

GUARANTEED Value

Protecting Used Car Buyers

A Sound Policy Followed by Authorized Ford Dealers



A Used Ford Car bought from an Authorized Ford Dealer carries with it an assurance of good value and satisfactory economical performance.

It was traded in for another Ford, proof positive of the faithful service and inexpensive up-keep enjoyed by its former owner, and it has been thoroughly inspected by the Authorized Ford Dealer.

SEE THE NEAREST AUTHORIZED FORD DEALER



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Enduring Quality Assured As Well As New Superiorities

The popularity of the new good Maxwell, the ready acceptance of this finer four wherever automobiles are used, is not alone a question of performance, nor yet of price. To win such wide approval, there must also be the certainty of enduring quality.

The public recognizes that the new good Maxwell gives ample proof of the highest quality. It knows that this Maxwell-Chrysler creation is truly a manufactured car—that it is actually made in the great plants where it was conceived.

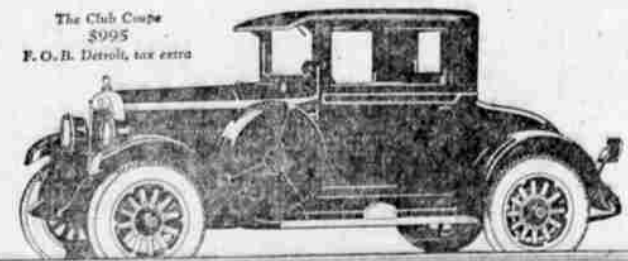
Touring Car . . . \$ 895
Club Coupe . . . 895
Club Sedan . . . 1045

Standard Four-Door Sedan . . . \$1095
Special Four-Door Sedan . . . 1245
All prices f. o. b. Detroit, tax extra

J. W. MICHAEL MOTOR COMPANY

515 NORTH JACKSON ST., ROSEBURG

PHONE 350



The New Good

MAXWELL



DO YOUR MOTORCAR SHOPPING EARLY

Have you decided what kind of car you are going to buy next month, or the month after that for the 1925 vacation tour you have arranged? You have? Well, just how much will your plans be upset if you do not succeed in getting the car you want, when you want it? Such questions are appropriate in view of a situation that automobile makers and dealers now declare exists in their industry. It is one that virtually insures disappointment for those who now know they are going to buy cars sometime in the late Spring or Summer, but who are putting off the actual giving of orders. It is not going to be possible this year to order a motorcar in May or June with any sure hope of having it delivered within the week. It will be more usual to obtain what you have ordered a month or two later—which is disturbing to vacation plans, to say the least.

There are several reasons for this. One is that manufacturers are watching so that they will not be caught in the trap of over-production. They have had enough experience with that. They have been keeping output down to a close relation with the actual ordering of cars by consumers. A certain margin in advance of current requirements has been made during the winter months, in anticipation of great demand in the Spring and Summer, but it is narrower than in previous years. Cars in warehouses are not plentiful enough to care for all the wants that will develop, and current production is being determined by actual orders.

Another reason is that dealers whose operations are limited by bank credits, cannot undertake, on the mere ground of speculation over future demand, to make arrangements for handling more than a certain number of cars. In order that they may be sure of procuring for the buyer any make of car within a few days of the time it is actually wanted, they must have advance notification. Then, on the basis of definite orders in hand, they can arrange for financing a sufficient number of automobiles to meet the demand.

From the viewpoint of the automobile business such a program is a sound one, and one which those who are interested in the healthy condition of business in general cannot help but approve. The motorcar industry is being taken more and more as a barometer of general prosperity, and is therefore one whose solid situation is of interest to everyone. Meanwhile, the tip that the motorcar user should take from the situation, if only for his own satisfaction, is found in the advice: Do your motorcar shopping early.

A THOUSAND CARS EVERY WEEK DAY

One thousand cars a day—the biggest six cylinder business in the automobile industry—are now being built in the Hudson-Exess factories in Detroit, according to word received by Roy Catching, Hudson-Exess distributor for Roseburg and Douglas County.

Ninety per cent of this immense business is in the popular Hudson-Exess coaches, it was declared. The coach type of body was originated by the Hudson organization three years ago, and this concern now has had the experience of building nearly a quarter of a million of them.

