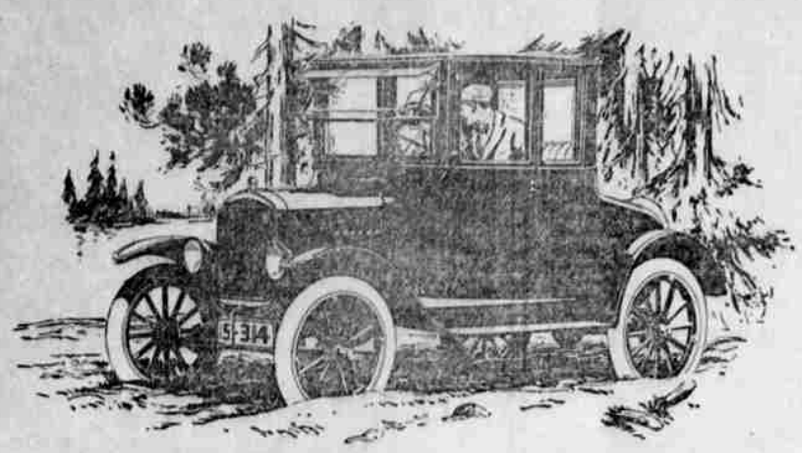
AUTOMOBILE SECTION



Away From the Crowds

America is still undiscovered, still waiting to be discovered —by you!

Away from the paved highways, deep in the hidden solitudes —are shady groves fragrant with the scent of flowers—sun-drenched valleys—lazy streams—or hurrying brooks as befit your mood. Waiting to please you with their untouched charms.

Take your Ford and venture forth into the delights of the unknown. Leave the beaten path to others. Go where you will—whether the road is paved or not.

It is the car for the true adventurer; the car that no going —be it sand, dirt or rocky road—can halt; the car that will take you safely, certainly and happily to where Nature hides her true loveliness.

Ford

Runabout - - $260 *Tudor Sedan - $580*
Touring Car - 290 *Fordor Sedan - 660*

On open cars demountable rims and starter are $55 extra. Full size Balloon Tires $25 extra. *All prices f. o. b. Detroit*

Coupe
$520
F.O.B. Detroit

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford Car on easy payments:

*Name*_____
*Address*_____
*City*_____ *State*_____

Mail this coupon to

Ford Motor Company
Detroit

N-33

STAR CARS COME IN FOR PRICE CUT

An unexpected price reduction was announced Friday when the Durant Motor Company of California cut $50 off the price of Star automobiles in the closed model group. Substantial reductions were also made on the open models.

In his telegram to Rapp Bros., local distributors for the Star, Norman De Vaux, general manager of the Durant factory, emphasized the fact that the quality of the cars has been better and that the price reductions came as a result of the tremendous increase in sales.

"Star has been breaking all its previous sales records in Oregon, Washington, California and other western states," De Vaux telegraphed, "and this additional volume has made possible the reduction."

The new prices for delivery in Roseburg are: Touring, $695; roadster, $690; coupster, $795; coupe, $895; coach, $945; sedan, $995; sport touring, $795.

125 MILES STEEL RIBBON IS USED

Transforming steel ribbon into roller bearings is one of the interesting operations carried out in one department at the Highland Park plant of the Ford Motor company in which a number of special Ford designed machines play an important part.

Just how much activity there is in this department may be gained from the fact that 125 miles of steel ribbon is used daily in the production of roller bearings at the present output schedule, permitting the assembly of 51,600 complete bearings every day.

The steel ribbon used is five thirty-seconds of an inch thick and about half an inch wide. It is wound in Ford designed and built machines known as "winders" and when it emerges from these machines is in the form of a heavy spiral rod with a narrow opening through the center. The rods are cut into proper lengths for the rollers, and the short lengths are then hardened and tempered.

Grinding operations in which the rollers are ground to very close limits are carried on in other Ford designed machines, known as "centerless" grinders in which the precision necessary in the rollers is easily regulated.

The last operation before the rollers are finally assembled and welded in the cages is one through which every finished bearing must pass—the process of being de-magnetized. Practically every bearing after having passed through the various manufacturing operations carries a certain amount of magnetism. If this remained the rollers would have a tendency to pick up and retain small pieces of steel that might by chance get into the sleeve of the bearing. It is not likely, of course, that any harm would result even if this magnetism were not destroyed, but the policy followed is another bit of evidence that the Ford Motor Company leaves nothing undone to insure the utmost of service in all its products.

BUICK PLANS FOR ANOTHER BIG YEAR

By E. T. Strong, general sales manager Buick Motor Company.

In building the Better Buick introduced to the public August 1st, every effort was made to provide those improvements and conveniences that would make the Buick a more desirable car to own and naturally the Buick management has been anxious to find out just how well they had accomplished their purpose. Everyone at the factory who had a part in developing the Better Buick felt that these new cars surpassed anything Buick had ever done before, and that there would be a tremendous demand for them.

