

AUTOMOBILE NEWS

A very fine car—at a very low price

STUDEBAKER

New Standard Six Coach

\$1295

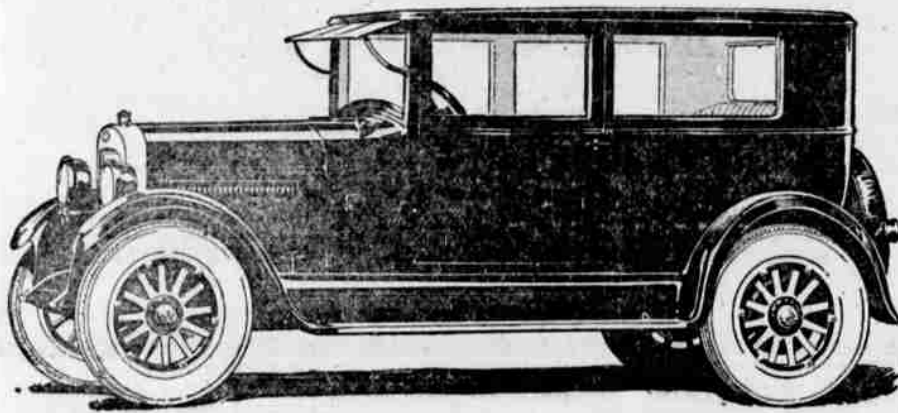
f. o. b. factory
[with full-size balloon tires]

STUDEBAKER has \$60,000,000 invested in plants in which Studebaker cars are manufactured complete, including all bodies, both open and closed. No other large automobile manufacturer that we know of makes all of his own bodies.

This means that Studebaker saves the profit of outside parts makers and body-builders. Thus the price of this new coach is not burdened by an extra profit. At \$1295 it represents a value no other automobile manufacturer can equal.

And no other manufacturer can offer a coach of such fine quality at the price. For every coach that Studebaker builds carries with it traditions of fine craftsmanship that have existed in Studebaker plants since 1852.

Compare this coach with other cars which sell at much higher prices. This will prove that Studebaker values are unequalled.



W. A. BURR & SON

Central Garage

Roseburg, Oregon

THIS IS A STUDEBAKER YEAR

GARAGE



A Just Accusation

We accuse you of being indifferent to the safeguarding of valuable property if you are risking the repair of your automobile with anyone who is not capable of expert work. Motor knowledge must be up-to-date in every respect. We guarantee satisfaction.

Hall & Young Garage
631 Winchester St. Phone 338

APRIL SALES ARE BETTER THAN EVER

"The old-fashioned 'spring rush' is a hardy animal. There were predictions during the winter that the great swing to closed cars would level out this old-time feature of the business. But good as winter business was, our April sales are going at a rate just twice as fast," says Roy Catching, local Hudson-Essex dealer.

"For example, the fore part of April has a volume of new Hudson-Essex cars sold and registered—about ninety-six per cent of them being coaches—which is double our average volume for the year. This is despite the fact that our winter business was consistently good.

"It all goes to show that there is something in the air of spring that wakes up a man's motoring urge. Men who have been thinking of buying cars suddenly put their money in their pocket and get ready to buy. That is the same urge which wakes up the clothing and sporting goods market, and makes women look about for new bonnets and wraps.

"We are fortunate that this season of great demand is being met by an unprecedented production of cars at the Hudson-Essex plant. The factory is now working 24 hours a day to keep up with the demand for prompt deliveries. One thousand cars a day—the largest six-cylinder business, by far, in the industry—are being made, and we would be mighty glad if the number could be increased.

"Our activity in this city is simply typical of what is going on all around the country. The cities and the West, all are finding a demand for Hudson-Essex cars, which they must exert every effort to fill. The demand for Hudson and Essex is simply overwhelming.

QUALITY OF GAS IS HELD UNIFORM

"Very few gasoline users realize the time and energy used by the larger oil companies in placing 'quality' first in their products," states R. G. Bowman, manager of General Petroleum Corporation in Oregon. "In the case of General gasoline, which is becoming so popular in this territory, we worked for years to place the quality in our product, and now nothing is left undone to insure that this same quality is maintained."

