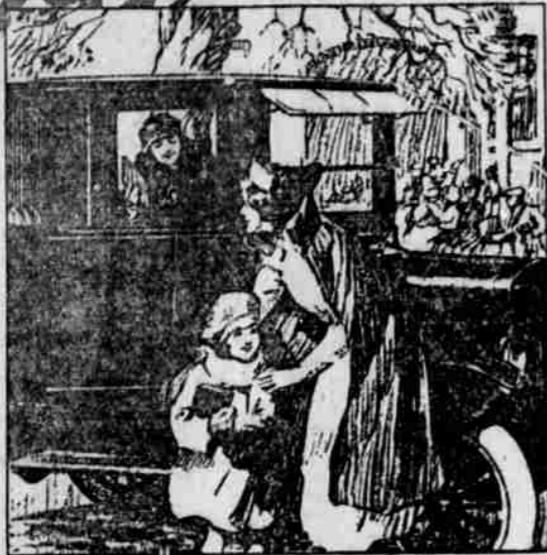


AUTOMOBILE SECTION

Ford

THE UNIVERSAL CAR



The TUDOR Sedan admirably meets winter driving needs

The wide utility of this popular body type makes it a splendid winter car for the average family.

In the Tudor Sedan you have a closed car you will not hesitate to take out in any weather. Light in weight, yet sturdy and always dependable of performance, it is safe, convenient and extremely easy for anyone to handle.

Tudor Sedan **\$580**

Fordor Sedan \$660
Coupe - 520
Touring Car 290
Runabout - 260

On open cars demountable rims and starter are \$35 extra. All prices f. o. b. Detroit.

Ford Motor Company
Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS

EVOLUTION OF THE NEW CHEVROLET

Evolution of the new Chevrolet, which made its initial bow at the New York automobile show this month, was marked by hard, exacting yet interesting labor extending over a period of more than a year.

As far back as 1923 automotive and metallurgical experts started drawing plans for the new automobile. Sample cars were made, containing the forty-odd new improvements, including disc clutch, springs, axle, manifold, etc., and these cars were turned over to selected drivers working directly under the engineering staff for the hardest tests human ingenuity could devise. Every detail in the new car was forced to prove itself more than adequate for any demands it might be called upon to fulfill.

The new semi-elliptic springs underwent harder usage than any car owner could give them in five years. Day and night drivers tore over bumpy roads, taking railroad crossings, ruts and inequalities at high speed. The drivers were working under orders to "bust those springs if you can."

The new axle, front and rear, were subjected to similar trials. Every strain expert drivers could think of was placed on the axle, which had already withstood severe laboratory tests. Stresses that ordinary driving never would cause were placed on the new channel steel frame and its five sturdy cross members.

In fact every detail that is incorporated into the new Chevrolet was tested, improved and re-tested until it scored 100 per cent before it was adopted. In this way it was possible for the Chevrolet company to go into quantity production at once, secure in the knowledge that its new line would more than meet any requirements car owners would place on it.

TRIBUTE TO BUICK AT THE AUTO SHOW

What has been accomplished by one institution building straight to a definite goal is strikingly illustrated by the National Automobile Show just closed in New York. For the seventh consecutive year, Buick was awarded the honor of first choice of space allotted because this company led all other members of the Automobile Chamber of Commerce in volume of business.

"Unswayed by the whims of the season, Buick has hewed close to the line of building automobiles that are outstanding each year because they are the result of the perfection of models long known for their worthy performance," said O. C. Baker.

"In a quarter of a century in

which the automobile has come through to its present development, I can think of no concern which has made more important contributions to finer transportation than Buick; and this has been done mainly by having the right type of chassis in the beginning and following the line of improving and perfecting this chassis over a long period of years.

"That Buick has hit the popular fancy of those who want sound transportation values plus attractive lines has been shown by years of its leadership in sales. At each succeeding exposition of the industry's progress, Buick is one exhibit which holds universal interest, not because its mechanical innovations are sensational, but rather because Buick prestige is so firmly established in the public mind that show visitors are always eager to inspect Buick engineer's annual contributions.

NEW STAR MOTOR TO BE FEATURED

Making power, as well as economical operation, among the dominating features of the new 1925 Star cars, the "million dollar motor," one of the latest developments, is announced by the Durant Motor company of California, through Rapp Bros., local distributors.

According to factory engineers, the uninitiated will have a hard time distinguishing its operation from that of a multi-cylinder power plant because of the many refinements that have been made to greatly increase the power.

Brought about by gradual development rather than any sudden change in manufacture, the new motor has been tested in thousands of miles of actual operation.

That the new motor will be 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 have been held under the supervision of newspaper men in Oakland, Cal. In one of these tests, actual timing of acceleration showed a pickup of from 5 to 25 miles per hour, in second gear, in 4 seconds, a record that is believed never before to have 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 delivered prices is from \$679 on the standard touring car to \$1695 for the sport sedan. All models are equipped with four-wheel brakes, of the locomotive type. Balloon tires are standard equipment on some models and optional on others.

Princess Talantia will appear in the artistic costume of her race, wearing a dress of beaded buckskin, moccasins, and beaded head band. Hear her on Jan. 26, at the Conservatory.

