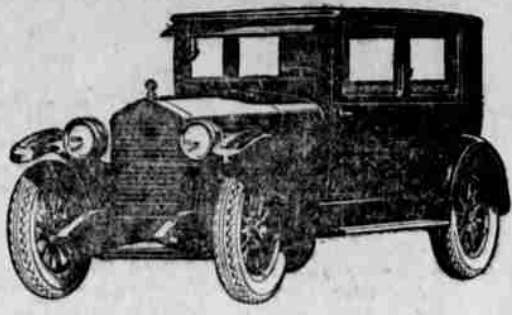


The finest ESSEX ever built



Never Before Such Quality at or Near the Price

Today's Essex is the finest 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.

Its overwhelming public acceptance confirms by actual sales supremacy the outstanding leadership of Essex value. Never was that position so clear, and so rightly deserved as today.

Essex won its great recognition on the issue of finest quality, performance and utility without useless size, weight or cost.

And with its low first cost and operating economies, you get qualities of long-lasting, reliable performance, smoothness and riding ease.

Essex requires little attention to keep in top condition. Its maintenance cost, we believe, is the lowest of any car in the world. You sacrifice no motoring pleasure, comfort or good looks that large, high-priced cars can give.

Can any other car within hundreds of dollars of the price satisfy you so well?

ESSEX COACH \$895

Freight and Tax Extra

ROY CATCHING MOTOR CO.

Show Room and Service Station Across from City Hall.

Oak and Main Streets Phone 438 Wrecking Car General Auto Repairing

DEPENDABLE FOR OVER TEN YEARS

"For ten years—dependable. These words express the successful attainment of an ideal conceived in the minds of the founders before the first car bearing Dodge Brothers name was placed in the hands of a purchaser late in 1914," says J. O. Newland, local dealer, in commenting on Dodge Brothers latest advertisement.

"The word 'dependable,' when it appeared on the poster boards and in the magazines and newspapers several years ago, focused public attention on one basic characteristic to which, more than any other, is due the good name which Dodge Brothers Motor Car enjoys everywhere.

"Having decided to produce a car bearing their name, Dodge Brothers kept 'dependability' con-

stantly in mind while they were designing the units, selecting the materials, perfecting the heat treatments and determining the machining and assembling processes and inspections.

"The four-cylinder, L-head type of engine was selected because it has always been known, over great periods of service, to be the most dependable and free from need of repairs or adjustments.

"That their judgment a decade ago was sound is evidenced clearly by the fact that over 75 per cent of all passenger cars today are powered by four-cylinder engines, and that last year Dodge Brothers sales showed an increase of over 25 per cent against a loss of 11 per cent by the automobile industry as a whole.

"Dependability of the chassis is the result of a well balanced design—of which Dodge Brothers Motor Car is an outstanding example. All units and component parts are designed and manufactured to work together in smooth co-ordination—none overdeveloped at the expense of others.

"The well known policy of con-

stant development of a basic design in contrast with the production of radically different annual models gives the buyer complete assurance of dependability. Every year since the first Dodge Brothers Motor Car was built it has been made better by refinement of detail.

"When one million Dodge Brothers Motor Cars had been produced it was found that over 90 per cent were still in active service. This fact affords ample evidence of generous public approval of the sound policy of building a car of enduring dependability."

HISTORIC CAR WILL BE GETTYSBURG MEMORIAL
BALTIMORE, April 15.—The railroad coach in which Abraham Lincoln rode to Gettysburg to deliver his famous address on the battle field in 1863 was found today on a siding in the yards of the Western Maryland railway. The historic but dilapidated car was discovered by a Pennsylvania committee which will have the coach taken to Gettysburg and kept as an historical memorial.

LOOK TO COMPANY BEHIND THE CAR

"Look to the company behind the car you buy. Be sure it is permanent. Be sure that your investment will not be in an orphan car," advises Roy Catching, dealer in the Umpqua Valley territory for Hudson and Essex.

