

AUTOMOBILE NEWS

MARCH 22, 1923

1,000,000

DECEMBER 16, 1925

1,500,000

On March 22, 1923, Buick celebrated the building of the millionth Buick. Approximately eighteen years were consumed in the accomplishment.

On December 16, 1925, Buick reached the million and a half mark. A million Buicks in eighteen years—the next half million in two years and nine months.

At the present time, public demand calls for more than 20,000 Buicks every month. This means the next half million in the hands of Buick owners, within two years.

These bare figures tell a graphic story of Buick's continuous advance in public regard. The great acceleration of demand, at the present time, speaks strongly of the increased value and desirability in the Buick.

Leadership belongs to Buick because a nation familiar with many motor cars has given it to Buick.

The American public wants "finer transportation at lower cost," and Buick provides it!

BUICK MOTOR COMPANY
PLANT, MICHIGAN
Division of General Motors Corporation

The Better Buick

MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

20 BILLS READY FOR FARM RELIEF

WASHINGTON, March 2.—Wide divergent proposals for farm relief legislation await consideration of the house agriculture committee which will open hearings on the subject, probably tomorrow.

More than a score of bills relating to agriculture have accumulated during the three months of the session. They include proposals that the government go into business with the farmers, buying their crops and selling them on the market, and various price-fixing plans while others would have the government aid the producers to find markets and to obtain reasonable prices.

Predominating in the suggestions for legislation is the demand for assistance in disposing of surplus crops.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

BOXCAR SMASH EXPOSES A FORTUNE IN SILK

(Associated Press Local Wire.)
BAKER, Ore., March 2.—Baled silk worth \$350,000 was scattered about as a car flange on a silk train broke near Burke yesterday, throwing the car over the embankment. The wrecking crew returned the car to Baker while the train proceeded toward New York several hours late. The cargo in the wrecked car was transferred to an express train and left last night.

A cure for grouchy feelings—March 25th.

SPECIAL ON TIRES

30x3 1/2 Cords \$7.95
30x3 1/2 Big O. S. Cord
Tires and Tubes \$13.50
29x4.40 Goodyear Balloons \$13.50

For your Ford Truck a Regular Buy

33x5 Heavy Duty Vacuum Cup Cords and Tube

\$43.50

Only a few at that price.

C. A. LOCKWOOD MOTOR CO.

SLASHED!

Star Car prices cut again—Public gets benefit of another drop—Quality is maintained.

We also have some good used cars—cheap.

SPECIAL!

A light delivery—fine for hauling broccoli—A bargain.

Rapp Brothers

Cass and Pine

Phone 371

NEW RECORD FOR GRAHAM BROTHERS

Retail deliveries of 1473 Graham Brothers trucks and motor coaches in the United States and Canada, during the four weeks ending January 20, according to official figures just released by the factory at Detroit, showed an increase over the corresponding period last year of 807, a gain of 120%.

The week ending January 16th, with deliveries of 409 trucks and coaches, was 196% ahead of the corresponding week last year. The week ending January 30th set the record for January with deliveries of 425 units.

"Our production during the last two weeks in January," said a Graham Brothers executive, "amounted to 1124 trucks and coaches, a gain of 68% over the corresponding period last year. We had hoped that our production through January and February, which are usually regarded as slow months for truck sales, would enable dealers to build up stocks in anticipation of the usual spring demand. It seems, however, that public recognition of the exceptional value offered in these sturdy vehicles at the new low prices forebodes demand for the entire production capacity of our four factories."

Graham Brothers, before their business was absorbed by Dodge Brothers, Inc., had just opened a new factory in Stockton, California and had completed extensive enlargements at their other three factories—in Evansville, Indiana; Toronto, Ontario; and Detroit to afford production facilities sufficient to supply the demand. 1925 saw Graham Brothers step into world leadership in the 11-ton field and into second rank in the combined 1 and 11-ton fields. With sales for January 120% above last year, and with constantly accelerating demand, 1926 promises even more rapid advance in sales of Graham Brothers trucks.

