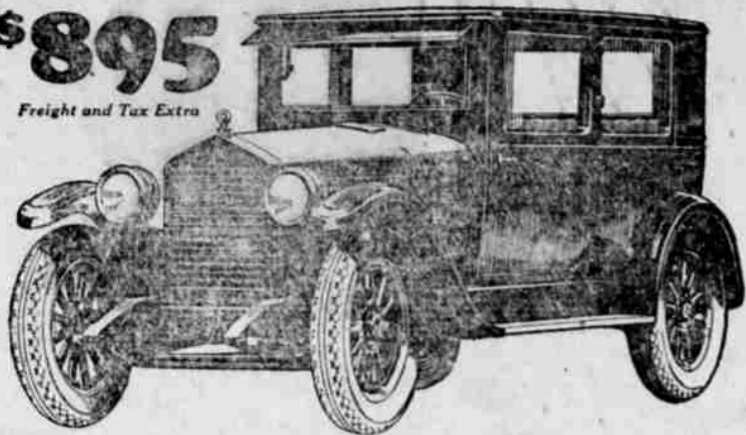


# AUTOMOBILE NEWS

## This Essex-6-Coach

\$895  
Freight and Tax Extra



## None Can Copy Its Chief Value

The Chassis is Patented

Essex is a totally different type. It gives results no other car ever gave.

Low price, without disappointment in looks or reliability.

Economy without sacrifice of performance.

Stability and highest roadability without unnecessary weight.

The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design.

The lowest maintenance cost, we believe, of any car in the world.

Two of every three Essex buyers come to it from those who formerly owned cars bought chiefly for their low first price.

Just as the Coach body and Coach name have been extensively copied, even by costliest cars, so must future mechanical design seek to approximate the results Essex gives.

But the patents which make the Super-Six the most enduring, smoothest motor and give it all advantages, also prevent any from copying its chassis.

Surely you cannot be satisfied with less than Essex offers. Its cost is but little more than cars of the lowest price.

### ROY CATCHING MOTOR COMPANY

Show Room and Service Station Across From City Hall

Oak and Main Streets—Phone 438

Wrecking Car—General Auto Repairing

### BUICK SALES SHOW CONSTANT GROWTH

(By E. T. Strong, General Sales Manager Buick Motor Company)

It will be interesting to know that in spite of the talk of a general depression of business and especially the sale of automobiles, that those companies that have become established over a period of years have not been affected to the extent that one might suppose. The facts of the case are that those companies that are the recognized leaders have enjoyed an increase in business during the past year, as evidenced by the deliveries of Buick cars into the hands of owners during the year 1924, compared with deliveries during the two previous years. For instance, from July 1st, to December 31st, 1924, there were over 60,000 new Buick automobiles delivered to owners. During the corresponding period of 1923 there were over 75,000 new Buick cars delivered to owners, and during the same period in 1924 the deliveries of new Buick automobiles to owners numbered over 83,000. These figures show a steady increase in Buick business each year, and accounts for the Buick Motor company continuing for the seventh consecutive year to be awarded first choice of space at the National Automobile show held at New York and Chicago, and also shows a healthy growth of business which could not help but keep Buick in its enviable position of the leader in the industry.

These facts may seem surprising, and they are, but when one considers the fact that Buick has been a popular car for more than twenty years and is recognized as a product that represents the latest advancement in body design and mechanical construction it will be readily realized that the number of Buicks sold and in use should be in excess of any other.

### CHRYSLER CARS FORGE TO FRONT

It will be recalled that many new makes of cars have been produced, placed on the market after a preliminary advertising campaign, flourished for a while and then passed out of existence, said J. W. Michael, local Chrysler and Maxwell dealer. At the recent New York National Auto Show it was noticed that some 20 per cent fewer manufacturers displayed cars this year than in 1924. Some of these manufacturers who did not display have finished a year of the keenest competition in motor car history, and under the strain of this competition found it necessary to cease operations.