"It is actually a fact that many more motor cars have failed than have lived. A motor magazine recently called the roll and tabulated on the companies that have gone, and there was at least one company for every letter in the alphabet except Q and X. If only some hopeful manufacturers had turned out a Quince and a Xerxes the whole alphabet would have been complete in the graveyard of forgotten machines.

"You will find today many motorists with their good money tied up in 'orphan cars'—cars on which service is expensive and difficult to get, and cars which will have very little if any resale value whatever.

"A motor car buyer today is careless indeed if he ties up his money in any car which hasn't a successful company behind it. He is risking the loss of a considerable sum of money. The sensible thing is to see that the car itself is good, that the company is sound, and most important, that the company is progressive and ahead of the times. A company may have a historic past, but if it isn't progressive—look out.

"On this basis, the wise buyer will find a new and added respect for Hudson and Essex cars. Not only is the concern well-seasoned, but it has been known as a leader in the industry. Its invention of the coach type of car, and its sponsorship of the coach all during the period when it had to meet opposition and even ridicule by makers who are now flocking to it, is one of the industry's greatest examples of leadership.

"It must be remembered to begin with that while Hudson-Essex conceived the coach idea, that were not merely content to let someone else develop the idea. They have already built and sold over 210,000 cars of the coach type. As a result they have a background of experience behind them in building this type of closed car that is not remotely approached by any other manufacturer. They have achieved a volume of production that no other closed-car builder ever attained before, and with the resultant economy of overhead and all the manufacturing costs.

"For a long time to come, the man who thinks of coach will think of Hudson and Essex."

UPWARD TREND IN AUTO PRICES

A raise in price of Chevrolet cars is the latest bit of gossip on Automobile Row.

Just how much the raise will be or how soon it will come, is not known, but according to Ed Marsh, he has received information from the east, which reading between the lines clearly points to a revision of the price schedule upward.

"The new Chevrolet automobile," says Marsh, "costs many times as much to build as the previous model. There are forty-one mechanical improvements in the new car, including new semi-elliptic springs, new chrome vanadium gear transmission, new single dry plate disk clutch and a massive banjo type rear axle, improved steering and improved motor.

"These new features are not only larger, and as a result use more material, but the workmanship is more complex in the manufacturing than the car of 1924, and yet the prices as announced January 3 are practically the same as the prices asked for the 1924 car.

"The demand for Chevrolets has been so great that we are unable

to make immediate delivery, except in a few types of cars. The new Chevrolet is in its fourth month, and many thousands of them are on the road undergoing tests in the hands of both novices and experienced drivers, without a single mechanical or manufacturing fault, either large or small in importance developing, and as a result the month to month advertising that Chevrolet is receiving from satisfied owners has kept the demand way in excess of the supply. We believe we will be able to furnish coupes and roadsters, which are now not available, the first part of this week. This will be only in limited numbers.

USED CAR PLAN WINS PLAUDITS

According to C. A. Lockwood, local Ford dealer, the used car plan, recently announced, has received the approval of the public because of the guarantee placed on the cars.

Under the plan, which is supervised by the company, all authorized Ford dealers place a guarantee upon used Ford cars sold by them, thus insuring to the purchaser satisfactory mechanical operation of the cars under ordinary driving conditions.

Reports received during the week from the branches throughout the country, it was said at the offices of the Ford Motor Company in Detroit, indicate two things—greater buyer confidence on the part of the public and a general feeling among Ford dealers that the plan is certain to promote customer satisfaction.

These reports, it was said, are not based upon expressions from Ford dealers alone. They also include public reaction toward the plan as reflected through the vast dealer organization which, because of its extensiveness, is an excellent barometer of automobile marketing conditions.

Another feature of the reports is the ready acceptance of the plan by the dealers themselves and their enthusiasm over it. They feel that the new arrangement, together with their own fitness of judging car values and facilities for reconditioning cars when that is necessary places them in position to afford much better service to people in the market for used Ford cars.

SARFF'S Auto Wrecking House

329 N. Main St.

The house of a million parts. We wreck them for the good parts that are left in them. Old cars bought for wrecking. Come in, or

Phone 553

ATWATER KENT RADIO



YOU don't have to be an expert to get perfect results with Atwater-Kent—its simplicity of operation and dependability make everyone in the family a master of the set.

