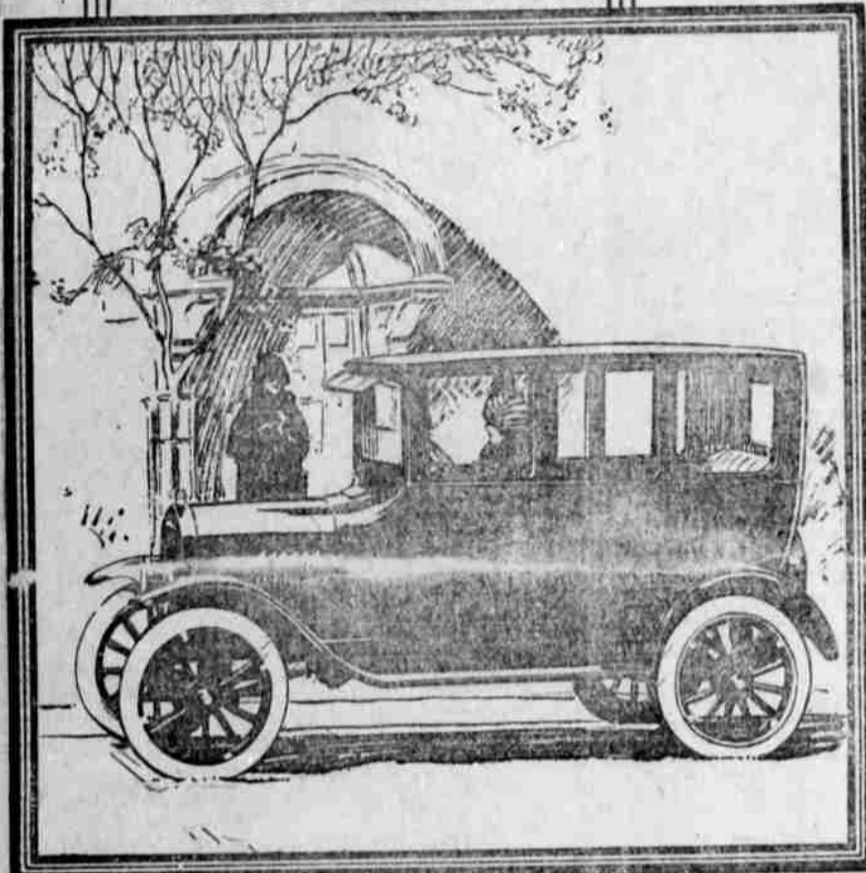


# AUTOMOBILE SECTION

**Ford**  
THE UNIVERSAL CAR



## The Biggest Value in a Winter Car for the Family

The Fordor Sedan provides room for the whole family. Yet it is a light, easily handled car—the kind you want for the months of changeable weather and difficult driving conditions.

In low purchase price and low upkeep cost, in ease of driving and parking, in universal service and in minimum service charges, the Ford car is the unquestioned standard of dependable transportation at lowest cost.

Ford Motor Company  
Detroit

Fordor Sedan  
**\$660**

Tutor Sedan \$580  
Compu - 520  
Touring Car 290  
Runabout - 260

On even, easy, down-sloping roads and streets are \$10 extra.  
All prices f. o. b. Detroit.  
You can buy a Ford car by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Payment Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

See the Nearest Authorized Ford Dealer

## DODGE BROTHERS BUILDING COACH

An attractive new coach has been added to Dodge Brothers line of passenger cars and is on display for the first time at the New York automobile show.

"Characteristically Dodge Brothers," is the comment most frequently made by persons examining it. Careful regard for quality as well as beauty is evident in every detail of construction and appointment.

The graceful lines are set off to advantage by the lacquer finish in Dodge Brothers blue, with a body stripe of cartouche yellow. Striped and belt are black and the auxiliary wheels are blue. Doors and windows are exceptionally large, affording a clear vision on all sides and permitting passengers to enter and leave the car with the greatest ease. Each of the two doors is equipped with a pull to handle on the molding, greatly simplifying the closing. The car is locked by a high-grade lock on the right door.

The two front seats tilt forward, adding further to the convenience of occupants. The rear seat is spacious and comfortable, affording ample room for three adults. The upholstery is dark brown, attractive and of excellent wearing quality.

