commercial Cars — money makers in any line of business — — —

$670 ¾-Ton Commercial

$895 1-Ton G-Boy

$1245 1½-Ton

$1595 6-cyl. 2-Ton

Above Prices chassis f. o. b. Detroit

$770 ½-Ton Deluxe Panel Complete f. o. b. Detroit

J. O. NEWLAND & SON

Phone 458 Roseburg, Oregon

GRAHAM BROTHERS TRUCKS

Sold and Serviced by Dodge Brothers Dealers Everywhere

Built by Truck Division of Dodge Brothers, Inc.

EQUIPMENT THAT ADDS TO SAFETY

By G. M. KRELL
(Local Manager Western Auto Supply Co.)

Much of the joy that comes from driving an automobile is made possible by the automobile accessories—the extra equipment that adds so much to the convenience, comfort and safety of the car.

The popularity of such equipment is shown in the marked interest displayed by visitors in the accessory division of automobile shows throughout the country.

Automotive progress owes a great deal to these extra attachments. Each year manufacturers include in the specifications for their new models as standard equipment, devices that gained popularity among car owners through accessory stores.

When the Western Auto Supply Company opened its first store in 1909 in Kansas City, the automobile was in its early stages of development as far as extra equipment was concerned. Features that we today consider absolutely essential were lacking. Motor car designers were more interested in developing the mechanics of the car than perfecting comfort giving devices, and as a result, accessory stores came into existence.

Practically no equipment was included in the original purchase price of the car. If the buyer wanted a top, windshield or headlamps, he purchased them extra. Competition among the manufacturers of automobiles eventually led them to partially equipping their cars. With the adoption of oil lamps, accessory manufacturers introduced carbide and presto-lite lamps. When the car makers included these in the purchase price of the car, the accessory stores began calling attention to electric lights.

So it has been throughout the industry. In nearly every instance where the accessory dealers introduced some practical new item of equipment, the manufacturers soon added it to their new models. It was the accessory dealers that sold the first headlamps, windshield cleaners, self starters, auto tops, bumpers and shock absorbers. When accessory store sales proved the popularity of a device, the manufacturers added it to their cars.

Although most cars come generously equipped with essential devices there is always some new item of equipment to be added or worth while improvement on an old accessory to make it popular wfth the car owners.

Many new additions have appeared on the accessory shelves during the past year. Manufacturers of automotive equipment study the needs of the car owner and work to improve their products just as the car manufacturers do. Car owners realize that many of the popular accessories will appear on the new car models and delight in studying the equipment displayed by accessory dealers that add to the appearance, convenience and mechanical efficiency of their cars.

The Only Light Car

offering all these Quality Features

Only Whippet has all these features:

Full force-feed lubrication
Silent timing chain
Light-weight, single plate clutch
Gasoline tank at rear
Metal, oil-tight universal joints
Big 4-wheel brakes
Long, semi-elliptic springs
Heavy, rigid tapered frame
Alemite chassis lubrication
Low-swung, full-vision bodies
Adjustable steering post
Balloon tires
Snubbers

$535 5-passenger COACH

Prices Reduced to the Lowest Level in Our History!

It is important to remember in considering the sensational Whippet price reductions, that the *quality* of these cars is now finer than ever before.

The perfected Whippet is smarter, more colorful, with added grace of line, and new items of equipment. Full-crown fenders, cadet visor, window reveals and other refinements give it the style appeal of the most modern fine cars.

Everywhere owners report their complete satisfaction with its spirited performance, its remarkable economy, its comfort and its easy handling.

4-DOOR SEDAN $585 Reduction $140

	New Low prices	Reductions
Touring - - -	$455	$170
Coach - - -	535	90
Roadster (2-pass.)	485	
Roadster (with rumble seat)	525	170
Coupe - - - -	535	90
Cabriolet Coupe	545	200
Chassis - - -	355	90

All prices f. o. b. factory. Willys-Overland, Inc., Toledo, Ohio

ORDER NOW FOR EARLY DELIVERY

The Perfected **Whippet**

F. W. CHASE
Phone 399

Salesroom 317 North Jackson St. Roseburg, Oregon

FIRE INSURANCE RATE WAR LOOMS

(Associated Press Leased Wire)

SALEM, Ore., Mar. 28.—Possibility of a fire insurance rate war that may benefit all classes of fire insurers looms following the filing with the state insurance department yesterday of a schedule deviating from the rates promulgated by the Oregon insurance rating bureau. The deviations were filed by J. C. Veazie of Portland, representing a number of fire insurance companies operating in Oregon.

The deviations, it is said, are the same as rates similarly filed in the state of Washington. State Insurance Commissioner Lee said they apply almost entirely to preferred risks, and that any accrued savings would benefit the larger rather than the small insurers.

Under the law the commissioner has 30 days in which to approve or reject the deviation rates.

SHOTTON PEPPED UP

(Associated Press Leased Wire)

WINTER HAVEN, Fla., Mar. 28.—Homeward bound Manager Shotton of the Phillies made one claim for his team today.

