

Ford

When You Trade Your Car—

Ford owners are continually being approached by automobile salesmen who wish to "accept" Fords as part payment on more expensive cars.

It is perfectly logical that automobile dealers everywhere should be eager to trade with Ford owners. The Ford is the most popular automobile in the world. No other used car is so easy to sell as a used Ford—because everyone has confidence in Ford quality. And it is not expensive to re-condition, since Ford replacement parts are lowest in price.

Most automobiles carry greater discounts to dealers than the Ford—another reason why other dealers may offer the Ford owner a larger trade-in allowance.

But when you come to buy a new car, bear these facts in mind:

The amount of the trade-in allowance you can get is not the most important thing for you to consider. The big thing is the difference you have to pay. And remember, that the higher priced car will not be so easy to dispose of when you come to trade it in.

If you wish to trade your Ford for a new automobile, stick to the car that you know to be dependable, useful and economical. Go to your Ford dealer!

He will give you a fair and liberal allowance for your present Ford and will gladly arrange payment of the balance to suit your convenience.

When the deal is over, and you have your new and improved Ford, you will have the satisfaction of knowing positively that you took advantage of the greatest automobile value the world has ever seen—and saved a lot of money, too.

Original Ford Features that Today Make for Greatest Simplicity—Durability—Reliability

Torque Tube Drive Multiple Disc-in-oil Clutch
Dual Ignition System Planetary Transmission
Simple, Dependable Lubrication Thermo-Siphon Cooling
Three Point Motor Suspension

FORD MOTOR COMPANY, DETROIT, MICHIGAN

New Prices

TOURING	RUNABOUT	COUPE	TUDOR SEDAN	FORDOR SEDAN
\$310	\$290	\$500	\$520	\$565

Closed car prices include starter and demountable rims. All prices f.o.b. Detroit

"22 YEARS OF LEADERSHIP AND STILL LEADING IN PRICE—DESIGN—QUALITY"

USE OF STEEL NOW HIGHEST U. S. HISTORY

Consumption of steel in the United States far surpasses that of any other country in the world. The United States also leads all other nations in its manufacture. So widespread has become the use of steel that few individuals realize what a vital part it plays in their daily lives.

The present method of steel making originated at Wladyslaw, Mich., at the door of Detroit, the hub of the automotive industry. Patrick Kelly, a metallurgist of the period following the Civil War, conceived the formula by which iron ore, mixed with lime stone and other ingredients, in a specially constructed furnace, produced an unusually firm grade of metal known as steel. This metal withstood greater shocks than the iron of other days and was destined to revolutionize the iron making industry in general.

Kelly's early operations in steel making were somewhat crude and the output limited. News of his achievement soon reached other sections of the world. A man named Bessemer, then engaged in iron manufacturing in England, adopted on Patrick Kelly's idea and had it patented, which Kelly had failed to do. Bessemer at once began improvements in the style of furnace and soon England was leading the world in the manufacture of this new metal.

But this grasp of the steel industry was wrested from British ownership in the early '90's with the formation of the United States Steel Corporation, the largest factor in steel production in the world today.

Engineering brains of the United States were not slow in determining the worth of steel in more general use. It rapidly began supplanting the use of wood in building, marine construction, railroad equipment, office furniture and, with the advent of the automotive industry, its use became much more general.

The use of steel in building construction permits of more stability, greater and roomier buildings with a minimum of fire hazard. In marine circles the wooden type of vessel gave way to one of steel and today the amount of wood in such vessels, whether on the Great Lakes or the high seas, is almost negligible.

Railroad equipment gave way to steel constructed passenger coaches and freight cars. The use of steel permitted larger cars, thus permitting greater loads with an accompanying increase in revenue with the same motive power. Very few business offices or counting rooms are complete today without the use of steel furniture and filing cabinets as a protection of records in case of fire.

Although with the advent of the automotive industry the use of steel entered upon a new era it was not until 12 years ago that its use as a safety factor in the manufacture of bodies was undertaken by Dodge Brothers, Inc., who started the automotive engineering world by making a complete all steel body for touring cars.

The public at once saw the advantage of this move. Dodge Brothers experimented further and five years ago achieved an even more remarkable goal—steel bodies for closed cars.