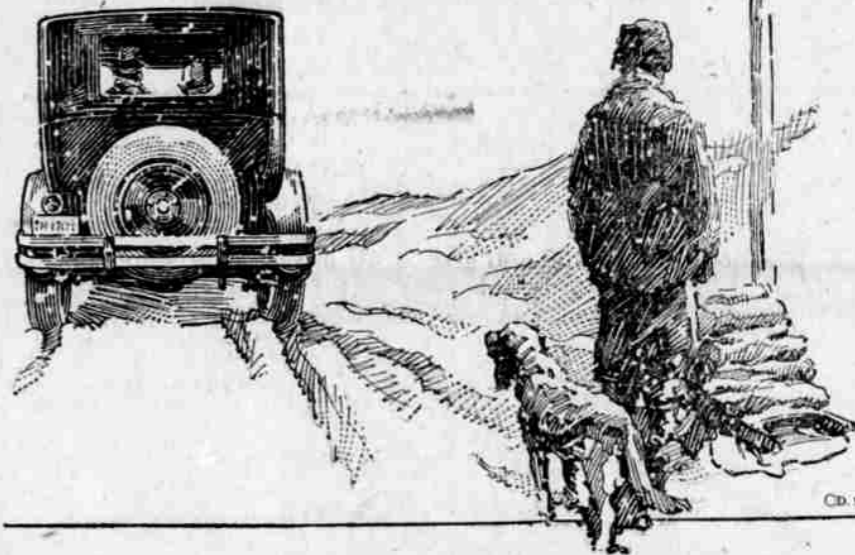
DODGE BROTHERS SPECIAL TYPE-A SEDAN

To say that the Special Type-A Sedan looks as good as it really is, is simply to pay a just and deserved tribute to the coachwork and the special equipment.

The appointments were determined in the usual Dodge Brothers way—strictly on a basis of quality and not of cost.

Five Balloon Tires

J. O. NEWLAND & SON
Dodge Dealers and Accessories
ROSEBURG, OREGON



BUILDING CARS IS N. Y. SHOW FEATURE

The final assembly line in action in the showroom of the Ford Motor Company's New York branch was the outstanding feature of the

auto show season in New York—the big attraction on Broadway.

Crowds flocked to see it and lingered to watch the operations where Ford assembly methods were demonstrated on a line resplendent with nickel finish and where workmen in white uniforms worked with nicked tools.

Spectators marveled at the precision of Ford parts, permitting such easy and rapid assembly into

completed cars.

One feature of the exhibit which never failed to give the crowds a thrill was when cars left the line. As the completed car reached the end a driver took the wheel, the motor was started by an ingenious device, spinning the rear wheels, and then the car was driven off under its own power.

Approximately forty Ford cars were built daily during the exhibit and Ford dealers quickly sold all of them. Many purchasers came to the showrooms, saw their own cars built and driven off the line ready for delivery to them.

STUDEBAKER CUTS SURPRISE BUYERS

Reductions in the price of all closed cars by the Studebaker corporation stirred the motor car industry as nothing else during the New York auto show, reads a communication which W. A. Burr and Sons, local distributors, received this past week from the factory.

Two important cuts in prices were those on the big six sedan and the Berlin, largest of the Studebaker products.

"The reduction is made possible because of the larger production in the company's \$60,000,000 plants, and because the company makes an entire car, avoiding payment of extra costs to makers of separate parts," President A. R. Erskine declared in his communication to Burr. Erskine gave Leander assurance that no curtailment, direct or indirect, in the quality of the cars, would be made.

To accomplish the sales record made by Studebaker throughout the nation during the past three months, the big factories had to run at almost full capacity, day and night.

The new prices are on the same basis as the old, in regard to special equipment. An extra charge of \$60 is made on the standard six line and \$75 on the special and big six lines for four-wheel brakes, disc wheels and balloon tires.

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For twenty years, the Buick Valve-in-Head Engine has been a powerful factor in Buick performance. It makes a smaller quantity of gasoline give up more horsepower.

Valve-in-Head means "Buick ahead"—on hills and in volume of sales



MOTOR SHOP GARAGE

ROSEBURG Distributors for Douglas County OREGON
BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

The Star Car

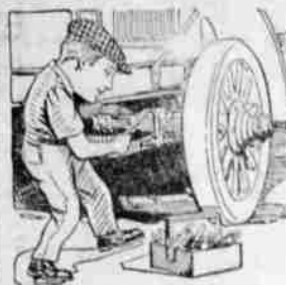
To Get the Most Value for Your Money

Your next car must have Continental Red Seal Vibrationless Motor, Four-wheel Brakes, Disc Clutch, Tubular Backbone and Force Feed Lubrication. Unless you get these modern improvements in the car you buy, you are not getting full value for your money, nor complete motoring satisfaction. It's easy to pay when you buy our way. Come in today.

"Tomorrow's Car Today"

RAPP BROTHERS

Star Dealers
Cass and Pine St. Phone 371 Roseburg, Ore.



Let Us Get Busy

on that broken or defective part of your car and make it right. You are not getting complete service or real pleasure from your auto investment if it is laid up most of the time. We will keep it running.

Hall & Young Garage
631 Winchester St. Phone 238
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GENUINE
FORD
BATTERY
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13-PLATE BATTERY MEANS LONGER LIFE

This Battery Also Fits the Following Cars:
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Authorized Ford Sales and Service