FIVE MORE ACRES AUTO SHOP SPACE

"One of the most remarkable facts in connection with the large production increase effected by Chrysler during the past two years," said H. L. Connelly, local agent, yesterday, "is that it has not necessitated the addition of very much new floor space. Ordinarily, the consideration of increased manufacturing schedules is the signal to increase at once the working space, but with Chrysler the tendency has been to increase the effectiveness of the already available space rather than add new space. Thus, operating expense and upkeep have been kept at the absolute minimum, and consumer values have been improved proportionately."

"That there was a limit, however, to the possibilities of space engineering," became apparent several months ago, with the result that there is now in process of construction at the Highland Park Plant a new five-acre addition to be devoted chiefly to increased motor production.

"This new building is of the most approved machine shop type of construction, namely, one-story structural steel, with saw-tooth roof and with unbroken walls of steel windows, to insure the daylighting of every square foot of its working area."

The new building was staked out December 4 and according to working schedules, will be completely equipped and in operation by March 15. Some idea of the aggressiveness with which operations are being pushed may be gained from the fact that it is one of the largest construction jobs ever built during a northern winter and completed in less than ninety working days. The total cost of the work will be approximately half a million dollars.

"Additional new Chrysler construction, now under way, includes (1) an entire new system of receiving and shipping docks, comprising a total trackage of more than five thousand feet, with depressed tracks to facilitate car loading and unloading; (2) a new service garage for the storage of factory trucks and cars; and (3) a paved parking space of 600-car capacity for the use of employees."

All existing speed records for motor car travel between Kansas City and St. Louis were broken recently when a stock Willys-Knight Great Six roadster crossed the state of Missouri in 4 hours and 19 minutes, states Mr. Chase, of the local agency.

The driver of the car, which beat the former record by 20 minutes, was H. C. Davies, a taxi driver of Kansas City, who was forced to use all his skill in negotiating sixty miles of gravel road on the route at better than

40 miles an hour. M. A. Waterman, local estate man of Kansas City, donated the Willys-Knight roadster for the trip which was run in conjunction with a local newspaper. No stops were made on the trip although the car was slowed up in several towns to toss newspapers to news agencies.

In addition to the driver, John Hankinson, Kansas City representative of the National Motor contest association, and a mechanic made the trip, the start of which was timed by Kansas City police officials. The test was sponsored by the Bernard-Buchli Motors company, Willys-Knight dealers in Kansas City, and the car used was a stock roadster.

Not content with establishing a new mark for the Kansas City-St. Louis route, Davies brought the car back to the former city on the return journey in 4 hours and 42 minutes, bettering the former record of 4 hours and 45 minutes by a comfortable margin. Officials who watched the test were enthusiastic over the performance of the Willys-Knight Great Six, declaring that the newly-established speed record between the two points indicated the exceptional performance of this car and its ease of handling.

USED CAR BUYING IS ON NEW BASIS

Even more authentic than the first robin as a herald of coming spring is the start of activity in the used car market, said C. A. Lockwood, Roseburg's Ford dealer. On used car lots and in dealers' garages all over the country, prospective owners are inspecting thousands of cars which will be seen this summer on highways and boulevards.

Used car buying, however, is on a new basis. The old order of bargaining is gone, for buyers have learned that the concern whose reputation is staked upon the kind of service it renders to the public, is the most reliable place to buy the "unused mileage" represented in a used motor car.

Interesting in that connection is the first anniversary of the Ford guaranteed used car plan, which has not only raised to a new height public confidence in used Ford cars, but due to the fact that approximately half the cars in use are Fords, has gone a long way to stabilizing this phase of the automobile industry. The plan is made simple and positive in operation by the fact that each car is guaranteed individually by one who is in the best position to know its possibilities—the Ford dealer.

By virtue of the fact that every community has its authorized Ford service, the local dealer maintains personal contact with practically all the cars handled through this agency. When the car is eventually turned in, he frequently knows just about how far it has been driven and the kind of driving to which it has been subjected. If the car needs reconditioning when turned in, the dealer is in a position to give it the needed mechanical attention at the lowest possible cost and when ready for service, can definitely determine the amount of mileage it should deliver, the price depending entirely upon this unused transportation.

Public acceptance of the Ford used car plan is clearly indicated in reports made to the company general offices in Detroit.



