

Essex Alone Gives This Quality and This Price

The Reason for its Amazing Sale

Buyers know what Essex gives can be had elsewhere only at far higher cost. The great Essex sales record is due to no other thing. It is recognition of a value leadership so overwhelming that it is not even challenged.

Hudson-Essex, Now World's Largest Selling Six-Cylinder Cars More Than 1000 Sold Daily

Today's Essex is the greatest of all Essex values. It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortably riding Essex ever built. We believe its maintenance and operation the most economical of any car in the world. And the price, because of famous patents, with volume manufacturing advantages that are absolutely exclusive, is the lowest at which Essex ever sold.

On every side its hosts of owners praise it with such pride and conviction as we have never heard for any other car. It is reflected in the greatest sales in our history. And the rapidity of this sales increase shows how thoroughly the facts about Essex have penetrated the entire market. Wherever you go, note how they outnumber all new Sixes. It is the surpassing proof of value—greatest sales.

ESSEX COACH \$895

Freight and Tax Extra

ROY CATCHING MOTOR COMPANY

Show Rooms and Service Station New Location 125 N. Rose Street
Oak and Main Streets—Phone 438 Wrecking Car—General Auto Repairing

HUDSON-ESSEX LED 6-CYLINDER FIELD

Hudson-Essex is closely approaching the 100,000th car for 1925.

When this car arrives, Hudson will have achieved the record of reaching the 100,000 mark first among all six cylinder manufacturers. According to Hudson officials, this will be the second consecutive year in which Hudson-Essex has led the six cylinder field in reaching the six-figure mark in production.

In 1924, it is said, the 100,000th car came in mid-summer, while this year's entry is strictly a spring-season achievement.

"This accomplishment," declares Roy Catching, Hudson-Essex dealer, "serves again to identify Hudson-Essex as the world's leading six-cylinder manufacturer. The simply astounding and still mounting success of the Hudson and Essex coaches has brought Hudson-Essex to the front. Yet I feel that we have only scratched the surface of the market for these useful, economical and attractive cars. The demand is growing every day."

"The coaches are proof that the public wants utility and value in motor cars. Novelty both in mechanism and in body fittings have a limited appeal, but the broad usefulness and all-around value of the coaches fills the needs of the thousands and tens of thousands of average motorists."

"As a consequence of the Hudson price cut—certainly one of the biggest automobile surprises of the year—the rush of buyers for Hudson and Essex cars has grown into a regular stampede for cars. Our problem is to get enough cars to assure prompt deliveries."

"When continuous operation at capacity made it possible, Hudson passed along the benefit to the public, and expects to benefit itself by ever-increasing business."

"This price cut is but one step in a general and established policy of Hudson to pass along to motor car buyers reductions in costs and general economies effected at the factory."

"It is Hudson policy to give high value and low prices; to step out aggressively and to maintain its leadership by a vigorous policy of giving the utmost for the smallest amount of money."

CHEVROLETS IN PARADE

In the account of the automobile parade given last Saturday as a carnival attraction, no mention was made of the fine showing made by the local Chevrolet agency. This agency was well represented having a number of new model cars on display.

PRODUCTION LEAPS UPWARD

DETROIT, May 27.—The production schedule of Chevrolet motor cars and trucks for this month will exceed that of April, during which 52,236 units were built, an average of more than 2000 for each of the twenty-six working days.

Maintenance of the May schedule will displace April as the second highest production month in Chevrolet history; the largest was October of 1923.

The 52,236 April production includes cars and trucks made in the plants at Flint, Mich., the seven assembly plants and the factory at

Oshawa, Ont., for both domestic and foreign sale.

A continuation of the present schedule will result at the end of this month in an aggregate Chevrolet production of 193,950 cars and trucks since January 1.

The highest record for one day's production since the organization of the company was established on April 30 when 4064 cars and trucks were shipped from the various Chevrolet factories.

Production is still behind the sales demand even though the

plants are running at full capacity, made in the United States during Chevrolet sedans, coupes and closed models comprised more April. Advance orders indicate coaches will be even heavier during than one-half of the shipments that the demand for the improved coming months.

When Better Automobiles Are Built, Buick Will Build Them

No. 13



Question: Why do you find better workmanship in Buick motor cars?

Answer: Buick's precision methods are possible because of Buick's great volume. It would be impossible to put such fine workmanship into Buick cars for their price if Buick built but a few thousand cars a year.

MOTOR SHOP GARAGE

ROSEBURG Distributors for Douglas County OREGON

BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

116% INCREASE

Chrysler Breaking Sales Records While Demand Goes Still Higher

Mounting sales figures in the weekly reports for the United States show that the Chrysler Six—already a record-breaker in popularity—is soaring higher than ever before.

The latest weekly report registers an increase of 116% in retail sales over the corresponding week of 1924.

The sales for that week were 65% bigger than the very biggest week of 1924.

April, 1925, shows the largest month's business in Chrysler Six history.

Turn to the chart at your right. It shows you in simple and graphic way Chrysler Six production month by month.

See how the lines shoot up as Chrysler factory facilities were increased to meet the even more emphatic public demand for Chrysler Six results.

The public knows that no matter what the make or price, only the Chrysler Six gives them Chrysler brilliance of performance, Chrysler roadability and ease, Chrysler quality, economy and the score of other advantages that belong to this car alone.