"We know for a certainty," he states, "that the quality of General received in the last shipment to the Portland distributing station was the same as that received in the first, several months ago. Nor do we use any guess work in proving the quality of our gasoline, but keep a complete record by means of a series of distillation tests. These tests are made not only during the refining process, but before shipment and also during storage.

"As an example, every shipment of General gasoline is tested before it is pumped aboard the tanker, and again after reaching our Portland storage station. Still another test is made of each lot before it goes to the principal distributing stations. The refining process of General gasoline is accurate and dependable, so much so, that the tests have shown there is not the slightest variation between our first shipment to Portland and the last. It is because of this unusual refining process that our product is sufficiently dependable to allow us to tell the motorist confidently to 'fill up and let the engine decide.'"

"A good gasoline requires many peculiar qualities—it should start easily, so it is necessary for it to have sufficient of the very light factors in it to vaporize easily and ignite quickly in a cold motor. It must also have an even range of boiling points, so that it will ignite and burn evenly and give a steady power push. Because the heavier factors in the gasoline contain the greater number of heat units, and are therefore the greatest power factor, it should have as high an end point as is practical.

"After years of careful investigation and experimenting the General Petroleum Corporation has been able to place on the market a gasoline which has the necessary requirements. The motorist is now able to secure a dollar's worth of gasoline for every dollar spent. The distribution of our gasoline is only through independent dealers, who are always willing to back their product to the limit, because they really believe in it. The knights of the green-and-white signs not only deliver gasoline, but they add that extra touch of service and attention, with a pleasing smile, that appeals so strongly to the motorist of today."

DODGE BROTHERS SET NEW RECORD

Dodge Brothers have been establishing new "high" records continuously for several months, as compared with similar periods for previous years, but the record of the week ending April 11 is the best in the company's history.

With retail deliveries aggregating more than 7,000, an average of more than 1,300 each production day, the best previous week was surpassed by several hundred cars. New retail orders exceeded the corresponding week of 1924 by 1,000, or approximately 19.7 per cent.

Although Dodge Brothers Motor Cars are now being built at the rate of 1,100 a day, both deliveries and new orders are some 200 a day in excess of production. "Had dealers' stocks permitted, the number of deliveries for the record week would have been even greater," said John A. Nichols, Jr., Vice-President in Charge of Sales. "It is not a sport, but a steady, healthful climb."

SIX PER CENT PLAN HELPS CAR BUYING

"Car and trucks aggregating \$6,000,000 have been sold under the Chevrolet Six Percent Purchase Certificate Plan since this copyrighted method was inaugurated among Chevrolet dealers seven months ago," said Ed Marsh, local Chevrolet dealer, today.

"The plan, regarded as a fundamental improvement in automotive merchandising, has met with such uniform approval that now more than 2,000 of the Certificates are sold each month.

"Under its provisions a prospective car owner may start with an initial payment as low as \$5. If desired, a larger first payment may be made. This is followed, by weekly or monthly installments, suitably arranged to the convenience of the purchaser. These payments are then entered upon the back

of the Purchase Certificate. When the sum of the payments plus the six per cent interest earned reaches one-third of the retail price, the car is delivered. The balance may be met either outright or on a deferred payment plan.

"Another attractive feature is a provision that a Certificate holder who already owns a car gains a further credit toward his new automobile of six per cent of such amount as he may spend with the dealer for service, repairs or accessories on his old machine.

"The Certificate savings are amply safeguarded. They are banked in separate trustee's accounts in a local bank. Over 2,000 of these accounts are established in different banks in the United States. In addition all money paid in on a Chevrolet Purchase Certificate is insured against all loss by a strong and well known insurance company."

NEW BODY FOR FORD ROADSTER

DETROIT, Mich.—As a delivery unit to meet requirements for equipment lighter than that of the ton truck, the Ford Motor Company has just added a pick-up body to its commercial car line.

The new body is designed for use on the Ford runabout, taking the place of the rear deck, and is well adapted to all kinds of light hauling and quick delivery. The runabout seat affords comfortable riding for the driver and there is ample room for another passenger. Full protection against inclement weather is provided by the top and side curtains.