"This great volume of business which has brought Hudson-Exess into an indisputable six cylinder leadership for the whole industry," said Mr. Catching, "has been a steady growth over the period in which the coach has been built. There probably has never been a single body type in the whole history of the business which has had such a phenomenal success. Now the popularity has become such that Hudson-Exess is the biggest builder of six cylinder cars in the world. When you consider that some automobile men tried to ridicule the coach when it was first introduced, the success of Hudson-Exess must be considered a most remarkable one. This thing there will undoubtedly be a shortage of these popular cars, because our winter business has been so consistently good that we have been unable to build up a reserve supply of them. It is fortunate indeed that the Hudson-Exess factory has been able to reach this high mark of production, or the shortage would be even more drastic."

"The thinking motor car buyer must ask himself, what is behind this success. My opinion is that Hudson-Exess do not emphasize any one feature of their cars, but make every attempt to build in all-around value. The public asks for reliable transportation at the right standard of prices. Month after month it is this type of buying which has kept Hudson-Exess in a position of uninterrupted sales leadership and public demand."

"April will be the largest month we ever have known. The last few days have shown a sharp upward trend in demand—the first sign of the spring rush. The greatest number of inquiries is for

SARFF'S Auto Wrecking House

329 N. Main St.
Dealer in second-hand and new parts.
Old cars bought for wrecking, if in need of parts come in.
If you have an old car you don't want to fix up come in and see us.
Phone 553

WHAT'S BEHIND A STEEP HILL CLIMB

OAKLAND, April 7.—What's behind a hill climb—those for instance that the new 1925 Star motor car with the "Million Dollar Motor" has been spreading a hurricane of publicity with from one end of the country to the other? Star's hill climbing record is believed unparalleled. It has been the greatest triumphal march against the force of gravity the motor world has ever seen.

To Julius Dusevoir, Durant factory testing engineer, must go much credit for the Star car performance in some of the tests, but Dusevoir himself gives greatest credit to the new Star motor, which is proving, without question, one of the most sensational performers that has ever been brought out to power any motor vehicle.

However, in the cases of Tico Hill, Bakerfield, Motorcycle Hill, Oakland, and the famous Mt. Nebo, at Roseburg, Oregon, three of the greatest stumbling blocks for automobiles, it was power, and nothing but power, that pulled the Star up those grades. Mt. Nebo Hill has never before been climbed by an automobile, and there are few drivers who would dare try and climb the hill because of first, the grade said to be over seventy per cent in pitch, and because of the great hazard, in the event of failure. Only the slightest misjudgment would result in car and driver being precipitated down what is almost a sheer cliff, into the Umpqua River, 1500 feet below. But on the up grade, the automobile is subjected to a call on its greatest reserve power.

Without the power that it has, he said, it would be impossible for the Star car to now hold the great series of records that it does.

SEARCH WARRANTS OF DRY RAIDERS QUASHED

CHICAGO, April 8.—United States Commissioner Beidler today quashed the search warrants under which prohibition agents raided the Chicago Specialty Box company last month, but refused to order the return to the box company officials of evidence which John P. Early, general prohibition agent, said was obtained before the search warrants were issued.

coaches—and this is true, I understand, with all lines of cars. But for a long time to come the man who thinks of coaches will think of Hudson and Essex."



Let Us Wash and Grease Your Car

Do not run the chance of being in need of oil and gas while out on the road. Let us supply you before you start out. Our prices are right. Our goods supreme. We recommend and sell C. T. G. Tires.

We call for and deliver your car without extra charge. Phone 478.

Highway Service Co. Garage
Roseburg, Ore.

NOTICE!

Sedan and Coupe owners, we clean your CUSHIONS AND UPHOLSTERY, by the Vacuum Cleaning Process. Don't Forget our Reasonable Day and Evening Storage Rates.
ROSEBURG GARAGE
Rose Street. Rear of Umpqua and Grand Hotels.

APRIL WILL BE BIGGEST MONTH

That April will be the biggest production month in the history of the Chrysler and Maxwell factories is the opinion of J. W. Michael, local distributor for these two popular cars. This statement is based on the unprecedented demand for cars and the preparations being made to meet it.

