

# ESSEX

A SIX BY HUDSON

"IT IS THE CAR FOR EVERYONE"

Says H. A. Tarentous, noted Automobile Authority in "MOTOR"

The New Essex possesses many qualities which I did not believe could be incorporated in a closed car selling for \$975. It is a type long needed in this country. It possesses grace and beauty, can travel at sustained high speed without passenger discomfort, is surprisingly economical to operate and does not cost much to buy. These qualities combined in a six-cylinder closed car selling for less than \$1000, shows what can be done by an organization that can work just a little bit ahead of the market, and see public demand before it arrives. It is unusually smooth, accelerates better than the previous Essex, which is saying a great deal, and is the car for everyone."—H. A. Tarentous, in MOTOR.

The Coach!

\$1175

Delivered in Roseburg

Touring Model

\$1045

Roseburg

## ROY CATCHING

Motor Repairing and Machine Works

East Oak and Main Streets

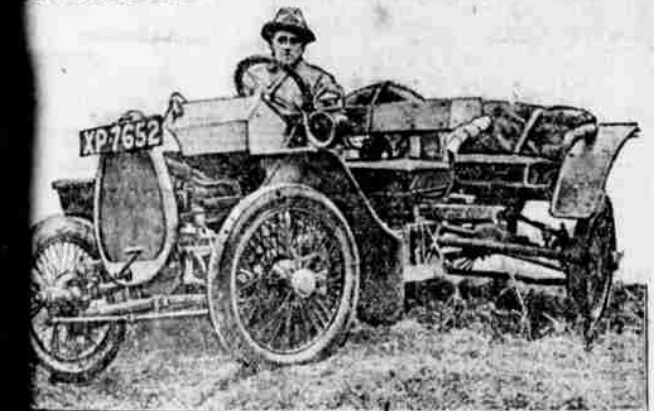
Roseburg, Oregon

Phone 438

IT'S ALL OFF "404"

picnics, activities postponed for Easter morning. "Red or Blue 404" committee.

## UTOMOBILE "GOES ON ALL FOURS"



Able to turn in its own length, to negotiate roads too rough for ordinary cars, and climb steep hills—this new English automobile "goes on all fours." It has not merely the now popular four-wheel braking, but has four-wheel drive and four-wheel steering.

## A Fountain of Youth

Beauty linked with power that stays young—that's the Willys-Knight! The quiet Willys-Knight sleeve-valve engine improves with use—a fountain of thrills and satisfactions. In ten years we have never known a Willys-Knight engine to wear out! Touring \$1195, Coupe-Sedan Standard \$1450, 5-pass. Standard Sedan, now \$1695, f. o. b. Toledo.

# WILLYS-KNIGHT

SERVICE GARAGE

GLENN H. TAYLOR, ROSEBURG, OREGON

## DURANT MAKES GOOD IN THE AUTO WORLD

NEW YORK, March 26.—Irate contradictions, explanations, and hastily prepared comment by automobile executives mainly purporting to show that there would be no curtailment in spring production was the big topic in Wall Street today. Alfred P. Sloan, Jr., President of the General Motors Corporation, in speaking of conditions as especially indicated by General Motors, is quoted as admitting that General Motors had about 19 days current production on hand unsold and that cars in dealers' hands are in excess of the corresponding time last year. He explained that this condition was sought in view of the fact that last year General Motors was unable to effect prompt deliveries, and lost business thereby.

C. W. Nash, President of the Nash Motors, says that the automobile industry looks to the future with confidence that the industry itself will grow through those manufacturers best qualified to serve the demands of the public. Mr. Nash says that he sees a process of elimination in the automobile industry and that only the fittest will survive.

The real view by the so-called "wise ones" of Wall Street is that the master hand of W. C. Durant, President of Durant Motors Corporation, is seen virtually in control of this gigantic industry.

Wall Street has come to the realization that Durant has made good and that his companies are in a better position today to supply a line of cars designed to serve the most exacting demands in the transportation field than any others. It is pointed out that General Motors pays to W. C. Durant and his associates a profit on every car they build.

It is well known that Mr. Durant holds large blocks of preferred and common stock in the General Motors Corporation, in Fisher Body, Hayes Wheel and other industrial concerns supplying products for the automotive industry.

It has been discovered that every time Durant makes a wheel, Durant makes a profit; every time Fisher builds a body, Durant makes a profit; every time General Motors builds and sells a car Durant makes a profit. It has also been pointed out that every prediction regarding the automobile industry that Durant has made in the past 20 years has come true.

