

AUTOMOBILE NEWS

Lower Prices HUDSON—ESSEX Now Effective (February 27)

Though the automobile tax reduction law will not become effective until March 26, we make this reduction NOW, protecting Hudson - Essex buyers many days in advance. So there is no reason to wait. Buy now.

Prices

"At Your Door"

ESSEX 6 COACH . .	\$ 960
HUDSON COACH . .	\$1430
Hudson Brougham . .	\$1690
Hudson 7-Pass. Sedan	\$1875

Remember these are not "F. O. B. Factory Prices", but the delivered prices at your door, including freight, remaining war tax, and the following equipment:

Bumpers front and rear—electric windshield cleaner
Rear view mirror—transmission lock (built in)—radiator shutters
Moto-meter—combination stop and tail light

Easy terms, of course—No delivery handling charge

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

NOTICE TO CONSUMERS

Notice is hereby given that the water will be shut off on Friday, March 19 from 8:00 a. m. to 5:00 p. m. affecting Riverside, Edenbower and all consumers along main line south from Clay Hill.
THE CALIFORNIA OREGON POWER COMPANY.

NOTICE

I am again prepared to do painting, paperhanging 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 34F22.

I will not be responsible for any bills contracted by anyone but myself, after this date, Roseburg, Oregon, March 2, 1926.
E. D. YORK.
Barnes' Beauty Parlor. Expert operator in attendance. Phone 169-J for appointment.

TWO WOMEN INVADE AUTO SALES FIELD

The old adage that "A Woman's Place is in the Home" has apparently been disproven so far that only the outstanding activities of the fair sex in the world of business now receive mention in the daily news columns. According to F. W. Chase, Willys-Overland dealer in Roseburg, the Misses Margaret Neil and Ruth Stockwell, of Marshalltown, Iowa, have, figuratively speaking, donned the greasy overalls and made an outstanding success of this business, which usually boasts only men-representatives.

The Misses Neil and Stockwell are proprietors and owners of the Neil & Stockwell Motor Company, Willys-Overland dealers in Iowa. Their place of business, which occupies two floors of an up-to-date building, includes sales, general repairing and day and night service and storage. That two young women should enter so actively the automobile business would seem rather unusual in many places, but in Marshalltown they are accepted on the same basis as men, are members of the local automotive association, insist on adopting the most improved sales and service methods and otherwise conduct a model sales and service business.

Both Misses Neil and Stockwell were familiar with the intricacies of an automobile long before they entered the retail end of the business.

Miss Neil is an adept in every mechanical feature of an automobile. Equal to any mechanical emergency, this young lady has on numerous occasions completely torn down and built up various types of engines merely to become familiar with the various parts and their methods of operation. Miss Neil has several coast-to-coast trips to her credit, being one of the first women to make such a trip and, on one occasion such a tour totaled more than 30,000 miles before she finally parked her car back home.

Miss Stockwell, while quite a veteran in the automobile business, became acquainted with the automobile's mechanical features through a peculiar coincidence. In company with Miss Neil, later to be her business partner, Miss Stockwell was making a western tour in 1922. In attempting to assist a fellow tourist, Miss Neil had the misfortune to break an arm, the accident pushing all the driving responsibilities on her companion. Miss Stockwell took charge of the Overland touring car they were driving and henceforth became an ardent disciple of the motor car.

Both young ladies first entered the retail automobile business as a "curbstone" operator, making the business of selling automobiles a sideline. In 1925 however, these young ladies became so interested in the automobile business as a profession that they went into it in earnest, selecting the Willys-Overland franchise. That these young women are enthusiastic business folk is indicated by the fact that in their first ten weeks as Willys-Overland dealers they sold ten car loads of Overlands and Willys-Knights. During the remainder of 1925 these dealers oversold their sales quota and both partners are looking forward to a record-breaking business in 1926.

