

A Record Made a Verdict Rendered

Here is a record to make you pause:

70,599 Dodge Brothers Motor Cars and Graham Brothers Trucks sold in the United States from January 2nd to April 3rd, 1926!

The greatest quarter in the company's history.

37 per cent greater than the same period last year, when 51,318 units were sold.

This record was a foregone conclusion. Since the first of the year demand increased week by week. Each period showed greater sales than the one preceding and greater than the same period of 1925.

During the last week recorded, ending April 3rd, 9104 units were sold, against 6530 for the best week last year—a gain of 39 per cent.

Sales figures are an index to the buyer's preference.

Buyer's preference, these days, springs from clean-cut convictions on quality and comparative worth, penny for penny.

Although the peak of the selling season has not yet been reached, the verdict has already been rendered.

Touring Car	\$961.50 Coupe	\$1013.50
Roadster	\$957.00 Sedan	\$1075.50

See the Dodge Steel Body On Display In Our Showroom

J. O. NEWLAND & SON
 Phone 458 Roseburg, Oregon

DODGE BROTHERS
MOTOR CARS

The utmost in a motor fuel usually comes from a maker that knows how to produce it.

"Union Oil of California" has had an experience of more than forty-three years.

Union Gasoline

Non-detonating

Union Gasoline provides, and always has provided to Western motorists, the non-detonating feature which supplies full power to the pistons throughout their entire stroke and eliminates all explosive "knocking" or "pinging" on the hills or in heavy pulling—a quality for which Eastern motorists are now buying "special gasolines" and paying 3 cents per gallon in excess of usual prices for them. Yet Union costs no more than other high grade fuels.

Always use Aristo Motor Oil with non-detonating Union Gasoline because this combination minimizes carbon to the extent that motors in good condition are run for several years without it.

Union Oil Company of California



A. Y. D. DISPLACES THE F. O. B. PLAN

It reduces the "spread" in price between producer and consumer. It simplifies automobile prices so all may understand them immediately.

It builds confidence and good will between buyer and seller.

The a. y. d., or at-your-door system of pricing and selling motor cars, performs all these functions of modern and progressive merchandising, according to an analysis made of it by Ray Catching, Hudson-Essex dealer in this city. Because of these advantages, declared Mr. Catching, the a. y. d. plan is sure to displace the f. o. b. system and already has been warmly endorsed by Better Business bureaus in several cities.

"Once upon a time only a few men could design an automobile that would run. That was the engineering era of the industry. Then with the growing popularity of the car, the great problem with factories was how to produce enough automobiles to fill the demand. That was the production era. But now, there are a considerable number of good cars and the industry is simply able to make all cars needed. We are in the merchandising era of the business; and the motor car buyer is demanding that the same progressiveness and courage which went into design and production shall now go into the selling process. He wants to see all possible economies introduced into getting the car from the factory to him."

"The a. y. d. plan fills this demand by simplifying the whole pricing system. There is no handling charge on any Hudson-Essex car. There are no 'extras'. The equipment desired by motorists has been bought economically by the factory and is ready installed for the buyer. Freight and federal taxes are still necessary charges—but with Hudson-Essex and several other makes the tax item has been reduced.

"In the manufacture of Hudson-Essex cars, our concern has the volume advantage of the biggest six-cylinder business in the world. That is why the best Hudson-Essex cars ever manufactured are now sold on the lowest price basis this line of cars has ever known."

ROAD COP USES A NEW STAR SIX

OAKLAND, April 21.—With a get-away rivaling that of a motorcycle and a speed capacity better than sixty-five miles an hour, a stock model Star Six is proving itself an effective medium in checking up on speeders in Salinas county.

This new unit of the traffic department of Salinas county is operated by J. L. Feagin, who in a letter to F. G. Hood, of the Durant Motor company of California, enthusiastically recommends the new Star Six for traffic department purposes.

"I have been using one of the new Star Sixes for nearly two months, and can truthfully say that it out-demonstrates any car I have previously used in my work of checking up on speeders in Salinas county," writes Feagin.

