



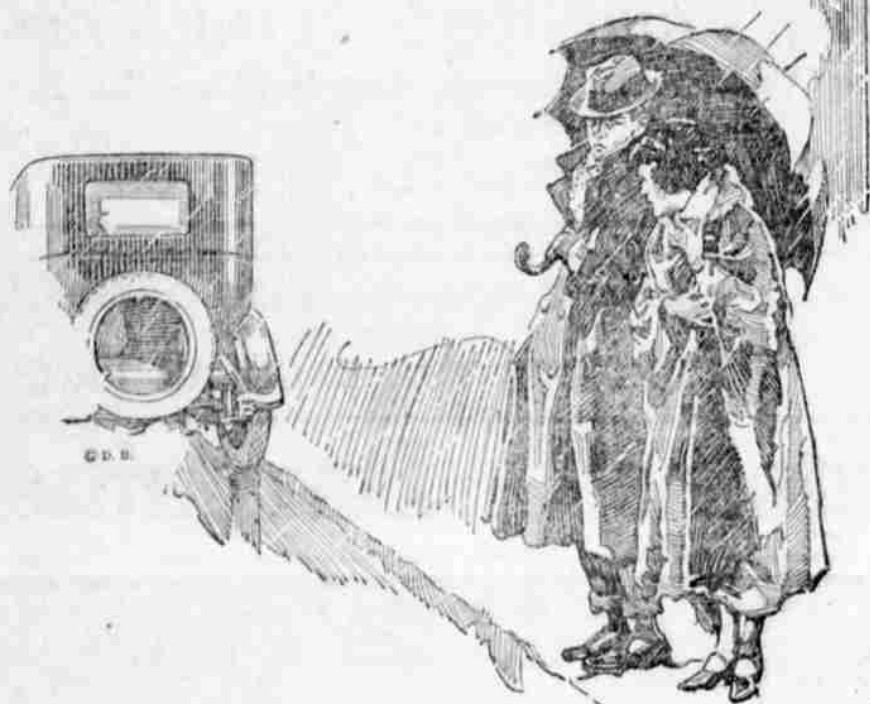
DODGE BROTHERS TYPE-B SEDAN

When winter intensifies your desire for closed car warmth and protection, remember that Dodge Brothers Type-B Sedan is almost as inexpensive to own and operate as an open touring car.

The price is \$1250 f. o. b. Detroit—\$1475 delivered.

J. O. Newland & Son
Dodge Brothers Dealers, Roseburg

TROLLEY
STOPS
HERE



FACTORY HOLDS KEY TO SALES

There is one factory at least in which there is no dispute between sales and production executives as to the relative importance of their departments.

Ask anyone of authority in the sales department of Dodge Brothers, Detroit, which is more important—the job of manufacturing or the job of selling—and you will get an immediate, emphatic answer:

"In our business, manufacturing by all means."

Ever since Dodge Brothers turned out their first motor car, back in 1914, and even before that time, when Dodge Brothers were building parts for other manufacturers, major stress has always been placed on the building of the product rather than the selling.

"Build it well and it will sell itself," was their cardinal doctrine.

Dodge Brothers believed that a product could not survive long unless it was conscientiously built—that the public would always prefer fundamental merit to superficial glamor; that a car with a real reputation for goodness would always find a healthy market, regardless of the whims of fashion.

The fact that Dodge Brothers have now built and sold more than 1,000,000 cars, seems to bear out this contention in an emphatic way. The million mark was reached December 13, 1923—just 9 years and 11 days after the first Dodge Brothers Motor Car left the factory.

Officials explain that this remarkable record is due to the fact that there never has been an "off year" in Dodge Brothers history. Demand has always enjoyed a steady increase. The public, recognizing the merit of the car, sought it so persistently that the factory was forced to establish a world's record in quantity production. And yet with all their expansion, from 50 and 100 a day to a present plant capacity of 1,000, they have never for a moment lost sight of the original ideal. Quality still has preference over quantity.

THE NEW BOSCH SHOCK ABSORBER

The function of the Bosch Absorber is to check the rebound of automobile and truck springs. It does not interfere when the car spring is compressed, but becomes effective immediately when the spring starts to expand, and absolutely controls its action during the entire rebound period, with a smooth unbroken curve of dissipated energy.

