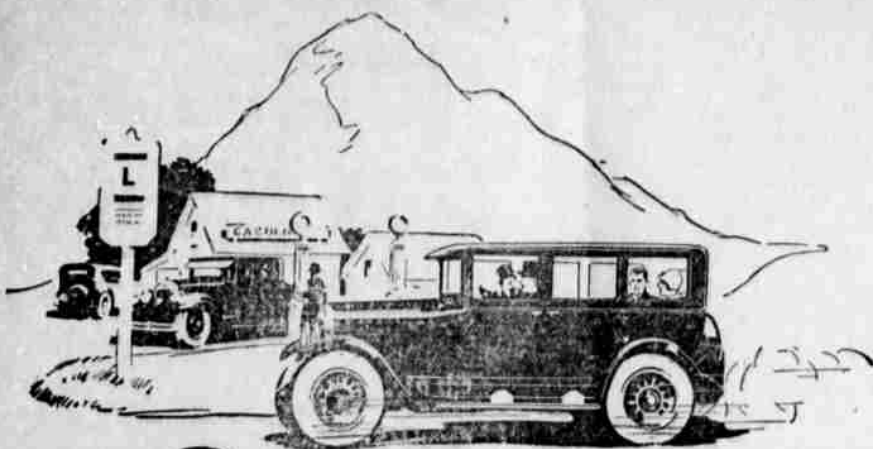


AUTOMOBILE SECTION



25 Miles to the Gallon

Startling good news to tens of thousands—the first announcements of the new good Maxwell's amazing results. Never since the Chrysler took the country by storm has the automobile industry known such whole-hearted response—such a dramatic and decisive triumph.

Not content with designing into this car power and pick-up equaled only in the higher priced fields, Chrysler engineering genius and fine manufacturing facilities enable the new good Maxwell owner to enjoy these performance advantages with unparalleled economy.

In almost sensationally low cost of operation and maintenance—as in speed and acceleration—this great car has written a wholly new page in motor car achievement, and in the accomplishment of the great organization which builds the Maxwell.

We await with eagerness your permission to prove in a demonstration drive that the new good Maxwell is the greatest value in the field of fours.

Touring Car, Roadster, Club Coupe, Club Sedan, Standard Four-Door Sedan—attractively priced from \$885 to \$1025. 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 Co.
516 North Jackson Street Phone 350

The New Good MAXWELL



The ALL YEAR CAR —For Many Years

Competitors may adopt these high-class features in the future—the 1925 Star Car has them now—that's why we say—

- "Tomorrow's Car Today."
- The Million Dollar Motor
- Four-Wheel Brakes
- Full Force Feed Lubrication
- Tubular Backbones
- Disc Clutch

When you put your money into a Star Car, you buy the best value your dollars can buy.

The staunchly built 1925 Star Car is the final say in the low-cost field. No other car offers so many proven features as the 1925 Star Car.

The Star is built to last, to give service, to deliver the maximum of motoring

comfort, economy and safety every day of the year, year in and year out. Its Million Dollar Motor is only one example of the progress and value built into the 1925 Star.

Check these high power features that guarantee long life and perfect motor satisfaction over and above any car in its price class. "Tomorrow's Car Today"

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



The MILLION DOLLAR MOTOR

STUDEBAKER CO.'S NEW VICE PRES.

NEW YORK, April 7.—The directors of The Studebaker Corporation, at their meeting today, elected Paul G. Hoffman as Vice-President in charge of sales to succeed H. A. Biggs, resigned.

Mr. Hoffman entered the employ of The Studebaker Corporation in 1911 as a salesman in Los Angeles. In 1915 he was made Sales Manager of the Los Angeles retail branch and in 1917, Branch Manager of the Los Angeles district.

He served in the artillery division of the army in 1918, and upon leaving in March, 1919 purchased from the corporation its retail business at Los Angeles and became a Studebaker dealer on his own account. The Paul G. Hoffman Company, started business with \$60,000 capital, now has \$1,500,000 assets.

Mr. Hoffman has been quite active in the civic affairs of his city. For the past two years he has been President of the Traffic Commission, a voluntary organization of business men formed for the purpose of studying measures of relief from traffic congestion, including re-routing of streets and city planning. He is a director of the Chamber of Commerce and chairman of its roads committee, also a director of the California Bank of Los Angeles.

In securing Mr. Hoffman for the important position of Vice-President in charge of sales, President Erskine feels that he has obtained a man ideally suited for the work. Mr. Hoffman's headquarters will be at the general office at South Bend, Indiana. He has been selected a director of the corporation and a member of its executive and finance committee.

