

"Where we stand Dodge Brothers position in the industry will be announced next week"

Dodge Brothers, Inc. will make an important official statement in this paper next week.

Specific figures regarding their sales record for the first three months of 1926 and the present rank of this company in the Automobile Industry will be reported.

These facts, we believe, will be worthy of your closest attention.

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

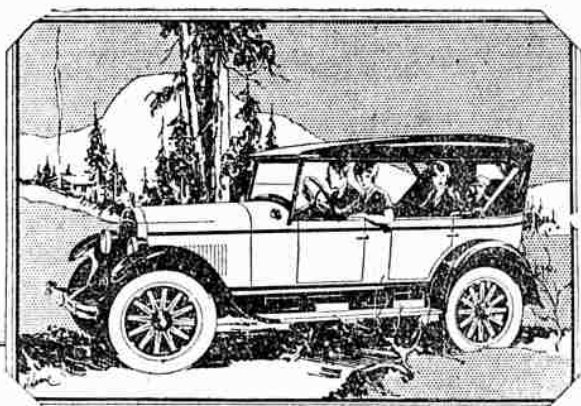
DELIVERED

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS MOTOR CARS



\$895
HERE

priced to be the one outstanding VALUE

AND this new Star Six has quickly—almost instantly—won the confidence of the public. Not only that, but competitors have been forced to admit that in the field of Sixes, the Star Six offers a value far beyond its low price of \$895 here.

Consider the facts—let them prove the truth for all time. Here is a car built on a new engineering principle: new, ground-hugging lines; a Continental Red Seal 6 cylinder motor, cradled in multiple chassis; 90 inch coil springs suspension; Fisk Ballon Tires; heavy, natural wood, artillery wheels; Bendix Four Wheel Brakes; Hayes-Hunt bodies; a special exclusive Japanese Blue lacquer finish; gentile gray Spanish leather upholstery; the famous, easy, disc clutch.

But these are only a few of the features that have set this new

Star Six in a commanding position among all cars. A hundred other reasons spring at you, startling you with the care and vision with which this new Six was conceived.

And the final argument is the price—\$895 here, including famous Bendix Four Wheel Brakes. No F.O.B., no more! "Here" means here—\$895 delivered at your door.

There are 560 Star dealers on the Pacific Coast. There's one near you, where you can make up your mind to drive a Star Six with Bendix Four Wheel Brakes.

A LIGHT WEIGHT SIX AT

A LIGHT WEIGHT PRICE

Rapp Brothers, Dealers

Corner Cass and Pine

Phone 371

Roseburg, Oregon

STAR CLIMBS HILL. 15 CARS ORDERED

That proven merit quickly attracts and wins the buying public is evidenced by an incident which recently took place at Pontiac, Michigan, when a Star Four speed triumphantly out-demonstrated all entries in a hill climbing contest, according to advice received by Leo Rapp, of Rapp Bros., local Star car dealers. As a result of its victory, over fifteen cars were sold by the Pontiac Star dealer the following day, he stated.

Included in this hill-climbing contest at Pontiac were two sixes, two fours and one eight-cylinder car. A very steep incline outside of Pontiac was selected for the contest. Several cars first trying the grade in second, only three of them made it, two sixes and an eight being eliminated.

The three remaining cars then tried the grade in high gear; and the Star was the only car to finish. "While this demonstration was a remarkable one in itself, it was only one of the many such examples of the Star's power which is being proven throughout the United States every day," says Rapp.

"The superlative power of Star cars, and reliable, comfortable, economical performance, has increased Star sales nearly one-hundred per cent during the past six months, over the same period of 1925."

"This is proof that the buying public is won to a great extent entirely by the proven merits of any car. The competition of today demands these demonstrations, and Star dealers are never reluctant in proving the merits of their car in any contest."

WE SING IT—WHY NOT SEE AMERICA

By E. E. Wimberly.

It is a far cry from the virgin territory crossed by the pioneers blazing the trail to California in the days of '49 to the present beautiful drive over the Pacific Highway from Roseburg south to the California line. Seeing the sights in a Chrysler 58 on a recent Sunday was one of the most enjoyable trips ever made in the early spring. The magnificent foliage of the canyon drive is not to be surpassed in any country. Spring is in Oregon with her charm of budding flowers, and the loveliness and fragrance of blossoms that crown the woods and by-ways, tempting the motorist to stop and pluck great bunches to carry home with them.