The manufacturers claim that their device offers a gradually increasing resistance—the same kind of resistance to car spring expansion as the car spring itself offers when compressed. They claim also that this new unit has a wide range of operation, taking effect immediately when the expansion starts and controlling it efficiently right up until the spring energy is dissipated. This is accomplished by a balanced combination of friction and coiled spring action.

The main parts of the Bosch Shock Absorber are a conical shaped friction drum of the oilless bearing type, a large coiled spring of clock type, and a belt for connecting the mechanism of the shock absorber to the car axle. The cone shaped, hard wood, oilless bearing drum in the Bosch Shock Absorber, having a liberal bearing surface, insures it exceptionally long life with a minimum amount of service. Metal to metal bearings are entirely dispensed with.

The Bosch Shock Absorber is made in three sizes, a special size for Fords, a size for medium weight cars, and a size for heavy cars and trucks. Installations can be easily and quickly made, as most cars have their frames drilled to suit the Bosch filters.

FORDS CLIMB MT. GRADE IN HIGH

Plowing through mud and snow and against a stiff headwind two Fords made Mt. Diablo ascent last week in Buckstell high gear, accomplishing what has been heretofore proclaimed the impossible.

The cars carried two passengers through a steep, winding 12-mile grade in 17 minutes. This is the first high gear trip ever made up the mountain. Even the sharp steep pitch near the top was covered without a pause.

A trip up the Mt. Diablo scenic roadway in high gear would be an achievement under normal conditions, but the heavy odds against which the little cars battled rendered the feat a more remarkable demonstration of stamina and power. The road was muddy and slippery from rain and the sharp curves and steep grades together with the snow

laugh at winter in

The Star Car SEDAN

buy
real
protection—



Within its cozy, snug interior you are as comfortable as fully protected from biting winds and chilly storms, as you would be in your own home. There is no terror in the oncoming clouds, no dread of discomfort, rather, a feeling of exhilaration. You can laugh at rain or snow, safe and warm in your closed Star Sedan.

Prices of Models
Buck-Tax and Freight Paid
Touring Car - \$630
Roadster - . . . 625
Coupe - . . . 830
Sedan - . . . 990

\$785

F. O. B. Lansing, Mich.

RAPP BROS.

Dealers

Phone 371

Cass and Pine St.

save the motors a tremendous task, and old timers who witnessed it said it was a most unusual display of motor car performance.

The Ford now takes its place among the other cars in the matter of high gear exercises.

One of the models was a 1918 with a mileage of 75,000 already. The other was a 1924 model right off the sales floor.

CHEVROLET TRUCK IN ROLE OF LIFE BOAT

It was a case of life or death with Emmet Winters who drove a Chevrolet, the first motor vehicle, into the Yosemite valley on the morning of January 1, according to the story told in San Francisco by R. A. Smith of the Anderson-Smith Motor Company, distributors for the Chevrolet.

The terrific going Winters and his companion encountered was such, that were it not for the fact Winters was racing death, he probably never would have continued after getting into the blinding snowstorm. However he had a family of frozen Indians, father, mother and three children, as passengers so it was necessary to get into the valley.

In telling of his deed of mercy, the sensational driver declared, "when I came upon the Indians they were unconscious from the cold. Evidences showed their car had become 'stalled' and they had stripped it of everything that could be turned in order to keep themselves warm. But when their fuel was gone they resigned themselves to their fate."

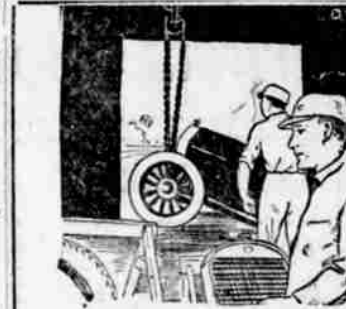
"We first towed the machine but later had to cut loose from it on account of the snowdrifts. It was a matter with me of pushing ahead and fighting against all odds to save them. At times the lights were buried under the snow and as a result I did not know whether I was on the road or not. However being well acquainted with the country helped me a lot," he concluded.

