

# AUTOMOBILE SECTION

## HUDSON Again Reduces Prices

(Effective April 26)

### Hudson Super-Six Coach

# \$1250

was \$1345

5-Pass. Sedan \$1695

was \$1795

7-Pass. Sedan \$1795

was \$1895

All Prices Freight and Tax Extra

This is in line with Hudson's policy of always giving the world's greatest values

## "The World's Greatest Buy"

Everyone Says It—Sales Prove It

### ROY CATCHING MOTOR COMPANY

Show Room and Service Station Across From City Hall

Oak and Main Streets—Phone 438

Wrecking Car—General Auto Repairing

### BUICK CARS ALL TRIED AND PROVEN

By E. T. Strong  
General Sales Manager, Buick Motor Co.

In the future, as in the past, the Buick Motor company will adopt those principles in motor car manufacture which time and service under extreme and prolonged conditions demonstrate to be logical and correct. Never yet have we asked the motoring public to accept a motor car feature that had failed to measure up to the strictest requirements in actual service. Never have we permitted Buick motor cars to be made the experimental vehicle for testing out theories, no matter how plausible they seemed. And we never will do so. Buick cars when they have reached the user in the past, have been tried and proven and that is exactly what they will continue to be in the future.

We firmly believe that the great Buick popularity can be traced to the public knowledge that Buick cars are built upon these principles: that the buyer of a Buick gets a time tried and proven product, and those who have bought Buicks in the past, as well as those who intend to buy them in the future, may take our word for it that we will continue to keep the faith.

### STAR CAR STUNT DRIVER BAD RISK

Seldom does the touch of human interest that has been injected into the career of Julius Dusevoir, factory testing engineer, come to the attention of the motor world that coolly calculates the value of car performance in terms of revenue from sales.

Those who have been following Dusevoir's amazing demonstrations of power in the new 1925 Star Car all over the Pacific Coast, were even more convinced of the daring engineer's ability to go through where others—even the strongest—have failed, upon learning that Lloyd's, Ltd. International known insurance underwriters, had refused to insure Dusevoir's life against accident.

According to word received by Rapp Bros, local Star Car dealers, H. W. Curtis, director of Sales of the Durant Motor Company of California, had tried in vain to insure Dusevoir for \$50,000 against accident in the successful trials he had driven up the famous Waterman Canyon Grade.

Lloyd's, Ltd., is internationally known for its having underwritten many risks that other insurance brokers have flatly refused, and has a reputation for refusing practically no risk whatsoever.

Some of Dusevoir's stunts, demonstrating the Star Cars power on famous hills throughout the west, are the most daring that have ever been known to auto racers, drivers, and makers alike.

He has taken the Star Car where many others have absolutely refused to drive because of the danger of terrific grades.

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and lower prices than it otherwise could give.

Sum up the following list, a part of the things made by Studebaker for its own cars, and figure how much "bone" in the breakfast would be represented by profits paid other manufacturers if these several parts had to be bought outside the company's plants:

Entire motors; bodies, axles, transmissions, clutches, gears, springs, steering gear, drop forgings, stampings, upholstery, body finish.

There isn't so very much left in a car, is there?

But, points out the South Bend company, suppose it had to pay a profit to and share in the overhead expense of one company to make its motors; another company to make its bodies, another its axles and so on, down the line; what a tremendous lot of "bone" there would be in the car as it was sold to the buyer!

Moreover, making all its own parts, they can be built for each other, and need not be "adjusted," "trimmed" or made the most of to fit them into the whole car.

Thousands of automobile buyers pay for the "bone" in the prices of cars they purchase, simply because they do not understand the situation.

These extra middlemen's profits amount to as much as 25 per cent and more, in the prices of some cars. Thus the dollar paid buys only 75 per cent of automobile; the rest is the "bone in the breakfast."

It is unfortunate that all car makers do not have all the facilities needed to make their cars complete; but it is more unfortunate that the necessity for adding this bone passes on to buyers the necessity for the consequent waste of part of the dollar with which they buy cars.