Evidence that these new Buicks would be accepted by the motoring public is furnished by the number of orders placed with the factory by the branch managers and distributors who recently visited the factory.

These branch managers and distributors are all experts in selling motor cars at retail. They are men who know every part of the country, from coast to coast, from Canada to the gulf. Their estimate represents a close and conservative gauge of the national demand for a car of the quality and value which has been provided in the better Buick.

After visiting the factory and going over the new cars, these men went back home, analyzed their territories and sent us orders aggregating over 200,000 cars which they state will be required by them to fill the demands for the coming year. This estimate was placed by them with the knowledge that they were committing themselves to sell these cars, with the result that it is a fair and conservative estimate of the number of Buicks they will require for their respective territories.

We are confident that their judgment will be backed up by the reception accorded the new Buicks and believe that when the orders are received by them from the thousands of dealers in their territories, it will be found that their estimate, as large as it is, will be way under the number of Buicks that will have to be built during the coming year in order to supply the demand.

OIL PUMP NEEDED IN COOLING CYCLE

The action of the oil pump is one of the most important functions of any in the engine cooling cycle, and must be carefully watched or trouble is very liable to ensue.

When the oil pump breaks or becomes inoperative for any reason, oil cannot be circulated throughout the parts that need circulation. The rubbing steel surfaces then become dry and friction sets in. During each second, in a six cylinder engine of 3 -14 inch stroke and 4½ inch bore, the six pistons travel a combined lineal distance of 195 feet rubbing over a total surface area of 165 3-4 square feet per second—or 9945 square feet per minute! The important function of the oil pump is apparent then as this large area must be frequently lubricated.

Before the invention of the heat indicating device placed on the radiator cap, the motorist of course was not to blame if his engine burned out or the cylinders became scored. But since this instrument, which signals the driver when his motor is overheating, has been placed on most automobiles, such an accident from this source is almost inexcusable.

MOTOR LORE.

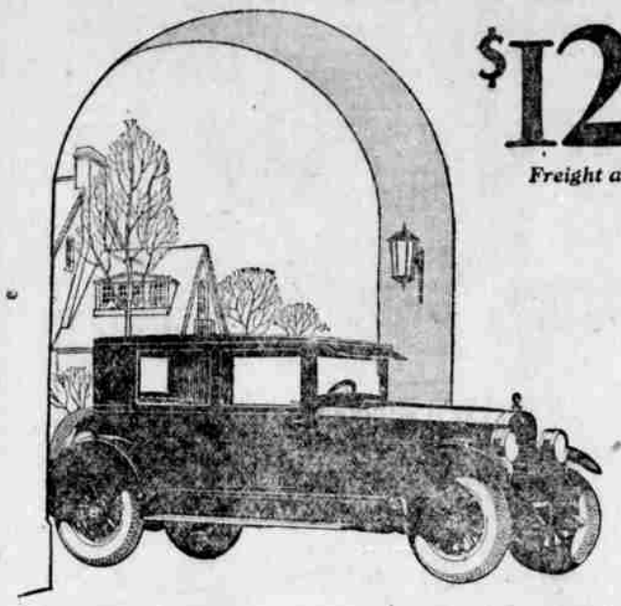
The lights of an approaching car are frequently deceiving on a wet night as to distance and the speed the car is approaching. Be sure of the distance before attempting to pass a car ahead when another car is approaching.

Drive slowly over culverts and rough places when the car is loaded heavily or the springs are weak enough to allow the chassis to strike the axle housing. The constant pounding will damage the chassis and the rear axle housing.

Never clean the windshield or windows while the car is standing in the sun. A successful window cleaning job must be done in the shade. Sponge off the glass with clean water, dry with a damp chamois and polish with a cotton cloth.

HUDSON COACH $1250

Freight and Tax Extra



Only Hudson Can Build It

Being the world's largest builders of 6-cylinder cars permits Hudson to give the greatest price advantage, with the finest quality in Hudson history.

Everywhere it is called "The World's Greatest Buy" because it is universally acknowledged that no car gives like quality, reliability, performance and fine appearance within hundreds of dollars of its price. And Hudson economy, which the praise of a vast ownership has made famous, consists not only in the important first cost savings, but also in the way Hudsons retain their new car qualities and performance in long service with little need for mechanical attention.

Hudson-Essex World's Largest Selling 6-Cylinder Cars

ROY CATCHING MOTOR COMPANY
Show Rooms and Service Station New Location 125 N. Rose Street
Phone 438 Roseburg

SAFETY FIRST AN ALL-YEAR TOPIC.

LOS ANGELES, Aug. 4.—All year around safety work among more than 100,000 school children of Los Angeles, has become an established part of accident prevention here. Formerly the teaching of safety work at public schools terminated with the

We have the largest stock of Auto Parts in Roseburg at

SARFF'S Auto Wrecking House

329 N. Main St.

and still increasing our stock all the time. Come in and see us. Old cars bought for wrecking.

