

Important Price Policy for HUDSON-ESSEX

We Discontinue F. O. B. Factory Prices and Announce "At-Your-Door" Prices

Effective February 15, These Cars Will Be Priced to Include Freight, War Tax and Equipment. No Charge Will Be Added for Handling. There Will Be Nothing Else to Pay. Remember these are **NOT** F. O. B. Factory Prices, but the **DELIVERED** Prices at Your Door

The Price You Pay to Drive Away

All Cars Are Complete with the Following Equipment:

Bumper Front and Rear ... Electric Windshield Cleaner ... Rear View Mirror ... Transmission Lock (Built In) ... Radiator Shutters Moto-Meter ... Combination Stop and Tail Light

Hudson Super-Six

COACH - \$1450

Brougham 1715

Sedan - 1905

Essex Six Coach \$980

Convenient and Easy Purchase Terms for Those Who Desire

ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 448

Roseburg, Oregon

RECORD BREAKING TOURIST HARVEST

With an increase of 236 per cent over January of 1924 and of 71.5 per cent over the same month of 1925 the prospects for a record-breaking harvest of tourists and home-seekers travel to Oregon by motor vehicle for 1926 is very auspicious.

The registration of foreign motor vehicles in Oregon during the month of January, 1926, amounted to 1,442 as compared to 429 for January, 1924, and 841 for the corresponding month of 1925. January visitors to Oregon by motor vehicle registered from states as far east as Ohio and Virginia, from as far as Kentucky, North Carolina and Texas representing the states of the south, while two sojourning motor vehicles were registered from Alaska and 27 from Canada. Non-resident motor vehicle registrations for January, 1926, by states, included:

Arizona, 7; California, 644; Colorado, 15; Idaho, 77; Illinois, 3; Indiana, 2; Iowa, 5; Kansas, 3; Kentucky, 1; Michigan, 4; Minnesota, 7; Missouri, 4; Montana, 13; Nebraska, 13; Nevada, 4; North Carolina, 1; North Dakota, 3; Ohio, 6; Oklahoma, 6; Pennsylvania, 1; South Dakota, 6; Texas, 4; Virginia, 1; Washington, 561; Wisconsin, 3; Wyoming, 4; Alaska, 2; Canada, 27. Total 1442.

Registrations by stations for January, were: Albany, 60; Ashland, 341; Astoria, 20; Bend, 18; Brookings, 1; Eugene, 46; Gold Beach, 2; Grants Pass, 120; Hood River, 37; Hualapai Falls, 40; La Grande, 13; Marion, 36; Medford, 229; Milton-Freewater, 23; North Bend, 24; Oregon City, 11; Pendleton, 42; Portland, 143; Roseburg, 100; Salem, 97; Seaside, 1; The Dalles, 48; Vale, 1; Inspectors, 2. Total 1442.

HUDSON-ESSEX MEN MEET AT PORTLAND

A meeting of the Hudson-Essex dealers from all over the Northwest was held at Portland this week, and was attended by Roy Catching, of this city. Mr. Catching returned home Tuesday night and stated that almost all the dealers from the Northwest were present at the Hotel Portland to enjoy the program and banquet. Business matters and selling plans for Hudson-Essex were the topics up for discussion, and the general opinion prevailed that 1926 will be the best year yet experienced for these popular cars. The new low prices set for both Hudson and Essex, coupled with the well known low cost of operating either of the models, has given dealers, it was stated, a selling pull that makes for a lot of business among conservative buyers. The plan has also been adopted of stating the prices of Hudson-Essex delivered to purchasers, instead of the old method of giving the cost of those cars f. o. b. factory. In this way the mind of the buyer is not confused, and he knows at once without any mental arithmetic just what he will have to pay, and by this plan better results are believed to accrue.



George Washington never told a lie, so they say. Well, what temptation did he have? Who ever asked him how many miles he got to the nation?

