

# AUTOMOBILE SECTION

## "World's Greatest Buy"

Everyone Says It—Sales Prove It

### Hudson Leads Because

It gives greatest value for the money. It undersells all rivals because the world's largest volume of six-cylinder closed cars gives greater cost advantages.

Its motor is the famous Super-Six which Hudson patented and exclusively holds.

Comparison further shows what everybody says and what sales prove.

#### Note These Prices

They are below all comparison

## HUDSON

on the Famous Super-Six

- COACH . . . . \$1345
- SEDAN (5 Pass.) \$1795
- SEDAN (7 Pass.) \$1895

Freight and Tax Extra

### ROY CATCHING MOTOR COMPANY

Show Room and Service Station Across From City Hall

Oak and Main Streets—Phone 438

Wrecking Car—General Auto Repairing

### DEALERS RANKS ARE THINNED OUT

ST. LOUIS, Mo., Jan. 14.—There was a net loss of 5000 in the automobile dealer population of the country between September of 1923 and September of 1924, according to a statement by C. A. Vane, general manager of the National Automobile Dealers' Association. And there will be a still further reduction during the coming year. Mr. Vane said, but he said that was nothing for concern, because the number could be reduced about 400 per cent, or to about 25,000, and the public would still be amply provided.

In a bulletin issued recently Mr. Vane noted that greater stability was attained in automobile dealer ranks during the last 12 months than in any other year in the history of the business.

Improvement in the method of handling used cars has been largely instrumental in bringing about this greater stability, according to Mr. Vane.

### NEW PROBLEMS IN AUTO REALM

Changed conditions are rapidly bringing about new problems in the realm of the automobile. Sometimes the very thing which mechanics formerly strove to avoid is now what they are forced to utilize.

In 15-20 days the problem was to keep a motor cool. Since the day of low-grade fuel the question has been to keep it sufficiently hot to vaporize the present low-grade gasoline.

The simplest method so far contrived in the radiator shutter installed on Hudson and Essex cars. It is operated from the dash by a control rod. Pulling this rod out opens the shutters. Shoved in, it closes the shutters. Any intermediate degree of radiation is obtained by manipulating the rod. A cold motor behaves improperly, misfiring, backfiring and frequently "killing" when spark and throttle are handled by an inexperienced driver. Its conduct on the road when cold is erratic and conducive to anything but confidence. There is real danger to the engine with the rich cold mixture. Raw gasoline cuts the oil from the cylinder walls and drips into the crank case diluting the oil in the drip pans and reservoirs, destroying its lubricating qualities. The reason is scored cylinders and burned out bearings unless the oil is changed frequently.

"In Hudson and Essex cars the radiator shutter has proved to be ideal," said Roy Catching, local Hudson-Exsex agency manager. "By shutting off the air through the radiator the motor is quickly brought to its highest point of operating efficiency. The careful motorist will not run his car out of the garage until the engine has become warm enough to run smoothly. By doing so he will lose less road time and will gain much greater economy in gasoline consumption. By keeping the shutters closed when leaving the garage the point of highest efficiency is soon reached and the shutters may then be regulated to maintain this temperature constantly.

"When the car is parked the radiator shutters may be entirely closed and the heat of the engine conserved even when the day is cold. Every Hudson and Essex owner is high in his praise of this desirable economy feature."

### MEASURING POWER OF GAS ENGINES

(By E. A. DeWaters, chief engineer, Buick Motor Company.)  
To get a clear idea of the term "horsepower," as it applies to power producing mechanisms, we must go back to the year 1763. At that time James Watt had perfected his steam engine to a degree that made it practical and he was trying to build up a market for it. Like all inventors, Watt found a great deal of opposition to his efforts, and in order to stimulate sales he first found it necessary to educate the people to the value of his invention. Watt knew that he would have to find some way of accurately transferring the power of his steam engine against the power of horses, because the mine owners were not familiar with any other form of power. His first task, therefore, was to find out just how much power the average work horse possessed. In other words, just how much work a horse could do in a certain length of time.

Watt conducted a long series of tests, and a result he ascertained that the average work horse could lift a weight of 150 pounds two and one-half miles per hour for ten hours a day. To express this in other terms, he found that the average horse could do work equivalent to lifting 33,000 pounds one foot in one minute. The term "horsepower," therefore, means the amount of power

required to lift 33,000 pounds one foot in one minute. It has exactly the same meaning whether applied to a steam engine, a gasoline engine or an electric motor.

The device most commonly used in determining actual horsepower of a motor is called the dynamometer. This word is a combination of the two words "dynamo" and "meter." It means, as its name indicates, a measuring dynamo.

In testing an automobile for actual horsepower, the gasoline motor and the electrical dynamo are hitched together. The gasoline motor is then started, and its capacity for work is determined by suitable resistance and measuring instruments.

Electrical horsepower is measured in watts, one mechanical horsepower being equal to 746 watts of electric current. In other words, 746 watts is equal to 33,000 foot pounds per minute.

In the dynamometer test all factors are taken into consideration. The motor is put on a stand and connected up just as it is when in use. It is then started and as it develops power the indicator dials show the exact amount of resistance offered. The dial show when the motor reaches the top of its power curve that is, the speed at which the motor develops its maximum of power. If, at the top of its power curve, the dials show that enough electrical units to equal fifty horsepower are operating against it, then the actual horsepower of that motor is fifty horsepower.

### INTEREST KEEN IN NEW CHEVROLETS

More interest was aroused by the display of the new Chevrolet line at the New York Automobile Show than has been accorded any new car introduced for more than a decade, according to veteran automobile men who have been present at the greater majority, if not all, of the 25 national automotive exhibits held in the eastern metropolises.