HUDSON-ESSEX GO AFTER VALUE FIRST

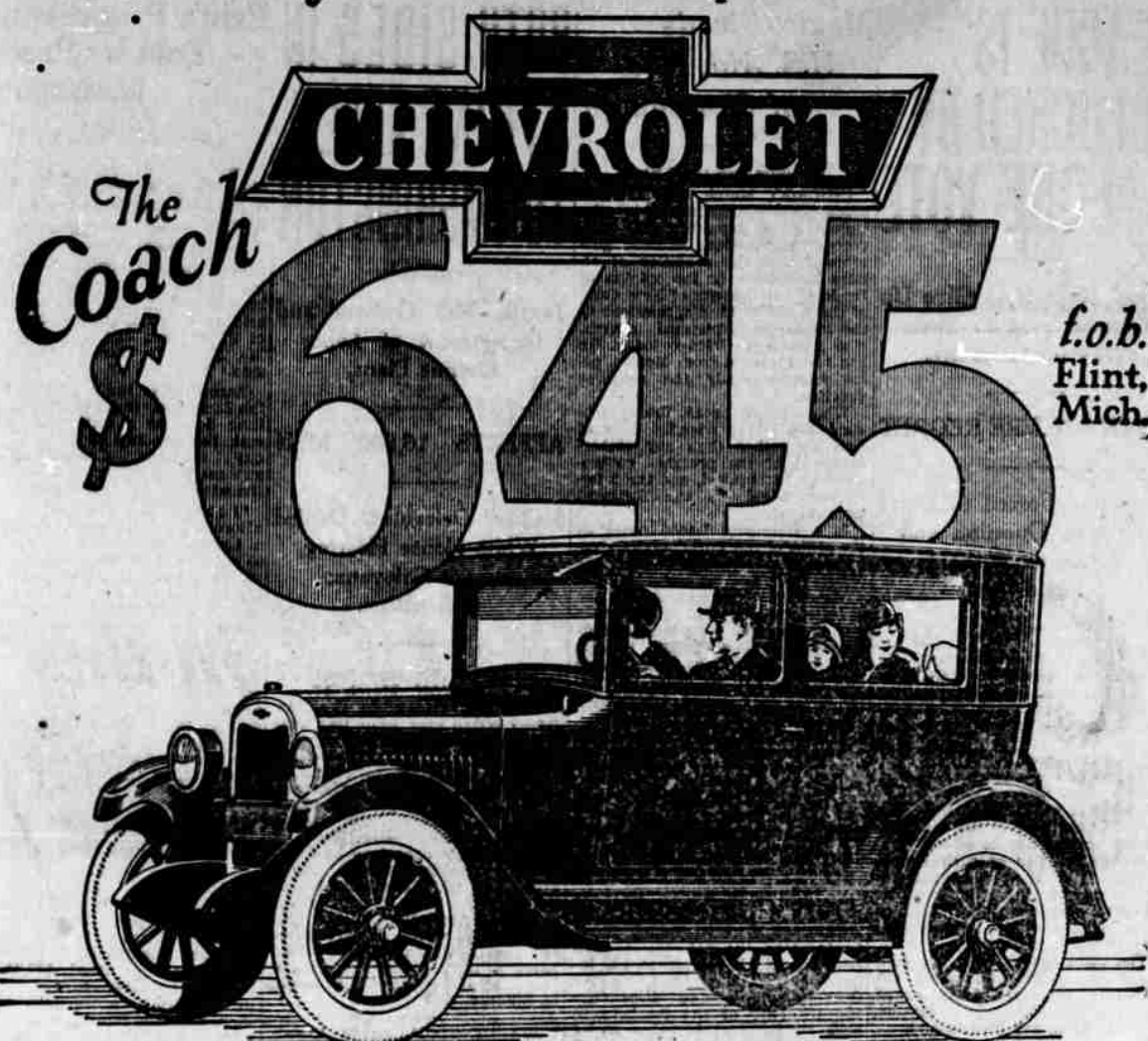
In a spring season, when various paint jobs and similar details of finish have received much mention, one important producer of cars has announced a re-emphasized program of simplicity and standard value, said Roy Catching, Roseburg dealer. This is the Hudson Motor Car Co., which is outspoken in its opinion that motor buyers are still primarily interested in reliability, all-around utility and economy in first cost and operation.

The company has expressed its firm faith in this program in a message to its distributors and dealers, which embodies these points: "A man attending the automobile shows last winter, or reading comments on them, might have been pardoned for thinking that nickel plate and bright colors were the outstanding features of the year."

"Such may be the opinion, indeed, of certain factors in the industry, but not of Hudson-Essex. The selling plan for Hudson-Essex again is based on sound and substantial values at rock-bottom prices."