"We have the champion double play combination in baseball," he said. "Thompson at second and Sand at short are the best men at reeling off double plays I have ever seen. This pair double up runners with apparent ease. Both are demons on ground balls. They have first rate throwing arms and neither one wastes a second's time in handling the ball. They should pull the Phillies out of many tight places this season."

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

FIGHTS LAST NIGHT

(Associated Press Leased Wire)

NEW CASTLE, Pa., — Harry Cirsp, St. Petersburg, Fla., and Carl Cavelli, Canton, Ohio, drew 6.

Roy Wallace, Indianapolis, shaded Billy Peterson, Detroit, 10.

KANSAS CITY, Kansas.—Tiny Roebuck, Kansas City, outpointed Mike Arnold, Denver, 10.

SAN FRANCISCO.—Kid Ruiz, Mexico City, outpointed Mike Vasquez, El Paso, 10.

DENVER.—Big Boy Peterson, Minneapolis, won from Cowboy Bill Owens, Guthrie, 10.

BILLINGS, Mont. — Herman Rathlaff, Minot, N. D., defeated Young Dempsey, Billings, 8.

WILLYS-KNIGHT 6 AT POPULAR PRICE

Willys-Overland's recent introduction of a new Willys-Knight six, to sell at the lowest price ever reached by a car employing a Willys-Knight sleeve-valve engine, is considered equally as spectacular as the company's drastic Whippet price reduction that has placed this car in direct price competition with the lowest priced cars in the light four cylinder field.

The Willys-Knight Standard Six selling in the $1,150 range, is approximately 25 per cent lower in price than any car of this type ever built by the company. Its introduction opens an entirely new market since thousands of buyers were formerly prevented from owning a Willys-Knight six because of price consideration.

It is known that because of the highest type of engineering and workmanship demanded in the production of a Knight sleeve-valve engine, the manufacturing costs have been materially higher than the cost of building power plants of another design. In fact it was believed for years that because of the high cost of producing the sleeve-valve engine it would never be possible to install this type of power plant in a car selling $1,500.

However, through Willys-Overland's 15 years experience in building Willys-Knight sleeve-valve engines and other types, manufacturing costs have been reduced and other economies have been worked out that have made possible this new Willys-Knight six at the lowest price in the history of the company. The completion of Willys-Overland's new body building plant also has been an important factor in bringing about this new low priced Knight engined six.

The Willys-Knight Standard Six is a companion car of the Willys-Knight Special Six and the Willys-Knight Great Six, the two older lines of Willys-Knight sixes that sell in a higher price field.

In mechanical construction the Standard Six retains all the characteristics of the two older lines of Knight engined sixes. It is conspicuous for its unusual amount of leg room, by novel creations in body lines and body decorations and through the use of a non-breakable steering wheel, foot control of the headlight and dimmers and a new and highly decorative instrument board panel.

Since its introduction the Willys-Knight Standard Six has met with a hearty reception on the part of the public.

LOCAL BUSINESS FIRMS PLAN FOR DODGE PROGRAM

In the interests of the greatest radio hour ever put on, a number of business houses are installing sets to get the Dodge Brothers program Thursday evening when it is broadcast over KFI, KGO, KPO, KOMO, KGW, KFOA and KHQ, Pacific coast stations.

Radio owners expecting to hear the program are having their batteries tested to make sure of clear reception. In many homes there will be gatherings of neighbors for a radio party. Through the courtesy of the Auto Electric station a radio is to be installed at the sales room of J. O. Newland & Son.

"We do not believe there will be much interference during the hour as other programs will not be broadcast through courtesy to millions of persons gathered around loudspeakers to hear the voices of the famous motion picture stars," said J. O. Newland, local dealer. "The people assembled have undoubtedly the largest acquaintance throughout the country of any like group ever assembled.

"Everyone has seen one or more of the stars in the pictures and is interested in what each has to say, and will be anxious to hear what their voices sound like."

Places where the program is planned to be put on are Auto Electric Station, Umpqua Battery Station, Western Auto Supply Company, Ott's Music Store, Judd's Furniture Store, Umpqua Hotel, Rose Hotel, Grand Hotel, Palace of Sweets, Rose Confectionery, Terminal Hotel, California-Oregon Power Company, and J. O. Newland and Son. The hour is from 6 o'clock to 7 o'clock.

GOOD PAY for young people

I. M. Walker President

Every year we have hundreds of more calls for help than we can fill from big business firms, banks and manufacturers. It requires only a short time to train for a Preferred Position,—when you attend America's GOLD MEDAL School. Enroll any time. WRITE TODAY for our Free SUCCESS CATALOG—just off the press.

