

AUTOMOBILE NEWS

Hudson - Essex Break all Records

During the month of July Hudson-Essex again broke all existing sales records by selling more six-cylinder cars than were ever sold before in Los Angeles City and County as well as in all of Southern California.

Hudson-Essex sales in Los Angeles and Hollywood exceeded the combined total sales of Buick, Dodge, Studebaker, and Nash, with 23 sales left over. THERE MUST BE A REASON.

The following registration figures for July offer conclusive evidence of how overwhelmingly Hudson-Essex outsold all competition.

	L. A. City	So. Calif.
HUDSON-ESSEX	719	1370
Chevrolet	477	1275
Dodge	273	692
Star	287	652
Studebaker	197	485
Overland-Willys-Knight	185	426
Maxwell-Chrysler	100	335
Paige-Jewett	176	325
Buick	151	322
Nash	75	185
Oldsmobile	55	158
Dakland	46	142
Chandler-Cleveland	42	104

WORLD'S GREATEST SELLING SIX-CYLINDER CARS

Roy Catching Motor Co., Dealers
126 N. ROSE ST.

Graceful Lines Feature Ford Touring Car



The pronounced streamline of the improved Ford Touring Car is particularly accentuated in the higher radiator, the long sweep of the hood and cowl and the large crown fenders which come down well over both front and rear wheels. The body is longer, wider, and sets 4 1/2 inches lower. Seats have been redesigned and are lower. There is greater leg room in the car. All four doors are open forward and storm curtains are provided with uprights and open with the doors. The gasoline tank is under the cowl, permitting outside filling and easy access to sediment bulb. Chassis changes include larger and more powerful brakes and other important mechanical improvements.

The Oldsmobile company of Oregon, Portland, Ore., wired that their showroom looked like "the first night of a popular Broadway show" and that they had more orders on hand than ever before in their history.

COOK WITH GAS ANOTHER RECORD RUN FOR STAR CAR

The Star has made another record run. This time it was a standard stock Star Coupelet that was used on a remarkable power demonstration.

A. W. Thresher, Star dealer, at Gridley, decided to create a real high gear record in his own territory, and instead of using the touring model which had been used for high gear record runs by private owners, factory employees and Star car dealers from the Canadian line to the Mexican border, Thresher chose a Star Coupelet.

The time of the run was 7 hours and 30 minutes, and the average miles per hour was 24.6 which is excellent time for the run, even when not limited to high gear only. The oil consumption was practically none at all. There were two quarts of water used and the Star Coupelet averaged 24.6 miles to the gallon of gasoline.

No car had ever before made the trip in high gear and this run has been recorded as one of the outstanding demonstrations of the power of the "Million Dollar Motor" and the efficiency of the Star Car.

Read the Classified ads. in The News-Review. They mean dollars to you.

CHEVROLET PLANS BIG ADV. CAMPAIGN

The Chevrolet Motor company has announced a cooperative advertising campaign in connection with its large dealer organization.

This campaign is a further move by the Chevrolet Motor company in its effort to obtain the most economical distribution of its product. It is probably the most comprehensive and efficient of the great advertising campaigns in the automotive industry. Approximately 4,000 newspapers are being used.

Under this plan the Chevrolet Motor company in reality has become the advertising department of each of its dealers which it provides with a highly efficient and consistent advertising campaign.

This advertising is paid for from the general advertising appropriation of the company, without expense to the dealers. The dealers continue to receive gratis the sales literature and the effective window display service of the company. These displays supplement the unified advertising plan.

The Chevrolet Motor company charges a small amount for each car shipped to dealers and credits it to the Chevrolet dealers' advertising fund. To this fund the company then adds a substantial contribution from its own advertising budget.

The company plans the dealer advertising campaigns, buys newspaper space, purchases and prepares all work, sends the advertisements to the newspapers, directs the printing and display of outdoor advertising, handles invoices and pays bills. The dealers thus are relieved of a vast amount of detail.

A desirable angle of the plan is a guarantee to each dealer that every dollar which he pays into the fund will be spent in his district for newspaper or outdoor display space, all of the costs of preparing and placing the advertising matter being more than covered by the Chevrolet Motor company's contribution to the fund.

