

Special One Week Sale

TO INTRODUCE

The Dayton Thorobred TIRES

TO ROSEBURG

Dayton Thorobred Tires — are hand made — they are heavier—bigger and run longer than ordinary tires.

Dayton Thorobred Tires.
Are Guaranteed to run 15 months against all and every road hazard

Starting November 7, For Four Days

We will sell the Guaranteed Dayton Tires

AT THESE LOW PRICES

Sale Price		Regular Price
31x4 Thorobred	\$14.00	\$17.35
31x5.25 Thorobred	17.50	21.60
30x6.00 All Black	14.35	17.80

Other Sizes at Accordingly Low Prices

ROSE GARAGE

ROSEBURG

MAKE MOTORISTS ACQUAINTED WITH DETAILS OF CARS

A renewed educational campaign to acquaint motorists with the mechanical details of Hudson and Essex cars is announced by Roy Catching, Hudson-Exes distributor in the Roseburg area. This organization with its associate dealers has just completed a one-month "little automobile show of its own," and now will go a step further in showing motorists how Hudson and Essex cars are designed and built, said Mr. Catching.

"The exhibition of the Essex chassis and of Hudson and Essex individual parts convinced me," said Mr. Catching, "that today's public wants to have full information on the comparative dollar value in each automobile on the market. All cars are smart and attractive today; the difference between one car and another is in hidden parts which the public never sees."

"We are putting these parts on exhibition, and motorists will find our salesmen fully able to expound the points of Hudson-Exes superiority. There is no fallacy on motor cars so dangerous to the buying motorist as the glib argument that all cars today are good. All cars may be good, but all cars are not equally good, nor anywhere near it. Nor are all cars equal value for the money, nor is there any approach to such a state of facts. Cars may look alike and even act alike under easy operating conditions, but an engineer who examined them carefully would find many points of difference. To him those points of difference would be the chief and in fact the only vital features of construction. We are convinced that Hudson and Essex cars are constructed to superior standards in these vital points, and we are submitting our proofs to the public."

"An autumn convenience on both Hudson and Essex cars are the radiator shutters. For a decade now these have been standard equipment on Hudson and Essex—because our engineers knew how important the right motor temperature is at all times. For a great many cars these shutters are extra equipment of a fairly high price, but Hudson-Exes provides them as an integral part of the car."

WILLYS-OVERLAND SALES RECORD BIG

TOLEDO, O., Nov. 7.—Sales of Whippet fours and sixes and Willys-Knight sixes in the third quarter ending September 30th almost doubled those of the same quarter last year, according to a statement issued here today by executives of the Willys-Overland company.

During the past three months 75,000 Whippets and Willys-Knights were sold as compared with 39,000 sales during the third quarter of 1927, establishing an all-time record for the company's third quarter.

It was also reported that September was the ninth consecutive record-breaking month this year with sales more than double those of last September. The month just closed set the highest September sales mark in the company's 20-year history.

Outlook for the closing quarter was reported exceptionally bright, with production in recent week moving upward to keep pace with sales. Night shifts are still being operated with employment personnel at a high peak for this season of the year.

Export business for the third quarter showed a gain of 137 per cent over the same period of last year, with September exports 78 per cent over the corresponding month of 1927.

SIX BRAKE SYSTEM OF NEW FORD CARS

One of the features of the new model A Ford car which is entirely new to automobiles of the moderate price class, is the completely enclosed six-brake system. Some of the highest priced American cars have been equipped with fully enclosed four-wheel brakes and some of them have also had two additional brakes on the rear wheels, utilized for emergency or parking purposes. But the principle of six brakes, all applied to the wheels and all fully enclosed remained for Ford to introduce into the moderate price class.

The six-brake system of the new Ford is as nearly foolproof as Ford engineers have been able to make it and is unusually simple in design and operation and easy to adjust and keep in proper adjustment. It provides actually six separate braking forces applied to the four wheels of the car—a four-wheel, service brake system, a full internal expanding shoe type operated by foot-pedal pressure, and an entirely independent emergency or parking brake system which is a full exercising internal expanding band, and operates on the rear wheel through the application of power by a hand lever situated within convenient reach of the right hand of the driver, just in front of the gear-shift lever.

Both of these braking systems are of mechanical design and are so built as to give sure, powerful, braking that is very effective and

yet smooth, silent and easy to operate. One particularly unique feature of the design which makes the system so effective, is a specially developed two-in-one brake drum of exceptional strength which has been designed for the rear wheels. The large braking surface of this two-in-one drum, accommodates the four-wheel, service brake system shoes. The other, slightly offset from the first, accommodates the emergency or parking brakes.

These two braking systems operate entirely independently of each other and yet by application of both the foot and hand levers at the same time, both can be applied at once for very extreme emergencies, thus applying six sturdy, positive brakes at once to the four wheels of the car.

In addition to being unusually effective, easy to operate and simple to maintain and correct adjustment, the brakes of the new model A Ford are peculiarly free from noise. Because of the self-centering feature of the mechanism, the full surface of the brake shoe meets the drum uniformly upon application of power, and thus prevents the screeching which is so common among other types of brakes.

