

AUTOMOBILE NEWS

The Touring Car
\$295

Runabout - \$265
Discountable Rims
and Starter \$85 extra

Coupe - \$525

Tudor Sedan - \$590

Fordor Sedan - \$685

All prices f. o. b. Detroit

You can buy any model by making a small down payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Payment Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

21 Years of Service

In the 21 years since its founding, on June 16th, 1903, the Ford Motor Company has contributed largely to the motorizing of modern life. Ten million Ford cars have quickened the pace of business, have brought convenience to day-by-day travel and healthful enjoyment to the American family. Economical manufacture on a large scale makes personal transportation available to all.

Ford Motor Company
Detroit, Michigan



SEE THE NEAREST
AUTHORIZED
FORD DEALER

Ford

THE UNIVERSAL CAR

AUTO BUREAU IS WANTED HERE

Information and Service Department May Be Located in Roseburg.

PLANS ARE DISCUSSED

State Motor Association Endeavoring to Secure Sufficient Members to Establish Service.

The Oregon State Motor Association is endeavoring to establish an information bureau in Roseburg, to be supported by the combined membership of Coos and Douglas County. The Roseburg Chamber of Commerce has offered desk room in their new quarters in the Douglas Abstract Company building, and the following committee from this city will cooperate with the Motor Association in securing the requisite number of members in this county to insure the establishment of the bureau:

Messrs. H. W. Shaw, C. A. Lockwood, Ed. Marsh, Walter Day, O. M. Berrie, Henry Graybill, Roy Catching, George Smith, W. O. Clinger and W. A. Cummings.

This committee met with Geo. Brandenburg, manager of the State Motor Association at luncheon at the Hotel Umpqua Saturday noon and went into the proposition thoroughly, and met again yesterday noon at the Chamber of Commerce to make final arrangements to launch the campaign for members in this county.

The following are some of the benefits to be derived from membership in the association:

Helps unite motorists for the promotion and betterment of conditions that will advance the interests of automobile owners.

Membership card accepted as bail in case of arrest for traffic violation in Multnomah county by special arrangement with police department. An increased membership throughout the state will bring this protection to all parts of Oregon.

Saves lives by discouraging reckless driving by law enforcement and educational propaganda.

Obtains state, county and federal aid in the construction and maintenance of good roads.

Furnishes emblem with a message that induces courtesy and consideration from fellow motorists everywhere.

Fosters improved facilities. Saves money, worry and time.

Gives correct information on hotels, resorts and fishing and hunting grounds.

Serves to maintain a clearing house for problems of interest to automobile owners.

Protects motorists against unjust taxes.

Maintains touring information bureaus having reciprocal service with over 250 affiliated A. A. A. clubs throughout the country.

Publishes official motor magazine of interest to all motorists.

Guarantees fair charges for towing and service by all garages throughout Oregon which display the official A. A. A. sign.

With an increased membership it is hoped to add the following facilities: Emergency first aid; road service; legal advice; posting of guide and warning signs; cooperation in protection against car thefts and bringing of thieves to justice.

At the next session of the legislative officials of the State Motor Association will watch legislation affecting automobile owners and endeavor to correct some of the flaws in existing laws that have to do with automobile ownership.

Douglas county is asked for only a limited number of members of the Association, a number that should be secured early when the automobile owners realize the benefits that will accrue to them by joining the organization.

The Roseburg Chamber of Commerce thinks as well of the organization that it is glad to furnish quarters for the local tourist bureau, and assist in every way to welcome the tourists that are traveling over the Pacific Highway.

A comparison of the Ford

sales in 1924 and 1923 not only indicates a remarkable increase but also shows that this growth continues month by month. In every instance the monthly sales in 1924 have shown a substantial increase over the corresponding month in 1923. In June they reached 170,747 which was approximately 10,000 ahead of June sales in the preceding year.

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Walter P. Chrysler Says Maxwell Now Excels Among Fours

is now duplicating the revolutionary results which the Chrysler Six has already registered among the sixes.

That in brief is the story of the recent developments which, in my opinion, now stamp the Maxwell a most remarkable four-cylinder car.

These new results are so vital and so valuable that they put the good Maxwell far beyond your previous conception of four-cylinder possibilities.

Have you ever driven a four-cylinder car in which the last noticeable trace of vibration is gone?

Well, that's what you'll find in the good Maxwell of today, with its floating platform, spring suspension of the motor.

I don't know that you can appreciate how much this means in new steering, handling and riding ease and far longer life, unless you experience it in the good Maxwell yourself.