Grass rockers at Powell's.

### BOY STRUCK BY AUTO LAST NIGHT BADLY INJURED

Joe Morgan, 15-year-old son of Ben Morgan was seriously injured yesterday evening when he was struck by a Ford coupe driven by Arthur Mahoney. The boy was descending Jackson street on his bicycle and Mr. Mahoney was driving north on the same street. At the intersection of Jackson and Commercial streets, the two collided, the impact throwing the bicycle rider over the hood of the car and about 15 feet distant, where he struck with much force on the pavement. His left leg was fractured in two places, and his head gashed. In addition to minor bruises and cuts, Dr. Wainwright was called, and after administering first aid removed the young man to Mercy hospital, where he is being cared for. The bicycle he was riding is a complete wreck, while the car, which was swerved to the left, was also damaged slightly.

### Light Mystery Solved

One of the most spectacular forms of lightning (if it can be so called), occurs in the Andes and has occasionally been reported from other mountainous regions. At times the mountains seem to act as gigantic lightning rods, giving rise to more or less continuous diffused discharges between themselves and the clouds, says Nature Magazine. A few years ago American meteorologists thought they had found an example of this striking phenomenon in North Carolina, but the once mysterious "Brown mountain lights" have been proved to be merely the beams of distant locomotives and automobile headlights or due to other human agencies.

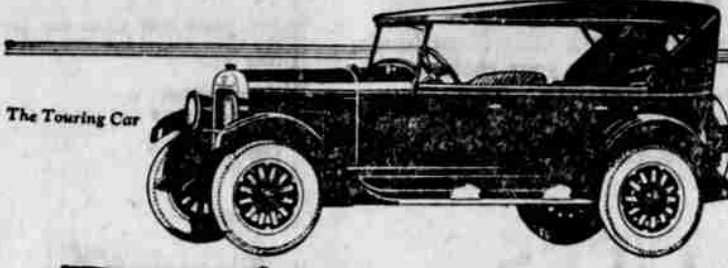
### What Grandpa Thought

Jack—Grandpa, we've been arguing whether the clock stands or sits on the mantel.  
Grandpa—It's half-past eight by the clock and only a quarter to eight by the right time; therefore, I should say it lies on the mantel.

### A Hard Day



Western association fans believe that Clyde "Pea Ridge" Day, pitcher sent up to the Cardinals, will make a name for himself in the big show. He won 28 games for Gabby Street's Muskogee team last year, including seven shut-outs. Rickey is using him regularly.



## Developing the Fullest Possibilities of the Four

If you will follow the new good Maxwell step by step through the great plants where it is built, you will quickly understand its extraordinary quality.

The new good Maxwell is manufactured almost to the smallest detail in Maxwell's own factories by an organization that has all the resources in mechanical equipment, scientific precision instruments, and trained man power to create superior qualities in any product it sponsors.

The new good Maxwell starts from the engineering department with a definite advantage—a design that is the result of a determined effort to develop as never before all

the fullest possibilities of the four. It is a design that is so far in advance of other fours that only in the new good Maxwell can you get a combination of 58 miles an hour, 5 to 25 miles in 8 seconds, gasoline economy of 25 miles to the gallon and riding qualities finer than any other four ever possessed.

Only with such superiority of design, and only with complete Maxwell manufacturing, can so much better four-cylinder motoring be sold at the new good Maxwell price. We are eager to demonstrate these values to you, so that you, too, will be numbered among the ever-growing army of contented Maxwell owners.

Touring Car, Roadster, Club Coupe, Club Sedan, Standard Four-Door Sedan— attractively priced from \$885 to \$1095. All prices f. o. b. Detroit, tax extra. We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan. Maxwell dealers and superior Maxwell service everywhere.