The equipment also includes a rubber mat in the forward section and a carpet on the rear floor, dome light, foot rest, mechanical window lifters, transmission lock and automatic windshield wiper. The latter is controlled by a valve on the instrument board and is regarded as unusually efficient. The windshield is of the one-piece, self-ventilating type and carries a fixed visor.

Equipped with balloon tires and a non-rumble roof, and built on Dodge Brothers standard chassis, it rides smoothly and comfortably over any roads.

There is every reason to believe, according to J. O. Newland and Son, Dodge Brothers dealers in Roseburg, that demand for the coach will quickly reach exceptional proportions.

"The sturdy construction and smartness of the lines and interior appointments, not to mention the proven dependability of the chassis, make it difficult to believe that a coach will quickly reach exceptional f. o. b. Detroit," he said. "But that is the price—and I am certain the public will like it."

## PORTLAND AUTO SHOW JAN. 31-FEB. 7

PORTLAND, Jan. 6.—Formal announcement of the Sixty-sixth Annual Northwest regional Auto Show, scheduled for January 31 to February 7, was made late last week by Ralph J. Sahl, secretary of the Portland Automobile Dealers Association, which will sponsor the event.

The show is to be held in the new Multnomah block, at Ninth and Washington streets, Portland, a \$1,000,000 automobile building.

The entire upper story of the new structure will be used for exhibition purposes, together with the mezzanine floor and the portion of the lower floor not occupied by stores on the Washington street side.

The fact that the new structure was just nearing completion to lease it for a period of time, made it possible for the dealers association to lease it for a period which allows for the holding of the northwest show at a strategic time.

It will follow the New York show, which is now in progress, and the Chicago show, which will be held the last of January and will precede the national show which is to be held at San Francisco February 21-25. This will make it possible for the Portland show to include exhibits from the eastern shows which are to be entered in the San Francisco display, bringing to this section the latest offerings in the automobile world.

The change in location is made from the public auditorium.

Mr. Sahl of the General Petroleum Corporation, it will be impossible for them to serve the public with more than their automotive products (gasoline, lubricating oils and greases) at this time. However, plans are on foot to distribute the entire line before the end of the year.

The plant will be located on South Mill street. While much it has been carefully planned with the view of enlarging. It is one of the most up-to-date plants in this section of the state, especially in regard to storage and handling of gasoline.

where the northwest show has been held for the past five years. In addition to providing a downtown location, the Multnomah block will give space for 84 more cars than have ever before been shown in Portland's automotive exhibit, as it offers twice the floor space available at the auditorium.

At the show last year in the public auditorium 136 cars were exhibited. Already applications have been made for the showing of 249 cars and final allotment will provide for exhibition of 220 machines.

Provision is also made for a comprehensive exhibit of commercial cars and trucks. Show space for 42 such vehicles has already been signed. For the first time in the history of the automobile shows in Portland fully adequate space will be provided for the exhibition of accessories and automotive equipment, with 34,000 square feet in the building allotted to this purpose.

More than ever before, according to Mr. Sahl, the show will be truly representative of the entire northwest. Last year the registered attendance of dealers showed that representatives of 650 Oregon firms attended, 300 from Washington, a number from Idaho and a special car from Butte, Mont.

With practically every major manufacturer of motor cars represented in the Portland territory, an exhibit is looked for which will include all of the latest developments, together with a widespread offering of new types and models in almost all the standard lines.

## FORDS AT THE NEW YORK AUTO SHOW

NEW YORK, N. Y., Jan. 6.—The Auto Show season, which formally opened here Friday, brought a new attraction to Broadway—a Ford final assembly line, in full action, producing new Ford cars at the rate of one every few minutes from 10 o'clock in the morning until 11 o'clock at night.

The famous old thoroughfare never saw anything like this before. The curious began to wonder what was going on early in the week when cars were removed from the attractive and spacious showroom of the New York City branch of the Ford Motor Company on Broadway at Fifty-Fourth street. They wondered still more a day or so later when bright new fixtures and conveyor line began to take form in the room, and then, Friday morning, curiosity gave way to amazement—Ford was building cars on Broadway.

Throngs began to gather outside the windows, inside along the line of operation to see and to marvel. They've been coming every day since in constantly increasing numbers.

With the automotive industry celebrating its twenty-fifth anniversary, the Ford display is the unique and outstanding feature during the last quarter of a century.

