

AUTOMOBILE SECTION

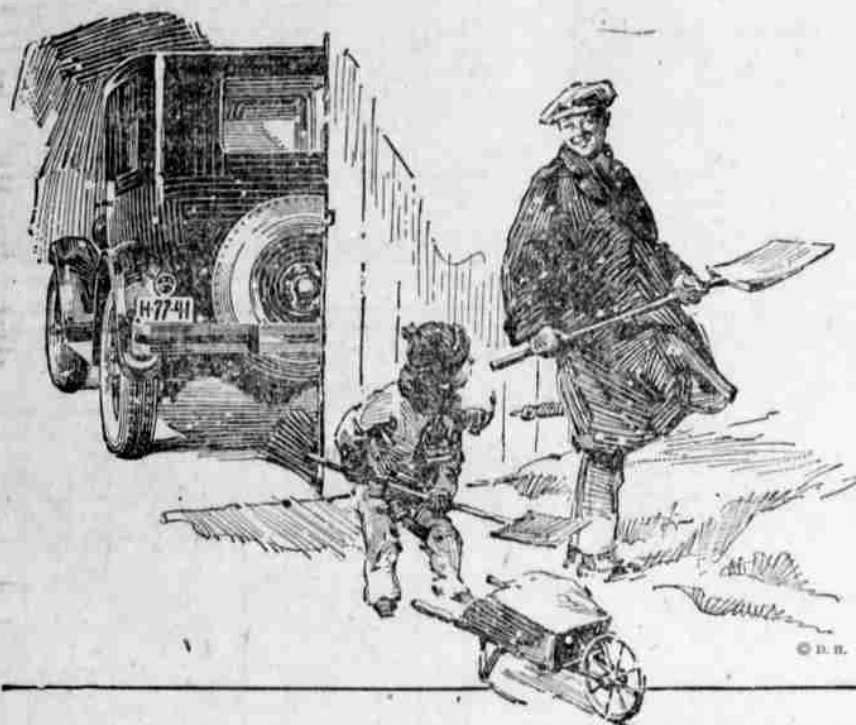
DODGE BROTHERS SPECIAL TYPE-A SEDAN

A car of genuine distinction, both in outward appearance and inside comfort.

The special equipment is obviously the sort you would expect to find on this vehicle.

Five Balloon Tires

J. O. NEWLAND & SON
Dodge Brothers Dealers
ROSEBURG



LAST HORSE IN OIL CO. SERVICE DEAD

The death of an aged horse at one of the rural branches of the Union Oil Company last week marked the final and complete downfall of old Dobbin as a me-

dium of transportation in this country.

Figures on motor transportation of the Union are an interesting commentary both on the relative value of the petroleum industry to the automotive business and the astounding development of motor vehicles in recent years.

From the peak of the horse-drawn era in 1915, when the company's deliveries were made by four hundred horses and three hundred wagons, assisted by two hundred and fifty trucks and au-

tomobiles and 190 trailers in the Union Oil service.

Fourteen hundred of the company's motor vehicles are in the sales department, the field, refineries, pipe line and engineering divisions having the balance.

Displacement of the horse-drawn vehicles started in 1908, when the Union put its first shaky automobile in service. In 1910 the first truck was introduced. The transition during the next seven years, however, was gradual, and it was not until 1917 that motor vehicles really jumped into the lead with five hundred in the service to some three hundred horses and wagons. Two years later the number of horses was reduced to seventy, and the following year practically all of these, too, were disposed of. During the past four years, a few stray holdovers have been retained, but now the last of these has passed on to horse heaven, and the sales department is an all-motor organization. In a few of the mountain field districts where wells are being drilled, horses are still an occasional and invaluable aid to oil operators, but as regular employees they have passed out of the petroleum picture.

Automobile Service

We are equipped to take care of all your automobile perplexities and troubles from washing the car to any sort of repair work. We specialize in

- Motor Overhauling
- General Repair Work
- Storage, day or month
- Accessories and Car Washing
- Gas and Oils
- Complete Line of Goodrich Tires

We supply an all-night service to autoists. Come in and tell us your automobile troubles.

THE CENTRAL GARAGE
Phone 385



Have Your Auto Repaired Here

and you won't need to have it repaired elsewhere. Our work on a car "stays" put simply because we have mastered the difficult art of auto repairing in all of its many details. We can take any car apart and put it together better than it was before. Consult us before making a mistake.
Hall & Young Garage
631 Winchester St. Phone 538

Don's Let the Police

Dept. Tag Your Car

Store your car at the

Roseburg Garage

Where car and contents will be taken care of while doing your shopping or attending the theatre.

