



Sales of Studebaker's Erskine Six during the first six months of 1928 exceeded the entire year of 1927 ... have you seen the new and finer Erskine introduced this month?

CENTRAL GARAGE

131 South Rose Street Phone 385

Roseburg, Oregon

STUDEBAKER

The Great Independent

OREGON SOCIALISTS PUT UP TICKET BY PETITION

(Associated Press Leased Wire)
SALEM, Ore., Aug. 7.—By the filing of a petition containing 10,793 names, more than the required number, the socialist party came into being yesterday. The petition was filed with the secretary of state. The state central committee

of the party will nominate candidates for the November ballot. This committee is composed of Upton A. Upton, of Estacada, and C. V. Soderback, O. Strongquist and Alfred Hoglund, all of Portland. Frank T. Johns of Portland, presidential candidate of the party, who was drowned near Bend several months ago, while trying to save the life of a boy, was formerly a

member of the executive committee. The party in Oregon will endorse Verne L. Reynolds of Michigan for president, and Jeremiah Crowley of New York for vice-president.

Come and camp at Boswell Mineral Springs. Baths 75c.

ASSOCIATED OIL RADIO PROGRAM AT 8 P. M. TODAY

The charms and attractions of this favored region will be broadcast to the entire coast this Wednesday at 8 p. m. when the popular Associated Oil company motor-mates, honeymooning on roads to romance, will "tell the world" about what they saw and did here.

This program, it is declared, will prove a great boost to this region and is bound to bring more and more motor tourists, and consequently more and more dollars, into the community.

An especially attractive program of interesting travelogue, interspersed with lively musical numbers of unusual appeal, has been arranged for the event and it is predicted that every radio fan hereabouts, as well as elsewhere on the coast, will twirl the knobs of his set to his favorite station of the Pacific coast network at 8 p. m. Wednesday.

Jack and Ethyl, who are making a honeymoon tour of the coast, are spending two months in the northwest and are winning an ever-increasing number of fans who have become staunch users of Associated gasoline and the new Cyclone motor oil.

SPEED AND MANY ACCIDENTS SEEN

Impressing the individual motorist with his personal responsibility in safeguarding American lives is the one direct and effective method of reducing traffic fatalities today.

And the individual motorist cannot be expected to realize and assume this vital responsibility so long as automobile manufacturers stress high speeds as the feature of their products. In the opinion of E. H. McCarty, vice president and general director of sales of the Nash Motors company.

"It is true that improvement in streets and highways and in the mechanical operation of the new cars themselves is tending to increase the margin of traffic safety," he said today after studying the latest traffic fatality reports, "but it is also true that there is a general tendency toward excessive speeds both on the open road and traffic arteries of our big cities.

"Because of this tendency toward reckless driving, I am heartily in accord with the appeal made by the National Automobile Chamber of Commerce against the streamlining of high speeds in automobile advertising. It is only natural that, when the high speed of his car is constantly brought to an owner's attention and when speed rivalry is made a public point of issue by various automobile makers, the ordinary driver will enter into the spirit of the industry and use this necessary but dangerous element on every possible occasion.

Safety experts agree that speeding and its consequent reckless driving and disregard for the rights of others is the major cause of automobile deaths. Obviously, so long as speed is encouraged and made an issue among manufacturers, these deaths are going to mount.

"Power and flexibility are, after all, the essentials of the modern motor car. Speed ranges are the result rather than cause of these essentials. Because of the power and flexibility built into the new '400' series of Nash cars, for example, they have a proved and safe high speed range of from 70 to 80 miles an hour, depending on the models. They are all capable of much more speed than the ordinary driver should use, and the experienced driver will employ this element only in emergencies. We certainly will not encourage him to drive eighty miles an hour just because that speed is built into his car."



Before you act—
hesitate for a minute.
Read the ad right below
—there is something in it.

