

AUTOMOBILE SECTION



Buick Authorized Service anywhere and everywhere is like an insurance policy. Wherever, whenever you drive, it protects the continuous, satisfactory operation of your Buick.

MOTOR SHOP GARAGE

Distributors for Douglas County

BUICK MOTOR COMPANY, FLINT, MICHIGAN

ROSEBURG OREGON

When better automobiles are built, Buick will build them.

WHAT IS A COACH?

"Now that the coach has become a large factor in motordom, the question is raised as to exactly what is meant by the term," said Roy Catching, the local Hudson-Essex dealer. The Society of Automotive Engineers defines it thus: "Coach—an enclosed single-

HEAD BOSCH RADIO RESEARCH DEPT.

Dr. J. E. Lilienfeld, Professor of Physics at Leipzig University, on an extended leave of absence, has affiliated himself with the American Bosch Magneto Corporation, as Chief Physicist in charge of radio research and development work—a new division of the American Bosch Magneto Corporation.

The history of Dr. Lilienfeld is such as to bring to the American Bosch Magneto Corporation, a wealth of experience that bids well towards placing this Corporation among the leaders in radio units.

Some of Dr. Lilienfeld's accomplishments include extensive research work and the development of vacuum tube designs, especially the perfection of a new type of pure electronic discharge in high vacuum, upon which development he has been working for several years, the outcome of which is expected to be highly successful in developing an entirely new phase of radio reception.

compartment body, similar in general appearance to the sedan, with two close-coupled cross-seats for four passengers. There is a luggage compartment of space for a trunk at the back of the body. There is no glass in the rear quarters. The conventional type has two doors only, the forward seats being divided and the right-hand seat tipping forward to give access to the rear cross-seat. Some models have two doors on the right-hand side, there being two fixed cross-seats.

"It is three years since the word coach came into use. At the 1922 New York Show, the first coaches were displayed by the Hudson Motor Car Co. on an Essex chassis. Both name and cars were a Hudson-Essex origin. As the car's success became apparent the name and definition were adopted by the S. A. E.

"The first Essex coach sold for only three hundred dollars more than the open car—a sensationally small differential. Now all the coaches sell at a practically open car cost, and because of specialization and experience both Hudson and Essex coaches sell for less. Hudson and Essex have built 130,000 coaches."



The 1925 STAR

SPORT MODEL

That Good Looking Car

Behind its smart appearance it carries the sturdiest power motor ever built—the new Million Dollar Motor that develops 20% more power—real power.

equipped for your safety. No skidding in wet weather.

Full Force Feed Lubrication to all bearings and cam shaft. Never a burned-out bearing in a Star Car.

Four-wheel brakes—the only car at its low cost so

The 1925 Star Car is the greatest buy in the world (at the new low prices).

See It Today—Drive In It—Compare It

Rapp Brothers

Cor. Cass and Pine

Star Dealers
Roseburg, Oregon

Phone 371

Million Dollar Motor

Smooth Disc Clutch



Four-Wheel Brakes

Tubular Backbone



Again—Do Not Expect Long Trading Allowances on Any Used Car When You Come to Buy a Chrysler

This statement of eight months ago is repeated in justice to Chrysler distributors and dealers, who cannot in fairness be expected to penalize themselves by making long allowances, merely because the Chrysler may have depreciated the value of other cars.

A car may be a very good car indeed and still it will lack the riding, driving, braking, accelerating, power and speed qualities which thrill the owner of a Chrysler Six.

As we said in June of last year, those qualities are so valuable and mean so much in efficiency and economy that you could well afford to discard the used car without compensation for the sake of the amazing activity of performance and the saving the Chrysler will bring you.

Even if another car originally cost you twice as much, the burden you escape when you acquire a Chrysler—the substitution of more agile and satisfying performance and the stoppage of waste—will more than compensate you.

Months ago we said that because of these unusual Chrysler qualities, the Chrysler was invading all markets and especially those of much higher price.

We also said that the enthusiasm of the public over the Chrysler was certain to affect all motor cars and ultimately all motor car design.

The change in (internal) design has not yet come. Until it does, there is no possibility for anyone who wants Chrysler results to make a comparison between the Chrysler and other cars, whether they be used or new.

It is all a question of whether you want the qualities which the Chrysler alone provides.