Great banks of azaleas, rhododendrons, dogwood blossoms, evergreens, maiden hair ferns, and mammoth canyon ferns, in many and varied shades of green, with a mountain of multicolored boughs of green foliage filling the air with a fragrance that is beyond description. The unimpaired but practical plan is that these flowers be admired but not destroyed by the evidence of the rule of reason. Invaluable are the rhododendron, dogwood, syringa and wild currant and many other flowering shrubs to Oregon's scenic highways. To fully enjoy the scenery one must stop at intervals and view the country from the roadside—the little valleys, with towering peaks covered with timber fir, pine, cedar and hemlock make a blending of colors that no artist can paint. Points of interest along the way, is the Myrtle Creek valley where the famous Oregon prune is grown to perfection. This section of the roadway is lined with prune orchards for several miles. Then the historic little town of Canyonville, where the early pioneers had their most prosperous trading post, offers western hospitality that cannot be surpassed. From Canyonville you enter Canyon Creek canyon, where the climb is gradual and winding to the summit and lined on either side by evergreen foliage that makes travel on the hottest day a delight to the tourists. Glendale is the next town, where lumbering is becoming one of the principle industries of the country. Wolf Creek Tavern, now known as the tourists' most popular stopping place, on account of its excellent accommodations, and the fact that it was at one time the best known stage station, in southern Oregon. From Wolf Creek south to Grants Pass it is one continual round of beauty with the many tourist camping places for people to stop to fish, hunt, or rest and recuperate. The road is all on a moderate and safe grade, which any car can travel without changing gears.

According to the students, who are now enrolled in the Ford School of Technology, Persia offers an unusual field to builders of automobiles, especially in the light car and truck field. Virtually without a comprehensive system of railroads, Persia and the rest of the Orient rely largely upon camels and mules to provide transportation. An example of the inefficiency of this method is illustrated in the hauling time between Herat, the Persian capital, and Baghdad. By camel this trip requires 21 days, by motor, three days. Road conditions dictate the use of light units. Most of the highways are either so sandy or so muddy at rainy seasons as to make light weight an outstanding virtue in motorized hauling.

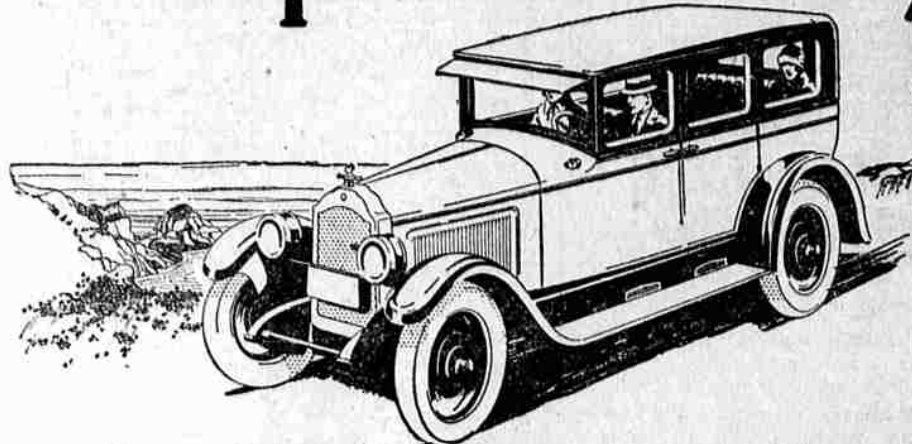
In addition to studying the various phases of the industry as represented in the Grand Park and River home plants, the Persian students will spend considerable time at Henry Ford's model farm near Dearborn. Efficiency in agriculture, which has flourished in

THE MOTORIZING OF THE FAR EAST

The motorizing of the Orient is rapidly becoming an actuality. Further, the majority of the automobiles and trucks which are crowding the picturesque caravans to the side of the roads are American made. Performance and sturdiness characteristic of American machinery have "sold" the Orient on the trade mark "Made in U. S. A."

This interesting bit of motor news comes from a party of Persian student engineers who have just arrived in Detroit to make a study of Ford production and service methods. These students, 22 in number, were picked by the Persian government as best qualified to learn the Ford system. They will spend two years in the Ford industry. Others will follow as soon as they have received preliminary instructions in Americanization

Sensational in its Super-Efficiency



UNIVERSALLY accepted as the outstanding automobile accomplishment of years, powered with the internationally endorsed Knight sleeve valve motor, this new Willys-Knight utilizes the principles of high speed motor construction with startling results.

From a bore of 2 15/16 inches and a stroke of 4 3/8 inches, it develops greater horse power, per cubic inch piston displacement, than any other stock, American built motor.