The new body is of all steel construction and sturdily built. It is 2 feet, 4 3/4 inches wide and 4 feet, 8 inches long. Sides are 12 inches deep to the flare, so that loading space is sufficient to meet all demands of light delivery. The end gate is same as that on the express type body of the ton truck and when partially lowered is securely held in place by chains.

LOCAL BUICK MAN SEES BIG SUMMER

"The solid comfort that is being derived by owners driving coach models is a real indication that there will be a continued sales increase for this type of car during the summer months," says O. C. Baker, of the Motor Garage and local Buick dealer.

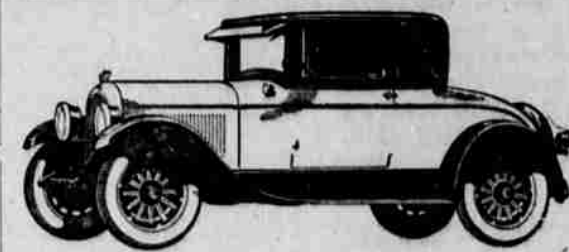
"People who prior to the introduction of the coach were owners of open models, are now driving enclosed cars. This means that these people will carry the message of the advantages of the coach to their friends who are contemplating the purchase of an automobile and the result will be a big sum-

mer business on closed cars. "Before the Buick factory built a coach they took into consideration the features necessary for real driving and riding comfort. The coach as Buick builds it," continued Baker, "is a real closed car. The body is large and three persons can be comfortably seated in the rear seat. The doors are wide,

which allows the passengers to get in and out of the car without disturbing the front seat occupant. This is a big advantage, and has been an important factor in the sale of Buick coaches. The wide windows can easily be opened while touring through the warmer sections of the country, giving to the owner an open car with closed

car protection. If a sudden wind or dust comes up the windows can be quickly closed.

"We can see a bright future for the coach because of its advantages, and can readily see why the motoring public has accepted this type of car for all year around use."



The Royal Coupe

Only One Car Delivers Results Like These

There is only one car that delivers Chrysler results and that car is the Chrysler Six itself. Consequently Chrysler popularity continues unabated. You are invited to study these results at first hand.

First you will observe that the tremendous power is vibrationless at all speeds. It represents a step forward in motor smoothness and efficiency as important as the overlapping power stroke of the six in contrast to the old two-cylinder—opposed engine.

You will also experience new riding

qualities. A new type of spring mounting, with rear springs mounted close to the hubs and parallel to the wheels, makes it possible to drive the Chrysler around turns at 50 miles an hour. Side-sway and road-weaving are eliminated.

All these qualities, as well as many other features that distinguish the Chrysler Six from all other cars, are properly appreciated only when you ride in the car. For that reason we are always eager to demonstrate Chrysler results. A telephone call is all that is necessary.

The Touring Car	\$1395
The Phaeton	1495
The Roadster	1625
The Sedan	1825

The Royal Coupe	\$1895
The Brougham	1965
The Imperial	2065
The Crown-Imperial	2195

All prices f. o. b. Detroit subject to current government tax. We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.

CHRYSLER SIX

J. W. MICHAEL MOTOR COMPANY

515 NORTH JACKSON ST., ROSEBURG

PHONE 350



Once Again,

HUDSON & ESSEX REDUCE PRICES!

HUDSON Coach

(NOW \$1250 f.o.b. Detroit)

\$1475 Here

ESSEX Coach

(NOW \$895 f.o.b. Detroit)

\$1060 Here

\$495.00 Down

\$355.00 Down

Remaining Payments May be Conveniently Arranged Over 18 Months—If Desired

ROY CATCHING MOTOR CO.

Show Room and Service Station Across from City Hall.
Oak and Main Streets Phone 433 Wrecking Car General Auto Repairing

When you buy a used Ford you want every reasonable assurance of value

SEE OUR

GUARANTEED

Ford used cars

USED FORDS

USED FORDS

FOR THIS ASSURANCE OF VALUE

SEE

C. A. LOCKWOOD MOTOR CO. AUTHORIZED SALES AND SERVICE

Ford Cars from \$40.00 up.

Roadsters, Tourings, Coupes, Tudors, Fords and Ford Trucks

Small count down with easy payments