If you do, then it is perfectly clear that you cannot compare the value of another used car or any other new car with the value of the Chrysler.

Neither higher prices nor lower prices nor long allowances have anything to do with the fact that there is still only one Chrysler and that it delivers results which no other car delivers.

This is no reflection on any good car. It is simply a statement of facts which every Chrysler owner knows.

The Touring Car, \$1395; The Phaeton, \$1495; The Roadster, \$1625; The Sedan, \$1825; The Royal Coupe, \$1895; The Brougham, \$1965; The Imperial, \$2065; The Crown-Imperial, \$2195. All prices f. o. b. Detroit subject to current government tax.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Dealers everywhere.

J. W. Michael Motor Company

515 N. Jackson St.

Roseburg, Oregon

Phone 350

CHRYSLER SIX

DURANT MOTORS CO. PAYS DIVIDENDS

NEW YORK, Feb. 11.—William C. Durant, motor manufacturer and stock operator, is credited by Wall Street with having made about \$2,500,000 during the last two days in the rise of United States Coast Iron Pipe. His per cent profits on the same stock in its upward movement in less than two years are estimated at more than \$10,000,000.

The stock's gyrations skyward in the last few days have been considered a notice by Mr. Durant, by way of the check, that he is back from his vacation in California. His friends described him as more bullish than ever.

Last week United States Coast Iron Pipe gained 13 3/4. Monday it shot up 19 1/4 points. Yesterday it soared 21 1/2 more. It closed yesterday at 221 1/4.

The display of pyrotechnics by the stock has given rise to rumors that there is a corner in it, but authorities deny this. Mr. Durant is credited with not only building about one-half of the vast stock in his own accounts, but also with using above-average amounts every share.

NASH "SURPRISE" CARS IN THRILLER

Nash is introducing a "surprise car" at the automobile show in a brand new five passenger advanced six sedan, priced at the low figure of \$1455 f. o. b. factory.

It has been rumored for several weeks that Nash was planning to announce an enclosed model of this type, powered with the big Nash six motor, but dealers and visitors at the various shows who have seen the car, have been taken completely off their feet by the extremely fine custom built quality of the coach work construction in striking contrast to the low price named. It is doubtful if any model ever introduced by Nash Motors has caused such wide comment.

Nash is also displaying for the first time at the automobile show a beautifully built advanced six Victoria.

"Mounted gracefully close to the roadway on the 121-inch advanced six chassis, the new sedan is a charming picture of motor car beauty," says E. H. McCarthy, general sales manager of the Nash Motors Company. "Its pleasing length and clean lines are completely in keeping with completely

circles the body. The doors are exceptionally wide, and in the interior snugness has been achieved without the sacrifice of comfort. There is spacious room for five full grown passengers to recline in perfect ease. The deeply ruffled seats are upholstered in a choice grade of mohair cloth. Appointments and fixtures reflect good taste and refinement. This beautiful low priced car is a deliberate attempt of Nash engineers to build an enclosed car value of high quality at the lowest possible price. There is little doubt that it will prove an outstanding attraction to all who see the new model."

DURANT MAKES FORTUNE IN TWO DAYS

OAKLAND, Cal., Feb. 10.—A six percent dividend for approximately 4500 stockholders in the Durant Motor Company of California was announced here by Norman De Vaux, vice-president and general manager of the company. After a meeting of the board of directors of the company.

With the announcement came news of future plans of the Durant western interests and of Durant and Star car production, both of which are now produced by the Durant Company, in the local factory, and an expression of

confidence that future dividends would be payable on a regular basis.

With the message was one of optimism keynote for the future of the western automobile business, and car production of both lines is on a greatly increased schedule for the year 1925. De Vaux stated that the Durant-Star Dealer organization is today at its greatest strength, and that optimism pervades the entire western territory. Aggressive sales plans have been laid before factory representatives and dealers by executives here for the years business.

BEFORE

you have your battery repaired get our prices for the job. Our new low prices with our high class of repairs will appeal to you. All repairs guaranteed. If you need a new battery remember our prices are lower.

Umpqua Battery Station

You May Have to Walk

If you know there is a "little something" wrong with your machine, don't keep putting off the repair work. Bring it to us now. We can fix it in a little while. If you delay, you will either use a jitney for days or walk. Small repairs cost little or no money.

Hall & Young Garage
631 Winchester St. Phone 338
Roseburg, Ore.