USED CAR BARGAINS—

- 1 1925 Chevrolet sedan.
- 1 1924 Chevrolet coupe.
- 1 1924 Chevrolet touring.
- 3 1923 Chevrolet tourings.
- 1 1922 Chevrolet touring.
- 1 1919 Chevrolet touring.
- 1 1925 Ford roadster, like new.
- 1 1923 Ford touring.
- 1 1924 Ford coupe.
- 1 1922 Ford coupe.
- 1 1920 Ford coupe.
- 1 1921 Ford touring.
- 1 1924 Overland touring.
- 1 1921 Liberty Six.
- 1 Oldsmobile ton truck.
- 1 Ford ton truck, solid tires rear.
- 1 Ford ton truck, pneumatic tires.
- 1 Chevrolet truck, new cab and platform.

Easy terms can be arranged.

HANSEN CHEVROLET CO.
Roseburg, Oregon.



Take a Ride in the Improved Chevrolet

Prices f. o. b. Flint, Michigan	
Touring	\$510
Roadster	510
Coupe	645
Coach	645
Sedan	735
Landau	765
1/2 Ton Truck	395
(Chassis Only)	
1 Ton Truck	550
(Chassis Only)	

So superbly smooth is its performance and so delightful its comfort that you will step from the wheel amazed that such power, speed and snap could be achieved in a car that costs so little.

No matter what car you are driving or intend to drive—take a ride in the Improved Chevrolet and experience the positive revelation it will afford. Thousands have already done it—and thousands know the new meaning of Quality at Low Cost.

See us today and let us give you a demonstration.

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Oregon

QUALITY AT LOW COST

Hudson is World's Largest Builder of "Sixes" and Third Largest Builder of Motor Cars

AIRPLANE PILOTS MAY SEE NAME OF TOWN FROM AIR

DETROIT, Mich., Feb. 17.—Edsel B. Ford, president of the Ford Motor company has suggested to authorized Ford dealers all over the United States that they paint on the roofs of their places of business the name of their city as guide posts for airplane pilots. In

asmuch as there are Ford dealers in more than 10,000 cities and villages throughout the United States, compliance with this request will constitute an important advancement in the development of facilities for commercial aviation.

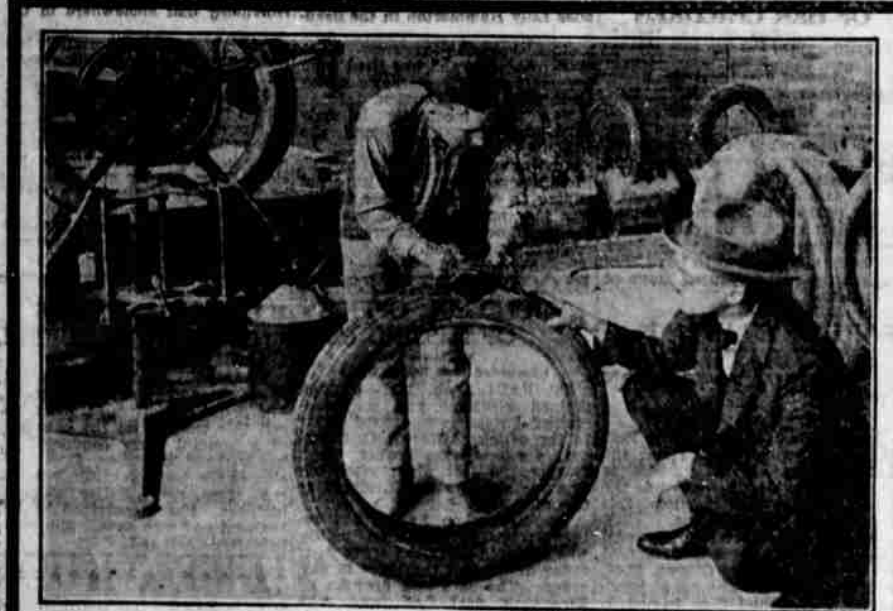
Possibilities of such aerial guide posts were demonstrated at the time of the Commercial Airplane Reliability Tour last fall when the Ford dealers along the route identified their cities. Reports by pilots of the seventeen planes in the tour of the practical value of this identification are believed to have prompted Mr. Ford to make this service available to aviators all over the country in the general interest of commercial flying.

"We feel that it is our duty to help develop this new mode of transportation," Mr. Ford stated in

his communication to dealers, "and are using as many of our facilities as are necessary to this end."

It seems that one of the very great difficulties of cross country flying is in trying to distinguish over what town or city the pilot is traveling. The motorist is usually advised when approaching a town by appropriate sign boards, but so far the air pilot is not so fortunate.

