

February Surpasses the Greatest January!

What the public thinks of Dodge Brothers Motor Car is impressively reflected in current sales.

January, 1926 was the greatest January in Dodge Brothers history.

Yet February, with actual retail deliveries of 18,516 cars surpassed it by 24 per cent!

Midsummer business in a month of Winter Storms!

A \$10,000,000 investment in new buildings and equipment has brought new high production records but still there are indications of a serious shortage.

The time to buy is NOW.

For the car is better than ever before—and the price astonishingly low.

Touring Car	\$954.50
Roadster	\$950.00
Coupe	\$1006.00
Sedan	\$1069.00

Delivered

Excise Tax reduction effective NOW.
No reason to delay your purchase

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS MOTOR CARS

TRACTOR DRIVER FOUND UNDERNEATH

LA GRANDE, Ore., March 24.—Roy Evans, about 21, was found dead yesterday under a tractor he had been using plowing a field

eight miles northeast of La Grande at the foot of Mt. Emily. His body was cold when discovered. Apparently the tractor struck some projection and turned over on him, killing him instantly, according to a local undertaker.

STAR BUSINESS IS

SHOWING UP FINE

"The automobile business throughout our western territory is showing unprecedented possibilities for our greatest year in 1926," according to a letter written by Norman De Vaux, Vice-President and general manager of the Durant Motor Company of California to Rapp Brothers, local Star car dealers, upon his return from a complete tour of the Pacific Northwest to Oakland.

De Vaux, according to Leo Rapp, has covered over 28,000 miles in travel all over the country since January first of this year, and has fortified himself with first hand information regarding the trade in all localities. His itinerary has included two round trips between Oakland, California, and New York and Eastern manufacturing centers, two trips into Southern California, and several "local" trips in California in addition to the swing of several thousand miles just completed in Oregon, Washington, and Idaho.

"The entire northwest is in a spirit of optimism for future business," the letter continues, "and we are looking forward throughout the west to a great business in Star four and six cylinder cars. Our dealers universally report wide interest in the purchase of new automobiles, and that with the opening of the spring touring and buying season in the northwest, buying will be heavy. This buying wave has already opened in California with great force."

"Stealing of the tax bill, reducing the motor car tax from five to three percent, has had a marked effect on new car sales, and we, who were among the first to voluntarily accept this reduction ourselves, have materially benefited from this action."

"Our factory is building the new cars as rapidly as possible, and as yet we are unable to make sufficient deliveries in some points. The new Star Six has not everywhere with unbounded success."

DRESSMAKING—MILLINERY TAILORING CLASSES Dressmaking, millinery, tailoring vocational classes, spring term, organizing. See Mrs. Plankard, high school, next Thursday.

STREET CAR TYPE

BUS IS POPULAR

In the United States, according to statistics compiled by Edward F. Loomis, secretary of the Motor Truck Committee of the National Automobile Chamber of Commerce and published in the February issue of "Bus Transportation," there are a total of 28,145 motor vehicles operated by common carriers over routes aggregating 232,345 miles. Of these, 9,799 are touring cars and 16,158 or 57 per cent are busses of the street car type—showing clearly the important position which the smaller type of bus now occupies.

An exhaustive survey made by Bus Transportation among 94 body builders, showed that 50 per cent more bus bodies of all types were built in 1925 than in 1924. The 21-passenger capacity busses showed a gain of 66 per cent over 1924. "Graham Brothers 1925 production of street car type busses of the popular 21-passenger capacity, according to figures released by the factory," said Mr. J. O. Newland, of the local Dodge Brothers dealers, in commenting on the rapidly increasing use of this type of bus, "amounted to 38 per cent of the country's entire production of busses of this capacity. Graham Brothers production of this type during 1925 showed a gain of 300 per cent over their 1924 record—the increase made by the entire bus industry in production of this type and capacity was 66 per cent."

"This increase in the sale of Graham Brothers street car type busses is a result of their low initial cost, remarkable economy in operation and dependability factors which no bus operator can afford to overlook."

"Graham Brothers total production of busses and motor coaches of various capacities and types, including parlor and sedan coaches, school and street car type busses and specials during 1925 shows a gain of 284 per cent over 1924, nearly six times the gain shown by the bus industry as a whole."