Durant Motors annual financial statement will be given to the public in the near future and the company is known to have made money.

The prospects for the future of Durant are considered in Wall Street to be better than any motor car manufacturer excepting Henry Ford and some of the smart traders are quietly picking up Durant securities.

## AIR DISARMAMENT IS PROPOSED PLAN

(Associated Press Leased Wire.) LONDON, April 16.—Prime Minister MacDonald, responding today to a speech in the house of commons by Major-General J. E. B. Seeley, former president of the air council, who advocated that the premier call an international conference for air disarmament, declared he would welcome an invitation by any other power to take up the whole question of armaments.

## ANATOLE FRANCE IS 80 YEARS OLD

TOURS, France, April 16.—Anatole France, dean of the Frenchmen of Letters and Prince of Prose Stylists, celebrated his 80th birthday by working just as hard as usual. Telegrams and letters of congratulations poured into the author's country home from all quarters of the globe.

"404" ATTENTION If you signed up to be sure and go. If you haven't been seen yet "Red or Blue 404" will get you for Easter.

Potted Easter Bibles. 1276 Umpqua Ave. Phone 335-J. Mrs. F. D. Owen.

## NOTICE! Ford Owners

FORD BATTERIES \$16.50 Each

Why buy an inferior Battery when you can purchase a genuine Ford Battery, 80 amp. hour with 13 plates for \$16.50, also allowance made for your old battery on turn in.

C. A. LOCKWOOD MOTOR CO.

## TAKE GOOD CARE OF CAR BATTERY

It Must Be Serviced Properly and Given Attention to Work.

(By ERWIN GRUBER, President Greer College of Automotive Engineering, Chicago.)

If you want to obtain low cost of battery service on your car you must do three things: You must have a standard battery, you must see that it is serviced properly, and you must give it a certain amount of attention. If you consider the cost of a battery and the work it has to do, you will readily realize that it needs exactly the care that you give the engine.

There are now on the market more than 100 different makes of storage batteries. Out of this number a good percentage are virtually worthless when compared with top-notch batteries made by responsible concerns. The worthless ones are sometimes called "back alley" batteries, because they are made in basements, garages and shops that have no recognition. It does not take any particular skill or experience to make such batteries. The plates are purchased from one source, boxes, jars and electrolyte from others, and so the parts are put together and the resultant called a storage battery.

Gets "Stuck" Either Way. If the parts were properly made and correlated a good battery could be produced, but such a battery would then have to sell at such a stiff price as compared with the reputable makes that the alley builders could not compete. So the motorist is asked to buy these put-together batteries at a low price, sometimes at a high price. It does not matter much about the price, for the motorist gets "stuck" either way.

If you need a battery, buy one made by a reputable firm. That does not necessarily mean a large manufacturer who advertises his wares all over the country, because there are many smaller battery makers who haven't the distribution nor the advertising volume. The battery business is one that must be studied in order to produce a good unit at low cost. This study calls for constant experimental work in every branch of manufacture, and this is something the "back alley" builders do not care to do.

Once you possess a good battery the next thing to do is to give it the care it deserves. All you have to do is to add distilled water once each week in summer and once every two weeks in winter or at such intervals as found necessary to keep the cells filled to level. Aside from this simple procedure see to it that the terminals are clean and tight and the battery as a unit is mounted solidly in place.

Distilled Water Only. Never add anything but distilled water. There are some garages and even battery service stations that will try to sell you some special electrolyte to "revive" the battery. These special solutions should not be used, for while it is perfectly possible to add chemicals temporarily to revive any battery it harms the battery in the end. If the battery is so far gone that it will not take a charge or hold a charge, special electrolyte will give only temporary relief at great cost.

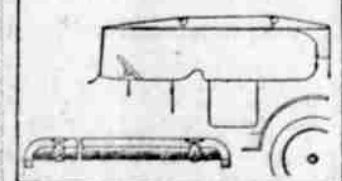
See to it that the generator charging rate is low or high enough to keep the battery up to charge. Some drivers do little continuous driving with the result the battery is undercharged. Others do constant driving and little starting and stopping with the result that the battery is usually overcharged. It is difficult to anticipate driving conditions, therefore the wise owner occasionally has the battery charged at a service station. If possible go to a reputable station where the shop equipment is adequate and where an honest opinion will be given. The station can make certain tests to determine the condition of the battery and if the station is not honest the owner is told anything at all in order that a new battery sale may be made.