H. A. Biggs, who is being succeeded by Mr. Hoffman, is retiring from active business. His services to the corporation and administration of the affairs of the sales department for six years were highly satisfactory and successful. His numerous friends in the automobile industry as well as in the Studebaker organization will miss him. He is compelled to establish his residence in a milder climate, and expects shortly to move from South Bend to Southern California.

FIRE AND POLICE TESTS ARE SEVERE

Probably no more thorough test is ever given to a motor car than that imposed by the various cities throughout the United States for cars to be used in their fire and police departments. Purchases of cars for these purposes are only made after comparative tests that are calculated to bring out the best or the worst in a motor, in the opinion of W. F. Michael, Chrysler and Maxwell distributor in Roseburg.

According to word received by Michael from the Chrysler factory in Detroit, Chrysler cars are being adopted very generally throughout the country for use by the various municipalities in fire and police work. New York City recently purchased a number of Chryslers for use by its fire battalion chiefs, according to the information, and such cities as Indianapolis, Detroit, St. Louis, Portland, Kansas City, Baltimore, Newark, Minneapolis, Wilmington and Berkeley have purchased Chrysler cars after very exhaustive tests.

"In making selections of motor cars for fire and police work, the safety factor is the prime consideration," said Michael. "The hydraulic four wheel brakes, which are used on the Chrysler, give the driver constant control of the car at any speed. The Chrysler's long-hung body and parallel spring suspension allow the car to be driven at high speeds without side sway and enable the car to be driven around corners at high speed in perfect safety. Immediate acceleration and ability to attain and hold high speed are, of course, essential in cars for use of this kind, and the Chrysler's ability along these lines need not be elaborated upon."

"In the state of California there are a large number of state highway police driving Chrysler cars. In the northern part of the state there is a one-way traffic officer who drives a Chrysler, and speeders who have tried conversations with the officer have invariably decided that there are better places to speed than over the highways that he patrols."

BUYERS KNOW GOOD POINTS IN AUTOS

"The automobile buyer of today is quicker on the trigger and less a little time in determining what is the latest thing in engineering or body design and the best buy on the market."—Captain E. V. Rickenbacker, vice-president and director of sales, Rickenbacker

Motor Company. "It is a notable fact that the buyer was much quicker to appreciate the advantage of 4-wheel brakes than the average manufacturer. It was only after the buyer began to demand this great improvement and to refuse to buy an automobile unless it had them, that most manufacturers reluctantly put them on.

"Even now it is a difficult and an expensive process some of them are going through, in trying to sell cars with brakes which are simply 'tagged on' instead of built into the very design and spirit of the car.

"Rickenbacker body designers from the first could not see how buyers would long be satisfied with a 5-passenger closed car which had only two doors, and which required the tilting of one seat to ingress and egress.

"So we designed a model which because of its difference in type and structure, we named 'Coach throughham'.

"This has four full size doors and no tilting seats.

"We exhibited this model at the New York Show and, whereas we expected it would need a lot of pressure behind it to put it over, to our delight it went like wildfire.

"Never in my experience have I seen so many telegrams pour into a factory in any one day, as we received every day last week all begging for immediate deliveries.

"If the demand is like this in April, what will it be in May? The average automobile owner spends more hours in the company of his car than he spends, waking hours, in his home, or with his family.

"It is more closely associated with him in business life and periods of recreation than any other thing he possesses. It also represents a large investment and quite an important item of daily expense, while it is unquestionably the greatest factor in the conservation of time and increase of his own efficiency.

"Being a citizen of standing in his community, and his family possessing a certain social status, he is naturally interested in the matter of style also. So he reads everything he can find, and he discusses automobiles with everyone he knows.

"Perhaps sometime we may miss a trick and find ourselves trailing—but so far Rickenbacker has always managed to lead; and with orders pouring in as they are now, it is a mighty comfortable feeling as well as an added reward for engineering enterprise to know that our product appeals to buyers who are, on the average, more alert and progressive than automobile makers."

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

Use News-Review Classified Ad certain for results.

