

USED CAR TRADE GOES ON IMPROVED BASIS

Dependable Autos, Trucks Offered Here

Trade-in Vehicles Given Thorough Overhauling; Worn-out Vehicles in Disfavor.

Special emphasis is being placed this week on used car values by Roseburg automobile dealers. The unusually large volume of new car sales in the late fall and during the first two and one half months of this year resulted in agencies being well stocked with good reconditioned used cars. Figures compiled nationally reveal that new car sales are up 35 per cent for the first ten weeks of this year as compared with the same period in 1938.

As the result of a survey of the situation on Roseburg used car lots conducted Wednesday, the News-Review learned that although inventories of used cars are large enough to provide good selection, the dealers are not overloaded. General satisfaction was expressed by the dealers with the used car situation. The cars taken in trade during 1938 and thus far this year have been generally much better than in previous years, they state, the old worn out junk cars having been pretty well weeded out of the market during the lean years.

Worn-Out Cars Spurned

"The depression years taught us a lot about buying and selling used automobiles," was the way one dealer expressed it. "We have learned that an automobile worn out and unable to give reasonably good service is worse than worthless—it is a detriment to our business. Consequently nearly all dealers endeavor to put only genuinely serviceable automobiles on sale on their used car lots."

In the rounds of the dealers it was learned also that used car customers are shown the same courtesy and consideration as accorded new car buyers. The dealers and their salesmen have come to consider an automobile as being merchandise they have for sale, regardless of its being new or used.

"Wouldn't you rather sell a new car than a used car?" the News-Review reporter asked a salesman. "I'd rather make certain of selling an automobile," was the salesman's laconic reply.

Reconditioning Important

Adequate reconditioning has had considerable attention from Roseburg dealers, it was discovered. In the old days, the investigator was told, it was not uncommon just to

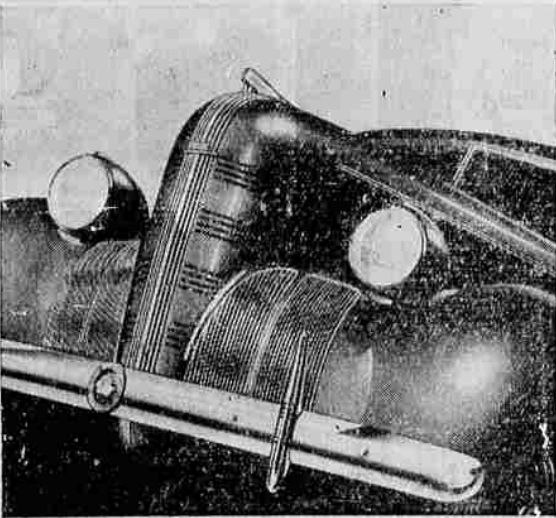
POPULAR PONTIAC MODEL SHOWN HERE



1939 PONTIAC QUALITY SIX FOUR-DOOR SEDAN . . . Newest low-priced model . . . 190 inches over-all length . . . modern styling . . . Silver Streak . . . chromed grilles in fender catwalks . . . roomy Fisher unisteel safety bodies with color and trim options . . . famous Pontiac passengers.

85-horsepower engine . . . new clutch . . . improved steering and knee-action . . . remote control gear shift with new transmission . . . Duflex rear springs, newest Pontiac feature, give one passenger just as restful a ride as six passengers.

SMART LINES GRACE PONTIAC



1939 PONTIAC SIX . . . as stylish as a debutante . . . as correct as Emily Post . . . as youthful as a youngling . . . Streamlined in the modern manner. More beautiful than ever, with the famous Silver Streak as the central motif for the fifth straight year. Chromed grilles set into fender catwalks flank the radiator on either side. Multi-beam headlights are mounted on fenders.

shine up a trade-in, paint a price on the windshield and hope for the best.

Now the larger dealers maintain a complete reconditioning department. When a used car comes in, it is taken into this department and goes over from bumper to tail-light. Many dealers are now guaranteeing the used cars they sell.

The reason for the special drive on used cars this week, it was learned, is mainly because the fine spring weather is a commanding in-

itation to the out-of-door. Now is the time for those people who have been thinking during the winter months about buying a car, to make their purchases and enjoy the spring and summer motoring. The dealers are offering special values to encourage this idea.

Tests indicate that rear tires give 100 per cent more mileage at 55 miles per hour than at 70 miles an hour, while front tires give 132 per cent more mileage.

BUICK SALESMEN VYING FOR COUPE

Contest for Firm's Prizes Ends April 21; Upswing in Business Noted.

PORTLAND, Ore., March 30.—Buick salesmen of Oregon and southern Washington are competing in a sales contest for the largest prize ever offered in such a contest, the prize being a 1939 Buick coupe.

Not only will the top man profit for his efforts, but all salesmen will, according to A. H. Graham of Braley & Graham, Oregon distributors.

Points will be given for every transaction turned both on new and used cars, and merchandise of almost any description may be ordered from a catalogue according to points compiled by salesmen. Guns, fishing tackle, furniture, jewelry and household articles of every description are included.