SPECIAL DAY STORAGE RATES

CENTRALLY LOCATED

EVERY REQUIREMENT FOR YOUR AUTOMOBILE

THE AUTOMOBILE FILLS GREAT NEED

(By E. T. Strong, General Sales Manager Buick Motor Co.)
The automobile came into being because there was a demand for it. Man needed a new form of transportation to meet the complexities of his advancing civilization and the automobile proved to be the solution to this problem. There was no need to create a market for it. The market already existed and the automobile was created to supply the needs of that market.

The automobile could not play the vital part in the world's life that it does today if the demand for it had been artificially created. If the demand for it had not existed, it would have been merely one more addition to the list of useless inventions that clutter the patent offices of the nation. Its brief appearance would have made hardly a ripple in the stream of advancing humanity.

With sailing vessels Columbus discovered a new world and sailing vessels brought to the first conquering armies and the first adventurous settlers. But there was need for a still better link with the old world from which had to be drawn so much of the material necessary to the development of new countries. Accordingly the steamboat was invented. While inventions such as the steamboat and the steam engine meant much to the progress of nations, they did not have such a direct bearing on the individual. He still found himself behind the march of events. He needed better means of communication and the telegraph was invented for him. Still remained the need for a more personal means of communication and the telephone came into being.

Nowhere was progress more essential than in the field of personal transportation. Horse-drawn vehicles proved inadequate to the demands of modern life. Railroads could not turn from their appointed course. Something more flexible and yet fully as dependable and speedy was required. The automobile came into existence as the answer to that demand.

The automobile is not bought because it is a beautiful piece of craftsmanship, or because it represents so much value in metal and appointments, but because it meets the need of the modern man for dependable, personal transportation.

Every owner will welcome every improvement that can be made in his car, but at the same time he will demand that it possess the stability and ability to serve that are the basis for every successful motor car.

PUBLIC IS WARNED OF COUNTERFEIT

Assuming that the public is entitled to know what it is buying, especially when such a purchase involves the possibility of accident or continued dissatisfaction, Dodge Brothers have again asked their dealers to warn motorists that the market is flooded with counterfeit service parts of every description.

Some of these parts, it is said, are represented as genuine. In other instances, the purchaser is led to believe that the counterfeit part is exactly the same as the genuine, even though it is not manufactured by the builder of the car on which the part is to be used to replace another part. Dodge Brothers contend that the buyer is the victim of misrepresentation in either case.

The results of a long series of tests in the Dodge Brothers laboratory indicate that the motorist is not only fooled as a general rule, when he pays out good money for counterfeit parts, but that he sometimes places himself in actual danger.

For example, a genuine Dodge Brothers rear axle shaft will stand six complete turns in a twisting test, while the best of several counterfeit shafts will stand only 1 1/2 turns. Again, a genuine steering knuckle will bend almost double, without breaking, when put under a tremendous pressure. When the same test was applied to a counterfeit knuckle butt, it snapped in two immediately.

"Such tests show very plainly that it is dangerous to use counterfeit parts," said J. O. Newland, local Dodge Brothers dealer. "The least that can be said for such parts is that they are a source of endless expense and inconvenience to the man who is unfortunate enough to have them in his car. The worst that can be said is that they actually imperil the safety of passengers. Every man and woman who ever drove a car can readily appreciate what might happen if a vital part should give way on a hazardous grade, or in a street crowded with swiftly moving traffic."

"Automobile owners can protect themselves against such danger and misrepresentation by buy-

ing parts installed only by service stations approved by the factory which builds their car. Few outsiders are interested in what you think of your car, or how long it will last, or whether you will ever buy another of the same make. They are chiefly concerned with the immediate profit. The long discount they get on counterfeit parts makes the business attractive to them—until they stop to realize what it may mean to the purchaser.

The automobile manufacturer is in the business of building automobiles. He makes parts because they are a necessity and a convenience to his patrons. But he makes them as well as he knows how, because he realizes that it is absolutely necessary for him to have the car owner's good will if he is to remain in business. One or two defective minor parts, even though not important in themselves, might easily cause an owner to condemn the car as a whole. This is what the manufacturer tries to avoid. That is why he builds his service parts with the same conscientious care that is put into the building of the car itself."

BALLOON TIRES NOW SOLD WITH FORDS

"Probably the most important news in automobile circles during the last week," said C. A. Lockwood, local Ford and Fordson dealer, "was the announcement that balloon tires are to be furnished as optional equipment on all types of Ford cars."

"This is probably the greatest recognition given balloons since their introduction on the market, and should prove an impetus to their popularity."

"The Ford Motor Company has long been interested in balloon tires and has been carrying on experiments with them for some time. Its decision to supply balloons comes only after severe tests which, coupled with the good results obtained by individual owners, have proven these tires to be thoroughly practical for Ford cars. To compensate for the harder steering with balloon tires, a special steering gear with a greater reduction will be installed on all cars carrying these tires."

"Balloons to be furnished for new Ford cars will be of standard size 28x4-10, straight side and mounted on wood wheels. This equipment will be available at a comparatively small additional cost to the new car purchaser."