HEAVY ORDERS ON DODGE SENIOR 6

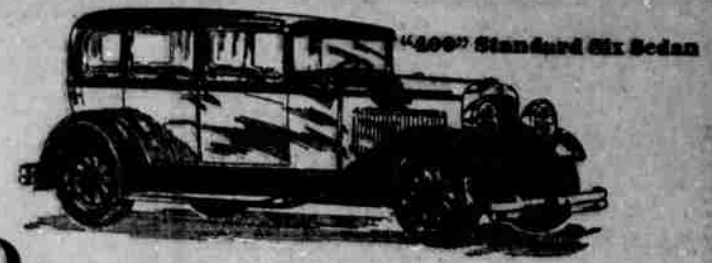
Universal public acceptance of the new Senior Six models recently announced by Dodge Brothers Corporation is reflected by a bank of thousands of unfilled orders on file at the factory from dealers over the country. Production on the six body types is being pushed on overtime schedules to eliminate all possible delays in retail deliveries.

"Typical Dodge dependability with a new era in motor car style was the verdict of those who first drove the new Senior Six," said J. O. Newland, local dealer. "Its appearance, mechanical refinements and added luxury have made an immediate appeal to the buying public. Its smooth powerful performance is more than meeting the expectations of those who purchased following the introduction of the car."

"Interior appointments of the car are attracting most favorable comment from women who demand the latest refinements in upholstery and finish. Graceful exterior body lines have been attained at no sacrifice to comfort or roominess for every passenger."

Metropolitan and smaller city dealers alike reported the enthusiastic reception accorded the new Senior when it was first displayed. In many points, sales have depleted

THE WORLD HAS A NEW AND FINER MOTOR CAR



Did you know you could buy a Nash 400, 4-door, Salon Body Sedan for \$5, for only

\$1145
DELIVERED
FULLY EQUIPPED

On appearance alone you'll choose the "400"—Even the lowest priced Standard Six models have the exclusive new Salon Body—low, slender, graceful, very smart.

The Standard Six motor is a new, high-compression, full-pressure-lubricated, 7-bearing type—with speed and pep that put you ahead, and keep you there. And these Standard Sixes are big, easy riding cars, with longer wheelbases—new tubular-trussed, double-drop frames, low and safe—and 4 Lovejoy hydraulic shock absorbers as standard equipment.

Moreover, they are complete cars with every accessory included in the delivered price quoted above.

Come in and see them. The money never bought so fine a motor car before!

9 Sedans \$1071 to \$2370, delivered. 8 Coupes, Cabriolets, Victorias \$1066 to \$2003 del.

NASH "400"

Leads the World in Motor Car Value

IMPORTANT FEATURES—NO OTHER CAR HAS THEM ALL

High compression motor	Aluminum alloy pistons (lower Street)	7-bearing crankshaft (yellow crank pins)	One-piece Salon fenders
High Turbulence	New double drop frame	Exterior metalwork chrome plated over nickel	Clear vision front pillar posts
Lovejoy shock absorbers (exclusive Nash mounting)	Torsional vibration damper	Short turning radius	Nash Special Design front and rear bumpers
Salon Bodies	World's easiest steering	Longer wheelbase	

L. R. CHAMBERS MOTOR COMPANY

NASH SALES AND SERVICE

Main and Douglas Sts.

Roseburg

Phone 649

ed the first factory shipments. The country highways—is featured by er has been matched with superior car's roadability—whether in city case of control equaled in only the four wheel hydraulic brakes to in-traffic or in faster driving along higher priced cars. Increased pow- sure maximum safety.

Leadership is Actual

Not only in performance—but in price—see what your used car will bring!



\$735
and up

All prices f.o.b. Detroit
Buyers can pay for cars out of income or interest available charge for interest, handling and insurance

The outstanding leadership of the Essex Super-Six is a matter of actual and vital fact on the outright issue of what people want. On that basis it has established its long time position as the world's largest selling "Six."

Here, for the first time, real car luxury, with brilliant performance and fine appearance, were presented at less than \$1000.

Essex alone combines these qualities. They result from original design, with a chassis as remarkably engineered in every detail as its Super-Six motor.

It is that characteristic which differentiates Essex from any but costly cars. It is that which accounts for its smooth, effortless ease in every phase of performance.

It is exclusive performance because Essex Super-Six design is exclusive. And because every part of motor and chassis is engineered to true balance with every other part.

ESSEX Super 6

ROY CATCHING MOTOR CO.

Completely equipped machine shop for handling all classes of auto repair work.

125 N. ROSE ST.

PHONE 438

ROSEBURG, ORE.

The Big Parade GOES ON!

October 100% ahead of last October

And now the tenth successive month in Willys-Overland's record-breaking year—October, with sales of Whippet and Willys-Knight motor cars showing a gain of 100% over sales for October, 1927.

The chain is still unbroken—each month of 1928 has set a higher sales figure than its corresponding month

of the preceding year, from January right through October.

This dramatic advance is conclusive proof of the sound quality and full value of the Whippet Four, the Whippet Six and the Willys-Knight Six—for quality and value are the rock-bottom essentials for such sweeping nationwide success.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

WILLYS-KNIGHT

DOUBLE VALVE SIX

\$995 COACH

Standard Six Coupe, \$1045; Sedan, \$1095; Touring, \$995; Roadster, \$995; Special Six, \$1295 to \$1495; Great Six, \$1850 to \$2695.

WHIPPET FOUR

\$610 SEDAN

Touring, \$655; Roadster (2-pass.), \$485; Roadster (with rumble seat), \$525; Coupe, \$535; Cabriolet Coupe (with collapsible top), \$595; Coach, \$555.

WHIPPET SIX

WORLD'S LOWEST PRICED SIX SEDAN

\$770

Touring, \$615; Roadster, \$655; Coach, \$695; Coupe, \$695; Cabriolet Coupe, \$755. All Willys-Overland prices f.o.b. Toledo, O., and specifications subject to change without notice.



F. W. CHASE

Phone 399

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Roseburg, Oregon