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New Ford Tourings

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For Economical Transportation

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SALES AND SERVICE

ED MARSH MOTOR CO.

Roseburg, Oregon

Oak and Pine.

Phone 446

RECKLESS BUYING THING OF THE PAST

The automobile buyer of today is a different sort of a person from the buyer of yesterday. He is different in that he has a different motive for buying, states J. E. Fielda, vice-president of Maxwell-Chrysler Co.

Looking on the motor car as a necessity instead of a luxury, he enters the market with the same attitude he has in buying other economic necessities. His idea is to select a car that gives him the most satisfactory service for every dollar expended. In other words he seeks the best value.

In days gone by, there was reckless sort of element in buying. The prospect saw in the street or in the show-room a type of car that appealed to him and he bought, regardless of its economic or utility value.

Today the buyer is shrewd. Because he knows more about cars, he asks sensible questions, makes a thorough study of the vehicle, launches a systematic survey among his friends. He takes the stand that here is a product that, like his store fixtures or his office equipment or his factory machine, will enable him to hold his own against competition. He treats it as a regular business and economic factor, and he buys in the manner of the expert purchasing agent.

Because he demands comfort, he must have a car that has ample room and rides easily. He must have a car which he can rely upon to respond to any of his needs at any time.

Economy of maintenance is nec-

essary. The cost of running the car must be low; it must require a minimum of service attention. Then, it must look well so as to reflect credit on the owner, his family, his business house.

The reason for the increasing popularity of Maxwell and Chrysler cars is the fact that we have kept these factors uppermost in mind. We have realized the importance of the motor car as a business and economic factor, and have built our cars accordingly.

The new buying trend is a healthy sign. It means that with more cars, more intelligence being applied to the purchasing process the manufacturer of the product that continues to give the public the best motor car value will continue to survive and prosper.

connections in the Chicago and St. Louis territory, but long before that C-T-C received calls for its product from eastern states, where it had never solicited business.

"Fully 87 per cent of the world's tires are machine built. A complete tire is hurled through every four or five minutes. Too fast for the human eye to detect the possible defects. But mass production demands machine work.

"Cotton is to a tire what a steel frame is to a skyscraper. The public knows in a gentle way that the number of piles of cotton cord that are used in various sizes, but few know that there are as many as six different weights of cotton cord manufactured and in the last four different grades of quality.

The difference between this and the cheapest in use is some times in 54 per cent in cost. Yet, due to economies effective in this modern plant, C-T-Cs cost very little more than ordinary tires. It is the little added workmanship that makes for the low cost per mile in the end.

"Then came the substantial

STUDEBAKER NEW VICE-PRES. BUSY

SAN FRANCISCO—Paul G. Hoffman, the new vice-president of the Studebaker Corporation of America, made two visits to San Francisco during the past week. On Monday he put in a busy day with officials of Studebaker distributors for Northern California, and with various dealers from the Northern California territory, who were hurriedly called into town for the conference.

From San Francisco, Hoffman journeyed to Portland, Ore., but instead of proceeding on to the Studebaker factory at South Bend, Ind., direct, Hoffman returned to San Francisco on Friday for another day at the local Studebaker headquarters, leaving yesterday for South Bend and his new duties.

Hoffman was enthusiastic over the sales possibilities ahead of Studebaker during the current year. "The Studebaker name has enjoyed a glorious history for seventy-two years," he said on this occasion. "No other six-cylinder car stands in as favorable a position as Studebaker today. Nowhere has this been better exemplified than right here on the coast, where for four consecutive years Studebaker has been first in six-cylinder car sales.

A big saving to the purchaser is effected by the fact that Studebaker builds all its own bodies, hence there is no body-maker's extra profit to pay. In the same way Studebaker builds practically every part and unit of all Studebaker cars, doing away with numerous parts-makers' profits.

The new Standard Six and Special Six coaches and broughams, offering as they do remarkably high-grade closed cars at equally remarkable low prices, are going to be big sellers throughout the year.

