

AUTOMOBILE NEWS

HUDSON-ESSEX

The Lowest
Prices at Which
These Cars Were
Ever Sold

At Your Door
With Nothing Else to Pay

Now
\$50 Less

The prices on Hudson
Brougham, Hudson Coach
and Essex Coach were re-
duced \$50 each on March
10, making these prices the
lowest at which these cars
were ever sold.

ESSEX "6" COACH \$ 909
HUDSON COACH 1379
Hudson Brougham 1639
Hudson 7-Pass. Sedan 1875

Easy and Convenient Purchase Terms

All Cars NOW Equipped With
Front and Rear Bumpers, Electric Windshield Cleaner
Rear View Mirror, Transmission Lock (built-in)
Radiator Shutters, Moto-Meter, Combination
Stop and Tail Light

These are the actual prices of these famous cars delivered "At Your Door".

Don't be misled by "F.O.B. Factory" or "List" prices. TO SUCH PRICES MUST BE ADDED freight, tax, handling and sundry other charges which greatly increase the actual cost.

Hudson-Essex prices were made lower than all comparable cars by increased factory production and economies. The "A.Y.D." price eliminates numerous costs that buyers have had to pay. They save from \$25 to \$50 on every car in this item alone.

The "At Your Door" Plan Saves Buyers
from \$25 to \$50 on Every Car

ROY CATCHING MOTOR COMPANY

125 N. Rose St.

Phone 438

Roseburg, Oregon

BELL HELPS TOWN KEEP CHECK ON FORD CAR SALES

Every time a Ford car is sold in Brookhaven, Miss., the whole town knows it. For, in a vacant lot adjoining the property of the Laird-Day Motor company a large bell has been fixed on top of a tower and each time a car is sold, the salesman pulls the bell cord.

This custom has now become a fixture in the daily life of Brookhaven. Clerks in the various business houses speculate as to the next day's count and almost everyone in town is virtually keeping books on Ford sales.

One prominent hardware store advertised that it is expected to sell a stove for every peal of the "Ford bell." With the advent of the Ford price reduction, however, the vicinity of the Ford sales room resembled the well-remembered Armistice Day and at last reports stoves were running a none-too-close second.

Studebaker building no yearly models.

IRV COBB WRITES COURTESY CODE FOR MOTORISTS

Most of us are a civil people, thoughtful and considerate of the rights of others. But let us step into our automobiles and on that instant, a complete change takes place. We become autocrats, conscious only of our own desires, arbitrarily disregarding the claims for our consideration of pedestrian and brother motorist alike, demanding the right of way and enforcing it with claxon and accelerator. Such is the picture painted of the American motorist by no less a person than Irvin S. Cobb, famous humorist and essayist, in "Much Obligated," a novel and interesting little book published by the B. F. Goodrich Rubber Company.

Mr. Cobb, who has motored the highways of America and Europe for over fifteen years, speaks out of a ripe and varied experience. "Much Obligated" he describes as a little essay on the crying need for a code of good manners among motorists. The code which is termed the Silvertown Courtesy Code for American Motorists consists of fourteen points.

The essay itself is rich in Cobbisms, though it is written in a serious vein. "I speak as one having acquaintance in the matter under discussion," writes the famous author, "My own case, I imagine, is a fairly characteristic one. I've had my share of motoring accidents, three in one day over in France in 1917 and all of them nice, messy ones."

"I have been an eye-witness to smashups past counting; I have seen the lamentable wreckage of innumerable other smashups. And taking stock of my own career as an automobilist, I say this: 'That I have passed through nearly every automobiling experience except the experience of giving and taking automobile courtesy.'"

"Why," he asks, "do we admire politeness on the part of persons abroad and suffer, unchecked and unrebuked, rudeness in automobiles, ourselves included?" "Maybe," he says, "there is a certain something in the mere act of having dominion over the harnessed powers of a great docile mechanism, in the bare thought of being the master of time and distance, which makes the typical automobilist an autocrat displacing with other autocrats the right of the road."

MORE MILES TO THE GALLON

it
takes
in
all



start



stride



finish

Associated yields, in full measure, each of these three essential results in gasoline performance—[1] satisfactory quick starting, [2] a full stride of power, [3] mileage.

And it gives these three essentials in perfect coordination—due to Associated's distinctive range of boiling points, rising in smooth gradation from initial to end.

That is why Associated gives you such satisfactory motor-fuel performance in all seasons. Associated is always associated with "more miles to the gallon."

ASSOCIATED OIL COMPANY

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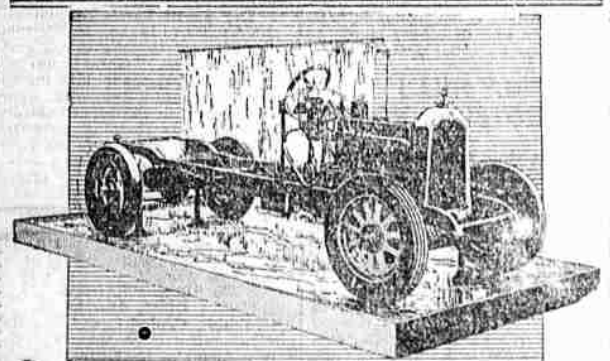
GASOLINE



CYCLO MOTOR OIL—For thorough lubrication at low cost. It cushions the moving parts of your motor. Comes only in one quality—in grades to fit your motor needs.