RULE FOR CHECKING TIMING OF VALVE

As improper meshing of the timing gears will cause improper timing of the valves, the application of the following rule will readily indicate whether they are at fault: If the valve opens late and closes early, the clearance is too great; if the valve opens early and closes early, or opens late and closes late, the timing gears are incorrectly meshed. Automobile Digest.

MAY TAKE LAUNDRY TO CALIF.
W. E. Harding yesterday purchased the Umpqua Laundry, which was sold at sheriff's sale, following litigation extending over a long period. Mr. Harding is leaving tonight for California, and is planning on moving the laundry equipment to that state and put the plant in operation.

E. W. Harney, salesman for the Plummer Drug company of Portland, is spending a few days in this city attending to business. Mr. Harney purchased a new Ford car from the C. A. Lockwood Motor Co.



We Give You Car a Lift

and put it back where it belongs, in the class of "automobiles." Don't be burdened by a bulky car or one that you continually trouble. Sell it rather, or have it repaired and make it right.

Hall & Young Car
631 Winchester Phone

Luxury

Rare beauties and distinctions in lines, finish and upholstery—and the great mechanical luxury of an engine that *actually improves with use!* The wonderful Willys-Knight sleeve-valve engine is the same type of engine used in the finest cars of Europe. See the Willys-Knight—go for a good ride!

SERVICE GARAGE

GLENN H. TAYLOR, PROP.

332 N. Jackson Street

Roseburg, Ore.

WILLYS KNIGHT

AUTO MONEY JUMPS

Based on the 1914 dollar as a standard, it is possible to get more automobile value for the money today than it was ten years ago. Today one can purchase 111 cents' worth of automobile, 191 cents' worth of gasoline, and 123 cents' worth of tires with his 1914 dollar.

worth of tires with his 1914 dollar.

LOOS IS LEADING

(Associated Press Licensed Wire.)
LOS ANGELES, Jan. 16.—Eddie Loos of Annadale took the lead in competition for the California open

championship at the end of 54 holes, when he made the morning round in 78, a total of 221.

MacDonald Smith, San Francisco, and Mel Smith, Pasadena, were tied with 223 each.

The three leaders scores: Eddie Loos, Annadale, 73-221; MacDonald Smith, San Francisco 79-223; Mel Smith, Pasadena 78-223.

MODERN BAKER MUST USE AUTO

Just as the baking of bread used to be a hit-and-miss proposition with a lot of good or bad "luck" connected with it, so did the bakeries used to operate from door to door with clanging bells to the plodding, horse-drawn vehicles announcing the approach of the vendor.

Now, however, with baking placed on a scientific scale—and bread "manufacturers" knowing to a "T" just how to create loaves of uniform goodness—the industry has been completely motorized. Though the "bread wagon" no longer passes from house to house, the wholesale transportation problem is solved by the utilization of motor cars.

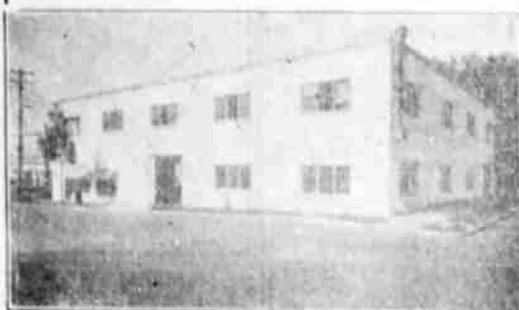
Inasmuch as the bakery business represents what is declared a most narrow margin of profit, according to Lelley Spencer, manager of Western Motors company, Star distributors here, whose Star distribution organization recently sold a whole fleet of these popular cars to a prominent baking company in San Francisco, it is necessary that the cars selected be those which will give the utmost service at the lowest "per mile" cost.

"When a business man contemplates on Star cars," Brown declared yesterday, "he pays tribute to the car and confirms the statement which the makers of Stars have always contended—that the Star, in addition to its small car class, has the ability and low upkeep costs to command the surprisingly low first price."

In Town Today—David Moss and daughter of Umpqua were in town for several hours today attending to business interests.

SAW MILL & LOGGING TRUCKS

That Stand Up Under Most Severe Usages
are



White Trucks

For Spring Delivery, See Us Early,
as Deliveries Are Limited.

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STATION GARAGE**

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AND ROSE STS.

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