"I got twenty-nine and one-half miles to the gallon of gasoline on the highway and about twenty-four in traffic driving. I have driven the new car sixty-five miles an hour and am certain that I can get seventy-one or two by coaxing it a little.

"Outside of its remarkable get-away perhaps the most attractive feature of the new Star Six is its uncanny power on hills. I have made the Carmel hill at the rate of 50 miles an hour, and have then immediately made the climb over again at a rate of four miles an hour in high gear. Those who are acquainted with this hill will recognize the merits of a demonstration of this kind, for there are many cars that cannot make the climb in high gear.

"I can make just as quick a get-away with my new Star Six as I could with a motorcycle, and the speed and roadability of the car makes it not only a formidable medium for overruling law infringers, but gives one comfort and a sense of safety besides."

MARCH IS BIGGEST NASH-AJAX MONTH

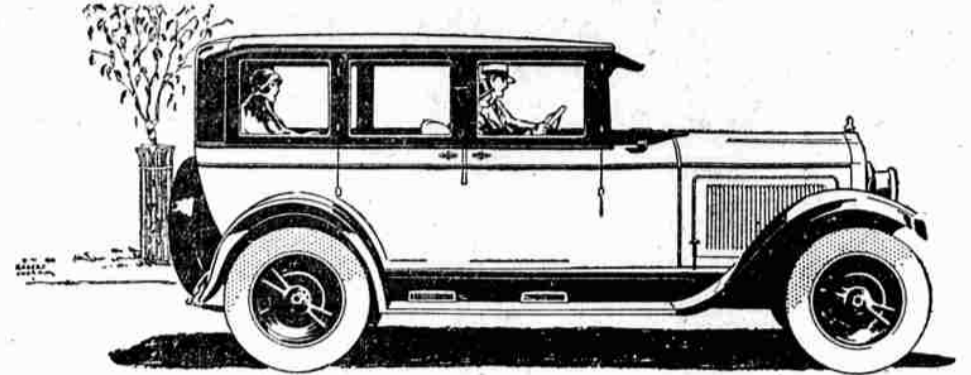
Again the Nash Motors company, sweeping forward on a country-wide wave of public demand, has shattered all previous sales and production records, March having hung up a new high record which establishes it as the biggest Nash-Ajax month in the history of the company.

Total Nash and Ajax shipments in March were 16,265 cars. This is the nineteenth consecutive month, with a single exception, that Nash business has shown an increase over the corresponding month of the previous year.

"Nash and Ajax shipments of last month exceeded the previous largest month—February, 1926—by 14.9 per cent," said E. H. McCarty, general sales manager of the Nash Motors company, "and even this production was not sufficient to supply 1518 additional bona fide owners. Export shipments, of course, are included in the foregoing figures and, while domestic sales were the greatest of any month, at the same time our biggest volume of export business was recorded during March.

MOTOR super-Efficiency that has no equal

THE power plant in this new Willys-Knight utilizes the principles of high speed engine construction with startling results. From a bore of 2 5/16 inches & a stroke of 4 3/8 inches it develops greater horse-power, per cubic inch piston displacement, than any other stock, American built motor.



HERE is an entirely new achievement in motor car construction. Powered with the internationally endorsed Knight sleeve valve motor, this car will outperform any other car in anywhere near its price class.

It has a speed ability well in excess of 60 miles an hour, obtained without strain on the power plant. Its hill climbing ability is a sensation—its acceleration is amazing.

Quiet in operation beyond any comparison, "the motor improves with use" steadily "wearing in" to greater power & smoother running while the usual type of motor is "wearing out."

The chassis structure has been declared by engineers as being practically unbreakable. Four wheel brakes endorsed by leading engineers as the safest

and best that can be used, are standard equipment.

Design and finish, in the body structure are the finest that the best designers and builders can offer—affording the satisfaction of comfort, roominess and luxurious surroundings.

At its price, this Willys-Knight is the greatest value ever offered to the automobile buyer.

Try it out yourself—it will give you a new & totally different idea of what motor car performance can really mean.

\$1495
SEDAN
PRICE F. O. B. FACTORY

The new "70" WILLYS-KNIGHT 6

Through the New Willys Finance Plan, buy this car on smaller down payments and smaller monthly payments; the lowest credit cost in the industry!