J. W. MICHAEL MOTOR COMPANY  
515 NORTH JACKSON ST., ROSEBURG PHONE 350

## The New Good MAXWELL

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The General Motors Building, in Detroit, Mich., is the largest building of its kind in the world, occupying a plot 504 feet by 332 feet. It is 15 stories high and contains 1,700 offices. In it are located the offices of the operating executives of General Motors Corporation and several of its divisions.

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When Better Automobiles Are Built, Buick Will Build Them



**No. 7**

**Question: What indicates best what people think of their motor cars?**

**Answer: Whether they buy another of the same make when they come to buy a new one. More than 75% of the Buicks built each year are purchased by former Buick owners.**

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

### GRAHAM BROTHERS IN FIRST PLACE

Official figures from Detroit for the first quarter of 1925 show that Graham Brothers rank first in the world in the production and sale of 1 1/2 ton trucks.

In the 1 ton and 1 1/2 ton truck fields combined they were surpassed in volume only by Ford. "The information may be surprising to the general public," said J. O. Newland, local Dodge Brothers dealer, "but not to us, nor to those who are familiar with the performance of Graham Brothers Trucks and with their rapid ascendancy in the industry during the last three years."

"Their advance has been without ostentation. There has been no blare of trumpets, no exaggerated claims. It has been a steady, wholesome growth, based entirely upon the truck's performance."

Less than three years ago Graham Brothers were in twentieth position. Now they are manufacturing trucks at the rate of over 1,000 a day, marketing their entire output through Dodge Brothers Dealers. This sales and service advantage of a strong dealer organization, combined with the exceptional merit of the truck itself, is regarded as one of the chief reasons for the rapid advance to leadership. Dodge Brothers dealers everywhere are highly regarded and their service facilities are uniformly above the average. Service is an exceedingly important factor in the operation of a truck and business men are not slow to appreciate the advantage of having genuine parts instantly available when needed. Graham Brothers attribute their rapid advance to the following four reasons:

1. Distinct price advantage.
2. Pronounced quality advantage.
3. Dodge Brothers name.
4. Superior character of Dodge Brothers dealer organization.

"Publication of this information regarding Graham Brothers first place in the industry," said Mr. Newland, "is prompted wholly by the belief that truck buyers are entitled to know the trend of the times. With the facts before them, few would consider buying

### WHY BUY "BONE" IN BUYING CARS

The bone in the breakfast is of no value, but the buyer pays for it just the same.

There is a "bone in the breakfast" in many automobile prices, points out Studebaker.

Buyers of cars on which the builders have had to pay many profits to parts makers, or which are assembled under a heavy overhead, are paying for the "bone," though it represents no more intrinsic value than the bone in the breakfast, not as much, in fact, because the family dog can get a meal out of that.

The automobile builder who hasn't the facilities to make his own bodies, motors and chassis parts must depend on the parts makers.

These parts makers must make a profit to stay in business, and they have to add in their own overhead costs, too. After paying all these profits to middlemen, and their overhead expenses, then the assembler must add his own profit to those already figured in the costs.

It is necessary to pay the butcher for the bone in order to get the meat, but it isn't necessary to pay for the "bone" in buying a motor car.

So far as is known, Studebaker manufactures more of the parts that go into its motor cars than any other large manufacturer in the country, with the possible exception of the Ford Motor company. This not only gives the company control over the quality of materials and workmanship, but effects savings that can be reflected in better quality other equipment without first determining the reasons for Graham Brothers rapid advance.

### SARFF'S Auto Wrecking House

329 N. Main St.

One of the most up to date wrecking houses on the coast, if in need of auto parts, come in.

If you have an old car to sell, come in.

Phone 553

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Roseburg, Oregon

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Special Monthly Day Storage Rates  
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**JUST AS SILLY!**  
Do you take your expensive jewelry to a blacksmith to be repaired? Of course not! Then why take your expensive automobile to the wrong place for repairs? Bring it to the shop that makes it a business to repair anything, large or small, on any machine, and do it right. Our charges represent fairness!  
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