Mull it over while you're shaving. When you buy a GOOD used car you don't have to pay war tax, freight or depreciation. You pay for mileage and nothing else but!

- 1 1924 Chevrolet
- 1 1923 Chevrolet
- 1 1922 Chevrolet
- 1 1919 Chevrolet
- 1 1924 Ford Coupe
- 1 1924 Ford Touring
- 1 1923 Ford Touring
- 1 1922 Ford Touring
- 1 1921 Ford Touring
- 1 1920 Ford Touring
- 1 1925 Roadster
- 1 Liberty Six
- 1 1924 Overland
- 1 1922 Durant
- 1 Oldsmobile Truck
- 1 Chev Truck
- 1 Ford Truck
- 1 Ford Truck

Easy Terms Can Be Arranged to Suit Buyer
Hansen Chevrolet Co.
Roseburg, Oregon

YOU ARE ENTITLED TO KNOW THE FACTS!

20,000,000 motor vehicles now travel the American highways.

50,000,000 Americans ride in these cars every day in the year.

Safety for this vast army of travelers is a national issue, and where safety is involved plain speaking is a public duty.

It is high time the public realized—as experts have long realized—that automobile bodies should be made of steel—not of wood or any other fragile material.

Indeed, it is one of the mysteries of this usually progressive industry that the all steel body is not already in universal use.

It will be before long. Public opinion will demand it—as it now demands that railway sleeping cars be all steel.

For even a child knows that steel is stronger than wood—that steel will not splinter or burn—and that all steel bodies will stand up under impacts that would crush ordinary bodies to bits.

That is why Dodge Brothers pioneered in introducing the all steel body—pioneered again recently, in improving and perfecting it—pioneer, now, in urging its adoption by every automobile builder in the world.

The issue is plain—

Manufacturers must build safely if the automobile industry is to hold its present high place in public usefulness and esteem.

And the all steel body—as exemplified in Dodge Brothers Motor Car—is the greatest single advance in motoring safety made in the last fifteen years.

The car will continue to be a "four." No reasoning buyer will be distracted from the issue of QUALITY by mere CYLINDER propaganda.

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

Delivered

See the Dodge Steel Body On Display In Our Showroom

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

DODGE BROTHERS MOTOR CARS

F. O. B. DETROIT IS SENT TO JUNK PILE

"Great changes have come about steadily in the automobile world, but this is probably the most momentous of all," is the editorial opinion of the Nashville Tennessean on the new Hudson-Edson program of displacing "F. O. B. Detroit" prices with "a. y. d. or at your door" quotations. The editorial, entitled "F. O. B. Detroit," says, in part:

"Now one of the great automobile manufacturing companies has taken the momentous step that separates them from this established custom. With the audacity and courage of the pioneer, it has cast precedent behind and come boldly out in newspaper advertising, giving the actual price of the automobile, delivered to the buyer, without any extra charges to be added on. Great changes have come about steadily in the automobile world; but this is probably the most momentous change of all."

"The old plan of price quoting has always been a vexing one to the man who was thinking about buying an automobile. He would see a pretty picture of a car, read the convincing exposition of its

merits, and note the price of, say, \$980—with 'F. O. B. Detroit' in small type. Then, when he had screwed his courage up to the point of spending \$980, he went to the store and found that he couldn't get the automobile for that sum—that there was freight and the war tax, etc., to be added on."

"And although he doubtless was brought to understand the reason for the additions, he nevertheless went away with a subconscious feeling that he had been subjected to a little misrepresentation. The decision of this leader among the automobile manufacturers to quote the actual delivered price is an innovation that should be followed by other companies."

SCOTT IN CHICAGO TO ANSWER CHARGE

(Associated Press Local Wire.)
CHICAGO, March 2.—Robert Scott arrived here today from California in the custody of an investigator of the state's attorney's office to face murder charges growing out of the killing of a drug clerk in a holdup two years ago. Police, detectives and uniformed policemen met the train and took him to the state's attorney's office where he was to be questioned before appearing in court on a writ hearing. His brother, Russell, convicted for the same murder was sentenced to be hanged and escaped the gallows only through an eleventh hour insanity plea.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

For all the news read The News-Review.