

Such Facts as These Are the Buyer's Best Guide

The Standard Four-Door Sedan #1095 F. O. E. Detroit Tax Extra



Wherever you go the number of new good Maxwells in the hands of contented owners is a common sight. The car's popularity and success are beyond question, for the facts that substantiate them are in evidence everywhere.

What makes one car so obviously favored over all others in its field? Naturally there must be factors in its performance, there must be exceptional dependability and economy, to commend it so heartily to the buyer.

Let's see what you get out of the new good Maxwell. Three things alone indicate how far Maxwell-Chrysler engineers have advanced beyond ordinary conceptions

| | | | |
|-------------|--------|--|--------|
| Touring Car | \$ 895 | Standard Four-Door Sedan | \$1095 |
| Club Coupe | 995 | Special Four-Door Sedan | 1245 |
| Club Sedan | 1045 | All prices f. o. b. Detroit, tax extra | |

We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan. Maxwell dealers and superior Maxwell service everywhere.

J. W. MICHAEL MOTOR COMPANY

515 NORTH JACKSON ST., ROSEBURG

PHONE 350

The New Good MAXWELL



TO BUILD POWER STATION

(Associated Press Leased Wire.) SEATTLE, Wash., Mar. 25.—Co-operation of Grant, Benton and Yakima counties to build a road to

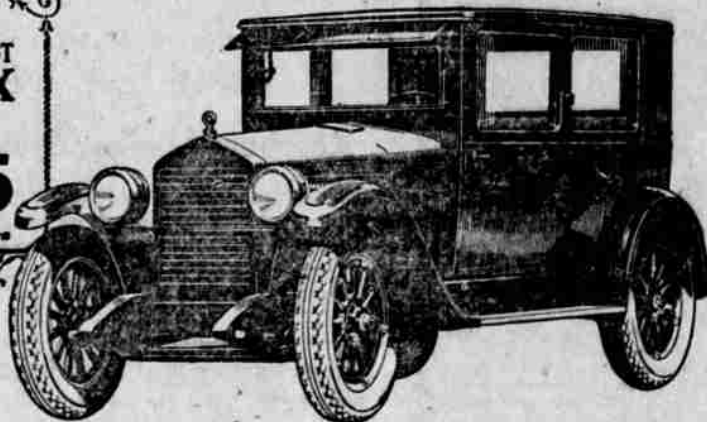
Priest Rapids, where construction of a \$100,000,000 hydro-electric project including manufacturing and farming commodities is to commence in the autumn, was agreed upon yesterday at a meet-

ing at Priest Rapids on the Columbia river, a Yakima dispatch in the Seattle Times today reported.

Use News-Review Classified Advertising for results.

THE FINEST ESSEX EVER BUILT

THIS GREATEST ESSEX VALUE \$895



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

UPKEEP DATA THAT IS INTERESTING

J. W. Michael, local dealer for Maxwell and Chrysler has just received some very interesting figures on motor car upkeep, and owner-experience. Some of this information, received from the Maxwell factory at Detroit, deals with the experience of individual owners. One rather interesting case is that of A. H. Cary, foreign broker and forwarding agent of Savannah, Ga., with his 1922 Maxwell touring car.

It seems that he turned in his old machine and purchased one of the new Chrysler-engineered Maxwells from the Savannah dealer.

"Cary had kept a complete record of every expenditure, with the result that he produced some rather startling figures," explained Mr. Michael. "Operating costs for 22,742 miles over a period of two years and seven months were 6.04 cents per mile. And this included entire first cost of the car and accessories, as well as insurance, driving and state licenses over three years, gasoline, tires, storage and parking, entire service, repair and labor costs and depreciation.

"Figures released by engineering experts in Washington, D. C., showed an average national minimum operating expense of automobiles of all makes, of 7 1/2 cents per mile. Government mail carrier covering a route daily out of Stockton, shows actual figures of less than 6 cents per mile for two years constant running in his Maxwell. Several of the big oil companies that keep a particularly close check on operating costs, show figures of approximately 6 1/2 cents per mile, as Maxwell fleet averages.