The individual requirements of each dealer are analyzed and he is consulted in the choice of media in his territory. The dealers are kept in constant touch with the advertising plans and are given advance proofs of all newspaper advertisements.

"The guarantee to the dealers that their entire contribution will be spent for advertising space in their districts is regarded as second in importance only to the feature of unified appeal," said J. E. Grimm Jr., advertising manager of the Chevrolet Motor company. "It should be understood that this is not national advertising used locally; it is local advertising nationally directed."

COOKED FOOD SALE

Go to the Peoples Supply store Saturday, September 5th, for salads, baked beans, pies, cakes, etc. prepared by Loyal Women's S. S. Class of Christian Church.

It will soon be time to give that car an overhauling and in doing so bear in mind that

SARFF'S Auto Wrecking House

329 N. Main St.

will save you money on the parts you need. Bear in mind, do not forget, money saved is money earned.

Phone 553

NEW CHEVROLET CO. IN CHARGE AGENCY

Transfer of the Chevrolet agency in this city from the Ed Marsh Motor Co. to the Hansen Chevrolet company, with E. P. Hansen manager, occurred yesterday. While the deal has been under negotiation for some weeks, the new owner did not officially take over the business until the first of this month. Mr. Hansen, the manager of the new organization, has had a wide experience in automobile lines, and formerly had a Chevrolet agency in another state. The stock and accessories that the retiring company had at the corner of Oak and Pine streets, has been moved to temporary quarters in the Harris building on South Stephens street, where Mr. Hansen will be found until his fine new garage and sales room in North Roseburg are completed. Work on the new structure is being pushed as fast as Contractor Metzger can do it, and the place will be ready in from ten days to two weeks. This building, which is just opposite the Grand Hotel on Rose, is of concrete, and is designed to be one of the finest automobile establishments in the city. The show rooms and sales department will face on Rose street and the shops and service department will occupy the rear of the structure. The front of the building is of pressed brick, with large windows, so that there will be lots of light. Nearness to Cass street makes the place very desirable as to location. Mr. Hansen's announcement will be found in today's issue.

Chocolates—The best and purest. Manufactured for drug store trade. Hand rolled and dipped in Hershey's. A quality food product. Lloyd's Cramer.

NEW FIRM TAKES CHRYSLER AGENCY

J. E. Bennight and A. L. Puckett, formerly of Seattle, have bought out the J. W. Michael interests in the Chrysler automobile agency for this section, and are in possession of the garage and sales room near the Deer Creek bridge on North Jackson street. These gentlemen are familiar with the automobile business, and plan to carry a stock of parts and accessories for Chrysler cars. They will also maintain a repair department, and the shop will be in charge of R. W. Eaton, who had supervision of the work while Mr. Michael conducted the business. The new proprietors of the Chrysler agency will soon receive a shipment of cars, including both the four and six cylinder models, and expect to make of the place one of the most attractive show and sales rooms in the city.

Mr. J. W. Michael, who opened the Chrysler agency here some two years ago, has taken over the Chrysler agency for the Eugene territory, and has moved there with his family.

Heat with gas. FIRE LAW VIOLATORS PAY FINES AT BEND

BEND, Ore., Sept. 2.—Two convictions for fire trespass in the national forest were secured yesterday in justice court, according to forestry officials. B. F. Sullivan, of Sisters, was fined \$50 and costs amounting to \$16.50 for setting several fires in the road northeast of Black Butte.

George Frank, who came across the Cascades from the Willamette Valley with a team and wagon, was fined \$5 for leaving a camp fire near Sisters.

Three other cases of fire trespass are pending at the present time, officials said today, and convictions have been secured in three previous cases so far this year.

Burn mixtures and rib grass seed at Wharton Bros.

5,000 BOYS OF '61 MARCH ONCE MORE AT G. A. R. REUNION

GRAND RAPIDS, Mich., Sep. 2.—Musketts and swords gave way to canes and crutches as the Grand Army of the Republic marched today in what may be its last national parade.

With shoulders curved by the weight of years, but with gleaming eyes and unbroken spirit the boys of '61 marched, 5,000 strong, between masses thousands of cheering spectators. The bare of 20 bands had a pathetic accompaniment in the shuffling of 5,000 pairs of feet that have tramped the war-washed fields of Gettysburg and of Chancellorsville. Many, indeed, were unequal to participation in the parade while others, bowing to time, rode in automobiles behind their marching comrades.