Opinions of both experts and the general public followed the same trend—first of admiration and then the puzzled question, "How can the Chevrolet company do it at the price?" The exhibit was visited by practically every automotive representative present Friday and Saturday, the two days reserved for the trade, and it proved the mecca for the general public through the eight days following.

"The general beauty of the line was most commented upon," said Ed Marsh, local Chevrolet dealer. "The semi-elliptic springs and longer frame vied with the new lines and rounder bodies in exciting praise. The Duo finish in colors for all The Duo finish in colors for all models was another feature favorably commented upon. In fact the general remarks of show visitors clearly showed that the plain black enameled automobile will not find much favor with the car purchaser of 1925."

"Chevrolet factories are working day and night to full capacity to supply the demand for the new cars. If the reception tendered the first showing of the line is a criterion, these superior models will smash the high records previously made."

### STAR NEW MOTOR GIVES MORE POWER

Brought about by gradual development rather than any sudden change in manufacture, the new million dollar motor which has been tested in thousands of miles of actual operation, will win even higher favor for Star cars among light car owners. It was said today by Rayn Bros., local dealers who are featuring a display of the new cars. "That the power of the new motor will be forcibly brought before the motoring public during the next few months, factory engineers are devising tests that will be held by them and by dealers all over the western territory. Several informal tests, under the supervision of newspapermen to Oakland, California, have revealed the "million dollar motor" as having remarkable qualities for power and acceleration built into it.

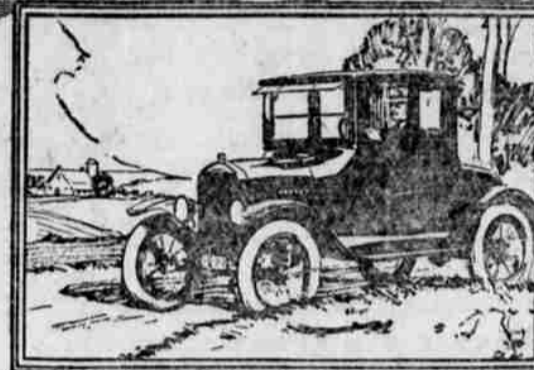
"In one of these tests, actual timing of acceleration showed a pick-up of from 5 to 25 miles per hour, in second gear, in four seconds, a record that is believed never before been equaled by a light four-cylinder motor."

"New low prices are announced simultaneously by the factory, affecting all models of the 1925 Star motor cars. The new price range of believed prices, is from \$475 on the standard touring car to \$1,095 for the sport sedan.

"All models are equipped with over-hub brakes, of the locomotive type, which have already proven successful on thousands of Durant produced cars. Balloon tires are standard equipment on some models, and optional on others.

### THE UNIVERSAL CAR

# Ford



## The most practical personal car for winter driving

The Ford Coupe is equally satisfactory for business or social needs in cold weather.

Driving this convenient enclosed car, you will never hesitate to venture forth no matter how raw or blustery the day.

Light, yet affording all the power you will ever need, it will serve you faithfully every day. When heavy snow falls impede traffic, a Ford will carry you where heavier cars might fail.

The seat is generously broad and comfortable. Unusual luggage capacity is provided in the rear compartment.

Its low price and low cost of operation are factors that should influence your decision to buy at once.

Ford Motor Company, Detroit

Coupe  
**\$520**  
Fordor Sedan - \$660  
Tudor Sedan - \$880  
Touring Car - \$290  
Runabout - \$260  
On open cars demountable rims and starter are \$85 extra  
All prices f. o. b. Detroit

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road with a severe application of the service brake. This is not the case with heavier cars, which are pointed to as bearing out Star's contention, even with the additional weight of the larger cars, and which have joined the ranks of four-wheel brake users in great numbers.

Announcements of other 1925 models show that Star is still the only light car in its class to have standard equipment of four-wheel brakes.



Bosch  
Electric  
Windshield  
Wiper  
"as necessary as brakes"

Don't Drive Blindfolded!  
Speed is Constant  
Costs Nothing to Run  
Quiet—Powerful  
L. G. Devaney  
Phone 94 408 W. Cass

The Buick Valve-In-Head Engine starts easily—runs smoothly, even at zero. Buick has an exclusive, automatic heat control on the carburetor that takes the ordinary annoyance out of cold weather driving.

When Better Automobiles are Built, Buick Will Build Them

One proof of Buick is in cold weather starting and driving

ROSEBURG MOTOR SHOP GARAGE  
Distributors for Douglas County OREGON

BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

**KLAN FIGHTS LINSEY**  
DENVER, Jan. 13.—That the Ku Klux Klan of Colorado was making a retaliatory fight on him in its introduction Monday in the Colorado legislature of bills to abolish the Denver juvenile and family court was charged in a state

**AUTO REPAIRS**  
THE ROAD TO SATISFACTION  
In motor car repairs leads straightway into our garage where skilled mechanics and modern repair equipment wait to remedy the defects of your car.  
Hall & Young Garage  
621 Winchester St. Phone 238  
Roseburg, Ore.

### STRAIGHT ROADS LEAD TO CRASHES

According to the North Shore Motor Club of Wisconsin, straight roads, with their fascination for the driver who likes to shatter speed laws, are responsible for more automobile accidents that curves hills or even railroad crossings. The warning is based on a recent Wisconsin accident survey, which discovered that 2944 of a total of 2281 road accidents in the Badger state in twelve months occurred on straight roads, while curves and other danger points on the state system brought but 257 crashes.

For quick results see News Review classified advertisements. They get results.

SEE THE NEW

**CHEVROLET**

ED. MARSH MOTOR CO.  
CORNER OAK AND PINE PHONE 446  
Guaranteed Used Cars.