Behnke-Walker BUSINESS COLLEGE
ESTABLISHED 1889
PORTLAND, OREGON
Main 3128

CANDIDATES FILE FOR COUNTY OFFICES

Several candidates seeking nomination at the coming primary election have already officially filed their names with the county clerk, some by petition and others by paying a fee as provided by lay as a substitute for nominating petitions. Roy Agee, democratic candidate for the county clerk nomination, R. A. Buscubark, candidate for county commissioner, and Sourdough Jim, candidate for constable, have filed by paying the fee, while Percy Webb, republican candidate for sheriff, George Quine, republican candidate for county judge, W. A. Lovelace, republican candidate for commissioner, Frank Calkins, republican candidate for assessor, Ira B. Riddle, republican candidate for clerk, and F. W. Dillard, republican candidate for constable, have each filed by petition. Numerous other candidates have petitions in circulation but have not yet filed them with the county clerk.

CONNIE MACK TALKS

(Associated Press Leased Wire)

FORT MYERS, Fla., Mar. 28.—Connie Mack, manager of the Philadelphia Athletics, has dropped the role of "the silent leader," temporarily at least.

Today he made it his personal business to brand as a canard a story going around that Ty Cobb would not be back with the Athletics this year because his legs had given out after nearly a quarter of a century in the big show. "Not a thing to the yarn," Mack declared. "Cobb will be with us just as soon as Mrs. Cobb, who has been ill, regains her health. So far as we are concerned, Ty's legs are all right."

Mack dropped his silent role yesterday long enough to give his players a lecture that brought results, for the Athletics went into the last pre-season game and stopped the Boston Braves, 11 to 2.

COVEY'S ARM GREAT

ST. PETERSBURG, Fla., Mar. 28.—Stanley Coveleskie, veteran of 13 major league campaigns, looks like an addition to the Yankee's pitching staff. Manager Huggins observed his 48th birthday yesterday fatching Covey's famous spitball blank the Reds through four innings. Covey allowed only three hits, but after he had left the game, the Redlegs turned on the Yankees and whacked out a 6 to 4 decision.

Coveleskie, who is receiving a tryout, was the hero of Tris Speaker's Cleveland Indians in 1920 when his three victories gave the tribe the verdict in the world series with Brooklyn. Coveleskie had his best season in 1925 with the Washington Senators when he won 20 games and lost 5.

Springfield— McKenzie highway from here to point mile west of Walterville will be oiled this summer.

Rankin After Endurance Record

The above picture shows the Ryan monoplane in which Tex Rankin, pioneer aviator of the Northwest, (on the right) will attempt to set a new world's endurance flight record. He will take off in the first week of April.

Portland, Or.—(Special)—An attempt to set a new endurance flight record will be made by Tex Rankin, pioneer aviator of the Northwest, here in the first week of April. He will try to wrest the mark from the German aviators who set it last year with a flight of 52 hours and 33 minutes. A specially built Ryan monoplane, a duplicate of the ship which Lindbergh flew across the Atlantic, will be used in the attempt which is the first serious effort ever put forward by a Northwestern aviator to hang up a new world's record.

Rankin will take off from the new Swan island field here in the month of the full moon, and will fly at a low altitude down the Columbia river to the Pacific ocean. He plans to cruise up and down the coast in the heavy air for the first 12 hours in order to reduce the tremendous load of gasoline he plans to carry. He has filled the wings and the fuselage with tanks holding approximately 600 gallons of gasolipe, which he believes will be enough to hold the plane in the air for 60 hours.

The situation is ideal here because Rankin will be able to keep the plane at low altitude in the heavy air during the first 12 hours when the ship is so heavily loaded that the flying is extremely hazardous. After that he plans to mark out a 25-mile course between Oregon City and Portland and cruise for the rest of the time at an altitude of 1000 to 2000 feet. The average speed of the plane will be 90 miles an hour. This will be materially decreased near the end of the flight.

Rankin has studied endurance flying for the past eight years and he believes he has solved most of the problems. Elaborate tests will be made before he takes off.

Larry Therkelson, Northwest governor for the National Aeronautical association, will have charge of the attempt so that the record will be official. A sealed barograph, or recording altimeter, will be used on the flight. It registers the altitude of the plane every moment while in the air.

New York's Biggest Electric Sign--Five Stories High, Half a Block Long--Tells of Victory Six

The last word in Spectacular display, located at Forty-seventh street and Broadway, Longacre Square, enlightens the public as to the latest achievement of Dodge Brothers, Inc.

It contains 5,500 square feet of space; carries a load of 280,855 watts, the largest current consumption on Broadway; has letters sixteen feet high and fourteen feet wide with a stroke of three feet; contains 8,115 lamps; is built entirely of copper and requires about twenty miles of wiring. It embodies new principles of illuminating reflectors and construction of the moving message, or motograph, at the foot of the sign.

The illustration above shows the sign and in the inset are S. N. Holliday, of the General Outdoor Advertising Company (left), Lee J. Eastman, president of the Broadway Association, who pressed the button to first illuminate the sign on February 1 (center), and C. M. Bishop, president of the New York Dodge Brothers Dealer Company (right).