In what might be termed a partner, with conveyor line, fixtures and tools, resplendent in nickel finish significant of the silver jubilee year of the industry, the Ford Motor Company is showing by actual assembly how high quality parts, produced by precision methods, can be quickly and easily assembled into completed cars and so make quantity production possible.

Visitors, and they are coming by the thousands, marvel at the simplicity of it all as they pass along around the sixty-foot conveyor line where workmen in white uniforms assemble Ford cars almost before anyone realizes what is really happening.

From stacks of completed parts, arranged in truck bins on the floor, the workmen begin the process of assembling the car with the fabrication of the frames and rear axle.

As these are completed they go to the final assembly line and building of the car starts on the conveyor, parts being added as it moves along. From an overhead hoist, the motor is swung into place and a little farther on the body is lowered and quickly bolted to the frame.

Four cars are in process of assembly on this conveyor all the time and it is surprising how quickly they are completed. As each car nears the end of the line, the motor is started and the driver of under. He own keys, ready for delivery to the customer.

## A NEW COACH

Recognizing the demand for a truly comfortable and economical car of the coach type, Dodge Brothers have provided it.

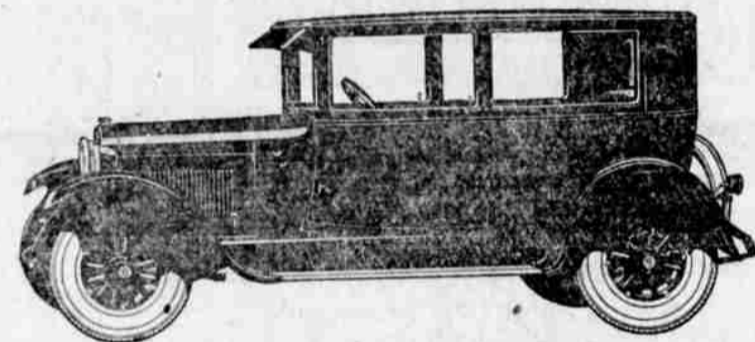
The new Coach reveals a characteristic maturity of design—in the low-swung lines of the body, in the arrangement of the interior for five-passenger comfort, and in the exceptional dimensions of the doors and windows.

The car is lacquer finished in Dodge Brothers blue with a body stripe of cartouche yellow. Fittings and fixtures are first quality throughout, and balloon tires are standard equipment.

So far as riding comfort and dependability are concerned, it is only necessary to add that the Coach is built on Dodge Brothers sturdy chassis and cushioned by Dodge Brothers underslung springs.

J. O. NEWLAND & SON

Dodge Dealers and Accessories  
ROSEBURG, OREGON

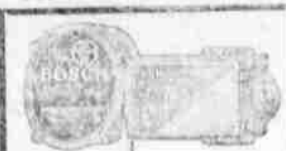


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## GENERAL GASOLINE SOON.

The plant of C. D. Fies, local distributor of General Petroleum Products, is nearing completion and he will deliver General Gasoline in about two weeks.

Mr. Fies states that he will supply the dealers between Drain and Canyonville. Two large tank trucks will be required to care for these dealers. Due to the tremendous expansion



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Windshield  
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Speed is Constant  
Costs Nothing to Run  
Quiet—Powerful

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Real Bargains, and Prices Are Right for Quick Sales. SOLD WITH A GUARANTEE.

Special Six Coupe, late model, refinished, it's a steal at our price.

Light Six Touring, 1920 model. Drive this car and take the hills on high. \$400.

Light Six Touring, 24 model slightly used, at a saving of over \$450. A better buy was never offered in Roseburg. Lots of accessories.

Ford Sedan—greater value at our price than you would get in a new one. Don't take our word for it, come in and look it over.

Dodge Touring. This is one of the "Easy Riders" on easy terms.

Come in and let us show you a used car where you really get dollar for dollar value, with a reliable dealer behind them.

W. A. BURR & SON

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New chassis—with a larger, stronger frame; new semi-elliptic chrome vanadium steel springs; new and stronger front axle; completely new rear axle of finest construction—banjo type with one piece, pressed steel housing and greatly strengthened gears; improved fully enclosed, dry plate disc clutch which requires no lubrication; extra heavy brake bands on big 11-inch brake drums; a new and easier steering mechanism and many improvements on the famous Chevrolet motor.

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