Have a Good Time

If you feel that you cannot afford a new Star car, we will sell you a Serviceable Used Car that will be a source of

Satisfaction to the Whole Family

Don't delay another day in this matter, because at the prices we are offering these real bargain buys you cannot afford to be behind the rest of the world and continue to travel by way of "Shank's Mare."

Join the crowd. Labor Day is coming next week, and you want to go along. Drop around to our salesroom tonight—tomorrow—and we'll show you how

Easy It Is to Buy a Car
Rapp Brothers
Cor. Cass and Pine
Roseburg, Ore.

MAKES RAPID RISE TO LEADERSHIP

Official figures showing that Graham Brothers shipments of 10,800 trucks for the first half of 1925 equalled their entire 1924 output are no surprise to those who have been watching the rapid rise of this company to its present position in the industry.

Graham Brothers trucks equipped with Dodge Brothers engines were first offered to the public early in 1921. It was in 1921 that there was such general business depression in almost every industry in the United States. The truck industry, in particular, suffered heavily. The total 1921 production fell 54.2 per cent below 1920.

"Although there was a general impression in 1921 that people were not buying trucks," says J. E. Newland, local Dodge Brothers dealer, "the enthusiasm of the owners of the first of these rugged, powerful, dependable Graham Brothers trucks led to an immediate and rapidly increasing demand. With an increased number of owners, and satisfactory service available at Dodge Brothers dealers everywhere came the good will which belonged to a worthy product."

"The soundness of Graham Brothers policy of supplying the best truck they knew how to build at the lowest possible price has been demonstrated by the rise of Graham Brothers in the short period of five years to the position they now occupy—first in the production of 1 1/2 ton trucks and among the leaders in the 1 and 1 1/2 ton fields combined."

"Comparison of the annual growth of the truck industry with that of Graham Brothers emphasizes the rapidity of their advance. Total production of trucks of all makes in the United States in 1921 was 54.2 per cent less than in 1920. In 1922 it was 21.5 per cent less than 1920. In 1923 the industry surpassed its 1920 figures by 21.9 per cent. In 1924 it was only 16.2 per cent ahead of 1920. "Graham Brothers 1923 sales exceeded their 1921 sales by 151 per cent, 1923 sales exceeded 1922 by 105 per cent, 1924 exceeded 1923 by 54 per cent—and now, at the end of the first half of 1925 the entire 1924 output has been equalled."

"Total production of Graham Brothers trucks is now 10 per cent higher than in January, and is being further increased to supply the demand. Retail deliveries during the summer months of June and July, which are generally regarded as low months in the truck industry,

WIDE PRAISE FOR NEW OLDSMOBILE

August will come very close to breaking all previous monthly sales records in the 23 years history of the Olds Motor Works, as the result of the enthusiastic reception given the new series "D" cars since their first official showing August 15th.

A flood of telegrams and orders have been pouring into the office of D. S. Edkins, general sales manager of the company from dealers in every section of the country, asking for the doubling of allotments and in many cases requesting as many cars of each of the body types as the factory can ship for several months in advance.

The Larson Oldsmobile company of Philadelphia, immediately wired for 200 additional closed cars for the last two weeks in August. In two days 118 orders were taken by the retail branch in Detroit—the city reputed to have the most critical and motor-wise buying public in the United States.

Three days after the introduction of the new Oldsmobile, a wire came from the Chicago branch for 200 more cars, with the statement that never before in the history of Oldsmobile in Chicago had such a reception been given this pioneer car.

From Salt Lake, from Denver, from San Francisco, Los Angeles, and Sacramento, Cal., from Nashville, Tenn., from Washington, D. C., from Portland, Ore., from Indianapolis, from Sandusky, O., from Duluth, Minn., from Buffalo, N. Y., and many other cities throughout the country came telegrams in the same tenor—the greatest reception and the greatest sales ever accorded this car in the same period of time.

