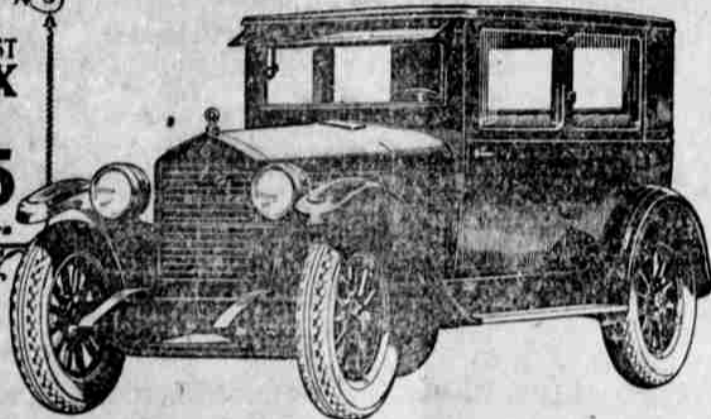


AUTOMOBILE SECTION

THE FINEST ESSEX EVER BUILT

THIS GREATEST ESSEX VALUE \$895
Freight and Tax Extra



You Cannot Get Equal Style Performance and Reliability Within Hundreds of Dollars of Its Price

Essex is a totally different type. Its advantages are exclusive because patented. It gives results never before attained in any car:

- 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.

A Car You Will Be Proud to Own

These qualities make it the most wanted and largest selling car of its class in the world.

It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortably riding Essex ever built. And the price, because of volume, is the lowest at which Essex ever sold.

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

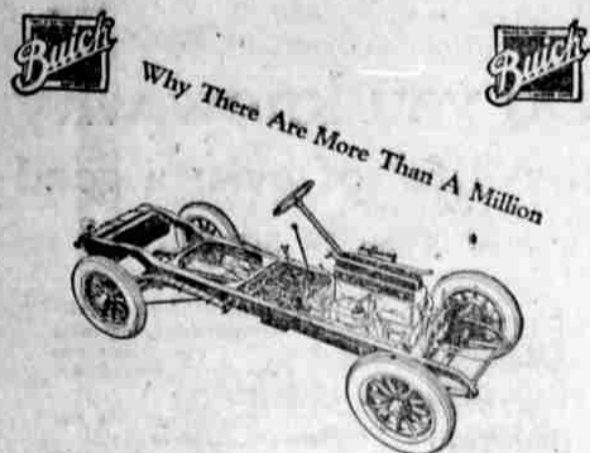
Hudson-Essex, Largest Selling 6-Cylinder Closed Cars in the World

ROY CATCHING MOTOR CO.

Show Room and Service Station Across from City Hall.

Oak and Main Streets Phone 438 Wrecking Car General Auto Repairing

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



The Sealed Chassis

The Buick "Sealed Chassis"! From front to rear, a continuous wall of iron and steel housings behind which the Buick driving units operate. Dirt and wear kept out—lubrication kept in! Only Buick has all of this protection. Another big reason why the Buick name is a synonym for reliability—and why there are more than a million Buick owners.

MOTOR SHOP GARAGE

ROSEBURG Distributors for Douglas County OREGON
BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

CHRYSLER OUTPUT IS INCREASING

In a new six months' schedule of production just announced by Walter P. Chrysler, head of the Maxwell-Chrysler firm, the five plants of the organization in Detroit will undertake the greatest operation ever attempted, according to a message received by J. W. Michael, local distributor. New production machinery is being built and installed at the factory to provide for a contemplated production of 5500 Chrysler cars per month, it is declared.

Walter P. Chrysler himself is directing the work and states that the factory improvements will all be ready in ample time to take care of spring sales that are anticipated from reports reaching the firm headquarters from the various dealers. In its first year just 32,000 Chryslers were built and sold and when the factory facilities are improved as planned, the capacity will be increased to 65,000 cars yearly or more than double the 1924 output.

The same measure of increased production will also be proportioned to the Maxwell division of the factory, according to reports received here.

