

# AUTOMOBILE SECTION

## Ford

Trustworthy service in every neighborhood

Good service—as the Ford Motor Company sees it—is an essential part of good car value. Ford owners benefit by an Organization that extends to every community, every neighborhood.

Whenever the familiar Ford sign is displayed you are assured of genuine Ford service which means standardized low prices both for parts and labor.

It is the Ford policy to give the owner the utmost value in the car he buys and to protect him after the purchase.

No matter where you live there is a Ford Service Dealer in your locality. Through him you are assured of dependable year 'round transportation at a price you can afford to pay.

**Ford Motor Company**  
DETROIT

SEE THE NEAREST AUTHORIZED FORD DEALER



TOURING CAR

**\$290**

Runabout - \$260  
Coupé - \$320  
Touring Sedan - \$380  
Fordster Sedan - \$440  
On open cars demountable tires and starter are \$25 extra.  
All prices f.o.b. Detroit

VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS

In the face of a general decline of 3.4 per cent in the industry. It is also a noteworthy fact that Dodge Brothers were the only one of the four leading motor car manufacturers in the world who showed an increase over 1923. Indicative of the present trend toward an even greater year in 1925 is the showing for January during which month production and sales were considerably in excess of the same month for 1924.

President Haynes made no comment on the continued progress of Dodge Brothers except to say that the remarkable increase in sales is simply a reflection of the strong public confidence that can be built up by starting out with a good product and then striving conscientiously and conscientiously to make it better.

### RIGHT PRINCIPLE OF CONSTRUCTION

By H. H. Bassett, President Buick Motor Co. There is one definite thing that I have learned during the many years that the industry has been making history, and it is that in building a motor car it is important, first, to build on the right principle, and second, to develop that principle to the highest point possible. Time has proven that Buick engineers began work upon the right principle when the company started in business over 20 years ago so that all the time since then has been devoted to developing and refining that principle. You can't get that development and refinement without time. You must learn of mistakes through experience. You must discover weaknesses by watching cars in service, and studying them after long years of service.

Time and service are the real tests of a motor car, and the Buick has successfully measured up to the demands of those rigid ordeals.

Buick Valve-in-Head motor cars have been tested on every kind of road in untold millions of miles of service, and in the hands of users with all degree of experience. Buick engineers have learned from experience how to build motor cars in a way that could best give motoring satisfaction. The Buick Motor Co. has long contended that the popularity of Buick cars would increase in exact ratio to the spread of knowledge concerning the principles involved in motor car manufacture and the methods of applying these principles. In other words, the Buick company has always believed that the more the people found out about motor cars the easier it would be to sell Buicks. It is because this is true that Buick today enjoys for the 7th consecutive year the choice of speed at the show. The true story of motor car worth always is written on the nation's highways, and it is there that the Buick has recorded the story of its superiority.

Have you something to sell, to trade, or give away. Use News-Review columns.

Envelopes, bill heads, calling cards, business cards, posters, folders, booklets of every description printed on short notice by the News-Review exclusive job printing department. Phone 135.

### DODGE BROTHERS RE-ELECT HAYNES

Frederick J. Haynes, president and general manager, and all other extensive officers and members of the directorate of Dodge Brothers were re-elected February 17 at the annual meeting of the board.

Other officers are: vice-president, Arthur T. Waterfall; treasurer, John Ballantyne; secretary and assistant treasurer, Harry V. Popeney; assistant secretary, K. J. Fry.

The following continue as members of the board of directors: Mr. Haynes, Mr. Waterfall, Mr. Ballantyne, Mr. Popeney and Russell Huff. Mr. Huff is director of engineering.

Records of the annual meeting confirmed previous reports that 1924 was by far the most successful year in Dodge Brothers history. Dodge Brothers were second among N. A. C. C. members and third in the number of units produced and in money volume.

The year closed with a total production of 25,633 motor vehicles having a total value of nearly \$200,000,000. These official figures vary only slightly from the estimates announced during the New York automobile show early in January.

Dodge Brothers showed a 25.4 per cent gain in sales during 1924.

### INCLOSED STAR FAVORITE MODEL

Greater concentration on the production of inclosed cars than ever before is the plan outlined in a statement made by Norman De Vaux, vice-president and general manager of the Durant Motor Company of California. This, it is stated, almost sets a precedent in the field of light and medium car production.