"In the Studebaker Duplex models Studebaker is without competition, for no one else builds the Duplex. This new kind of open-closed car can be converted from an open car to a snug and comfortable closed car in less than thirty seconds, even when the car is going at full speed. It has definitely put the old-style touring models with their old-fashioned 'buggy tops' in the discard.

Hoffman is well known in San Francisco, having been Los Angeles distributor for Studebaker for several years, after a remarkable career starting as a salesman in the southern city in 1922. His keen merchandising ability and his vivid

conception of sales problems from the dealer's standpoint are expected to be of great value to him and to Studebaker in his new position as vice-president in charge of sales at the factory.

HOW TO FIX UP THE OLD BUS YOURSELF

Spring days, spring nights, spicing the air with a tingling sensation that waits for the appearance of every lover of the outdoors, is here in an abundance of glory—with countless more miles of ribbon-like highway stretching out far in front of the motor car owner and his friends.

The countryside is emerald green, the trees blossoming out until they resemble colored balls of white and pink and red cotton, and myriads of beautiful flowering plants are advanced by Mother Nature that speaks the doom of winter and its spell of silence.

This, then, heralds again the motorist's paradise, and throughout the rest of the year they may revel in its beauties, filling the cup of enjoyment to the brim. But wait.

"There are some things to do first," says Leo Rapp, one of the local Star Car dealers, "before these things are yours. Of course all of you could go right out, probably, but there are a number of things that have to be attended to first. And they center chiefly about the care of your car, putting it in shape for another year of travel, unless you intend buying a new automobile to better enjoy the year's touring benefits.

"Experienced mechanics should always have care of the car, but many motorists like to do the work themselves, and it is necessary that they take every precaution to see that the work is done thoroughly and well.

"It is always better to make a complete job of the inspection, greasing, etc., than to make it a makeshift job, and the satisfaction is returned a thousand fold. For an experienced man, of course, the task takes much less time, and any motor car dealer will always give your car over to the care of a mechanic. But if you must do it yourself, get into the overalls, and start in on the motor, first.

"Inspect and clean all the wiring, generator, starter, see that the working parts are well lubricated, clean off the motor, test your valves, test the motor for compression, drain and re-fill the crankcase with clean oil. Then inspect the universal joints, see that they are greased, as well as clutch bearings. Clean out all around—don't forget that cleanliness helps a motor car, too.

"Tighten up body bolts, wheel bearings, and other bearings and bushings. See that springs are well lubricated, as well as the shackles.

"We have the largest stock of Auto Parts in Roseburg at

SARFF'S
Auto Wrecking
House
329 N. Main St.
and still increasing our stock all the time. Come in and see us. Old cars bought for wrecking.
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Makes it a snappy starting, powerful pulling, economical and long lived tractor.

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The new low price makes it possible for every Fordson owner to have a

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When Better Automobiles Are Built, Buick Will Build Them

No. 5

Question: Why do you hear Buick mentioned favorably in every motor-car conversation?

Answer: Buick's twenty-one years of invariable quality and outstanding reliability are common knowledge. Buick beauty captures the eye on every highway in America. Buick owners are insistent in their praise of this famous motor car.

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

When better automobiles are built, Buick will build them

1925 Star Sport Touring with the Million Dollar Motor

Low Cost—Low Upkeep
That's What You're Looking for in Buying a Car

The 1925 Star with its Million Dollar Motor makes two distinct appeals to the man who thinks before he buys.

1st It offers him the most complete value in the low-priced class, at the new low prices.
2d Its real economy shows up in day after day service, with no cost for repairs. Thirty thousand Star owners' reports only averaged 63c for mechanical replacements over a period of one year.

Can you afford to overlook the real value the 1925 Star car offers today?
Your dealer has the late models with the the Million Dollar Motor at the new low prices.

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

The Star Car
TOMORROW'S CAR TODAY

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SERVICE CAR ALWAYS READY FOR YOUR CALL
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30x3 1-2 Cord \$6.95
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31x4, \$10.95
32x4, \$11.95
33x4, \$12.50

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