Force of Habit Tibbs—That barber is a rare bird. Jetts—Why throw the spotlight on him? Tibbs—Whenever he shaves himself, he can't stop until he talks himself into a haircut and a shampoo.

## Bow Protector Tends to Prevent Injury

The Scientific American in illustrating and describing an automobile tire, the invention of C. Escher of Jersey City, N. J., says:

"The invention relates to tires for mounting of vehicle wheels or demountable rims for vehicle wheels."



Bow Protector.

is to provide a safety device in the form of a cushion protecting means for the bow of a top of an automobile whereby to avoid possible injury, should an occupant of the rear seat be thrown upwardly and strike his head upon the bow. The device comprises a cushion which may be inflated, and is adapted to be fitted upon the lower side of the bridge portion of the bow.

## DODGE BROTHERS SPECIAL 4-PASSENGER COUPE

To see this car is to commend its beauty.

It stands out strikingly, both in the symmetry of its design and in the excellent good taste and smartness of its equipment.

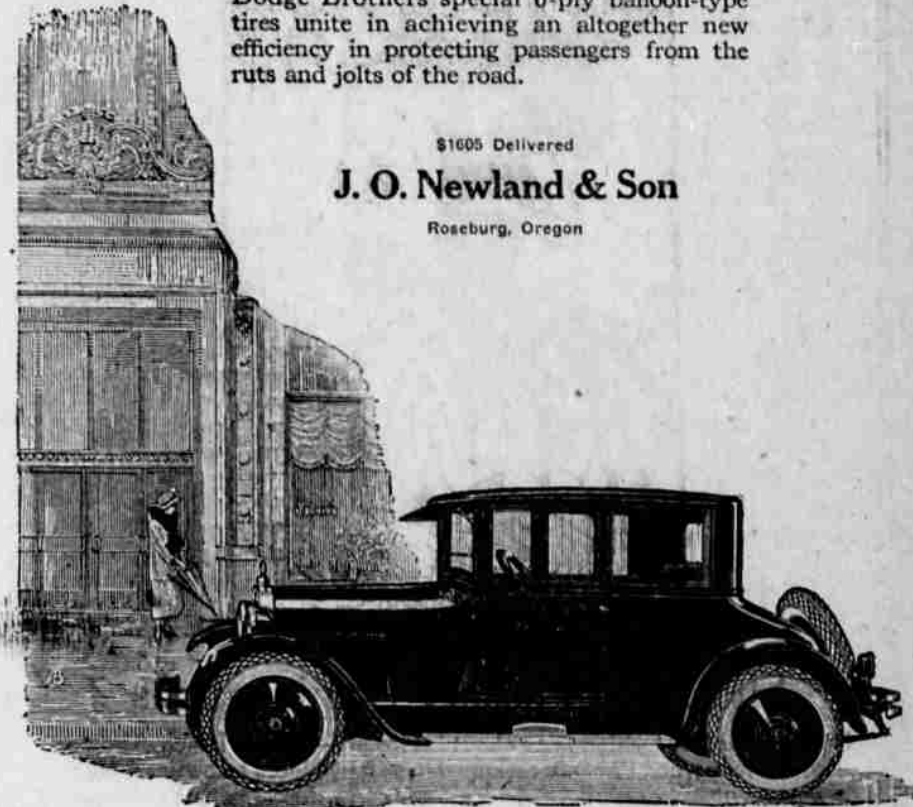
In the final analysis, however, the most popular feature will unquestionably prove to be its exceptional riding ease.

The seats, the new spring suspension and Dodge Brothers special 6-ply balloon-type tires unite in achieving an altogether new efficiency in protecting passengers from the ruts and jolts of the road.

\$1605 Delivered

J. O. Newland & Son

Roseburg, Oregon



## "All Is Well" Slogan

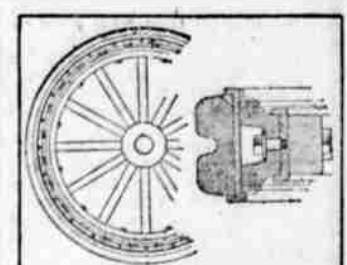
A suggestion for an "all's well" sign in case of wreck or breakdown on the highway is made to motorists through the Automobile Club of Southern California. It is, in effect, that the motorist forced to stop on the highway for repairs or because of accident, display a white flag or handkerchief to indicate to passing drivers that no one is injured and no help is needed.

Many drivers feel the urge to be of assistance when a wrecked machine is encountered and frequently there is a congestion of the highways due to this worthy sentiment. Hence, congestion could be relieved in the vicinity of the wreck by the simple expedient of raising a white emblem indicating that aid is not desired.