According to Mr. Ford's suggested plan, the letters of the name will be printed in white of a size which will be visible from ordinary flying height. The name will extend due east and west with the tops of the letters toward the north with an arrow pointing due north at the end of the word. In this way the lettering and arrow serve as a compass to the pilot.



Don't Throw Away Tires With Cuts Like These

We'll repair them for you and give a Money-Back Guarantee that the repair will outlast the rest of the tire. We have an entirely new, scientific method, which gives you a perfect permanent repair, yet flexible, no bulge—so neat you can hardly see it. For Balloon tires it is the ONLY correct method.

HEALY & WOOD VULCANIZING CO.

333 N. Main St., next to Orchard Auto Parts Co.

VISITORS CROWD OVERLAND ROOMS

Scoring a popularity second to none, the new Willys-Knight Six "Seventy" was proclaimed the most popular six-cylinder automobile introduced at the recent New York Automobile Show, when 102,909 enthusiastic visitors to the Willys-Overland factory branch store showered this new car with countless compliments.

Not only did more interested persons view the comprehensive display of new Willys-Overland models at the branch store than ever before, but more Overland and Willys-Knight cars were purchased from New York dealers during show week than ever before in company history. A total of 594 Overland and Willys-Knights were sold to New Yorkers during Show Week.

Unusual enthusiasm greeted the announcement of the new "Seventy" prices, which immediately classified this car as the outstanding car exhibited at the Show.

On the opening day of 1925 Show, 40 cars were sold by Willys-Overland in New York, as compared with 28 cars for the first two days of the 1925 Show Week. In 1925 slightly more than 15,000 interested visitors viewed the original showing of the Overland Six and the Willys-Knight Great Six, but during the opening day of the 1926 Automobile Show 20,071 people visited the Willys-Overland Branch indicating the greatly increased popularity of Willys-Overland's new line.

In addition, an outstanding feature of the fourth day of the Automobile Show was the sale of 100 of the new "70" Willys-Knight Sixes to the Brown-Devine-Hunt corporation, to be used in the rent-a-car business.

This is believed to be the largest individual retail sale of passenger automobiles ever made in the United States for paid-passenger service.

for these two cars. Likewise, the four-cylinder Overland came in for a generous amount of praise on the leading car in the "pony" class.

CHEVROLET OPEN CARS IN DEMAND

That the open car is strictly a fair weather vehicle is a theory as out-of-date as the old fashioned rear entrance, or patrol wagon type of touring.

Not that these early automobile body styles were not appreciated; on the contrary, there are many who had a warm spot for the venerable one-fingers—especially the kind with the engine under the seat!

Nevertheless, the old time buses of yesterday had their disadvantages. They were rough and ready—rough riding and ready to fall to pieces. To ride in one was over exposure in any kind of weather. Even on a clear day the driver was lucky if the breeze didn't blow off his truckles.

The meek auto tourist of two decades ago usually inherited the earth, which he brought home in his eyes and ears.

Today there are no such motoring hazards even in what is popularly termed the "open car." Windshield and top furnish protection against ordinary discomforts, while with side curtains hung the car's occupants are safe from annoying elements.

Chevrolet dealers throughout the Pacific Coast have found a ready market for touring cars and roadsters all through this winter. These body types, when curtained all around, offer a very snug means of transportation. Close fitting doors curtains permit of easy entrance and exit, making the vehicle a veritable closed car. And when the pleasant days come, as they frequently do in mild Pacific Coast winters, the owner has an open car for the open road.

The finish on both Chevrolet touring car and roadster is Duco; that durable paint which resists dampness or extreme heat with equal effectiveness.

On the Chevrolet roadster, in addition to "tailored" storm curtains for the passenger compartment, there is a luggage locker on the rear deck fitted with a weather proof cover. This model is ideal for professional and traveling men

whose duties take them afield in all sorts of weather.



The Lowest Priced Six Ever Offered to Motorists

\$855

Delivered in Roseburg—Complete with bumpers, motormeter and kick plates.

This price is genuinely startling—The privilege of riding in the New Star Six for 1926 awaits you. See these new models in Tourings, Roadsters, Coupes and Sedans at our sales rooms.

Rapp Bros.

Cass and Pine

Phone 371