With a speed capacity well in excess of 60 miles an hour, with ability on hills which is amazing, and with acceleration which is a genuine revelation in flexibility, it will out-perform any other car in or near its price or size class.

To these outstanding features of performance it brings the accepted advantages of the Knight sleeve valve motor— which steadily "wears in"

to greater power, smoothness and flexibility while other power plants are "wearing out."

Standard equipment includes four wheel brakes of the type used by 80% of the finest of European cars.

The chassis construction has been declared practically unbreakable.

Extra long springs and a carefully balanced body give a riding ease which makes all roads comfortable.

\$1495

SEDAN

PRICE F. O. B. FACTORY

Nothing like this great value has ever before been known in its price or size class. To really know this great car—you must try it out yourself.

The new "70" WILLYS-KNIGHT 6

[Through the New Willys Finance Plan—buy this car on smaller down payment and smaller monthly payments; the lowest credit cost in the industry]

F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399

NOTICE

Monty's Repair Shop moved from cor. Rose and Oak to two blocks east to cor. Oak and Main. All kinds of repair work done.

a hap-hazard sort of way in Persia for untold centuries, is now being stimulated by the Persian government and the technical students have been directed to pay special attention to tractors and motorized farm equipment in modern farming.

While in Detroit, the Persians will be encouraged by the Ford Motor company to study American business and customs, availing themselves of the night school courses offered by Detroit schools.

A good assortment of Dahlia bulbs at The Fern Flower Shop. Call and see them. The Fern.

50 CANTON, OHIO, MEN BUY BUICKS

Almost every day a few Buick owners from different parts of the country come to Flint to take delivery of their new cars. Often huge driveaways leave the factory for widely scattered points. But fifty leading business men of Canton, Ohio, put over a new one recently.

Headed by their local dealers, these fifty representative citizens entrained for Flint in a body, chartering an entire Pullman car for the trip. When they left after a day spent as guests of the Buick Motor company, each of the fifty was at the wheel of his new Buick.

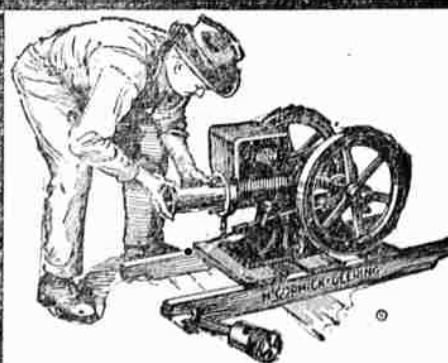
During their stay in Flint, the Canton Buick delegation was taken through the Buick plant and enter-

tained at lunch in a Buick cafeteria by Sales Manager E. T. Strong and Sales Manager C. W. Churchill. Experienced Buick men conducted them through the factory and explained to each owner the many processes through which his Buick went before it was ready to be delivered to him.

In the afternoon, the owners were conducted to a lot on the Buick property where their new cars were lined up in readiness for the trip back to Canton. Each man was assigned to his own car and the caravan proceeded to Detroit. The following morning the cars and owners went on to Cleveland by boat, and hence to Canton, where they heralded their arrival by parading the main thoroughfares of the Ohio city.

The entire delegation was much impressed with the care shown throughout the factory in building Buick cars.

Wool sacks, twine, branding paint, sheep bells and straps and other shearing supplies at Wharton Bros.

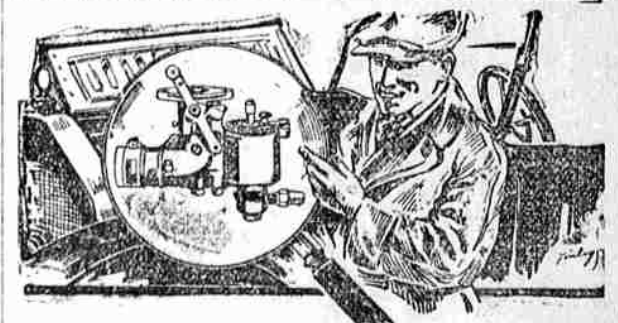


LOOK AHEAD

For about one tenth the cost of a new engine you can replace the cylinder, piston and rings, which for power makes a new engine if you own this make. Sold by

Wharton Brothers

The McCormick Deering, the gas engine with a removable cylinder.



Take This Tin

Don't condemn your engine, or trade in your present car until you are sure a good carburetor won't cure its troubles.

ZENITH sure makes a difference! ASK ABOUT OUR FREE TRIAL OFFER

L. G. DEVANEY

406 Cass St., near Depot Phone 84 Roseburg, Ore.