"Now, is Hudson-Essex right? Well—at the New York show with all the New Yorker's love of display and individuality, Hudson-Essex displayed simply four standard cars—not even chassis. Yet sales—to New Yorkers—were far greater than ever before. On its new at-your-door selling plan, the company says: 'Frankness and candor have a confidence-building effect almost impossible to over-estimate. That is the strength of your a. y. d. prices. The price you quote is the price you mean—and the price which meets the interest of your buyer. That gives you a big moral start with him. You immediately talk on a basis of mutual understanding. If your

for Economical Transportation



New Low Prices

Touring . .	\$510
Roadster . .	510
Coupe . .	645
Coach . .	645
Sedan . .	735
Landau . .	765
1/2 Ton Truck (Chassis Only)	395
1 Ton Truck (Chassis Only)	550

f.o.b. Flint, Michigan

Carefully check the quality and equipment offered in the Improved Chevrolet Coach! Check it against any five-passenger closed car in the world! Know what its new low price really means!

Where else can you get for \$645 a five-passenger closed car with balloon tires, speedometer, fine Fisher body, Duco

finish, one-piece VV windshield, Alomite lubrication and other essentials to modern motoring?

Come in—note these many quality features—get a demonstration—experience the car's amazing performance—and then you will realize how much more it gives for \$645 than any other five-passenger closed car on the market today.

Ask for a Demonstration!

Government tax reduction on automobiles officially in effect on March 29 is allowed NOW on all purchases of Chevrolet cars.

HANSEN CHEVROLET CO.

Phone 446

Rose Street

Roseburg, Ore.

QUALITY AT LOW COST

prices are de-bunked, the inference is that your whole proposition is especially one deserving of confidence."

20 YEARS BRING ABOUT BIG CHANGE

Twenty years have brought about great development in at least two national pastimes—motoring and golfing, said H. T. Hansen, the well known local Chevrolet dealer, today.

Two decades ago the "game of the snapherd" was exclusively a rich man's diversion, for practically no one other than a retired capitalist had either the time or funds to pursue it.

Likewise, the automobile in 1906 was an expensive "plaything."

Now, however, there are half a dozen golf courses within an hour's ride and each can be easily reached in a light car, selling for considerably under a thousand dollars yet embodying all the quality features characteristic of higher priced automobiles. Golf and motors have been inseparably linked during recent years.

Ladies, too, have become attracted to the game since the advent of the motor car. In this connection it is quite noticeable that there has been considerable change in feminine appearance, even in the past ten years. Ladies' sport apparel, for instance, seems to have evolved from "full coverage" to a general cutting down everywhere.

Unquestionably the era of greatest value in motor cars is at hand. To stop and contemplate what the purchaser can get in the way of motorized transportation now for a few hundred dollars is to realize that the industry has shown astounding advancement in a score of years.

The automobile's first decisive

step forward was in 1906 when the old style tiller gave way to the steering wheel. Five years later, the "patrol wagon" entrance was replaced with side doors for passengers.

In 1909 the left hand drive was introduced and, in the light of present traffic conditions, this appears to be the biggest safety measure yet adopted.

Possibility of motoring fully opened up to everybody, especially women, in 1911 when the self-starter was placed on the market. The industry's swiftest advance

dates from the installation of this equipment.

The last decade has been a period of refining. It has seen the coming of electric starting and lighting, the vacuum feed, light weight pistons and balloon tires. During this time the enclosed car attained its tremendous popularity.

Duco has been the industry's most recent "revolution." This finish put an end to the motorist's chief worry, that of maintaining a good outward appearance of his automobile. Duco embodies everything that is desirable in an auto-

mobile paint job. It is highly attractive, inexpensive, easily kept clean and withstands the ravishes of time and weather.

An example of the dollar value heights to which the automobile has risen is shown in the new Improved Chevrolet. At a price well below the thousand mark, the enclosed models of this line with Fisher bodies, offer to the purchaser economical transportation plus all the old and new mechanical advancements that have been introduced from time to time into the automotive industry.

Retread Your Balloon Tires



By doing so you can get 8000 to 10,000 more miles. We are fully equipped to handle balloon and high pressure retreading. Also repairing of all kinds.

ROSEBURG TIRE SHOP

M. F. MIDDELBURG

115 North Jackson Street

HOOD TIRES

FEDERAL TIRES

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.