

AUTOMOBILE NEWS



Revolutionary Results Told By Walter P. Chrysler

Revolutionary riding and driving results have come rapidly during the past year in the development of both the Chrysler and the Maxwell.

They are the fruit of an experience which bridges 20 years and the manufacture of some 2,000,000 cars.

During recent months, with participation of the Chrysler engineering staff, this experience has culminated sharply in refinements of the most important character, which set the good Maxwell above and beyond four-cylinder cars as you have always known them.

The great crying demand of the motoring public today is for removal of vibration and consequently greater ease of riding and driving.

And the good Maxwell now answers that demand in a way no four-cylinder car has ever done before.

Owners are now averaging 18,000 miles and more to a set of tires; better than 22 miles per gallon; grinding valves, setting up tappets and removing carbon only at long intervals; main bearings rarely if ever replaced.

Our assurance—my personal assurance, without reservation—is that the good Maxwell is the car to satisfy you on all counts; and that it will satisfy you if you give it the chance.

President and Chairman of the Board
MAXWELL MOTOR SALES CORPORATION

The Good MAXWELL

ONE 1922 OVERLAND ROADSTER AT A BIG SACRIFICE

STAR: THE 27 FEATURE CAR

Know the Car You Buy!

Twenty-seven distinct and exclusive features make the Star Car the Lowest Priced High Grade Car in the World.

No other car offers so much real car value for so little money.

Call a Star dealer up now—ride with him—one by one, he will demonstrate to you 27 feature reasons why the Star Car will fit your every need.

STAR MOTOR COMPANY of CALIFORNIA
OAKLAND, CALIFORNIA

Sport Touring Roadster (TOURING CAR) Special Sedan Coupe
(\$540)
f. o. b. Lansing

FORCE FEED LUBRICATION

No other car but the Star, in the lower price field, has this positive forced feed lubrication system to all its bearings. This system adds 100% to 150% to the life of the motor. A film of oil is forced between all bearing surfaces constantly.

The Star Car

FOUR WHEEL BRAKES

STAR DEALERS EVERYWHERE

RAPP BROTHERS, County Distributors

Douglas County Distributors

SUTHERLIN GARAGE

DRAIN GARAGE

JUNE IS THE BIG MOTOR CAR MONTH

SAN FRANCISCO, June 18.—Several good reasons why June is a favorable time to buy a standard automobile such as Studebaker are set forth by officials of the Chester N. Weaver Company. With every day, delivery of certain models becomes more and more difficult, according to W. J. Richardson, vice-president in charge of sales of the Weaver Company. The earlier the order is placed the more assurance the buyer has of getting speedy delivery of the model he wants, Richardson points out.

He points, too, to the fact that the buyer getting a car right now has the joy of its use during the three most wonderful months of the year because it is practically a certainty that actual delivery of 1925 models will not be possible, in most standard makes for four or five months yet. It is not believed that many of the leading makes will bring out new models before August or September and, if past years are to be taken as a criterion, a great deal of time will elapse after their introduction before actual deliveries can be made.

PROSPERITY FOILS CALAMITY HOWLERS

DETROIT, June 18.—Announcement this week by the Ford Motor Company that 28,000 more cars were sold in May than were disposed of in the corresponding month of a year ago is that organization's answer to the calamity howlers who have been driving predictions that the Ford company was curtailing operations at an alarming rate.

May was one of the biggest production months in the history of the Ford company and completed three consecutive months in which domestic retail deliveries exceeded the 200,000 figure. The exact sales for the month were 209,601 cars and trucks. It will be interesting to note how the gloom spreaders will reconcile themselves after viewing these figures. They have been picking on the Ford company for some weeks as the barometer. No doubt they will turn their attention to some other standard maker.

General Motors Confident

Concrete evidence of the true condition of the industry is given in a statement from General Motors showing 45,000 cars and trucks sold in May compared with 58,800 sold in April and 75,300 sold in May, 1923, and 46,730 in May 1922. Last year was the greatest in the history of the industry and it is a cinch production and sales cannot show enormous increase year after year. Yet, this ratio does not apply to all the industry, for in many instances, notably the Willys-Overland, Dodge, Maxwell, Chrysler, Hudson and Essex and other companies' sales have kept up to the figures of last year, in some cases more than doubling those of 1923.

President Alfred Sloan of the General Motors, hit the nail on the head when he declared the great trouble is that manufacturers and dealers in the majority of cases do expect each year to do better than the previous one.

Production for the first five months of 1924 was 1,742,832, the best that has ever been recorded for the initial five months of any year, and is 94,000 more than for the corresponding period a year ago. All things considered, the May production of 201,200 is highly satisfactory and reflects a conservative policy. A survey indicates that the summer will put some strengthening on in the automobile market. In fact that settlement of the tax question and the arrival of warmer weather already is having its effect.

Hudson-Exeter Opinion
"You can't keep prosperity down in

YES WE HAVE NO BANANAS

AT

SARFF'S

Auto Wrecking House

329 N. Main St.

But you ought to see the auto parts that we have got, and trailers and parts to make trailers.

Come in or Phone 553

a country where wealth is growing twelve times as fast as the population," stated Harry G. Mock, sales manager of the Hudson-Exeter Company.