"A review of the country's largest automobile shows and a hasty summary of business being done reveals the fact that the demand for inclosed cars is now running, on an average, of between 70 and 90 per cent of the total," De Vaux said. "The Automobile Show exhibits so far this year, and those late in 1924 as well, marked the tendency with an exhibit of approximately 90 per cent inclosed models."

"It has been the production practice in the light and medium priced car field three, four and five open cars to one inclosed car in the past. This figure, we believe is being proven a thing of the past and it is hardly possible that it will return."

"However, it will be a long long time, if ever, before the inclosed car takes the place of the open car as the quantity production car in the light car field, because of the wide difference in manufacturing costs, as there is a wide variance in price."

Production of the Durant Motor Company of California will be concentrated on inclosed cars for spring buying, and the ratio of inclosed cars, following the buyers' demands, will be greater than open cars. It is impossible to state that this condition would exist over any great period of time, however.

### SPEED TODAY'S BIG PROBLEM

How much more speed is going to be designed into cars? Will

speed be useful when highways are even more crowded than they are today? Are our ideas of speed undergoing a change? And what will be the effect of this on future design?

Speed is receiving the attention of both safety organizations, for it is both maiming and saving lives. It is being taken up by automotive engineers because it is both a destroyer of mechanism and a help. Business interests have it under observation because it is saving them money and costing them money at the same time. Naturally the car owner who likes to step on the gas now and then has good viewpoints which speed is beginning to develop.

One automotive expert on traffic matters says that the time is not far distant when city motor traffic will operate normally at a speed of 30 miles an hour instead of 20, yet with no sacrifice of safety. He takes the position that traffic moves as fast as it is obliged to. When there are more cars to pass a given point per hour, he says, they will be obliged to run at a higher speed.

Another traffic authority looks forward to high speed motor traffic on the theory that motor vehicles run as fast as they can stop. Doubling stopping efficiency makes higher speed as safe as ordinary speeds are at present, in his opinion.

While speeding is still listed as the chief cause of fatalities where the motorist is at fault it is evident to anyone who reviews the facts that the real trouble is improper use of speed or road hogging.

### MANY SUICIDES OCCUR IN VIENNA

VIENNA, Mar. 4.—The wave of self destruction attributed to the general distress prevalent in Vienna reached a new high peak in February. One hundred and seventy suicides or attempted suicides were reported.

Mrs. Thompson and daughter were visitors from points north of town Tuesday. They reside at Wilbur and spent the day visiting and shopping.

For prompt taxi service, city or country trips. Phone 44.

## Why there are more than a million Buicks



There would not be more than a million Buicks in active use today if Buick had not, through the years, produced a motor car of unvarying and superior quality. In every detail, every Buick is an example of how well a motor car can be built.

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

When better automobiles are built, Buick will build them

Mrs. R. M. Baldwin, a resident of Myrtle Creek, underwent a nose and throat operation in this city at Mercy Hospital Tuesday morning.

Dr. Seely was in attendance. Use News-Review Classified Advertising for results.



### More for the Price than You Ever Bought Before

The popularity of the new good Maxwell has simplified the buyer's task, for such marked public favor is sure indication of definite superiorities thoroughly demonstrated. Some of these superiorities you will see at a glance the first time you look at a new good Maxwell. You'll note, of course, that in good looks, fine appointments and roomy comfort the new good Maxwell gives more than you were ever able to buy before at the price. You'll learn, also, how the new good Maxwell is made and built, almost to the smallest detail—all in the great Maxwell plant. You'll appreciate how much that means in greater quality, reliability and economy. But just as you see a new good Maxwell owner can give you an adequate idea of how much finer this car is in results than any four you have ever known. You must experience these results for yourself. When you have driven the new good Maxwell 58 miles an hour, rushed from 5 to 25 miles in 8 seconds and enjoyed its remarkable ease of riding, you will begin to understand how superior in value this car really is. We are eager to prove these Maxwell superiorities in a demonstration.

Touring Car, \$895; Club Coupe, \$995; Club Sedan, \$1045; Standard Four-Door Sedan, \$1095; Special Four-Door Sedan, \$1245. All prices f.o.b. Detroit, tax extra. We are pleased to extend the convenience of time payments. Ask about Maxwell's attractive plan.