"Arrangements also have been made for providing dealers with balloon tire equipment so that any Ford car owner who desires to do so can change over from high pressure tires."

"Several carloads of the new equipment are expected at Roseburg very shortly, and just as soon as possible after that, Ford cars

FORD Roadsters Cheap

We have several used Ford Roadsters and touring cars that are

Real Economy Buys

They are priced so low that you cannot afford to wear out shoe leather in tramping to and from work in shop or office.

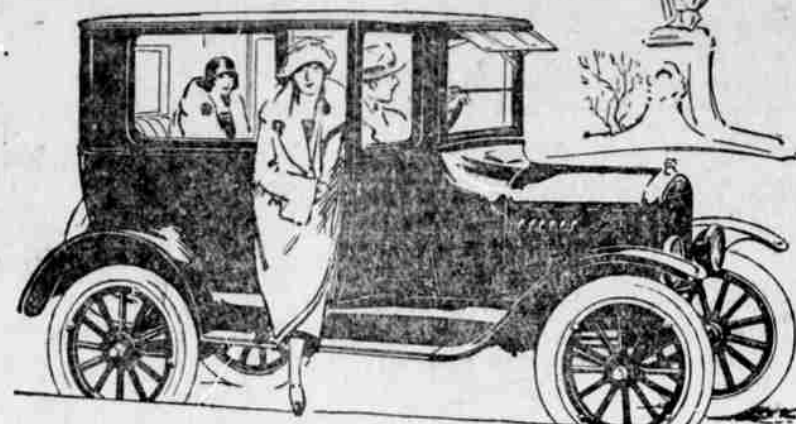
THESE CARS INCLUDE SOME 1924 Models

But you'll have to speak up quick to get in the deal and nab one of these cars.

Do it today—and we will be glad to show you the best buys in this town.

C. A. Lockwood Motor Co.

Over a period of years



THE Ford car has remained the undisputed leader for value in the motoring world.

There are certain fundamental reasons why this is true. It is a car, properly designed and staunchly constructed, having a motor which has proved itself reliable, long-lived and economical.

It is adequately serviced by an organization reaching to every community and neighborhood.

These combine to give the Ford car the highest resale value in proportion to list price.

And as production volume of the Ford has grown the purchase price has been steadily reduced.

Ford Motor Company
DETROIT

SEE THE NEAREST AUTHORIZED FORD DEALER



VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS

BUSINESS FOR 1925 LOOMS IMMENSE

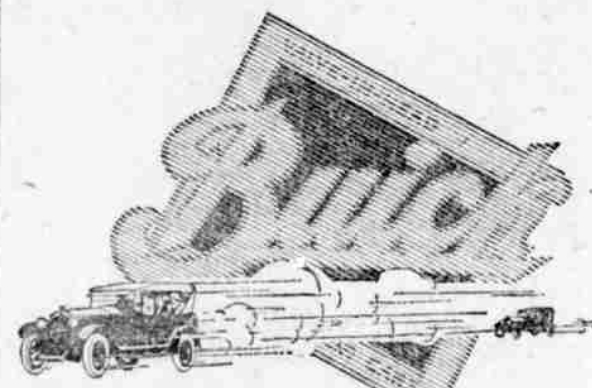
Due to the great demand throughout the country for their products, the Maxwell-Chrysler factories are now undertaking the greatest production of cars in their history. J. E. Fields, vice-president in charge of sales, said yesterday: "The six months' schedule on which the organization's five plants are now operating is the greatest ever attempted, he declared."

"Though automobile plants throughout the country are generally active, we are enjoying more than a surprising demand," Mr. Fields said. "Although we realized that the new Maxwell, with its 25 miles per gallon, 45 miles per hour and 5 to 25 miles in eight seconds, was bound to enjoy a record business, our Maxwell division is actually behind on orders today—a condition almost unheard-of in the automobile industry at this time of year."

"The splendid reception given the car when it was announced last November, was even outdone by that accorded it during the Automobile Show throughout the country. There is every evidence today that Maxwell is becoming equally as outstanding in its field as the Chrysler Six has become among cars of higher price. Its tremendous flexibility, speed, economy and striking appearance are being widely commented on the country over."

Mr. Fields reports that retail sales of Maxwell in the Detroit district, generally considered to be the barometer of motor car sales, exceeded by 40 per cent during the first six weeks of 1925 the highest previous mark for a corresponding period.

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The Reason...

you see Buick pull away in front when the traffic starts is the extra power in the Buick Valve-in-Head engine. Buick's get-away and Buick's mechanical 4-Wheel Brakes take care of any traffic emergency.

SEE THE BUICK AND RIDE IN IT
MOTOR SHOP GARAGE
Distributors for Douglas County
BUICK MOTOR COMPANY
FLINT, MICHIGAN

When better automobiles are built, Buick will build them