"Though automobile manufacturing plants throughout the country are generally active, we are enjoying more than usual demand," stated J. E. Fields, vice-president of the Maxwell division in his message to the dealers.

"Our Maxwell division is actually behind on orders today—a condition almost unheard of in the automobile industry at this season of the year."

OWNERS OFFER WONDER TALES

OAKLAND, Cal., March 10.—A record unique in motor history annals was revealed in Oakland by Norman De Vaux, vice-president and general manager of the Durant Motor Company of California, yesterday, when the results of a questionnaire sent out to some of the first purchasers of Star motor cars in the West were checked over.

Of twenty-four owners who replied, the aggregate mileage of their cars was 601,317, with an upkeep cost of nothing, beyond the actual costs of operation.

The average mileage per car, although some were much higher and some lower, was 25,054. Not one of these motorists paid a cent for the repair of their cars, or for parts, according to their own statements in response to the factory's questionnaire. This, according to automobile executives, is a record that stands perhaps unparalleled.

"Our parts department, which is quite a sizeable organization in itself, however, one of the smallest in percentage of actual operation in the automobile industry," De Vaux stated in making the announcement. "Of the total of 40,000 and more Star car owners who have bought their cars in the West, we can definitely state that each has averaged but 63

cents for actual replacement parts cost. This is another astounding figure, and one that cannot easily be realized.

"It might be said in addition that dealers themselves have been amazed at the immediate drop in their parts business with the taking over of a Star car franchise. However, it has resulted in a host of satisfied owners who are continually communicating praise of many kinds to dealers and to factory heads as well.

"With the new 'Million Dollar Motor,' we expect that even the present low upkeep parts cost will be decreased, because of a still smoother flow of power."

FORD COMPANY SHIP ON WAY

That the steamer Onondaga, one of the vessels of the Ford fleet, will make San Francisco a port of call on or about March 18, was announced by the Ford Motor company.

The Ford Motor Company first entered the shipping field last summer when it acquired the steamers Onondaga and Onondaga. These two vessels were put into service on the Great Lakes carrying ore and lumber from the Ford properties in Northern Michigan to the River Rouge plant at Detroit.

The Ford Motor Company has decided to enlarge the Ford fleet to include large ocean-going steamers, so that the company may ship to its foreign plants, according to advice received today.

The Onondaga, scheduled to arrive here on its first Ford intercoastal trip, is carrying approximately 1500 tons for the San Francisco branch of the Ford Motor Company. The cargo consists of automobile parts. On the return trip other commercial cargoes will be carried East.

The Ford Motor Company has developed a new method of stowing the cargo in its vessels, and it is predicted that the arrival of the Onondaga in San Francisco will create much interest in shipping as well as in automobile circles. Briefly, the cargo has been stowed in the holds practically the same as is done when box cars are used to carry similar cargoes. The San Francisco cargo is equivalent to approximately sixty carloads.

NEW LAW TO COST MOTORIST BIG SUM

It will cost between \$25,000 and \$35,000 for the automobile owners of the city of Roseburg alone to comply with the new state 8-point lighting law for automobiles, according to A. B. Taylor, of the Umpqua Battery shop, who is making preparations to install a complete light servicing business. Mr. Taylor is now making a display of lights, reflectors, globes, etc., which meet the new state requirements. He expects to start work in the near future on a light proof tunnel where the lights of cars may be adjusted to meet the requirements.

The new law will make radical changes necessary. Mr. Taylor says: "A standard bulb of 21 candle power is required, no more and no less.

"Many of the owners of larger cars have cut out resistance wire in their dimming units, and now these must be replaced in order to provide proper dimming.

"Spot lights must also be rigid, and many types now in use will have to be thrown aside for a standard type.

"It will cost auto owners from 30 cents to \$5.00 for each car, in order to comply with the new law, and in some cases the cost will be much more, where complete new installation of headlights is required.

"Service stations having suitable places for making tests, will be established, where this work can be done, and these, it is anticipated, will be maintained largely by accessory houses, or automobile agencies, as the state places a 75-cent charge for this service at a great number of stations from being maintained.