PINE STREET MACHINE SHOP
Opposite Flour Mill

General Machine Work

Automobile Work a Specialty

Gear Cutting

Announcing---

New Management for the Local Chevrolet Agency, Effective Sept. 1, 1925—

Temporary Salesroom and Shops in the Harris Building, opposite the Telephone Exchange, on South Stephens Street.

New Offices, Sales Rooms and Repair Shops on North Rose Street, Opposite Grand Hotel

Will Be Ready for Occupancy
SEPTEMBER 12 OR 15

for Economical Transportation



Sales and Service

Hansen Chevrolet Company

We Solicit Your Freight and Express Shipments

DAILY RUNS PROMPT SERVICE

Compare our insurance carried for your protection with amount required by law

Each Truck	Required	Carried
Cargo	\$500.00	\$2,000.00
Collision	None	Full Coverage
Public Liability	5-10,000.00	20-40,000.00
Property Damage	\$1,000.00	\$1,000.00

Oregon Auto Transportation Co.

Roseburg-Portland Auto Freight
Roseburg Office 401 Oak St. Phone 31-J

Portland Office E. Water and Yamhill, Auto Freight Terminal
Phone E9924

LIBERTY AND LAW HARD TO COMBINE, SAYS C. E. HUGHES

(Associated Press Local Wire.)
DETROIT, Mich., Sep. 2.—Liberty and law are a combination which our political alchemists seem to find increasing difficulty in successfully achieving," Charles Evans Hughes said today in opening the forty-ninth meeting of the American Bar Association, of which he is president.

"We call ourselves the ministers of justice," he said, "but we are reminded that the justice to be administered, is justice according to law—the expression of the democratic will."

The problems presented by the multiplicity of laws, the encroachment on liberty of learning, inadequate payment of judges, inordinate latitude granted lawyers, especially in sensational cases, and the need of proper standards of legal qualification for admission to the bar, were among the many legal facets that sparkled in Mr. Hughes' address.

"Liberty today has such broad scope," he said, "that it taxes the acumen of the ablest of men to provide laws which even measurably assure it."

"The most ominous sign of our times, is the indication of an intolerant spirit. It is more dangerous when armed, as it usually is, with sincere conviction. It can be exercised only by the genius which watched over our infancy and has guided our development—the American spirit of civil and religious liberty."

"Democracy has its own capacity for tyranny."

Knights of Pythias will meet Wednesday, September 2.
Sam Christensen, C. C.

MILK PRICE CLIMBS.
(Associated Press Local Wire.)
PORTLAND, Ore., Sep. 2.—Lack of pasture and the necessity of feeding cows high priced feeds led yesterday to an advance of one

cent in milk prices by nearly all the milk producers here. The new prices range from 11 to 13 cents a quart.

TO THE BUSINESS MEN OF ROSEBURG.
You will please take notice that all signs, boxes or other materials placed on the sidewalks or alleys are in violation of the city ordinance and must be removed at once. I. S. KETCH, Chief of Police.

FOUR STATES IN PART ROCKED BY SLIGHT TREMBLORS

(Associated Press Local Wire.)
EVANSVILLE, Ind., Sep. 2.—Evansville was shaken by an earthquake about 6 a. m. today. It was the second quake felt here within a few months. No damage was reported. No official record of the quake had been made at the weather bureau today. Observer Al Brand said he had unofficial information that the quake was general in southern Indiana and Illinois and in Western Kentucky and that from reports he had received, it probably centered in that territory.

LOUISVILLE, Ky., Sep. 2.—Earthquake shocks were reported from several places in Kentucky today. At Louisville the tremor was slight.

CLEVELAND, O., Sep. 2.—A slight tremor registered on the seismograph of the St. Ignace college here early today. Father Fiodenbach said it might have been caused by common waves or a slipping cave-in.

Such shocks occur almost daily, he said.

DROWNING AT PORTLAND.
(Associated Press Local Wire.)
PORTLAND, Ore., Sep. 2.—Fred Holland, 31, employee of the Port of Portland, was drowned in the Willamette river last night when he fell from a scow moored near Swan Island. His body was recovered.

The Wise Owner Knows



That his carburetor is the most important part of his engine. If his carburetor is a Zenith, he doesn't worry. It stays right under any condition.

"There's a Zenith for every car and Truck"

Ask about our free trial offer
L. G. DEVANEY