PROGRESS NOTED

ON WESTERN TRIP

Everywhere real progress is being made in meeting problems of motor vehicular and pedestrian traffic control, reports Walter P. Chrysler, president and chairman of the board of directors of the Chrysler Corporation, who recently visited Los Angeles, San Francisco, Portland, Seattle, Tacoma, Salt Lake City, Denver, Omaha, Kansas City and Chicago and while in each of these cities took advantage of the opportunity to see what extent the respective cities had adapted themselves to the needs of motor traffic.

"Los Angeles is probably one of the best equipped cities in the United States," said Mr. Chrysler. "Traffic rules and regulations are for his safety as well as for the convenience of the motorist. In Los Angeles the pedestrian has been taught to observe traffic signals. The result is that traffic moves rapidly and with safety. And Los Angeles has an unusually high percentage of motor cars in proportion to population. In fact, one of the highest in the United States."

"American cities too are paying more and more attention to the compilation of accident statistics. There is a breaking away from the time-honored plan of describing all accidents in which a motor car participates, as an 'automobile accident.' Available figures now show what the driver was doing, whether he failed to have the right of way, whether he was exceeding the speed limit, whether he was on the wrong side of the road, whether he failed to signal, whether he was cutting left corner, whether he was cutting in, whether he was backing, whether he drove off the roadway, whether he passed a standing street car, whether he drove through a safety zone, etc. The figures show too what the pedestrian was doing, whether he was walking, running or playing in the street, whether he was jay-walking, whether he was at work in roadway, etc."

"The more cities I visit and more I study this whole problem of traffic accidents the more impressed I am with the constant need for general safety education. The newspapers of the United States have already done splendidly in making public information about traffic safety but there is still much to be done."

"The work must be started with the children in the schools. They must be taught to observe traffic signals and avoid taking chances. This is no small task and a real responsibility to supplement the work of the school rests upon the parent."

FORD BUYS LAND

FOR AIR TERMINAL

The purchase of 1400 acres of land at Maynard, Ind., by the Ford Motor company was announced Saturday. The property, which is located on the Illinois-Indiana state line, approximately 25 miles southwest of Chicago, will be utilized as the Chicago terminal of the Ford Air Transport service. Since the establishing of the Detroit-Chicago airline on April 12, 1925, Ford planes have been landing at the government field at Maywood, Ill. Considerable difficulty was experienced by Ford pilots in reaching the landing field due to smoke and fog settling about Chicago. This will be avoided by the new location which removes the

THROUGH UPS AND DOWNS there is nothing you can put your money into as safe as good bonds. Broccoli may freeze and the price of prunes may go down, but the coupons on these bonds are cash every six months. We are bond brokers and also have other securities to offer. RICH & RICE

necessity of traversing the metropolitan district.

In announcing the purchase, the company stated that the property will be utilized only as a landing field.

The Ford Motor Company intends no manufacturing activity of any sort and contemplates building no more than a hangar for the shelter and servicing of airplanes," the statement said.

The hangar, incorporates several unique features of construction and many of the most modern facilities for servicing airplanes. The building, which will be 123 feet wide and 103 feet long, will be so constructed as to adapt itself to future expansion in line with future development of the air transport service. To facilitate the movement of planes in and out of the building, sliding doors designed to open the entire length of the hangar will be installed. This feature will be made possible by the use of a cathegor type of roof.

The property is but six miles from the Chicago assembly plant of the company at Hegewisch and is in excellent condition for use as a landing field.

DEMONSTRATION

OF TRACTORS AND

IMPLEMENTS

Farmers of this vicinity have been invited to attend a special demonstration of Fordson tractor power, which has been arranged for next Saturday, March 27.

The event is in observance of Fordson Day and will be staged by C. A. Lockwood, local dealer, in co-operation with distributors of farm implements adapted to Fordson Tractor power. The demonstration will be held at Winston, and will begin at 10 o'clock a. m. An invitation has been extended to all farmers in this locality and a number of county officials also have been invited to attend the demonstration.