Business Uprising Noted.

A marked upswing in business this year is helping boost the contest, according to Percy D. Pullen and Warren Braley, district managers.

Sales for January and February showed a 30 per cent increase over the corresponding period of 1938, and March sales are holding up equally as well.

The contest, which started February 21, will end April 21.

"The year 1939 offers such great travel possibilities that automobile sales are being greatly stimulated," said Graham.

"Why a person can buy a car through his local dealer, either for cash or trade-in, ride by rail or fly to the San Francisco and New York expositions, take delivery on his car at the factory at Flint,

Discuss Buick Contest



Northwest Buick salesmen are competing in a contest for sales of 1939 Buicks. Here are two contestants talking it over, inspired by one of the new Buicks.

Mich. and save money on the driveout.

"In other words, the saving in freight by driving out will pay for one's vacation, what with bargain transportation rates this season."

Graham said numerous Buick purchasers already have gone east to take delivery of their cars, and many more plan to follow suit shortly.

FAMILY TOURIST COACH

After railroad connections had been established between the east and California, many of the immigrants in the 1880's came "across the plains" in family tourist coaches. Although many of the hardships relative to crossing the plains by ox-team were eliminated and the time shortened by many weeks traveling family tourist style was not without its trials. It is not known exactly how many fam-

ilies traveled in a tourist coach but one pioneer who came to Oregon, via California, says there were sixteen children in a single coach.

Each family carried its own bedding, including mattresses, which were usually tacked filled with straw that could be thrown away at the end of the journey. They also carried their own food, which was cooked on a stove at one end of the car. The women carried brooms with which to sweep out the car.

The train traveled very slowly, especially going up hill. One train moved so slowly that a man whose hat blew off as the train moved westward was able to get off the train, catch his hat, and board the train again.

That drug store strike in Cleveland is terrible. It's awfully hard to get a sandwich.

HIGHWAY TRAFFIC DEATHS DECREASE

CHICAGO, March 29.—(AP)—Highway traffic deaths declined 12 per cent in February, the 16th consecutive month to show fewer fatalities than the same month of the preceding year.

The nation's February death toll was 1,810, or 250 less than that of February, 1938, the National Safety council reported today. It raised to 8,900 the theoretical number of lives saved on streets and highways since the record period of unbroken traffic improvement began in November, 1937.

Added to the 210 lives saved in January, the February mark made the 1939 total 460. Both the January and February death tolls were the lowest for those months since 1933.

A most encouraging phase of the sustained improvement, the council said, was that it came without a decrease in travel. In 1938 the 19 per cent death reduction was accomplished with no change in mileage from 1937. In January this year the record was better, the 8 per cent cut in deaths coming with an 8 per cent increase in travel.

U. O. Entries at Peak

EUGENE, March 29.—(AP)—Nearing the 3000 mark, registration at the University of Oregon for spring term broke all previous records in the history of the institution, and showed a six per cent increase over that of last year at the same time.

Continued use of water other than that which has been properly distilled may damage a battery permanently.

PLYMOUTH HAS NEW FEATURES

The new Plymouth for 1939, now on display here, has been completely restyled from radiator to tail light, local dealers state.

Headlamps and tail lights are streamlined into the fenders, and a new Vee-type windshield adds more than six inches to body length above the belt. Built on a longer wheelbase—now 114 inches—brand new features include softer-riding coil springs of Amole steel; new high-torque engine performance; remote control gear shift up on the steering post, and a new "safety-signal" speedometer that flashes traffic lights right under a driver's eyes. The new Plymouth rides better, handles easier—and prices are still lower this year, the factory just announced.

WANTED!

TWENTY USED CARS

in trade on new

BUICKS and PONTIACS

Our Used Car stock is very low--therefore during this week we will give extra large trade-in allowances. SEE US TODAY

ROSEBURG MOTOR CO.

YOUR BUICK - PONTIAC DEALER

ROSEBURG

Now! Quicker Stops With New Brake-Action Tread



These 2500 Extra Grippers Go Into Action as you apply the brakes. Stop your car quicker, safer, straighter.

Amazing New Safety Invention Stops Cars Faster

It's here! The safety sensation of the year . . . new "Brake-Action" Tread. 2500 Extra Grippers open up at the touch of the brake . . . grip, hold . . . stop your car quicker, straighter, surer . . . even on treacherous wet pavement.

Before You Buy Any Tire... **THINK** Can you afford to be without the protection of this tire's quicker-stopping, non-skid "Brake-Action" Tread?

DOES THINGS You Never Dreamed A Tire Could Do

- ★ Stops Quicker
- ★ Steers Straighter
- ★ Wears Longer
- ★ Rides Smoother

You Can Actually Feel Its Extra Stopping Power

Just rub your hand over amazing "Brake-Action" Tread. Feel for yourself the extra safety of 2500 Extra Grippers.



HANSEN MOTOR CO.

Oak and Stephens St. Roseburg, Oregon

Come in TODAY

★ THE QUICKER-STOPPING TIRE MILLIONS CAN AFFORD ★