"According to word received from Detroit, orders for Chryslers are coming in in increasing numbers, not only from the United States but from Europe as well," continued Michael. The Chrysler has hit a responsive chord in the make-up of European buyers, and exports have been a big proportion of factory production.

A communication received yesterday from the Chrysler factory stated that the wave of Chrysler popularity is increasing tremendously and that the production schedule for March, although larger than any previous month since the company began production, failed to meet the dealer's demand. As a result Chrysler officials immediately began plans for an increase of the proposed output and factory capacity.

"During the year 1924, 32,000 cars were delivered to motorists, a remarkable record for an automobile in its first year in production. In fact, the largest first year of any motor car in the history of motordom. When factory officials went into conference for the 1925 output, plans naturally were made to run the schedule higher, but after three months of production it has been found that the nations demand will soon outstrip this supply."

20 OUT OF 100,000 VICTIMS OF AUTOS

Twenty out of every 100,000 persons in the United States were killed during 1923 in motor vehicle accidents on public highways according to the report of the National Conference on street and highway safety.

Of these fatalities only two of every twenty occurred at railroad crossings.

Fast driving and inattention are given as the responsible element in the majority of cases.

George W. Anderson, Judge of the circuit court of Massachusetts, discussing this situation in a recent article said: "Twenty-five years ago we were struggling, strenuously and expensively, to get rid of railroad grade crossings because of their obvious danger to life and limb. Motor cars have today made thousands of miles of our city streets, for all practical purposes, grade crossings; indeed in many respects, worse than grade crossings, for the rail tells us where the steam engine and cars are going, whereas the motor car is very frequently found where the pedestrian does not fairly expect it."

Grass rockers at Powell's.

REEDS PORT PROSPOUS

J. C. Diehl, of Reedsport, is in Roseburg for a few days attending to business matters. Mr. Diehl reports that the new city sewer system is more than half in, and that the fill has been started. The city is filling in all

SEE THE NEW

Sedan & Coupe

ED MARSH MOTOR CO.

Oak and Pine Phone 446

HALF BILLION RAIL PROJECT BILL IS IN CHICAGO VOTE

(Associated Press Local Wire.)
CHICAGO, April 8.—Tabulation of votes early today showed the proposal for municipal acquisition of the street railways, elevated lines and the building of a subway to be defeated by the election yesterday of more than 100,000 votes.

The plan, sponsored by Mayor William E. Dever and said to be the largest municipal ownership project ever attempted, would have involved an expenditure of \$550,000,000 with a forty-year period provided for payment of the properties out of earnings of the lines. It was proposed to spend \$162,845,585 for the surface lines and \$387,000,000 for the elevated railways, with an appropriation of \$288,501,000 for 438 miles of extension to both. The sum of \$40,000,000, already available from the city's share of the street railway earnings, was to start a subway. The majority opposed to the city ordinance adopting the plan was 101,674 while the municipal operation proposal lost by 100,862 votes.

This being the last week before Easter Sunday, why not drop in and get your Easter egg candy, egg dyes, fancy cards, and chocolates. Also order your ice cream for Sunday dinner. Lloyd Crocker.

RUNAWAY BOY HELD.
Albert E. Andrus, aged 17, who gives his home address as 847 63rd street, Oakland, California, was picked up her last night by Officer Rausch and is being held for California juvenile authorities. Andrus escaped from the Boys Aid Society at San Francisco on April 3, and will be returned to the detention home as soon as officers from San Francisco can come for him.

High grade, extra fancy, rag rugs at Powell's.

The 1925 Star Sport Touring with the Million Dollar Motor.

Every Day You Drive a Star You Save Money

Beginning with the low purchase price, every day you drive a Star you save money.

The 1925 Star is the best car buy in the low priced field because it delivers the greatest number of high grade features ever built in a low cost car.

Every feature contributes to

your comfort, economy and safety.

Built in advance of its competitors, it leads the field by its superior service which it delivers at the minimum of expense—beginning with its low cost, clear through every day of its long life, you save money

{See the 1925 Star Car with its Million Dollar Motor}

Rapp Brothers
STAR DEALERS
Cor. Cass and Pine Roseburg, Ore. Phone 371