## Simply Constructed Tire Among Latest Inventions

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"The invention relates to tires for mounting of vehicle wheels or demountable rims for vehicle wheels."

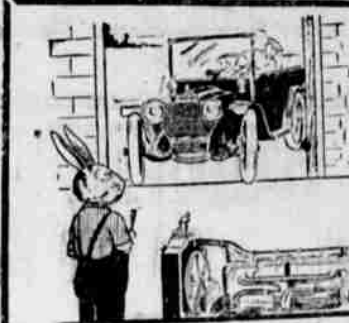


Latest Novelty in Automobile Tires.

The general object is to provide a durable and simply constructed tire. The object is accomplished by providing an inner rim, a cushion positively attached to said inner rim, an outer rim positively attached to said cushion and forming the cushion with walls rising outward so as to provide bracing members adapted to support the tire against rocking."

American automobile manufacturers spend at least \$30,000,000 each year in developing new models before the cars are offered for sale.

Largest and best line of Easter candies ever shown in Roseburg at the Palace of Sweets.



## INSURE A JOYOUS EASTER RIDE

by having us overhaul your car now and put it in tip top condition. Don't neglect it just because you think there is nothing seriously wrong with your machine. All auto troubles, no matter how seemingly trifling, are serious. Be on the safe side and have us remove them from your car.

Hall & Young Garage 631 Winchester Phone 338

## 1924 DODGE AUTO BUSINESS IS BIG

That the resistance to automobile sales for both new and used cars is easing up greatly is shown by the sales made by J. O. Newland & Son, local dealers in Dodge Brothers cars, since the first of the year. The selling of the stored-up prizes, the big sale of broccoli, and the greater number of inquiries for real estate, together with the "back to the farm" movement and good prospects for crops this year, have brightened up the outlook for automobile sales during the 1924 selling season.

A total of 35 cars, including 16 used and 23 new cars, have been sold by the local Dodge dealers during this time. In comparison with the sales of all other makes of cars sold in Douglas county during January and February of this year, the Dodge sales took third place in January and second place in February. Although the state registration report has not been made for March, indications are that the Dodge sales will still be in second or third place in the county over all other lower and higher priced makes of cars for the month.

"With the increased production of cars at the Dodge Brothers factory and the brilliant prospects for car sales in the future, I feel that it is now time to make preparations to take care of the future trade," said J. O. Newland. "It is for that reason that I am constructing an addition to our present building—to provide more shop and storage room."

Used cars were sold to the following customers since January 1st by the local dealers: P. A. Webb, O. H. Schomaker, W. W. Woods, W. E. Smith and A. H. Wilson, of Roseburg; Dodge Brothers, touring, coast O. Harper of Roseburg, roadster; J. Saffler of Brainerd, touring; Frank Bradford of Yoncalla, touring; Albert Hall of Tiller, touring; W. L. Tison of Tiller, touring.

New cars were sold to the following customers during the same period—George W. Stephens of Roseburg, type "E" coupe; P. J. Pelzel of

Oakland, touring; E. Unrath of Roseburg, touring; Mrs. C. E. Newland of Roseburg, type "A" sedan; F. M. Hitt of Roseburg, touring; C. E. Staloff of Roseburg, type "B" coupe; S. A. Huber of Roseburg, touring; G. Talbot of Sutherlin, touring; C. Both of Glendale, type "B" sedan; C. E. Walker of Roseburg, touring; L. Barroughs of Roseburg, touring; D. Newland of Roseburg, 4 passenger coupe; D. Reed of Brainerd, touring; V. J. Gustin, Roseburg, type "B" coupe; T. J. Kearney of Roseburg, touring; W. S. Powell of Roseburg, type "I" sedan; L. F. Burgoyne of Roseburg, touring; R. L. Bradford of Yoncalla, roadster; Elijah Ollivant, of Lookout, touring; Charles Buxton of Brockway, touring; Roland Agee of Roseburg, type "A" sedan; J. V. Bowman of Roseburg, touring; S. M. Connell of Roseburg, special touring

BRINGING IN THE "REDS." Join in the fun, and make it "404" Ample reward paid for all "Reds."

## WHY WORRY

### SARFF'S Auto Wrecking House

329 N. Main St.

Can supply the part you need to fix your car with, axles, gears, bearings, brake rods, brake shoes, generators, starting motors, speedometer heads, wheels, springs and 50,000 other parts to choose from.

Phone 553