Phone 553

WILL GIVE HELP IN PREVENTING FIRE

Because of the unusual fire danger which many sections of the country are facing this summer the Western Auto Supply Company is assisting in every way possible to aid in the prevention of forest fires.

The two most prolific sources of forest fires, according to the forest ranger, are smokers and campers. A great deal may be accomplished toward ending the fire menace if the smoker will use greater care in discarding cigar and cigarette stubs as he travels through the forests. Also substitutes for the open campfire will aid in keeping down the forest fires.

The ash tray that fastens to the dash of the car will act as a receptacle for all smouldering cigar and cigarette ends. The electric cigar lighter will do away with matches, and the gasoline stove will put an end to open fires.

The forest ranger always looks with approval upon the camper who uses a gasoline stove or lantern, as there is little danger of fire of any nature originating from such devices. Then too, they are great conveniences for an entire meal can be prepared on the gasoline stove in the time it ordinarily takes to gather dry firewood.

Fire extinguishers also come in for their share of glory, when it comes to preventing big fires. These little devices can be carried easily in the car and it will quickly put out a small fire.

A good flashlight is, not only an important adjunct to the car's equipment, but it provides a safe means of light where an open fire light would be unsafe.

EASY FOR CONSUMER TO GET VEEDOL OIL

In line with their policy of making it easy for Veedol users all over the United States to ascertain those dealers handling this well known line of quality lubricants the Tide Water Oil Sales corporation has inaugurated a fleet of advertising service cars. These cars manned by experienced advertising men, are continually covering the main highways over the western states and seeing to it that all dealers selling Veedol Motor oils and greases have signs displayed that will announce this fact to passing motorists. No signs are allowed up that have become weather-worn, according to Harold R. Deal, western advertising manager of the company. He said in a recent interview, "We want our signs to reflect the quality of the merchandise advertised."

The service cars are making better merchandisers out of Veedol dealers and help them to keep their establishments neat and attractive so that the motoring public will feel that an invitation is being extended to them to drop in for their requirements.

The Tide Water Oil Sales corporation has the slogan : 'To Be Sure' Buy from Dealers who display the Orange and Black Veedol Sign."

Have you an ax to grind? There are hundreds who want the job. To learn their names read the News-Review calsaified ads.

Let Us Look 'Er Over

Expert inspection of your car before you start on the camping trip may save worry. If you will call us up we will be glad to send for the car, or drive it down.

Hall & Young Garage
631 Winchester St. Phone 338

USED CARS

For Immediate Service

Don't let the mid-summer season go by without taking the

Family on a Vacation Trip

One of our Used Cars will provide the way of going. They are sold so reasonable and on such easy terms that by comparison

Walking Is An Expense

Do it now—Come in and talk it over.

Rapp Bros.
Cass and Pine Sts.
Phone 371

CANNERIES WILL TAKE WILLAMETTE VALLEY PRUNES

SALEM, Aug. 5.—Canners have made a big hole in the prospective 1925 prune crop in the valley according to reports, buying heavily and taking a good share of the large sizes.

Apparently there is some reaction to the opening prices by the California association as Robert C. Paulus has just accepted an order on a car of futures at prevailing prices of 11 cents on 30s and 8½ cents on 40s, but intimates that no more orders will be handled on that basis.

Whether or not the price on Oregons can be shoved up depends largely on the quality of larger sizes that are produced in the California crop. At present there are indications that the Oregons will be mainly in 30-40 and 40-50 sizes. Just how extensively the canners and green fruit shippers will clean up the short crop here remains to be seen, but there is little question the canners will take on about all they can handle and how many are shipped green, providing the crop is in right shape, is largely up to the growers.

It is understood that growers have been receiving offers for their crop in sacks on the following basis by dried fruit packers:

30-50	9c
35-40	8c
40-45	6½c
45-50	6c
50-55	5½c
55-60	5c

NEW BRITISH WIRELESS STATION NEEDS HIGH MASTS FOR SERVICE

RUGBY, Eng., Aug. 5.—Six times as high as the Nelson monument in Trafalgar Square, London, are the 12 masts of the new British government wireless station here, through which it is anticipated telephonic communication with the United States as well as wireless communication with all parts of the British Empire will be effected.

There is an electric lift inside each mast to carry four men to the top in 15 minutes. There is also a ladder up which the top of the mast can be reached in half an hour. The masts are supported on porcelain insulators and can rock slightly on a joint at the base. In a high wind the top of the mast sways to the extent of eight feet.

Special price on package goods. The Art & Baby Shop.

Country-Wide Air Mail S[illegible] Planned

The postoffice department is asking bids from private concerns for the transportation of mail by airplane over eight routes which extend to all parts of the country. The map shows the present New York-Cleveland-Chicago-San Francisco route, and the proposed lines.