Today Dodge Brothers Motor Cars of every type are equipped with all steel bodies, giving a maximum safety to passengers and clearer roadvision through the use of narrow pillars. Steel has supplanted wood throughout in the manufacture of these bodies. Dodge Brothers example, it is hoped by the motoring public, will soon be adopted by the industry as a whole, as safety is today an issue of the utmost importance.

PROSPERITY SEEN ALL OVER COUNTRY

"The west, including the Pacific coast, in enjoying good times and business men and bankers are confident that all of 1926 will be productive of good business," says Walter P. Chrysler, president of the Chrysler Corporation, who, accompanied by J. E. Fields, vice-president in charge of sales, has just returned from a five weeks visit to the Pacific coast after meeting motor car distributors and dealers and leading business men in various cities throughout the country.

"Business has built soundly in California and that great state is enjoying prosperity," said Mr. Chrysler. "The state this year has had a normal rainfall which it did not have during the past three or four years and its crops are assured. It faces the future with genuine confidence."

"The Pacific northwest states—Washington, Oregon, Idaho and Montana—are prosperous. Agriculturally these states are doing well which means that nearly all business is good. Cities are growing and the spirit of the people is most optimistic."

Both Mr. Chrysler and Mr. Fields appeared particularly pleased with the reception that has been accorded the newest Chrysler, the Imperial '26. Before leaving Chicago for their transcontinental business mission both gave considerable study to the public's reaction to the '26 throughout the eastern sections of the great middle west.

"Dozens of leaders in thought in their respective cities informed me," said Mr. Chrysler, "that the future ahead of such a car as we have produced in the Imperial '26" will be greater than even we had

estimated. Distributors and dealers who have received these cars and have had a good opportunity this winter to test the abilities and qualities of the cars, see the opportunity to meet the public demand more thoroughly than ever before for the finest car that money can build.

Tests with the car, conducted by distributors in the various parts of the country, have proved to them that the car contains abilities they say have never before been built into a motor car of any price or description."

Mr. Chrysler and Mr. Fields drove nearly 1000 miles in Imperial '26 cars while visiting the Pacific coast.

Most of his driving, where possible, was at speeds from 60 to 75 miles an hour.

"The Chrysler sales corporation," he said, "has 4,300 distributors and dealers throughout the United States. Stocks of cars in hands of dealers and distributors are below normal and demand is beyond expectation at this time of the year. I feel that there can be no question as to the permanency of the country's prosperity, at least in the middle and far west."

N. Y. DEALER MAKES SNOWSTORM DRIVE

With the trend of the automobile industry toward the lighter yet more powerful automobiles, with the demand for economy as one of the most important points of consideration on the part of the buyer, owners will be interested in the recent performance of a new Willys-Knight Six "Seventy" between Little Falls, N. Y., and Buffalo.

The trip, which was made on February 3, was through a blinding snowstorm, one of the worst in the history of New York state. At 6:15 on that date, N. B. Bronner, Willys-Overland merchant in Little Falls, and four other passengers started for Buffalo in the face of a howling blizzard. The car equipped for the road, including chains, had a total roadweight of 3,100 pounds. The total passenger weight was 227 pounds.

The party arrived in Buffalo at 4 a. m., having covered the treacherous 33.1 miles from Little Falls in 8 1/2 hours, or an average of about 28 miles per hour. Considering the storm and condition of the roads for night driving, the time for the distance was outstandingly fast, but one feature, the gasoline consumption of the new "Seventy." For the entire trip under these adverse circumstances, the new Willys-Knight Six had averaged 19 1/2 miles to the gallon of gasoline.

GREAT CARE TAKEN IN TRANSIT AUTOS

George C. Conn, Director of Traffic of the Buick Motor Company, believes that the railroads of the country made an impressive record in minimizing freight losses during the last year.

"The effort being made by the railroads of the country for the quicker and safer transportation of freight seems to be well illustrated by the statistics of traffic for the Buick Motor company in 1925," said Mr. Conn. "On the 54,839 carloads of automobiles shipped by Buick during the year there were but 21 claims amounting to \$22,000 filed by the factory for weeks, and of this amount one claim was for \$8,000. All of these claims were settled before February 15 of this year."