Included also will be a display of farm implements, so that those attending the demonstration will have an opportunity of inspecting the latest equipment for use in agricultural pursuits. Fordson Day, will be observed by Ford dealers throughout the United States, with demonstrations such as are to be held here. Coming as it does immediately following the opening of spring season, it will give every farmer an opportunity of selecting power equipment for his year's work, and enable him, if he so desires, to lower his production costs at the start, an advantage he will enjoy all the season.

Judging from the interest already manifested there will be a number of new Fordson owners in this vicinity this season, for farmers here as well as elsewhere throughout the country are realizing more and more the advantage of the Fordson on the farm, not only in reducing power costs but in materially lessening labor and giving more hours for pleasure.

HUDSON-ESSEX CAR

PRICE LEVELS LOW

Prices of Hudson and Essex cars are now at the most favorable levels of their history as the result of three recent rapid-fire moves by the Hudson organization.

The first announcement of this series was the adoption by Hudson-Exes distributors and dealers of an at-your-door system of quoting motor car prices, replacing the f. o. b. factory plan of many years standing. Closely following this came the action of making the federal automobile tax reduction immediately effective. On top of these moves, the announcement was made this last week of a horizontal reduction of \$50 a car on the Essex and Hudson coaches and the Hudson Super-Six broughams.

"With these three actions all to his advantage, the Hudson-Exes buyer today is obtaining these standard, well-known automobiles at the lowest first cost and at the best terms we ever have known," said Roy Catching, Hudson-Exes distributor. "Any one of these steps might have been a great event in itself; combined, they make up a most aggressive and forceful bid for a tremendous spring business."

"Today, the successful automobile maker must not only be able to produce his cars with economy, but also he must see that the economies in his plant are duplicated in the economies of selling. When savings in any direction are possible, the public will reward the concern which passes them along. It has rewarded Hudson-Exes by making it the biggest builder of six cylinder cars in the world."

"The steps taken in these latest Hudson-Exes activities are well in line with these principles. The cars are made economically, and are sold on terms and conditions which are clearly in the buyer's interests. The at-your-door plan, for instance, tells the buyer at his first inquiry the whole amount which his car will cost him; there is no f. o. b. base price, to which he must add \$100 or more to get the actual price. A buyer is not

HUDSON-ESSEX

Now \$50 Less and "At Your Door"

ESSEX "6" COACH	\$ 909
HUDSON COACH	1379
Hudson Brougham	1639
Hudson 7-Pass. Sedan	1875

This covers all costs—freight, tax and the following equipment: Front and Rear Bumpers, Electric Windshield Cleaner, Rear View Mirror, Transmission Lock (built in), Radiator Shutters, Moto-Meter, Combination Stop and Tail Light.

So there is no uncertainty about the price you pay. No misleading "F.O.B. Factory" or so-called "list" prices, to which freight, tax, equipment and sundry other charges must be added. Hudson-Exes A.Y.D. prices tell what you pay and ALL you pay.

Were we advertising f. o. b. prices, with former standard equipment, they would be:

ESSEX "6" COACH	\$ 735
HUDSON COACH	1135
Hudson Brougham	1385
Hudson 7-Pass. Sedan	1610

The Lowest Prices at which these cars ever sold

The "A.Y.D." Plan is Saving Buyers from \$25 to \$50 on Every Car

ROY CATCHING MOTOR COMPANY

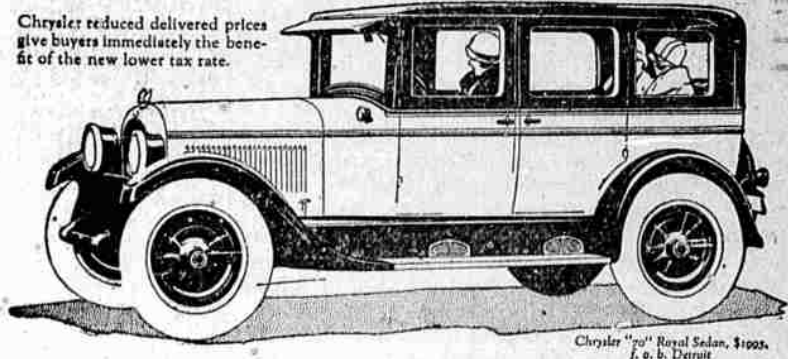
125 N. Rose St.