A few manufacturers developed new cars and launched them on the market, but the road for the newcomers has been extremely

ship, the steamers Oneida and Onondaga. These steamers "were put into this service on a rather experimental basis," said Mr. Ford's announcement, "and have proven the feasibility of extending our own shipping service to Europe.

rough. A notable exception to this, however, is the Chrysler car, which it will be remembered was shown for the first time at the New York show one year ago. In that single year Chrysler, according to figures recently released by the Chrysler factory, actually produced and sold more automobiles in its first year than has any other manufacturer in the history of the self-propelled vehicle.

Walter P. Chrysler's history reads almost like a romance. Beginning his business career as an engine wiper in a small town in Kansas, Chrysler rose to the presidency of one of the world's largest locomotive factories within a few years. His genius as a production man and designer attracted the attention of the automobile manufacturers, and in 1911 he took the position of production manager of one of the largest General Motors plants. At the time he left this organization, he was executive vice-president of all General Motors companies. Going to Maxwell in 1921, his work with that company is a matter of history.

A man with this brilliant record, of course, attracted instant attention, and confidence when the car bearing his name was first announced. Chrysler announced certain ideas of design which were termed almost radical, but interest in the product was at fever heat when his car was first placed on the market. That this interest has developed into a heavier demand than present factory facilities can accommodate is borne out by the figures of the first year's business.

### LATEST COACH IS SHOWN HERE

The new Chevrolet coach is now on display at the show room of the Ed Marsh Motor Company Chevrolet dealers in Roseburg.

Like the other models in the new Chevrolet line, it is a radical departure from the conventional in small-car construction.

The sturdy Chevrolet motor has been refined in yinclosin the overhead valves and rocker arms to protect them from grease and dirt and muffle the sound of valve tappets. Strong, lightweight cast iron pistons with two step-cut piston rings and one special master ring permit more thorough cylinder wall lubrication.

The crankshaft is four pounds heavier and is mounted on three main bearings and a larger and longer center main bearing. The flywheel is completely enclosed and the heavy starting motor is mounted directly in the flywheel housing with all the moving parts completely enclosed. The Bendix drive is fully supported at the driving end, which sets it rigidly and insures proper alignment with the teeth of the flywheel.

The new Chevrolet motor is declared to be by far the most powerful, economical and smoothest motor ever built for a car in the Chevrolet price class.

All models have Duco finish as standard and in the closed models bodies are built by Fisher. Standard equipment on all closed models including one-piece VV-type windshield with automatic windshield wiper and other refinements.

The color scheme of the new coach which is now on display, is a dark blue Duco for the body, with upper panels and fenders in black. This contrasting color scheme makes the Chevrolet coach one of the most attractive small cars that has ever been shown in Southern Oregon.

### OIL EMPLOYEES SHARE IN PROFIT

LOS ANGELES, Feb. 11.—Eight hundred and one thousand dollars will be distributed among a thousand employees of the Union Oil Company of California today, under the company's employee profit sharing plan.

The workers receive a proportion of the net earnings of the company, based on their years of service, salary and the percentage of the company's invested capital which the profits represent. All employees with more than one year's service are eligible. Under the 1924 distribution, employees with service of five years are eligible or over receive nine percent of their last year's salary; four year men, eight and one-quarter per cent; three-year, seven and one-half per cent; two-year, five and five-eighths per cent, and one-year men, three-quarters per cent.

The profit sharing plan was inaugurated by the Union Oil Company in 1918, when 1600 employees received \$160,000,000. Since that year the company has distributed among its employees approximately \$5,000,000 of its earnings, the total number of profit sharing checks issued during the eight years being 32,995.

Besides the share of profits plan, Union Oil employees are protected by a provident fund, providing pensions, loans, disability and death benefits, and an employee benefit fund, which takes care of sickness of any kind and also includes a \$1,000 insurance clause.

Celebrating the distribution, employees will stage Profit Sharing dances tonight, at Los Angeles, for the head office and southern divisions; San Francisco, for the central divisions; San Luis Obispo, for the coast pipe line and field departments; Portland and Seattle.

Use News-Review Classified Ad results.

## Today's Outstanding Values in Used Cars

We look upon every customer who buys one of our used cars as an ultimate prospect for a new Chevrolet. We feel that the used car we sell him gives us an excellent opportunity to demonstrate the confidence he can place in us.

Chevrolet Roadster, 1924 model. New appearance. Priced right.

Chevrolet Coupe, 1923 model. Rare value at the price.