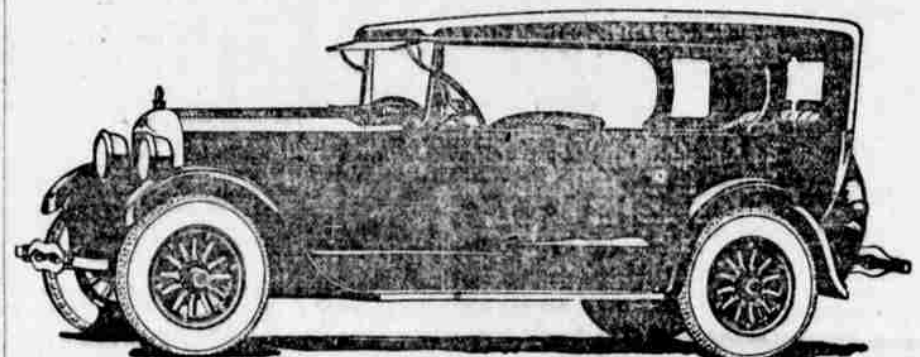
The New STUDEBAKER Big Six Duplex-Phaeton

THIS is the time when there is pleasure in motoring that can be obtained only in an open car. And among open-type cars, there is one that stands out above all others—the new Studebaker Big Six 7-Passenger Duplex-Phaeton, with its exclusive roller side enclosures which provide instant protection. It can be compared only with cars much higher in price.

Studebaker builds seven times as many cars as any manufacturer having a car in the Big Six class. The small overhead per car, plus the savings of complete manufacture, explain its low price. Come in—see this new Studebaker before you buy.

\$1875
F.O.B. Factory

The price of the new Studebaker Big Six Duplex-Phaeton includes an extra balloon tire, tube and tire cover. Bumpers, front and rear. Motorcar. Safety lighting control. Automatic spark control. One-piece windshield, run visor, automatic windshield cleaner, rear-view mirror. Cowl and dome lights, extension lamp and stop-and-tail light. Clock and gasoline gauge grouped under glass with other instruments. Biggest balloon tires used on any automobile.



W. A. BURR & SON
Central Garage Roseburg, Oregon

THIS IS A STUDEBAKER YEAR

Returns to California— Archie Druecker, who has been visiting his parents and friends here for the past two weeks, returned to Dunsmuir, Cal., this morning. He is employed as a brakeman by the Southern Pacific Company here.

Mrs. Endicott Returns Home— Mrs. Lester Endicott returned to her home at Portland this morning after spending the past number of days visiting at the home of Mr. and Mrs. Earl Burr, at 420 East First Avenue, North. She is a relative of Mrs. Burr.

REBUILT FORDS

In keeping with our recognized policy we use only the best of materials and parts in our repairs and each and every Ford that leaves our repair department has our assurance that the work done will be satisfactory to you.

In selling rebuilt Fords that we take in exchange on New cars we first make a thorough inspection of the used car and either sell it as it is, telling you just what it needs to make it 100 per cent car before it leaves our floor, or carefully overhaul and rebuild before selling assuring you of a used car in A1 condition. So, even if it is a good used car you are interested in, see us first and you will be satisfied.

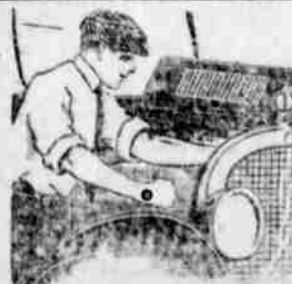
Our Selling Plans

We have a special plan that will meet with your approval whether it be a Ford Touring, Sedan, Coupe, Truck or Fordson Tractor that you are figuring on purchasing. Don't let the lack of ready cash keep you from filling that desired want. Come in and talk it over. Remember, the Ford prices are prices you are willing to pay.

Our Service Station

Manned by a crew of expert Ford mechanics, at your service at all times and our service charges are most reasonable considering that we use only reliable Ford parts.

C. A. Lockwood Motor Co.
Roseburg, Oregon



A STITCH IN TIME If you are used to using an automobile, you naturally hate to phone a friend. If you know there is a "little something wrong" with your machine, don't keep putting off the repair work. Bring it to us now. We can fix it in a little while. If you wait, you'll be using pliers for days. Small repairs cost little or no money.
Hall & Young Garage
631 Winchester St. Phone 235

When Better Automobiles Are Built, Buick Will Build Them



Question: Why are more women driving Buicks than any other make of six-cylinder car?

Answer: One reason is the striking appearance of this famous motor car. Then comes Buick dependability. A woman knows when she starts out with her Buick that she will "get there and back." Other reasons are—the comfort in driving a Buick—the velvet clutch action, easy steering; then the power and quietness of Buick's Valve-in-Head engine and the safety of Buick mechanical four-wheel brakes.

MOTOR SHOP GARAGE
ROSEBURG Distributors for Douglas County OREGON
BUICK MOTOR COMPANY, FLINT, MICHIGAN
When better automobiles are built, Buick will build them