Cleanliness, non-interference and wide range are but a few features of this radio supreme in workmanship and materials it has no peer.

Come in today—we'll gladly demonstrate and install a set for you.

AUTO ELECTRIC STATION



THINK WHAT IS BACK OF IT



DRIVE IN

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. C. Tires.

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

Gilham's Highway Garage
Roseburg, Ore.

DODGE BROTHERS SPECIAL TOURING CAR

The first cars bearing Dodge Brothers name were Touring Cars.

They were good and sturdy cars, so good and so sturdy that no radical change in basic design has been found necessary during these ten intervening years.

This fact has had far-reaching results. It has enabled Dodge Brothers to dedicate those ten years to the constant betterment of the original product.

More recently this endless process of improvement has manifested itself in various and impressive ways—in a new degree of riding comfort, a new smoothness of operation, a new and appealing beauty of line, and in those special details of appointment which distinguish the Special Touring Car.

J. O. NEWLAND & SON

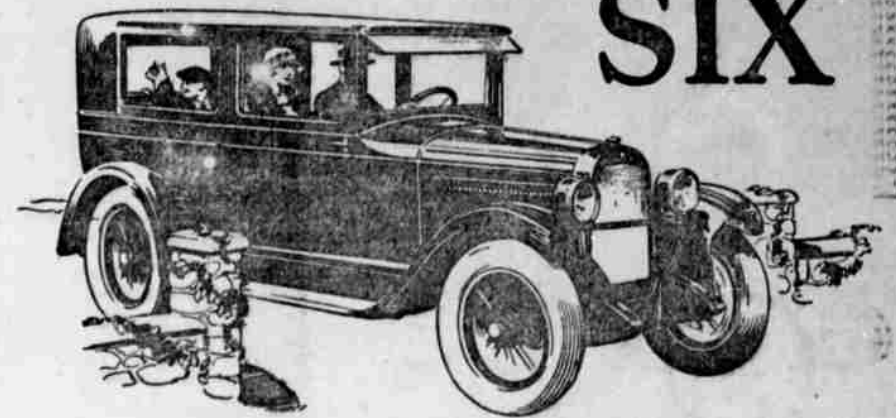
Dodge Dealers and Accessories

ROSEBURG, OREGON



WILLYS • OVERLAND • FINE • MOTOR • CARS

The New \$985 OVERLAND SIX



April 12-18 is National Demonstration Week... Don't Fail To Ride in this Newest and Most Advanced Six... Very Easy Buying Terms

OVERLAND Also Builds the WORLD'S LOWEST PRICED SEDAN with Sliding Gear Transmission \$715 f. o. b. Toledo Four Doors Four Cylinders All Steel

The entire week of April 12-18 will be set aside to give everybody a free demonstration ride in the most remarkable motor car of the year. Not since the long ago days when automobiles were curiosities has the public rushed to see a car as they are rushing to see this fine new Overland with Six Cylinders. And in all automobile history we doubt very much whether any car has ever been welcomed with so much and such genuine enthusiasm. Everybody instantly admires this great car's refreshing beauty. The entire country is buzzing with talk about its sensational power. On hills the new Overland Six is a wonder—and likewise in traffic it shows the cars all around it a clean pair of heels. Advanced engineering makes it an easy leader in pick-up and getaway. Come in or telephone for a demonstration.

STANDARD SEDAN, \$985; DE LUXE SEDAN, \$1150 f. o. b. Toledo

WELLS & CHASE OVERLAND DEALERS—ACCESSORIES

317 North Jackson Street PHONE 399

for Economical Transportation



Quality Cars

Distinctive Advantages of the New Clutch

- It requires no lubrication.
- There is an adjustment for pedal throw just outside of the bell housing.
- It has no internal adjustment.
- It has four friction contacts.
- It has a contact pressure of over a thousand pounds.
- It requires no attention.
- It is simple and efficient.
- It assures easy gear shifting.
- It requires only a slight pedal pressure to operate it.

ED MARSH MOTOR CO.

Oak and Pine

Phone 446