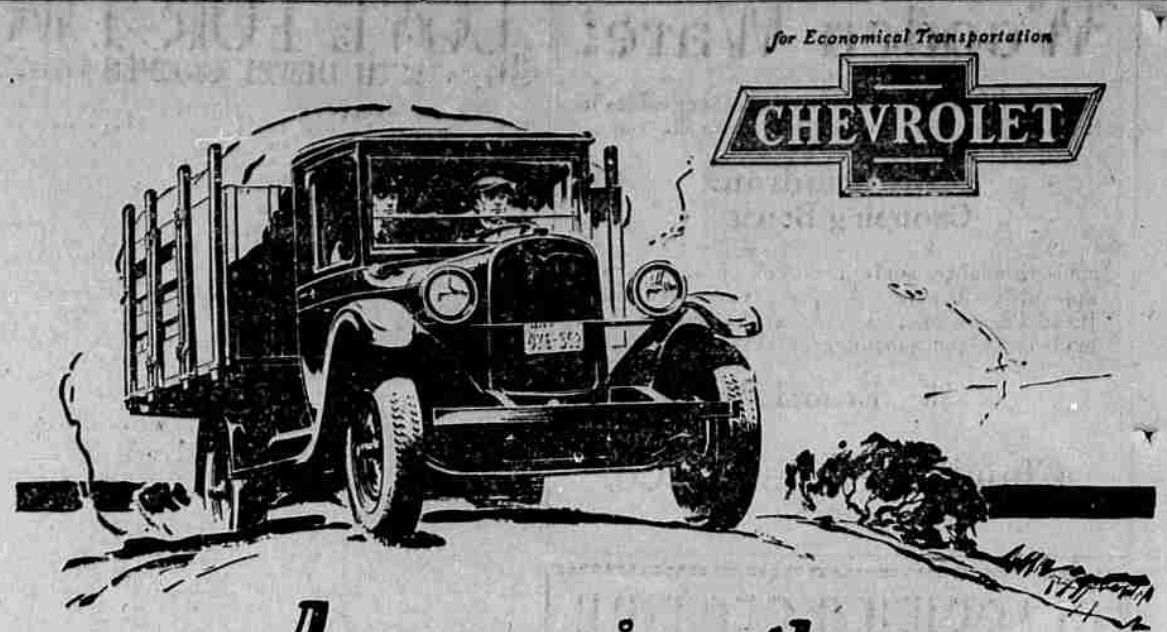
Before you send your Ford to be repaired consider these facts:

Our authorized Service Department is fully equipped to repair your car and do the job right. Expert mechanics thoroughly trained in all phases of Ford repair work and special machinery are at your command.

Our prices are standard and we will gladly estimate any work in advance.

Do not take your car to any garage, but bring it to us—we guarantee satisfaction.

C. A. Lockwood
Motor Co.
Roseburg, Oregon



Announcing the New Utility Truck

-another Sensational Chevrolet Value
4 Speeds Forward • 4 Wheel Brakes

Typical of the progressive design embodied in the new Chevrolet Utility Truck is a four-speed transmission with an extra-low gear, providing tremendous pulling power for heavy roads, deep sand and steep hills—and reducing to the very minimum the starting strain on motor, clutch and rear axle—

—powerful, non-locking 4-wheel brakes, with a rugged emergency brake that operates entirely independent of the foot brake system—

—and a new ball bearing worm-and-

gear steering mechanism, which even includes ball bearings at the front axle knuckles!

And in addition, there are all those basic features which have been so largely instrumental in Chevrolet's success as the world's largest builder of trucks!

Come in and get a demonstration of this remarkable new truck. You'll find that it offers every feature needed for dependable low-cost transportation—and we can provide a body type to meet your individual requirements.

Price only
\$520

(Chassis only)
f. o. b. Flint, Mich.

Removal of War Tax Lowers Delivered Prices

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Oregon

WORLD'S LARGEST BUILDER OF TRUCKS

NEARLY 60 CARS IN EVERY MINUTE

In a recent record breaking car delivery day for Willys-Overland, when 2,951 Whippet and Willys-Knight cars were shipped in the one day period, there were \$15 of these cars turned over to dealers

who came to the factory to drive. Two records were broken, the first being total deliveries for one day, the second being total drive-aways for one day.

The driveaways were made by dealers within a radius of 250 miles of the factory at Toledo who came to the factory, rather than wait for the slower method of taking delivery by freight.

While the freight shipments were handled in the usual manner, the driveaway problem introduced new elements, which taxed the efficiency of the organizations by giving them a limit of 51 seconds per dealer in which to make delivery within the ten hour working period.

Advance designation of orders for specific cars were in the hands of the driveaway delivery division upon which devolved the necessity for properly entering the sales orders and assigning the car units by serial and motor number.

Papers arranging for the taking of the car by the dealer were prepared in anticipation of his arrival. Installation of equipment, both regular and special in accordance with the dealer's orders, was taken care of in advance of the coming of the men who were to drive the cars away.

This introduced an element in the factory shipping division which is ordinarily taken care of by the service department of the dealer's own organization.

