

AUTOMOBILE NEWS

Sweeping Reductions

in

HUDSON-ESSEX

Effective August 19

World's Greatest Values

Now More Outstanding Than Ever

166,369 Hudson-Essex

Sales in 8 Months Period Ending August 1

This tremendous production gives advantages in economical purchase of materials, savings in manufacture and low cost of distribution that are recognized throughout the industry as being unequalled by any other organization.

The same management which established the Hudson Motor Car Company, now, as for 16 years, controls and directs the design of its product and the policies of the Company.

GET THE NEW PRICES BEFORE YOU BUY ANY CAR

CHEVROLET ADDS NEW REFINEMENTS

DETROIT, Mich., Aug. 18.—Following closely the recent price reduction on Chevrolet motor cars, came the announcement today from W. S. Knudsen, president and general manager of the Chevrolet Motor company, that the entire line of both open and closed models has been improved by the addition of numerous refinements.

Included in the list of improvements are new and attractive headlights which replace the former type. They are mounted on a heavy tie-bar placed between the front fenders. This arrangement affords better mounting for the headlights and permits them to be interchangeable, eliminating the necessity for right and left hand lamps. The tie-bar also provides a convenient place for carrying the front license plate.

The former steering wheel has been supplanted by a substantial

walnut wheel with notched finger-grips. The center of the wheel spider is of polished aluminum.

An improved mounting for the spark and throttle controls has been arranged on the instrument panel.

The gear shift lever has been lengthened three inches.

The horn formerly used has been replaced by a motor driven Klaxon horn.

A heavier tie-rod has been placed between the radiator and dash. Additional interior reinforcements have been added to the Harrison radiator of rustless airplane metal.

Balloon tires are standard on all closed models.

Indestructible Duco finish is used on both open and closed cars. The sedan is in aquamarine blue and the coach and coupe in sage green. The roadster and touring models are finished in gun metal grey Duco with striping to match and are upholstered in grey which blends pleasingly with the body finish.

Chevrolet's unprecedented leap into favor as the most popular gear-shift car has brought production and sales to a record point which enables us to offer an even

better value," said Mr. Knudsen in commenting on the lowered price of the closed cars. "Only those refinements were adopted which we found after exhaustive tests to be of practical value and increased utility, and in keeping with our policy of building a quality car at the lowest cost."

ECLIPSES ALL ITS FORMER RECORDS

With more than 39,000 cars manufactured and sold in July, the Hudson Motor Car Co. shattered all previous records for volume of business in the six-cylinder field, according to word received here by Ray Catching, Hudson-Essex dealer.

This phenomenal output is declared, made July the seventh consecutive month in which Hudson-Essex business is now said to be greater even than in July.

In line with this national Hudson-Essex six-cylinder leadership,

the Catching Motor Co., made July the banner month of the concern's history. Sales would have been even larger, it is declared, if deliveries could have been made to all those who wish cars. Summer ordinarily is a dull season, but the business Hudson-Essex cars have had in the past few weeks has proved this year the exception. Business is improving too, rather than falling off.

"The gratifying fact about this leadership is," said Ray Catching, "that this great volume of business is no sudden spurt following a showing of new models, but is simply a growing continuance of business done for all of this year."

"It is simply a proof that the public regards Hudson-Essex cars, in their present design and at their present prices, as outstanding values in the motor car field. That feeling has been growing every day and every month. That belief grows not because of any particular features or talking points, but from the simplicity, reliability, all-around usefulness and value of the cars. The prices of course are exceptionally favorable—in my opinion, below

all comparison.

"Leadership such has been won and consistently held by Hudson-Essex over a long period of time, is of particular importance because this city knows motor cars and motor car values better perhaps than any other in the country."

"The year 1925 has been a marvelously successful one. I fully expect the second half to be much better than the first."

ARGENTINA BUYS MANY UNITED STATES CARS.

NEW YORK, Aug. 18.—During the first six months of this year, 24,110 motorcars and 3,394 trucks and tractors were imported into Argentina, says a report received here by the Argentine-American Chamber of Commerce. Ninety-seven percent of the vehicles were from the United States.