"Another feature of the law which will affect many cars, will be the elimination of many types of refracting lenses. Many auto owners have been using lenses to prevent glare, but in using these a brighter bulb was required to give enough light ahead of the car. With the maximum brilliancy fixed at 21 candlepower a plain lens will have to replace many of the types now in use to give the proper amount of head and side light."

PAGE-JEWETT AGENCY HERE

Messrs Standish and Stough, who have recently secured the Page-Jewett Agency for this section of the state, have opened up a room at the corner of Lane and Pine Streets, where they now have at this time a Deluxe Jewett touring model on display. This is the only car they have so far been able to get, but in a week expect to receive a car shipment of these autos, when they will announce a formal opening of their agency. In connection with the sale agency they will also maintain a repair department and storage business. Such accessories as may be needed to supply Page-Jewett owners will also be kept in stock. It is understood.

DODGE BROTHERS TYPE-B SEDAN

Popular with women because the seats and springs are restful, and because the lines of the car have genuine distinction.

Popular with men because the body is all-steel, the finish Dodge Brothers enduring black enamel, the upholstery genuine leather—factors which make for long life at lower first and after cost.

J. O. NEWLAND & SON

Dodge Dealers and Accessories
ROSEBURG, OREGON



THE PROPER CARE OF AUTO TIRES

In such a highly competitive business as the tire industry the successful manufacturer must be continually on the alert to devise new construction and service features regarding his product. His task is not complete with the selling and delivery of a bill of goods to the retail merchant. Rather, it has proven good business to assist in the retail merchandising of tires and supervise the service rendered customers.

In line with this tendency, the Columbia Tire Corporation has engaged Mr. W. L. McNery to merchandise C. T. C. Tire from manufacturer to consumer. His official title will be Merchandising Manager.

Previous to his present connection, Mr. McNery gained much excellent experience with the R. B. Goodrich Rubber Company, with which concern he was connected for nearly eight years as salesman in the Seattle and Tacoma territories and as branch manager at Rutte, Montana and Des Moines, Iowa. He has also been in charge of the sale of Diamond Tires at Minneapolis, where he filled the position of District Sales Manager.

At present, Mr. McNery will work largely with the retailers, traveling from one to another and rendering them all of the assistance possible. He will delve into the business, if the retailer so requests, and determine any leakage in profits. The makers of C. T. C. Tires not only wish to permanently assure their own success and profitable operation, but that of every retailer as well.

Mr. McNery will also work directly in the interest of the consumer. C. T. C. Tires have been built so last, but whenever service is necessary it should be rendered without any unnecessary delay and with expert efficiency. On his frequent trips to retailers the new Merchandising Manager will reorganize service departments, if necessary, and make sure that every feature of service will be on a par with the quality of the tire. The proper care of the tire is also a favorite topic with Mr. McNery. When recently interviewed he mentioned that practically all tire trouble could be traced to abuse, not use, and it would be his aim during frequent trips up and down the coast to educate as many

people as possible into the "mysteries" of proper tire inflation, correct driving, etc.

Use News-Review Classified Advertising for results.

Mrs. D. Y. Allison, Mrs. Hershall Allison and Mrs. W. W. McDonald of this city, left this morning for Portland, where they will spend the next few days attending to business matters and visiting.

HERE'S ONE New Ford Touring

Never Been Run Substantial Discount

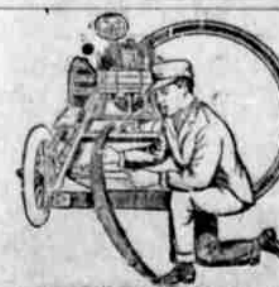
A FEW Ford and Chevrolet Tourings and Roadsters LATE MODELS

SEE THESE BEFORE YOU BUY

ED MARSH MOTOR CO.

CHEVROLET DEALERS

Oak and Pine Phone 446



PERMANENT MOTOR REPAIRS

are guaranteed by us. When we charge you for repairing your motor we feel as you do that the repairs ought to last under any reasonable driving conditions. Having conscientiously repaired your motor we know our repairs will last. But we always allow time to be the judge of our efficiency.

Hall & Young Garage
631 Winchester St. Phone 338