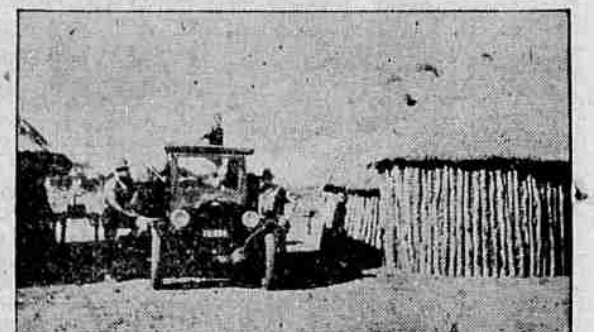
Installation of dealers' local license plates and arrangements for payment of the cars as they were turned over, as well as the lining up of the cars to avoid confusion in delivery, were problems in organization which had to be attended to in advance.

Ten hours after the first car in the driveway had rolled away under its own power, car number \$15 of the record breaking number, was on its way to its final delivery to the retail buyer.

SALESMAN'S AUTO STOLEN 6 YEARS AGO RECOVERED

Charles Hinman of Portland, a traveling salesman for a leading hosiery concern, while in Roseburg on business yesterday, received a message that an automobile, stolen from him six years ago in Portland had been recovered at Los Angeles. The theft occurred shortly after the Portland police department instituted the auto theft bureau and his car was the 1924th to be listed on that bulletin, furnished regularly to police officers throughout the country. For the past two years his car has been first on the list in the unfound column. He was greatly surprised to learn that after such a lapse of time the machine had been located. It was turned over to the insurance company, which paid Mr. Hinman for it soon after the theft. The Portland bulletin has listed, during the time it has been in existence, more than 8,000 cars, of which all

YOUR CARD, PLEASE!



A Chevrolet party stopping at a typical tourist camp in Rhodesia, Central Africa, near Victoria Falls, one of the beauty spots of the world. The camp consists of empty rest huts with walls made of bamboo. The motorist tucks his visiting card by the entrance to signify temporary possession.

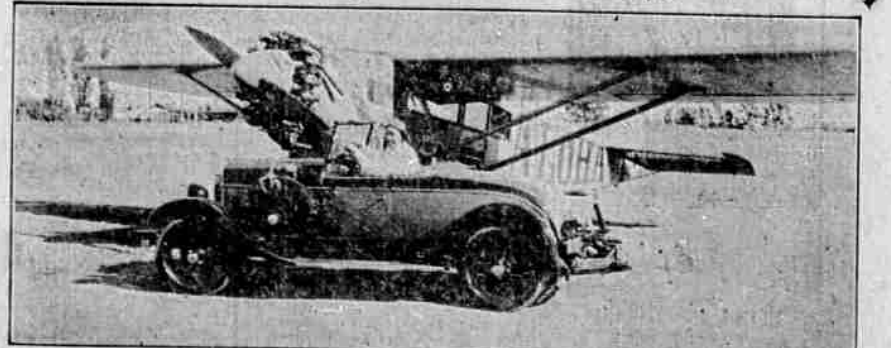
except about 200 have been recovered.

TRAIN WRECK INQUEST

(Associated Press Leased Wire)
MOUNDS, Ill., Aug. 7.—A coroner's inquest was called today in the deaths of eight people killed in the derailment and wreck of two Illinois Central passenger trains which was caused by a heavy piece of steel sewer pipe on the tracks.

Hospitals at Cairo, Ill., still held most of 52 injured who were taken from the wrecked coaches and sleepers.

And Every Place Martin Goes



The above will be a familiar combination on a number of airports on the Pacific Coast during the next several months. Martin Jensen, noted pilot and winner of the second place in the Oakland-Honolulu Dore flight last year, is shown here in a Durant Star Four Sport Roadster which he will use for land transportation on his present good-

will tour of the United States. All Durant dealers throughout the Pacific Coast are cooperating with Jensen, says Garry Rapp of the Rapp Bros. Company, Durant dealer here.

**DURANT AGAIN
ASTOUNDS THE WORLD
BY BUILDING THE WORLD'S
LOWEST-PRICED FULLY-EQUIPPED SIX**

The WORLD'S LOWEST-PRICED Fully-Equipped Six is now added to the list of Durant achievements in motor car manufacturing. This sturdy Durant 55 is endowed with flashing getaway...effortless high speed and tremendous climbing ability. In rare beauty...enchanted style...and brilliance of chromium plated trimming it is a worthy companion to Durant 65 & 75 Silver Anniversary Sixes. It has a Red Seal Continental Motor & Bendix 4-wheel brakes.

DURANT 55 SIX

RAPP BROTHERS

DOUGLAS COUNTY DISTRIBUTORS

Phone 371 — Roseburg — Cass and Pine