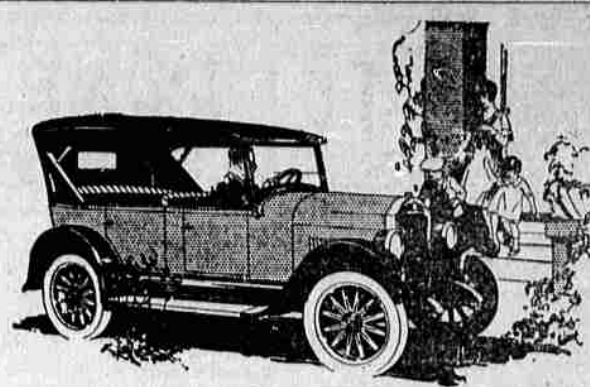
"The railroads as a whole have materially reduced the time in transit which really means that they are moving the cars instead of letting them stand in yards where incidental switching increases the chances for damage."

"The American Railway Association, Mechanical Division, prescribes certain general rules for the proper loading of automobiles and their safe transportation."

"The Buick Motor Company, as a result of experimental loading on its new 1926 models, has supplemented the requirements of the railroads and, as insurance for safe transportation, goes to considerable expense for additional safety devices."

"Reports have been received of accidents to carloads in transit where cars have been derailed and the autos found to be in perfect condition and in their original blocking."

"Keeping in mind that no manufacturer wishes to sell his machines to the railroads, except in the regular and legitimate way, it is especially satisfactory to note the more efficient handling on the part of the railroads and to know that the extra precaution used in loading and blocking has been productive of good results."



"TOMORROW'S
CAR TODAY"
The Refined
STAR FOUR
\$636
HERE

Comrades in Power—



Consider the Facts "6"

Let these value features prove the truth of the New Star Six value story:

New engineering principle
New ground-hugging lines
Continental Red Seal 6 cyl. motor, cradled in multiple chassis. Power!
Hayes-Hugh bodies
A special, exclusive Japanese blue lacquer finish
Genuine gray Spanish leather upholstery
Famous, easy, disc clutch

Consider the Facts "4"

An ever-greater car, you will say:

Million Dollar Motor power!
Easier riding with generous cushion, full-size balloon tires
Oval spoke, natural wood, heavy artillery wheels
Longer, lower body lines
Star Fours and Sixes are built on the Pacific Coast to meet and master rugged Western travel conditions. Torrents of practical power!

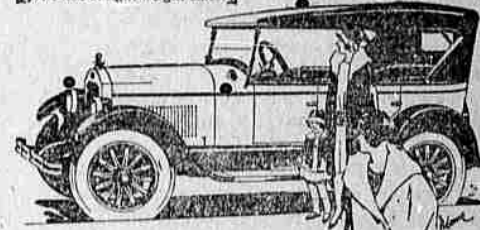
STOP a moment. Think! Really think of the magnificent values offered in Star's popular comrade cars—the Refined Star Four and the sensational New Star Six!

If you have wanted a Six—a real Six with pleasant reserve power—here it is!

If you are one of the thousands who admired the famous Star Four, here is your power idol, in a refined form—an even greater value at a lowered low price!

The New
STAR SIX \$855 here

[STAR builds the most complete line of light weight sixes.]



STAR CARS FOURS & SIXES

Rapp Brothers, Dealers

Phone 371

In Visiting— friends and shopping in this city. spent a few hours yesterday visiting friends and shopping in this city.

Mrs. Charles Beckley, of Dixon, Visits Tuesday— Mrs. G. W. Lynn, of Melrose, city.

NOW CHRYSLER "58" GIVES YOU THIS SUPERB PERFORMANCE AT NEW LOWER PRICES

Chrysler reduced delivered prices give buyers immediately the benefit of the new lower tax rate.



Price for price—more emphatically today than ever—Chrysler "58" gives the utmost in mechanical performance, economy and dependability, riding comfort, driving ease, and charm of appearance.

Its effortless speed ability carries you mile after mile at 58 miles an hour, if you wish, in quiet, vibrationless comfort.

Its wealth of power whisks you through traffic tangles, from 5 to 25 miles in 8 seconds.

As much as anything, we believe, you will appreciate its ability to give you the satisfying economy of 25 miles to the gallon of gasoline.

And perhaps you will better understand the growing preference for the Chrysler "58" when you know that its new lower prices give you the identical performance, identical quality and unmatched beauty which have always placed it above comparison in its field.

We are eager to prove, by personal demonstration, the scores of quality advantages, which, at its new electrifying low price of \$845, make Chrysler "58" the supreme motor car value of today.