SUSTAINED QUALITY PRODUCTS

Two jumps ahead of the other fellow is the man who reads the classified ads for short-cuts to economy.



Only
a Buick Could Stand this Test!

Buick has the only chassis built today that can take a "shower bath" while the engine is running and driving the wheels.

Only Buick provides the design which can undergo such punishment. Of all cars built today, Buick alone has the complete protection of the "Sealed Chassis" and "Triple-Sealed Engine."

Every Buick operating part is "sealed" inside a dirt-tight, oil-tight, water-tight iron or steel housing. The "Triple Seal" (air cleaner, gasoline filter, oil-filter) keeps dirt, grit and moisture out of the engine.

Road slush and grit cannot reach Buick vital parts. Rain and moisture cannot cause short circuits in the Buick electrical system. Even the spark plugs are protected!

Come in and see, with your own eyes, why Buick motor cars are more dependable. Only a Buick could stand the "shower bath" test!

The Better Buick



MOTOR SHOP GARAGE

DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

CLIMBS HILLS AND ALSO PROMOTED

OAKLAND, March 30.—Another man who was first brought vividly before the American motoring public by western exploits, has been raised to a still higher position, according to word received by the Durant Motor company of California here.

He is Julius Dusevoit, whose pertinence with star cars in many tests throughout the entire western territory last year were in the public mind for many months, and who has just been named Field Engineer for the Film Motor Company by R. H. Mullen, general manager. To Dusevoit driving standard star touring cars goes credit for many high gear and low gear records on famous western hills, among them the Wawona road in Yosemite valley in high, the Waterman Canyon road to Lake Arrowhead in high, Mt. Diablo in high, and over the Placerville road to Lake Tahoe in high gear. Among his low gear records are the famous "Pickle" of "57" hills of both San Francisco and Los Angeles. Another high gear climbing record of note that fell to Dusevoit and the Star car was the Hall Street Hill in Portland, Ore.

Dusevoit's career is one of the most colorful in the automobile trade. He is an aviator as well as a dare-devil automobile driver. In his new position, he will cover the entire United States in road work with Flint cars and in direct contact with Flint dealers, in line with the company's policy of using as a testing ground for their products the same country that owners are expected to drive their cars over. His experience dates back to apprenticeship in Belgium as a mechanic, 27 years ago. He came to America in 1907, and has been identified with automotive engineering and research since that time.

NOTICE
Anyone not an employee of the Southern Ore. Gas Co. is strictly forbidden to disconnect or remove a meter, or to interfere with the pipes or other property of the company.

GUARANTEED
Ford
used
cars

YOU can purchase a used Ford car from an Authorized Ford Dealer with definite knowledge of condition, backed up by a liberal guarantee.

It is only logical that you should look to the Ford Dealer for your used Ford—your assurance of exceptional value; honest representation as to condition; courteous treatment as long as you have your car and a fair trade-in allowance when you are ready for a new Ford.

Go to the nearest Authorized Ford Dealer and see the selection of used Ford cars he has to offer.
C. A. LOCKWOOD MOTOR CO.
Phone 374 Roseburg, Ore.
AUTHORIZED FORD DEALERS

Ford

And in conclusion—"Unless we are to become a breed of hooded and goaded barbarians, we shall need not quite so much of that Oh-you-go-to-the-deer stuff and a good deal of this Muchobusiness, which falls so gracefully—and alas, so rarely—on the ear these times."

Here are five of the fourteen points of the Silvertown Courtesy

Code: (1) Let us drive our cars as we would have others drive theirs. (2) Let us not pretend, like Monte Cristo, that the world and all its highways are ours and ours alone. (6) Let us dim bright lights for approaching cars and keep to the right of the road on curves and straightaway. (12) Let us not frighten pedestrians with either horn or speed lest we be walking

A NEW
6-VOLT FULL CAPACITY
GUARANTEED
BATTERY

FOR

\$10.50

12-VOLT

\$18.35

Umpqua Battery
Station

Cor. Douglas and Main Sts.



A big doctor
Says slow thinkers
Live the longest.
But they don't—
If they have
To cross the street
Very often.
There are too many
Of our
GOOD used cars

Running around
To make it safe
For any but
Quick thinkers.

1925 Chevrolet Touring
1923 Chevrolet Touring
1922 Chevrolet Touring
1924 Chevrolet Coupe
1924 Ford Touring
1923 Ford Touring
1919 Dodge Touring
Ford Coupe
1922 Overland Roadster
Durant Touring
Ford Truck
Ford Chassis
Oldsmobile Truck
Liberty Six
1923 H. D. Motorcycle, 1st class condition.

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Roseburg, Oregon