2 Chev. Tourings, 1921 models. Real values.

Ford Truck, Cab and Body.

Ed Marsh Motor Company  
CHEVROLET

for Economical Transportation

CHEVROLET

SALES AND SERVICE

Oak & Pine Phone 446

### SPURT IN SALES IS THE REPORT

A tremendous increase in the sale of Overland four-cylinder cars is reported by Willys-Overland dealers all over the country as a result of the sensational reduction in the prices of the Overland Model 91 line, which was announced during the New York automobile show.

Prominent persons in the industry are unanimous in their expressions that through this stroke Willys has established his product in a unique and distinctive price class, the Overland four-cylinder cars now being the lowest priced of all automobiles equipped with sliding-gear transmission.

This production is made, according to Willys, in order to insure a great increase in Overland four-cylinder production as part of Willys-Overland plans for 1925.

"We have just invested over a half-million dollars in dies and tools necessary to produce the Overland all-steel sedan and coupe," was the comment of Willys. "We have made this expenditure to permit us to dominate the light car market. We have spent the half-million dollars for dies and tools to produce the all-steel sedan and coupe, so that we can give our dealers the lowest-priced automobile in the world with sliding-gear transmission."

"We are interested today in accomplishing two things—first, giving the public the most automobile for the money; second, putting our dealers in a position to lead and dominate their local markets. And if we don't build more Overland 91 automobiles in the year 1925 than we have ever built in any other year in our history it will be because our dealers do not appreciate the value we are offering them."

### DUPLIX TYPES END PROBLEM

As at the New York Silver Jubilee Auto Show, so also at the Detroit, Chicago and other big eastern shows of the motor industry, Studebaker provided one of the biggest auto show sensations of many years in its new Duplex models.

The new Duplex type of open-

closed body definitely puts the old-fashioned "buggy" type of top into the discard in the opinion of many automotive experts who were in attendance at the big eastern motor salons.

The Duplex idea was the only real big new thing in the shows this year, according to many of the distinguished visitors. It is freely predicted that the unquestioned success of the Studebaker Duplex platform and roadsters will have a far-reaching effect on body designs of other manufacturers in the future. So far, Studebaker alone builds cars of the Duplex type.

Many motorists are confronted with this new problem, comments W. A. Burr, Studebaker distributor here.

In winter with its rain, cold wind and mist, the owner of an open car looks longingly at the closed car with their warmth, comfort and weather protection. In spring and summer, the closed car owner often wishes for open-car freedom on sunny, pleasant days—a wish that grows stronger as the weather gets hotter.

In the past only those with means sufficient to afford both an open and closed car have been able to satisfy both desires, and when then they were unable to provide for sudden changes of weather while on trips.

The Studebaker Duplex, however, solves the problem. It can be changed from an open to a closed car in less than 30 seconds or vice versa. This can be done from inside or outside the car, and even while the car is going at full speed.

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Is one of the most up-to-date wrecking houses along the coast? If not, come in and see for yourself and be satisfied. We save you money on your auto parts.

Phone 553

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"as necessary as brakes"

Bosch

Electric

Windshield

Wiper

Don't

Drive

Blindfolded!

Speed is Constant

Coats Nothing to Run

Quiet—Powerful

L. G. Devaney

Phone 84 406 W. Cass

### FORD CO. WILL OPERATE A FLEET

(Associated Press Special Wire.)  
DETROIT, Feb. 11.—The Ford Motor company will enter trans-

Atlantic shipping, operating its own fleet for carrying manufactured automobile parts to the company's foreign plants, it was announced today by Edsel Ford, president. The Ford company has purchased the steamer East In-

dian from the Emergency Fleet Corporation as the first large unit in the proposed foreign service fleet. The Ford company already is operating in the South American and coastal trade with two small

# ATWATER KENT

R A D I O

TO THE owner of an ATWATER KENT belongs the supreme joy of radio—a perfect command of the programs in the air.

As host, the ATWATER KENT never fails. Night after night, it will faithfully serve you—bringing you music to dance by, operatic selections, plays and daily news.

No matter what feature you desire most in your radio, you will find it in the ATWATER KENT.—Call on us today. It will take but a moment to show you that here is the set that you will want.

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