H. L. CONNELLY MOTOR CO.
527 North Jackson St., Roseburg, Or.
© Phone 350

CHRYSLER
"58"



NEWS-REVIEW AD. BRINGS FINE ORDER

That this paper has no rival in its field as an advertising medium, has long been the claim of the publishers. Not only does the advertiser get returns locally, but replies to advertising frequently come from the middle west and also the states farther east. Now comes another bit of evidence to the efficiency of the News-Review to attract business through the advertising columns to Roseburg concerns. This latest "proof of the pudding" is from Shanghai, China, and the advertiser, the Hansen Chevrolet Co., of this city, has an order for a new model sedan from the Orient, the car to be delivered at Seattle in May. This may appear ridiculous, but here is the order just as the gentleman in China wrote it; and the conclusion of the whole matter is: Advertise in the News-Review to get business.

Shanghai, China, Mar. 3, 1926.

447 Rue Lafayette.

Messrs. Hansen Chevrolet Co.,

Rose Street, Roseburg, Oregon.

Dear Sirs: With reference to your advt. in the News-Review of 30th of January, in which you offer the Chevrolet sedan at \$735 f. o. b. Flint, Michigan, I am willing to purchase one of these cars under the following conditions:

Delivery at Seattle on the 24th of May, 1926, or no sale. Car to be fitted with right hand drive.

Payment: Usual time payment over 12 months. Guarantee: Mr. W. D. Hess, of Garden Valley, will arrange details of payment, etc.

I am sending a copy of this letter to Mr. Hess, who will take the matter up with you.

As I am sailing from Shanghai on 8th May, I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

Dear Sirs: I shall be obliged if you will reply to this letter by return mail, and send me available literature on Chevrolet sedan.

Yours faithfully,

J. B. BARCLAY.

shipment of the broccoli crop before buying. There are scores of motorists fully intending to buy cars this spring who have been waiting for returns on broccoli and when you add this big total of business to the ordinary spring demand for cars, you are simply bound to have a big volume.

"In the past week we have felt the first bulge of this coming business. It has been coming along gradually, but growing a bit stronger every day. Bright sunny days call for new cars. With conditions so universally prosperous, and with all classes of population sharing liberally in it, this demand for motor cars is only natural. It will direct itself logically to those lines of motor cars which offer the best value for money expended and which are advertised and so on the most modern and progressive lines."

"We are now in an age of motor car competition when every factor counts. The Hudson-Essex organization has felt a great wave of commendation on its at-your-door system of pricing and advertising automobiles. This is a reform which the public has sought for a long time. It is without doubt a step forward in frankness and better business methods."

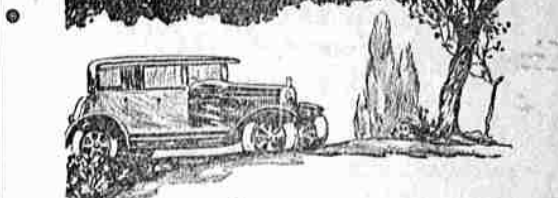
"The public now can look at the advertised prices of a Hudson or Essex car, and know that is the actual price at which the car can be bought, with no string of incidentals and extras attached. By the way, I believe that this at-your-door innovation is the only change in the method of selling automobiles we have seen for many years. But others will come."

COMMITTEE MEMBERS MAKE EFFORT TO OBTAIN DATA

W. H. Gore of Medford, chairman of the committee appointed by the county judges' association to work for the Stanford grant land bill, and District Attorney Guy Gordon, of Roseburg, another member of the committee, left yesterday for Portland and other points in the northern part of the state, where they will gather data to be presented to congress on behalf of the bill.

Good ribbed garden hose 12 1/2 ft. at Zigler-Craven Hdw. Co.

USED CARS!



Dependability

Every used car we sell is just as represented. 1924 Hudson Sedan, new paint, fine rubber, will take smaller car in trade.

7-Passenger Nash Sedan for \$600

'23 Studebaker Light Six and a '22 Stude Light Six. Ready for sale the last of the week.

'23 Ford Coupe, new paint, good tires \$275

Overland Sedan, new paint, good tires \$295

Chev. Touring in fine shape for \$125

Overland Touring in good shape for \$165

Fords at \$125, \$200 and \$225. Come in and try them out. All cars have 1926 license. Terms if desired.

F. W. CHASE.
Willys-Overland Garage