"In figures operating costs, many owners neglect to take one important factor into consideration and that factor is depreciation. If a car depreciates or loses its resale value rapidly, the operating expense mounts rapidly. It is therefore advisable to consider resale value in figuring operating costs."

STICKERS ON THE WINDSHIELD BAD

SAN FRANCISCO, March 24.—Motorists who make a practice of plastering the windshield of their automobile with advertising stickers will find themselves facing arrest and a misdemeanor charge under provisions of an amendment to the California vehicle act fostered by the California State Automobile Association.

D. E. Watkins, secretary and general manager of the association, announced yesterday that when Senate bill No. 600, introduced by Senator Arthur Breed, comes before the Senate Committee on Motor Vehicles for a hearing that the legislative representatives of the automobile association will ask that an addition be made to the bill, making it a misdemeanor to operate a motor vehicle with any sticker other than required by law placed upon the windshield of the car. Senate bill No. 600 has been introduced as an amendment to the California vehicle act.

Watkins said that several other states had already found it necessary to pass such legislation to prevent a certain type of motorist from deliberately "shutting off" a portion of his vision of the road which is necessary for safe driving.

In a statement issued yesterday Watkins said that the number of motorists who persist in plastering the windshield of their car with advertising stickers of every kind and description until it is almost vision-proof by reason of the number of stickers thereon, is increasing at an alarming rate. The type of motorist,

Watkins declared, manages at the same time to effectually exclude from his range of vision all oncoming locomotives and speeding automobiles at railroad grade crossings and highway and street intersections.

Watkins said that stickers on the windshield of a motor vehicle are not only dangerous to the occupants of the car, but also to drivers of other cars, for a second lost in turning the head to get a clearer view of a situation may be just sufficient to cause a serious collision. He said that the man who blocks part of his vision while driving an automobile, is risking not only his own life, but the lives of other people, and that this amendment to the motor vehicle laws proposed by the automobile association will do away with this perceptible hazard to public safety.

FITTEST SURVIVE IN AUTO INDUSTRY

By E. T. Strong, General Sales Manager Buick Motor Co.

A reference to the list of automobiling companies that were exhibitors at the automobile show way back in the early days would reveal the fact that many are missing and one of the reasons why some are missing is the fact that the fittest survive! Neither man or machine, if they are unfit, can long withstand the crushing strain of an exacting existence.

Buick Valve-in-Head motor cars are built on principles that were established when the motor car industry started, and that these cars have survived without change in their fundamentals is convincing proof that they are constructed on basic principles that are correct.

In the making of Buicks there has been no yearly salting from one set of engineering and manufacturing principles to an entirely different set. The Buick Valve-in-Head principle was right in the beginning, and it has been right ever since. Each passing hour adds to the great principle more firmly and securely enmeshed in the estimation of the motoring public.

Valve-in-Head Principle.

The Valve-in-Head principle is the great reason for the survival of Buick motor cars. If this principle had not been correct, Buick would have found it necessary to jump from one kind of motor to another in a ceaseless effort to find something that would stand the grating work a motor car is called upon to do.

The Buick has survived every test that a million and a quarter

CARTER'S LIKE SHOP

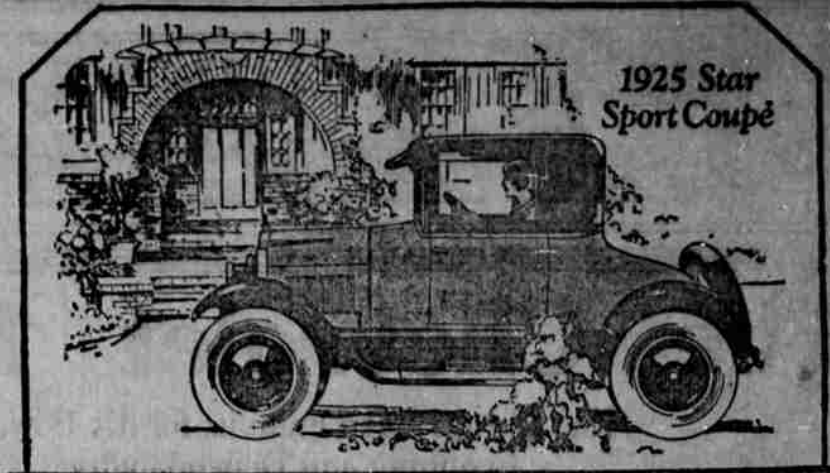
She came dressed in the latest Paris style. All down through the ages of time men and women have had dreams. Sacred writings are full of dreams and their meanings. It's a great science and art to dream beautiful dreams. It can only be attained by a process of mind training. In the sub-conscious mind there is everything stored away that you have ever handed down to it with the instructions to retain for future use. But the sub-conscious mind is a good deal like the radio of today—it often comes up to you in a scrambled condition, and in this state it means nothing to you. But with a bit of mind training you can cut out the scrambled thoughts and they will be presented to you in an understandable way. Whatever you want in this life you have got to demand, to seek for it, long for it, and work for it, or else to you it will never be given.