F. W. CHASE

SUCCESSOR TO WELLS & CHASE.

317 North Jackson Street

Roseburg

Phone 399

largest combined Nash-Ajax month, but taken individually it was the biggest Nash month and the biggest Ajax month. The total of Nash shipments alone exceeded the Nash shipments of March, 1925, by 59.2 per cent, while the combined Nash-Ajax shipments last month were 108 per cent greater than the total shipments of Nash Motors in March a year ago.

In the first quarter of the present calendar year Nash-Ajax sales and production have more than doubled the mark set by the corresponding period a year ago. Total shipments in January, February and March this year were 41,791 as compared with 20,369 Nash cars during the same months of 1925—a gain of more than 105 per cent.

"Leaving Ajax out of the reckoning, since this Nash-built car was not on the market a year ago, the Nash total for January, February and March, 1926, is 21,924 cars," said Mr. McCarty. "This represents an increase of over 56 per cent in Nash business alone. If the first quarter of 1925 had been a quiet period for Nash sales this gain, perhaps, would not be so impressive but February and March of last year, each in turn, were the greatest months in Nash history, while again in 1926 these two months have earned the same distinction."

Pompeii gathered most of its renown through being a neighbor of Vesuvius. Portland, Oregon, however, goes the ancient Italian city one better by having an extinct volcano within its corporate limits. The Oregon metropolis is the only city in the United States enjoying this geological distinction. A real crater has been unearthed on Mt. Tabor, in one of Portland's city parks.

A couple of million-odd years ago when smoking restrictions were not so much in force, old Mt. Tabor let go a few random puffs and scattered ashes over the

floor of Oregon.

Some centuries after the venerable pile's eruption, a land depression caused it to be covered with water and the once-burning crater was buried under a layer of sand and gravel.

In recent years the delta crust has been penetrated and the mountain's ancient cone again seen the light of day. Passing autoists in Mt. Tabor Park have the novel privilege of viewing at close range the charred remains of a fiery giant who has lain dormant for untold centuries and his own ashes.

There is probably not another crater in the world into which an automobile may be driven. A number of newspapermen and photographers piloted a Chevrolet sedan down the cupped sides of Mt. Tabor's cone and secured a series of interesting pictures.

The Chevrolet toured unconcernedly among the clinkers and lava fragments where once a seething cross section of the infernal re-

gions boiled and fumed. Some specimens of the volcanic formation were secured by the Chevrolet party.

NOTICE TO WATER CONSUMERS

Owing to repairs the water will be shut off Thursday, April 22nd, from 8:00 a. m. to 5:00 p. m. affecting Riverside, Edentower and along main line south from Clay Hill.

THE CALIFORNIA OREGON POWER COMPANY.

HOUSE OF YORK'S NEW HEIR.

(Associated Press Leased Wire.) LONDON, April 21.—The Duke and Duchess of York are the proud possessors of a girl baby, their first child. The little princess made her advent into the world at 2:40 o'clock this morning.

The Duke of York is the second son of King George and Queen Mary.

IN BANKRUPTCY

In the District Court of the United States for the District of Oregon.

In the matter of William J. Louisignont, Bankrupt.

To the creditors of William J. Louisignont of Riddle, in the county of Douglas and district aforesaid, a bankrupt: Notice is hereby given that on the 29th day of March, 1926, the said William J. Louisignont was duly adjudicated bankrupt; and that the first meeting of his creditors will be held at the office of the undersigned in Roseburg, Oregon, on the 3rd day of May, 1926, at 11 o'clock in the forenoon, at which time they are required to attend, prove their claims, appoint a trustee, examine the bankrupt and transact such other business as may properly come before said meeting.

Dated April 19th, 1926. C. L. HAMILTON, Referee in Bankruptcy.

BAND CONCERT

JITNEY DANCE

By Douglas County Concert Band

Sutherland, Thursday, April 22

A fine program by a fine band. The kind of Band Music you like to hear, followed by a Jitney Dance with music by a snappy orchestra. A treat that will long be remembered.

Community Hall 8 p.m. Admission 10c and 22c