As you go along, you will find the Maxwell riding the way you thought only far heavier cars could ride, and displaying a nimbleness that makes you wonder why anyone wants more than Maxwell gives.

Now turn to the other side—costs and upkeep and so on, which are materially reduced by the unusually high proportion of costly alloy steels.

You may not know that Maxwell owners are now averaging 24 miles per gallon of gasoline.

There are a dozen other things I could tell about, but do you know of any four that matches up to Maxwell in these respects?

W. P. Chrysler

President and Chairman of the Board
MAXWELL MOTOR SALES CORPORATION
Detroit, Michigan

The Good MAXWELL

Touring - \$ 895 Club Coupe - \$1025
Sport Touring - 1055 Club Sedan - 1095
Roadster - 885 Sedan - 1125

All prices f. o. b. Detroit subject to current government tax.

All Maxwell dealers are in position to extend the convenience of time payments. Ask about Maxwell's attractive plan.

J. W. Michael Motor Car Co.

323 N. MAIN ST., ROSEBURG

constructed, special molds and machinery for handling them had to be installed at the Goodrich plant at Akron, Ohio. This preliminary work has taken several months, but construction is now on its way and the first gigantic balloons will be soon delivered to the government. The first set delivered will be subjected to tests of unusual severity, as on their efficiency in taking up the shock of landing, sometimes with a full load of highly explosive bombs, may depend the development of this important part of the air service in war. The first giant balloons are to be fitted to a new type of heavy bombing plane that is soon to be tried out at McCook Field.

INTERESTING DATA REGARDING AUTOS

The first driver's license was granted in Chicago in 1899, the fee being \$3 for the first year and \$1 for renewals. The first automobile insurance company originated in New York in 1899, the first automobile club in Chicago in 1895 and the first public garage of record in Park Square in 1906. William McKinley was the first president to use an automobile, and the United States army made its first experiments with armored motor cars in 1899.

Every Family Needs the QUALITY CAR

for Economical Transportation

CHEVROLET

Not alone for every day utility does the Chevrolet represent the world's lowest priced quality car. It also meets the requirements of particular people for those social and sport occasions when artistic proportion, high grade coach work are in harmony with the time and place.

You will be Proud of Your Chevrolet—and it is easy to pay for.

ED MARSH MOTOR CO.

MOTOR CAR REPAIRING

and Machine Work

HUDSON CARS ESSEX

ROY CATCHING

Main and Oak Sts. Roseburg, Oregon

Do You Realize That

SARFF'S

Auto Wrecking House

329 N. Main St.

is the place to save money on auto parts. We will soon be the house of a million parts. Come in or

Phone 553

Easy Riding

DODGE BROTHERS

Touring Car

Dependable

A MILLION FORDS SOLD IN 6 MONTHS

Sales reports from the 34 American branches of the Ford Motor Company show that over a million Ford cars and trucks were sold at retail during the first six months of 1924. The actual figure is 1,055,978, which exceeds the total retail sales for the same period in 1923 by 121,095—an average gain of 22,182 sales per month.

A comparison between Ford

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CHRYSLER SIX WINS RACE OVER BAD ROAD

Crossing desert stretches and topping three mountain ranges, including Westgard pass on the Midland trail, a Chrysler six touring car with windshield, moved and top down, won the road race from Tonopah, Nev., to Big Pine in the Owens valley, July 4, in 2 hours, 23 minutes. The distance was 122 miles, and the start was made from the Nevada mining town at 6 a. m., but before the cooler atmosphere of the irrigated valley was reached, the thermometer climbed to 120 degrees—and there was no shade.

Rivalry Over Road

The event was the result of rivalry between Bishop and Big Pine over proposed road improvements by Nevada on one of the two routes between Tonopah and Big Pine. At present, the Midland trail between the two points, a distance of 122 miles, crosses three mountain ranges, including Westgard pass, more than 7200 feet high. The nearby state is considering improving a road farther north, eliminating two mountain ranges and many stiff grades. The route, about sixteen miles longer, brings travel from the east into the Owens valley at Bishop and then south to Big Pine. Because of the northern route and for the same reason Big Pine would have the route remain as it is.

Town boosters decided that a road race would settle the relative merits of the two routes: Big Pine vs. Bishop. Although the northern route is longer, the steep grades and tough going on the southern route easily offset any difference in mileage—and then some. A Chrysler six, driven by J. R. Rife, a well-known desert driver of the valley, was