First lesson to attain the art of dreaming beautiful dreams. When you lay down at night, just before you fall asleep, dismiss all business and worries from your mind, and calm yourself in a peaceful state of mind, and say to yourself, or in other words, talk to yourself. Tell me I am within to cut out all sickly thoughts, all jealousy, hate, envy, and to fill you with healthy thoughts of love and affection for your fellow man. Think out a little formula of your own along this line of thought. Say it over ten times just as you are falling asleep, keeping the thoughts in your mind that you are giving command to the Ego within you, and you will get results. It never fails if you have faith and desire and believe.

Nick Has A Dream I dreamed that I was a cave man and that I had long, black, silken, flowing whiskers. In my dream a woman kept hanging around me. I could see her just as plain in my dream as I have seen them on the streets. I could see her laughs, her smiles, and I could see that comeliter look in her eyes that you often see in your wretched state of mind. She came to me dressed in the latest Paris style—bobbed hair, knee skirts, red ears, and curled eye lashes, and tangled her little hand in my long, flowing whiskers. It was so sudden, so startling, so thrilling, so uplifting, inspiring and soul satisfying that I right then awoke and never saw the end of my dream. I have given this dream considerable thought, and I figure that it must have been some love affair of mine in some former life. But I will leave it for the psychanalyst to work out.

But to you who would like to dream these beautiful dreams I suggest that in order to still your conscious mind and quiet your nerves, that you equip your car with Gates Super Tread Tires—the Balloon Type—and there is no doubt you will be on the road of attainment to dream beautiful dreams.

NICK CARTER
445 N. Jackson St.



The Handsomest Coupe Built At the Low Price You Can Afford

Safety!

Four-Wheel Brakes

No skidding with 4-wheel brakes—that's why all high-priced cars have them. The 1925 Star is the only low-priced car with four-wheel brakes.

Distinction in every line—finished in flint grey and slashed with snap black.

Seats three comfortably; one piece windshield; balloon tires; four-wheel brakes; and the marvelous new Dollar Motor—quick pick-up, abundant power.

The low price makes this the ideal coupe from the standpoint of beauty, utility, economy. See this latest 1925 Star creation—"Tomorrow's Car Today". At the new low price.

Rapp Brothers
STAR DEALERS

Cor. Cass and Pine

Roseburg, Ore.

Phone 371

[See It at Your Dealers. Drive It. Compare It]



users could devise in the most exacting conditions of world-wide operation. There could be no better proof that Buick cars are built the fact that 85 per cent of all Buicks built during the past ten years are still in service.

DODGE BROTHERS SPECIAL TYPE-A SEDAN

The Type-A Sedan has always ranked above its price class in distinction of line and appointment.

This Special Type further advances that leadership beyond current standards.

No special feature that could heighten the car's beauty, or enhance its comfort and convenience has been overlooked by the builders.

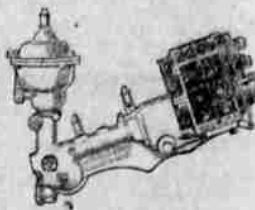
Five Balloon Tires

J. O. NEWLAND & SON

Dodge Dealers and Accessories
ROSEBURG, OREGON



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

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