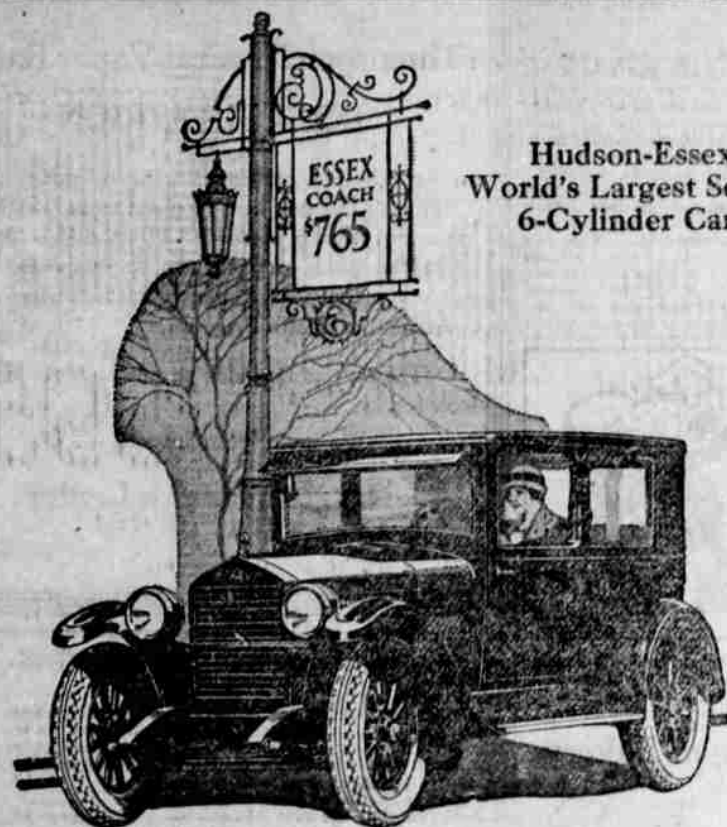


AUTOMOBILE NEWS



Hudson-Essex
World's Largest Selling
6-Cylinder Cars

\$765 for the
ESSEX COACH

Freight and Tax Extra

Now You Pay Only

\$195 DOWN

Convenient Terms on Balance

World's Greatest Value

Everyone Says It—Sales Prove It

ROY CATCHING MOTOR COMPANY

125 N. Rose St. Phone 438 Roseburg, Oregon

LEGS CRUSHED BUT SELLS OVERLANDS

A record for plain grit and determination in these days of hustle and bustle was recently established through the remarkable will power of a South Rockwood, Michigan man following serious injuries suffered in an automobile accident.

Dan Mercure operates a thriving business as a Willys-Overland dealer in the small Michigan village of slightly less than three hundred souls. For several years Mercure had seen his business grow from a meager beginning until prosperity began to shine through for him and his family. The year 1925 had fair to bring to Dan Mercure the fruits of hard work—when calamity broke through his endeavors.

In demonstrating a car to a customer, Mercure stepped behind his car just as an approaching car drove up, plowing the unfortunate man between the two automobiles and crushing both legs at the knees. Dan was taken home, both legs were placed in a cast, and he was left to be weeks in bed until the broken members should heal, with nothing to occupy his mind but worry and restlessness.

But Dan Mercure was not so easily downed and some hidden strain of sturdy ancestors urged him on. "I can and I will continue my business just as if I were well" was his resolve and he proceeded to do it. The telephone was moved to his bedside on a swinging stand, his chair served as a table for literature and another, in conjunction with a huge dictionary, was borrowed for a desk. Mercure set about with a will to call on his friends. He invited them to drop in and talk over business, crops, the weather and any other excuse that would bring them in. They came, and Dan Mercure plied his trade even better than when he was a well man.

From the day of his accident, September 26, to October 11, Mercure sold and had delivered eight new Overland and Willys-Knight cars and three used cars, or an average of more than one a day. Mercure's biggest sales record since he began to sell was three cars sold and delivered in the space of three and one-half hours, including an Overland four sedan, a six-cylinder Overland and a Willys-Knight six sedan.