SALE OF PLIERS

We have just received an assortment of fine steel pliers, at prices that will interest you. Large, small, stub nose, long nose, round combination, pinners, etc. Some heavy insulated handle styles. See them at Carr's.

VALUE OF WORLD WIDE GOOD WILL

The advertisement, "world wide good will," which recently appeared on poster boards and in magazines and newspapers everywhere, has called forth much discussion of the true value to a business of that highly prized yet intangible asset known as "good will."

"The 'good will' of every owner," says Mr. J. O. Newland, local Dodge Brothers dealer, "is an ideal which has dominated the policy of manufacturer and dealer alike ever since the first car carrying the name Dodge Brothers was designed. Public confidence in the policies back of the car was as eagerly sought as confidence in the car itself."

"Important among these original policies back of Dodge Brothers good will—sound policies which will be followed as long as Dodge Brothers motor car is built—is the principle of concentrating on the perfection of a single chassis. Production of an endless series of annual models was regarded as

an unsound policy, a policy at wide variance with the avowed purpose of winning world wide good will.

"The slogan 'Constantly improved'—but no yearly models' announced the policy clearly and showed the public exactly what they were buying when they chose cars bearing Dodge Brothers' name.

"Not once in well over ten years has the car failed to uphold and enhance its reputation for faithful performance. Not once have Dodge Brothers departed from their announced intention of supplying a product of consistent goodness and continued betterment without recourse to the policy of an endless series of annual models to stimulate sales."

HOW TO PACK UP FOR CAMPING TRIP

NEST PACKING ENDS MANY TROUBLES OF ANTOBOMILE CAMPERS.

Motor camping, as a rule, consists of one night stands, and for this reason it is necessary that all the equipment should be chosen so that it can be packed and unpacked in a few minutes time.

As eating is one of the most important factors of camp life, manufacturers of equipment have paid much attention to the development of stoves, cooking equipment and utensils.

The motor restaurant fits in very well with the camping scheme. This compact outfit consists of a dust-proof and water-proof case fitted with table cutlery and dishes for a party of six. Plates, spoons, knives, forks, jars, cups, salt and pepper shakers—even six linen napkins are included in the case. A quart food jar and a quart Icy-Hot bottle complete the set. These two members of the motor restaurant make it possible to have the luncheon either icy cold or steaming hot, as the camper desires.

For pots and pans the motor camper can do no better than provide himself with a set of aluminum nesting dishes. This popular idea in utensils and table equipment is so arranged that each pot fits inside the other so that when packed, the complete outfit takes up but a fraction of the space as when in use.

kettles—six, four, and two and one-half quart sizes; coffee pot, four cups, four plates and two frying pans. The entire outfit telescopes into the large kettle, and the frying pan acts as the lid. There are no joints to come unsoldered as the clips for the (Continued on page 6.)

We Wreck 'Em We sure do, at

SARFF'S

Auto Wrecking House

329 N. Main St.

for the good parts that are in them, some of them are practically new and we save you from 40 to 80 per cent on them. Come in and see. We will soon be the house of a million parts.

Phone 553

Motorists!!

We have just equipped our shop and are prepared to handle all kinds of repairs, electric service especially. We are here to give satisfaction.

AL YOUNG IN CHARGE

SOUTH END Service Co.

-now 75 Horse Power

Buick Performance steps further ahead in World Leadership

The Valve-in-Head engine in the Better Buick Master models delivers more than 75 horsepower! Extra power has been added to the extra power always a feature of Buick's famous engine.

Even drivers of previous Buicks will be amazed at the performance the Better Buick now places at their command. The higher efficiency of the engine in the Better Buick includes the same economical consumption of gasoline and oil that has distinguished all past Buicks.

And the Better Buick now leads the world in protection for engine and driving units. Three new seals have been added to Buick's famous Sealed Chassis. An air cleaner, a gasoline filter, and an oil filter now insure clean air, oil and gasoline for the engine.

Drive one of the Better Buicks. Know how much the new 75 horsepower Standard of Performance adds to the pleasure of Buick's ownership.

You never again will be satisfied with the power and performance of the ordinary motor car.

[When Better Automobiles Are Built] BUICK Will Build Them. . . .

in the Better Buick



MOTOR SHOP GARAGE

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