**J. W. Michael Motor Company**  
515 N. Jackson St. Phone 350  
Roseburg, Oregon

The New Good **MAXWELL**

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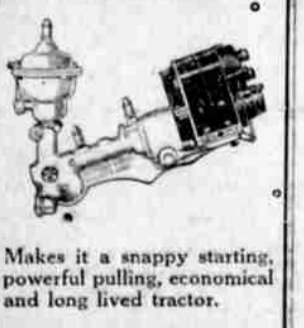
**AUTO REPAIR** IF YOU HAVE THE COMMON IDEA that taking your automobile to a repair shop means a big bill, you have evidently never discovered our repair shop, our work, and our prices. We aim to prove that we can give satisfactory work at reasonable charges. It's worth a trial. **Hall & Young Garage** 631 Winchester St. Phone 338

### SARFF'S Auto Wrecking House

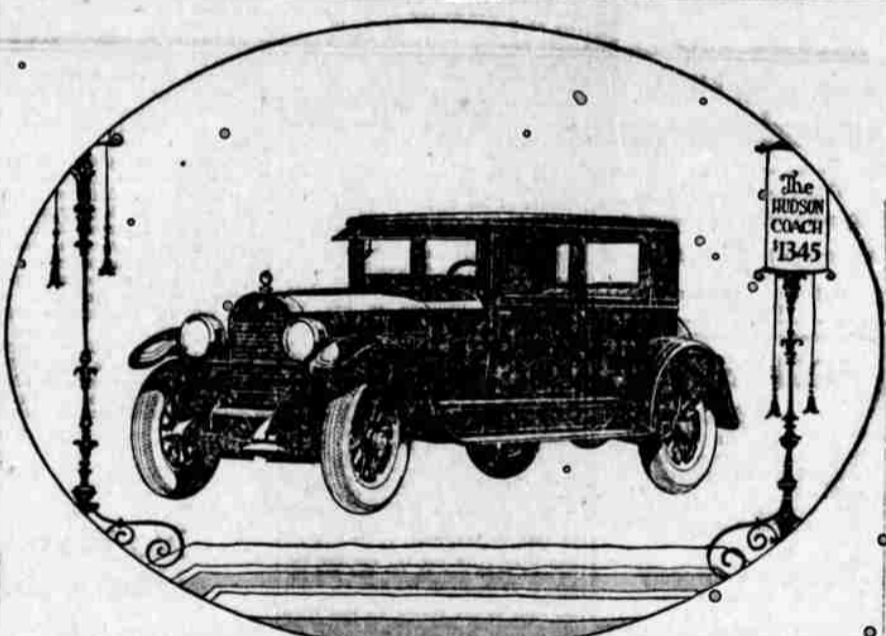
329 N. Main St. Is sure wrecking 'em these days. If in need of parts, come in and save yourself some money. Phone 553

**U. S. Asbestos Brake Lining Service Station**  
Stephens Auto Company

### THE Fordson's Friend



Makes it a snappy starting, powerful pulling, economical and long lived tractor. **BOSCH MAGNETO** The new low price makes it possible for every Fordson owner to have a **BOSCH MAGNETO** **L. G. Devaney** Official Bosch Service Station Phone 84 406 W. Cass



### FOR TEN YEARS "The World's Greatest Buy"

Everyone Says It—Sales Prove It. Hudson is not called "the World's Greatest Buy" for today alone. That is acknowledgment of ten years' constant refinement of a great car around the famous patented Super-Six principle. The reasons for that position affect all motor car buying. They cannot be ignored. A supreme and exclusive motor principle, adding power, smoothness, performance, without added weight, cylinders or cost. The largest production of 6-cylinder closed cars in the world—and the value advantages of that position. Actual proof of greatest value—which is SALES. And now the greatest price advantage with the finest quality Hudson ever offered. It is only as you find the real comparisons for Hudson qualities among the costliest cars that the enormous difference in price is so astonishing. All now know that higher price can buy no smoother performance than Hudson's. It cannot buy more brilliant results in pick-up, power or speed. It cannot buy greater reliability or endurance. And with all this capacity and flexibility Hudson keeps the economy, simplicity and easy maintenance of the "Six." At today's prices need you own a lesser car? Can a costlier car satisfy you more?

**HUDSON COACH \$1345**  
5 PASS. SEDAN \$1795 7 PASS. SEDAN \$1895  
The World's Largest Builders of 6-Cylinder Closed Cars  
**ROY CATCHING MOTOR CO.**  
Show Room and Service Station Across from City Hall. Oak and Main Streets Phone 438 Wrecking Car General Auto Repairing