Now, faced with the prospect of one leg being permanently shorter than the other, Mercure philosophically says for the future is outstanding. "Some folks might feel sorry for me and the future, but not I, for it was that accident and the following weeks in bed that showed me that a dealer can sell cars under any sort of physical handicap if he just sets his mind to it." And with that remark, Dan Mercure keeps right on selling cars as if nothing had ever happened.

WET WEATHER ADDS TO AUTO HAZARDS

Pavements are wet and slippery much of the time during the winter months. Side curbs are up on many autos, reducing to a large degree the possibility of the motorist to observe approaching or passing autos, or to give the proper signals when operating a car in traffic. Heavy fogs are frequent and add to the hazards that confront a driver's range of road vision and available slipperiness.

These are outstanding features in a great number of circumstances and conditions that make driving in winter considerably more hazardous than at any other time of the year, and the Oregon State Motor Association is recommending throughout the state safety campaigns calling the attention of motorists to the necessity of exercising extreme caution when operating an auto during the winter months.

"Speed is an item to be forgotten," says George Brandebach, general manager of the State Motor Association, "and it is up to

the motorists to keep in mind the fact that skidding is a great factor in more automobile accidents than anything else. Good brakes are almost a hazard if they must be applied with such suddenness that they result in a skidding car that is entirely beyond the control of the driver and transforms a car into a spinning, hurtling hazard that results in damage and injury to the car and its passengers as well as every other vehicle in the path of the skidding car."

Motorists are cautioned to be extremely careful in giving proper and distinct traffic signals in advance of their stopping or turning so that other motorists in their immediate vicinity will be given an opportunity to apply their brakes gradually or to turn their cars carefully thereby eliminating the hazard of skidding on wet pavement.

"It is alarming to note how the percentage of accidents mount during the first few weeks of winter driving conditions," says Mr. Brandebach, "and I feel it an extremely timely duty to send out caution notices that the motoring public may be cognizant to these facts. If the motoring will only be conservative and cautious in their winter driving, I am sure the accident and property damage percentage will be greatly reduced in Oregon."

**OVERLAND DELUXE
POPULAR MODEL**

Proof of the truth of the statement that the luxuries of yesterday are the necessities of today is shown by an analysis of Oldsmobile's sales figures for the first 10 months of 1925. During that period the deluxe models, fully equipped

for Economical Transportation



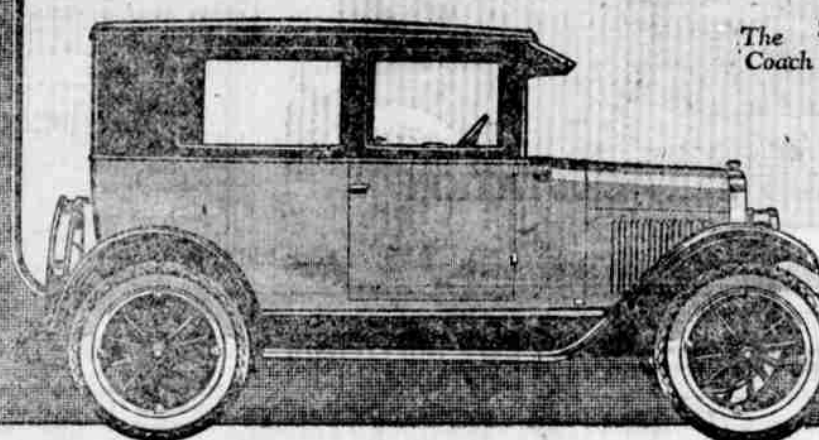
National Sales Contest Week

This week marks the close of the greatest sales contest ever conducted by any automobile manufacturer. Our salesmen, as well as thousands of other Chevrolet salesmen, are striving to win!

One of our men has probably explained to you why over 2,000,000 buyers have chosen Chevrolets, and has shown you Chevrolet

feature after feature found only on the finest quality cars. Give him your order this week and help him win a valued prize.

Chevrolet gives you fine performance, beautiful appearance and long life. Here is a quality car at a price you can well afford. Let us show you how easy it is to become the owner of a new Chevrolet.