"Fundamentally, conditions are sound. There may be a little hesitation, but basically conditions are good. It's the one thing that impresses me wherever I go, over the entire country. The shelves of merchants are not loaded up with dead stock. The merchants are buying conservatively and the people are buying the same way. We will not be faced with the conditions of a few years ago. The automobile industry is pushing ahead, our own cars are selling as fast as we can get them out. The people are getting their money's worth, getting more for a dollar than ever before. Cars are better mechanically but the public has shown no favor toward complications."

Dodge Brothers Busy

Dodge Brothers' operations continue in full blast. In the month of May as in April the company led all makes in deliveries of cars to owners with the exception of two or three of the smaller priced cars. Two major improvements made recently in Dodge Brothers cars, namely the smarter appearance and finer riding qualities, are assigned as the principal reason for the uninterrupted demand. Dodge Brothers' factory is working at full capacity, and with the increased allotments buyers are assured prompt deliveries.

MANY AUTOMOBILES ARE REGISTERED

SALEM, June 18.—During the month of May, said Sam A. Koser, Secretary of State, today in a statement from his department, there were 6,591 passenger cars, 658 trucks, 154 motorcycles, 20 motor vehicle dealers, 931 chauffeurs and 5,260 motor vehicle operators licensed, from which the fees aggregated \$211,907.59. During the corresponding month in the year 1923 there were 7,099 passenger cars, 675 trucks, 297 motorcycles, 20 motor vehicle dealers, 1,028 chauffeurs and 5,419 motor vehicle operators licensed, the total fees therefrom being \$226,421.50. These figures show a slight falling off in the month of May, 1924, from May, 1923, registrations as well as in the aggregate fees received. However, the total registrations up to May 31, 1924, show 24,549 more passenger cars registered than during the corresponding period in the year 1923; also, an excess of 1,627 motor trucks; making total motor vehicle registrations of May 31, 1924, of 28,176 more than during the same period of the year 1923. The aggregate of the fees from the activities in connection with the licensing of motor vehicles thus far during the year 1924 show receipts of \$719,575.53 in excess of those during 1923. So far for 1924 license fees aggregating \$4,251,304.53 have been received as against \$3,531,729.00 during the same period of 1923.

Taking into consideration the fact that the sales of motor vehicles thus far during 1924 have not been as great as during the corresponding period of 1923, yet, in view of the activities in motor vehicle registrations during the last half of 1923, we can safely estimate a total of 190,000 motor car registrations during 1924, from which the license fees should aggregate well onto \$4,750,000.00.

The moneys received from the gasoline tax and the motor vehicle license fees are all transferred to the State Highway fund, with the exception of such sums as are necessary in the administration of the motor vehicle laws, which is not in excess of 4 per cent of the total fees. This expense includes the cost of plates, the maintenance of the traffic force appointed by the secretary of State, the registration of motor vehicle operators, and all the work incident to the various provisions of the motor vehicle law.

Assuming that the gasoline tax will return during the year 2,750,000.00, and the net receipts from motor vehicle licenses will be \$4,600,000.00, there will be a total of \$7,350,000.00 available from such sources for the Highway Fund, out of which there must first be paid the bonded obligation falling due during the year not in excess of \$2,200,000.00. This leaves substantially \$5,000,000.00 for the general maintenance and upkeep of the highways and for such further road extension and improvements as are contemplated by the State Highway commission in carrying out the general road program of the state.

SCHOOL BOARD HOLDS SHORT MEETING

The school board met last night with the two newly elected directors present and considered a few minor school matters. The two new directors were sworn in and took their places on the board. Several applications for positions as janitor were read, but no action taken. The clerk's annual reports were read and approved. There was some discussion about

Why Buy an Open Car?

You Pay No More for All Closed Car Comforts in the Coach

The Coach provides all closed car comfort, utility and distinction. And because no other type and no other car share such advantages, it is the largest selling six-cylinder closed car in the world.

HUDSON AND ESSEX ARE OF ONE QUALITY

ROY CATCHING

MOTOR REPAIRING AND MACHINE WORK
East Oak and Main St., Roseburg

Increasing the amount of insurance on the buildings but no action was taken. The matter of electing a clerk for the coming year was left until next meeting.

CANYONVILLE ELECTION

One of the largest votes ever polled in Canyonville was cast at the annual school election June 16. The total vote was 115. L. E. Newton receiving 65 of this number, was declared elected director for a term of three years to succeed Mark E. Elliott the retiring director. C. A. Puckett was unanimously elected for a period of one year.

VOLT TELLS OF COOKING SCHOOLS

A number of interesting pictures and information concerning cooking schools such as the News-Review has brought to Roseburg for the instruction of the women of Douglas county, are contained in the last issue of The Volt, the monthly publication issued by The California Oregon Power Company. The Volt also contains an interesting article on the history of cooking and the advantages of the electrified kitchen.

We pay cash for dry cascara bark, Wharton Bros.

STEPHENS AUTO COMPANY

Phone 582

Yes, Sir, whenever you have any sort of trouble with your car, if you will just remember to call the above phone number and get in touch with us, we will take care of your automobile and relieve you of further worry.

REPAIRING DONE BY US WILL STAY REPAIRED

Maxwell-Chrysler Service

323 North Main Street

Roseburg

Repairing Motor Trouble

OF ANY SORT CORRECTED AND WE MAKE A SPECIALTY OF

CYLINDER REBORING AND HONING

Experienced Mechanics and Adequate Equipment enables us to render unusual service.

OAK STREET GARAGE

C. W. LAWSON, Prop.

Cor. Oak and Stephens Sts.

Phone 508