

AUTOMOBILE NEWS

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 438

Roseburg, Oregon

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

M. S. Ryan, Middle resident, was a visitor in Roseburg yesterday and was spending several hours attending to business affairs.

J. M. Cornutt returned to Middle yesterday evening after spending the day visiting and attending to business interests in Roseburg.

Finer Transportation at Lower Cost

More Buicks are now being sold than ever before in Buick history. And an important reason is the fact that, though expensively built, a Buick may be inexpensively purchased.

Buick closed bodies are built by Fisher to the most exacting standards laid down by any manufacturer today.

Quality, regardless of its cost, rules Buick design. But thanks to the sustained popularity of this quality, purchasers actually pay less for it. Vast volume gives Buick owners finer transportation at lower cost. Your next car should be a Better Buick!

the Better BUICK

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 288

414 N. Jackson St.

GOOD WAGES HELP SALE OF ALL CARS

United States Department of Labor statistics are dry reading, but now and then they reveal facts of intimate interest," says H. H. Bassett, president Buick Motor company.

They prove by accurate figures that there is going to be a good market for automobiles for some time to come; this should help to take the phrase "saturation point" out of discussions of the automobile industry for the next few years at least.

The figures I refer to are those on food, man's biggest expense item, and wages. The figures show that the price of food has advanced 46 per cent in the eleven years up to 1925, while wages in the same period have advanced 128 per cent.

Man's real wages, therefore, have increased much more rapidly than his expenses. He has more money to spend for automobiles.

These figures serve as an opening for discussing the subject, although they are only partial proof that the "saturation point" is not going to arrive for a while.

It should be considered that common sense in manufacturing reduced the price of the automobile enormously in the last few years. Greater volume has enabled the leaders of the industry to apply it to their manufacturing. Those who didn't do so have gone out of business, for the automobile market is highly competitive, and value is the only criterion, as a rule, on which the buyer judges his purchase of a car. The expression "more car for less money" is trite but true. Successful manufacturers are offering it to a greater degree each year.

Developments in new machinery cut labor costs and reduce the cost of producing the car. The teachings of experience take hold more effectively each succeeding day. As a result there is hardly a man who is steadily employed who cannot afford some kind of an automobile.

It is a wise investment in convenience and health for both him and his family. More important, perhaps, is the fact that he can hardly afford not to own a car because of the demands of American life today, which in most occupations make an automobile necessary equipment for success in life.

NEW AUTO RECORD SET FOR JANUARY

Official figures just released by the National Automobile Chamber of Commerce show that the automobile industry as a whole produced 333,727 passenger cars and trucks in January 1926, a gain of 92,665 or 38% over January 1925. The same report supplies revised figures showing the industry's production for the entire year of 1925, as 4,314,636 vehicles.

"The gain in automobile production shown by these figures," says J. O. Newland, local Dodge Brothers Dealer, "should dispel the unpleasant thoughts of those people who are constantly anticipating 'The Saturation Point.' Looking back we find that the industry's production for 1925 showed a gain of 19% over 1924 and 54% over 1923, its previous banner year.

"In making our plans for this year's business we have been greatly interested," Mr. Newland said, "in comparing the growth of Dodge Brothers, Inc., with that of the industry as a whole. Total shipments officially reported by Dodge Brothers, Inc., for 1925 showed an increase of 15% over 1924 and of 45% over 1923. That is while the industry has gained 54% over 1923, Dodge Brothers, Inc., have gained 45%.

"Comparing the month of January for the same years, we find that January 1926 for the industry showed a gain of 38% over 1925, of 3 per cent over 1924 and of 23 per cent over 1923. The corresponding figures released by Dodge Brothers, Inc., for total factory shipments of their passenger and commercial vehicles show 22,135 for January 1926, a gain of 41 per cent over 1925.

"With the greatly increased production capacity afforded by the new buildings and the new machinery provided by the recently completed ten million dollar expansion program—giving a present capacity of over 1,500 cars a day—and with the greatly increased demand for their product which has resulted from recent improvements and price reductions Dodge Brothers, Inc., have good reason to expect 1926 to hold no 'Saturation Point' terrors for them."

NOTICE

I am again prepared to do painting, papering and decorating. Make dates early and avoid delays. Estimates furnished on work and material. All work guaranteed. Address T. H. Hill, Dixonville, Ore., or phone 26722.

set in the driver's compartment, and pockets in the rear doors. The finish is Arizona Gray Duco and the interior in rich velour to match.

The Greatest January in History!

Announcement of tremendous price reductions and vital improvements was followed by the greatest January in Dodge Brothers history.

Retail sales for the four weeks ending January 31st were 14,943, an increase of 67.4 per cent over the same period of 1925.

Mid-summer business in January!

When the drastic reductions went into effect, Dodge Brothers, Inc. said frankly that they were offering the greatest values in their history.

How well the public realizes that these really ARE the greatest values is proved in a definite and emphatic way by the remarkable record for January.

Touring Car	- - - -	\$ 966.50
Roadster	- - - -	962.00
Coupe	- - - -	1019.00
Sedan	- - - -	1082.50

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS MOTOR CARS

BIGGEST PIECE OF AUTOMOBILE NEWS

"Probably the biggest recent piece of automobile news was the Ford Motor Company's announcement of a reduction in price of the entire line of Ford closed cars," said C. A. Lockwood today.

"The new price level is ascribed to the trend of closed car buying which has been rapidly developing. According to a statement by the company accompanying the announcement, this trend has reached such a high point that manufacturing economies have been effected and, in accordance with the established policy of the company, the benefits of these economies are passed on to purchasers of Ford cars.

"Coming virtually on the heels of the sweeping improvements and refinements made in Ford cars last fall, the new prices mark the climax of a period of general ascending values. Less than six months ago, Ford bodies were completely redesigned to make possible a greater degree of beauty, driving ease and riding comfort. In line with this development, all steel bodies were introduced together with closed cars in color and numerous refinements in the chassis.

Hats of the hour. Come see them at The Vogue, Thursday, Feb. 25th.

New Beauty Cream Gives Lovely Complexion

Amazing new kind of cream quickly gives the texture and appearance of a wild rose petal. You'll notice a startling change the moment you put it on. The effect is lasting—you cannot wash it off. Whitens, nourishes, purifies. Can be left on all night or used as a powder base. Not a bit sticky or oily. Get this new wonderful beauty cream called Mello-glo and try it. Nathan Fallerton, the Retail store, Perkins bldg., Roseburg, Ore.

PIERCE REVOKES PARDON OF MAN WHO REFUSES TO RETURN

SALEM, Ore., Feb. 24.—A conditioned pardon granted to Harvey Madsen, convict, on March 14 of last year, was revoked by Governor Pierce today. Madsen is under arrest at Ukiah, California, and will be returned to Salem to serve out his unexpired term. He was received at the prison here in March, 1924, to serve a term of five years for assault and robbery while armed with a dangerous weapon. Madsen has indicated that he would fight extradition.

Garden cultivators of all kinds at Wharton Bros.

HER SISTER FROM PARIS says:

In picking ze husband ze French Polles girl is like ze American Polles girl—foolish like ze fox, eh?

ERUPTION OF MT. LASSEN ENDS AFTER 10 HOURS

SACRAMENTO, Cal., Feb. 24.—A dispatch to the Sacramento Bee today says that the eruption at Lassen Peak ended yesterday afternoon at 4 o'clock after a prolonged spectacle. At sunset the peak stood out clear against the sky. The eruption lasted approximately ten hours and was the most pronounced in five years.

Quick turnover. Advertise. A classified ad today brings sales tomorrow.