Phone 438

Roseburg, Oregon

5854-1230

led to expect to buy a car at an price, and then find that this is not the actual expense he must incur. "Hudson-Exes at your door prices are the figures at which an equipped car will be delivered at any buyer's residence, with no further 'extras' to pay. It is my prediction that this program will find Essex buyers."



Chrysler "70" Qualities Have Set Today's Motoring Standard

CHRYSLER "70"—Phantom, \$1795; Coach, \$1845; Roadster, \$1925; Sedan, \$1895; Royal Sedan, \$1975; Brougham, \$2065; Coupe, \$1995; Crown Sedan, \$2095. 1200 wheels optional.

CHRYSLER "48"—Touring Car, \$1645; Roadster, \$1700; Club Coupe, \$1695; Coach, \$1745; Sedan, \$1795. 1200 wheels optional. Hydraulic four-wheel brakes on all Chrysler "48" models at slight extra cost.

CHRYSLER "IMPERIAL" "80"—Phantom, \$2645; Roadster, \$2700; Club Coupe, \$2695; Coach, \$2745; Sedan, \$2795. 1200 wheels optional. Hydraulic four-wheel brakes on all Chrysler "80" models at slight extra cost.

All prices f. o. b. Detroit, subject to current Federal excise tax.

All models equipped with full balloon tires.

We are pleased to extend the convenience of time payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

All Chrysler models are protected against theft by the Federal patented car numbering system, exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

Discriminating men and women are refusing to accept less than Chrysler "70" gives.

70 miles, and more, per hour . . . 5 to 25 miles in 6 1/4 seconds . . . 20 miles to the gallon . . . air-cleaner . . . oil-filter . . . thermostat heat control . . . Chrysler no-side-sway springs . . . pivot steering . . . hydraulic four-wheel brakes . . . low center of gravity . . . Watson Stabilizers . . . luxurious closed bodies.

Chrysler "70", alone, combines all these and scores of other attributes joined to a superiority of design and fineness of quality and workmanship, heretofore thought possible only in cars of twice the Chrysler price.

We are eager to demonstrate Chrysler "70's" outstanding qualities to you. Then, and only then, will you understand why Chrysler performance, Chrysler smoothness, Chrysler riding ease and Chrysler roadability have become the new measure of motor car excellence.



H. L. CONNELLY MOTOR CO.

527 N. Jackson St.

Roseburg, Oregon

Phone 350

BUICK Triple Seals Reduce Engine Wear

WAR was declared on engine wear when Buick introduced the "Triple Sealed Engine" in the Better Buick.

Buick first perfected the "Sealed Chassis" which barricades each operating part inside a tight-fitting iron or steel housing.

Now, the "Triple Sealed Engine" (air cleaner, oil filter, gasoline filter) has been added to the protection for Buick performance. Every possible avenue for the entry of dirt and grit is guarded, avoiding looseness, vibration, and all the other ills that dirt and grit can cause.

Because of the "Sealed Chassis" alone, Buick is a more dependable motor car. The additional protection of the "Triple Seal" still further reduces Better Buick upkeep costs.

The Better Buick offers the best in modern motor car design at a very moderate price. Come in and see the "Sealed Chassis," the "Triple Sealed Engine" and the many other superior features of this better motor car.

BUICK MOTOR COMPANY

Plant - Division of General Motors Corporation - Michigan

Standard Six

2-pass. Roadster - \$1125

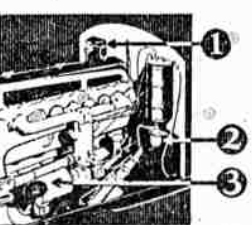
5-pass. Touring - 1150

2-pass. Coupe - 1195

5-pass. 2-door Sedan 1195

5-pass. 4-door Sedan 1295

4-pass. Coupe - 1275



1. Oil Filter
2. Gasoline Filter
3. Air Cleaner

All prices f. o. b. Buick factories. Government tax to be added.

Master Six

2-pass. Roadster - \$1250

5-pass. Touring - 1295

2-pass. Coupe - 1395

5-pass. 4-door Sedan 1495

5-pass. Sport Touring 1525

5-pass. Country Club 1765

4-pass. Coupe - 1795

All prices f. o. b. Buick factories. Government tax to be added.

The Better Buick

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.