The \$695
Coach

- Touring - \$525
 - Roadster - 525
 - Coupe - 675
 - Sedan - 775
 - Commercial - 425
 - Express - 550
 - Truck-Chassis 550
- All prices f. o. b. Flint, Michigan

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Ore.

QUALITY AT LOW COST

Oldsmobile was one of the first companies to recognize the trend toward fully equipped cars, and more than a year ago it standardized on all accessories. They were selected and designed to conform to Oldsmobile's requirements, and are attached to the cars on the assembly line. Thus the accessories are integral parts of the finished car.

The increasing demand for the deluxe models shows that the motoring public recognizes the necessity for these accessories that just a short time ago were regarded as luxuries. From the present trend it is likely that in the not far distant future practically every car sold will be equipped with front and rear bumpers, snubbers, motor, spot light, automatic windshield cleaner, rear view mirror, kick plates, gasoline gauges, luggage trunks and rack.



Don't put off ordering your Christmas announcements until the last minute. Place your order now so that your work can be given proper attention. Call and see our line of both engraved and printed announcements. News-Review Exclusive Job Printing Department.

WE MAKE GOOD
Our work has stood the test of years, and when you bring your car to us we make a good job of the repairs needed.
Service Car at Your Call
Hall & Young Garage
621 Winchester St. Phone 338

Only Light Car in America
with 4 Speeds Forward—
the **FORD Ruckstell**—
equipped

RUCKSTELL AXLE

C. A. LOCKWOOD MOTOR CO.
Roseburg, Oregon

Charles Klein, of Portland, arriving here yesterday and is spending to business affairs.

Try it on the Hills

Greater Beauty
Better Performance
Lower Price
All These

You want a car that will do the extraordinary things as well as the ordinary. This latest Oldsmobile Six is such a car.

Take it on a long, steep climb. Prove its surplus power. Test its whole performance range—its flexibility—sure-footedness—brakes—its quiet and smooth behavior at all speeds.

Here is a car that simply outclasses any other in its field—and such a trip will prove it.

Touring \$875 • Coach \$950 • Sedan \$1025
Prices f. o. b. Lansing, plus tax

KLECKER-AMORT CO.
439 N. Jackson St. Phone 593

OLDSMOBILE

Handmade Xmas gifts on display at Fisher's store. Leave orders for stamping, embroidering and cochetting at the store, or phone 1913 and I will call. Mrs. John Ferguson.

See the Bell De Nutt line of perfumes, compacts, toilet waters, etc. at the Watkins' Store, 126 W. Lane street.

**OVERLAND DELUXE
SEDAN MAKES TIME**

Leaving Portland at 8:10 a. m. Tuesday of last week, Geo. Dye, a taxi driver of that city, headed for San Francisco in a five passenger Overland Deluxe, carrying four persons besides himself. The car carried the party over the more than 250 miles of Pacific highway to the Oregon-California line, and over the one hundred or more miles of dirt road, in some places badly cut up between Oregon-California line and Dansumir, arriving at Redding in the upper Sacramento ten minutes after ten that night. Wednesday morning at 8:05 Dye started on the second day's run, reaching San Francisco at 4:10 that afternoon, the total distance registered by his speedometer being 725 miles, and the total time actual on the road being 21 hours. The total amount expended for gas and oil in making this drive was \$661, the car making 27 miles to the gallon of gas.

On the trip home Dye left the bay city at 10:10 a. m. arriving at Yreka at 10:05 that night. The trip north from Yreka was resumed at 8 a. m., and Dye drove up to the Wells & Chase agency of the Overland in this city, at 2:25 in the afternoon of that day. The actual driving time from San Francisco to Roseburg was nineteen hours, with an expense of \$5.10 for gas and oil on the trip north.

Mr. Dye was enthusiastic when he reached Roseburg, his experience with the Deluxe sedan on this trip having given him an understanding of the sturdiness and economy of the car that he values highly.

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Say, Look Here

How about that old car of yours? Are you going to fix it up? If so.

**SARFF'S
Auto Wrecking
House**

329 N. Main St.

Has 10,000 parts to choose from at about half price. If you want to sell the old car, and have any extra parts will pay you cash for it.

Phone 553