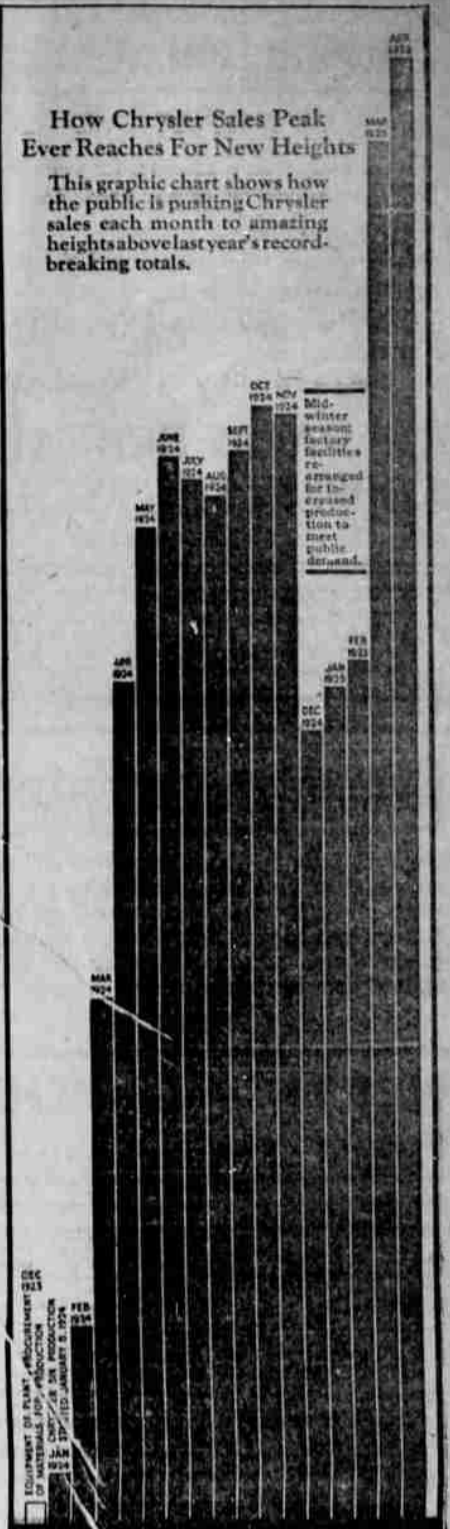
We are eager to have you find out for yourself what these Chrysler Six results are.

The Touring Car	\$1395	The Royal Coupe	\$1895
The Phaeton	1495	The Brougham	1965
The Coach	1545	The Imperial	2065
The Roadster	1625	The Crown-Imperial	2195
The Sedan	1825		

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.

J. W. Michael Motor Company
515 N. Jackson St. Phone 350

CHRYSLER SIX



DODGE BROTHERS TOURING CAR

When summer invites you into the country, you will appreciate more than ever the advantages of Dodge Brothers Touring Car. Open to fresh air and sunlight the Touring Car is healthful and delightful to drive.

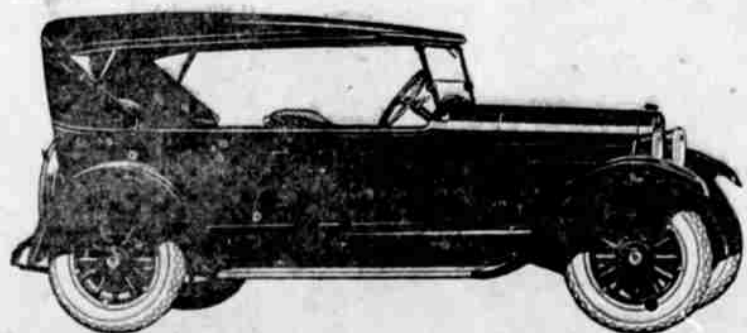
Moreover, it is common knowledge everywhere that Dodge Brothers product is dependable, and will carry you on your way without annoyance—and at small cost.

J. O. Newland & Son

DODGE BROS. DEALERS

Roseburg, Oregon

Phone 458



Jewett Coach \$1260

The finest Coach ever designed—finest in roominess—convenience—comfort—sturdy construction—detail finish.

Quality! Through and through. Coach buyers of the future will look for Jewett's equal. For the Jewett Coach establishes a new high level in quality!

The greatest Jewett ever built—at the lowest enclosed price we ever achieved.

Low first cost—with greatly improved quality. The new Jewett has a chassis—much improved and worth hundreds more. Meeting a great public need for maximum service—minimum upkeep expense. Coach buyers may well ask why any coach costs more than Jewett.

The easiest parking—steering—driving Coach you ever touched.

Turns around comfortably in a 42-foot street. Parks easily in a 16 1/2-foot space at the curb. Enters or leaves your garage from a 14-foot alley. Steers with bicycle ease. Those who have driven it know. You drive it!

Jewett Coach (\$1260) will out-perform any car within \$500 of its price.

5 to 25 miles in 7 seconds in high! From a mile an hour to a mile a minute—and better in less than a city block! Over hills—through rough going with amazing new vitality and go! That's Jewett Coach performance. Just try to match it.

ROBT. B. STOUGH Dealer

Phone 122

329 W. Lane St.