

# AUTOMOBILE NEWS

for Economical Transportation



## Quality determines whether the price is economical

The Coach  
\$695

Touring . . . \$525  
Roadster . . . 525  
Coupe . . . 675  
Sedan . . . 775  
Commercial Chassis . . . 425  
Express Truck Chassis . . . 550

ALL PRICES F. O. B. FLINT, MICHIGAN

Highest quality materials and construction alone give you fine car performance over a long period at low cost for upkeep.

Only the most modern body design and a finish of permanent luster can keep your car looking well for years. And that's what you get in a Chevrolet! Quality design, quality construction, quality appearance—and many quality features the equal of which you cannot find in any other car at Chevrolet's price.

You get Duco finish in smart colors. You get Fisher bodies on all closed models. You get smart, modern, snappy good looks plus the power, permanence, and dependability that make Chevrolet meet your highest ideals of economy.

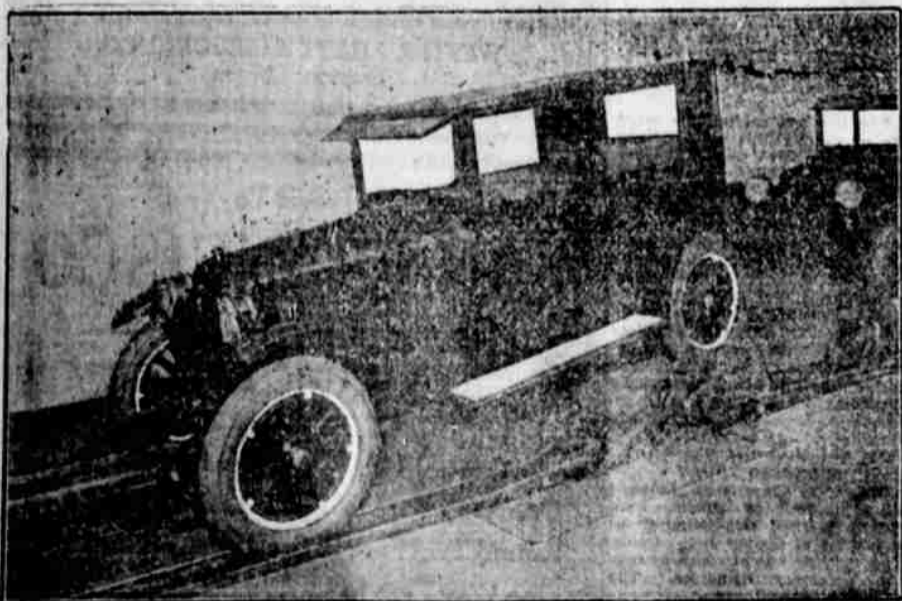
Come in—let us show you why half a million Chevrolets were bought this year.

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Ore.

QUALITY AT LOW COST

Hudson-Essex Doubles Its 1924 Record



This is the finished Hudson-Essex car No. 256,000 for the year—closely followed by No. 256,001. This is twice as many cars as Hudson-Essex built in all of 1924.

Hudson-Essex has broken another record for volume business. Officials announce their production of motor car No. 256,000 for the year 1925—important because that is just twice the number of Hudson-Essex cars made in 1924, which was itself far in advance of any previous Hudson-Essex year. The records of the industry, it is said, will show that no other large producer of cars has succeeded in doubling 1924 output.

What Hudson-Essex's policy of building and selling has meant in the past few years is shown by the following figures: In 1922, there were built 60,000 Hudson-Essex cars; in 1923, the total was 88,900; last year, 128,000; and this year already has run well over the quarter million mark. What makes this all the more remarkable is the fact that Hudson-Essex continues its business to

of the making of a few models, about 80 per cent of the total being coaches, and fully 98 per cent, being enclosed cars. This specialization, together with the volume of business done, has brought about a striking degree of economy which has enabled Hudson-Essex to offer unusual value in its cars. Next year, it is expected by the Hudson-Essex management, will show still further gains.

BUICKS SUPPLIED WITH FINE LIGHTS

Motorists who have been forced to grope their way blindly against the glare of automobile headlights will welcome any changes in equipment which make night driving safer for all concerned.

That dimmers have been ineffective is best shown by the fact that some states have laws prohibiting the dimming of headlights. On the other hand, dimming at the approach of another car is made compulsory in other states.

Most effective and safe lighting is provided on the new Buick models introduced in August. For country driving, and when the road is clear, the beams from the new Buick headlights send a broad path of light the entire width of the road for a long distance ahead.

At the approach of another car, the light may be directed downward just in front of the car, but with full strength of the beam retained, furnishing adequate light for the driver and at the same time taking the glare of headlights from the eyes of the approaching motorist.

This effect is obtained by shifting the current in the lamps from one filament to another. The control is conveniently mounted on the steering post under the driver's hand. There is nothing to get out of order, as there is nothing mechanical about the controlled light. Reflectors, bulbs, etc., are stationary. The light is thrown downward by means of specially designed lens built into the lamps.

Snappy line of both engraved and printed announcements at reasonable prices at News-Review office.

KNIGHT MOTOR WINS IN FRENCH CONTEST

In a contest just conducted by the Motordrome National, in Paris, a Knight motor won on every point, including continuous power development, motor cooling, mechanical efficiency and freedom from wear.

The test called for 240 hours of continuous running at maximum horse power with no adjustments allowed during the entire period. Practically every type of gasoline motor built at the present time was represented and the findings of the test were to help the French government determine the most efficient and reliable type of motor to use in aeroplane construction.

The search was for lighter, stronger, faster power plants with increased lifting power and with demonstrated ability to stand up under the most grueling service. The motors were bolted to heavy iron blocks and operated against a dynamometer which gave an accurate reading of the developed horse power for every minute of the long grind.

The motors were started simultaneously and with wide open throttles. They were kept running at top speed until they broke down, either through overheating, wear on the moving parts or sheer inability to stand the severe pace. At the end of the first seven days of running, only a few of the original entrants were still running.

At the end of the ten days, the superiority of the Knight motor was so convincingly demonstrated that there was no doubt in the minds of the engineers who had watched the entire test.

For the full 240 hours, the Knight motor steadily delivered its full 550 horse power without a fluctuation in the indicating dial. At the end of the run it was shut off. Then, without adjustments of any kind, was immediately started again and when the throttle was opened up, it showed the full 550 horse power without the slightest sign that it had been deteriorated in the slightest by the run.

STAR CARS IN BIG DEMAND, SAYS RAPP

"Since the announcement of a week ago of the latest price reduction on Star cars, a cut of \$20 on the standard sedan and standard coupe models, the demand for sedans and coupes has been phenomenal," states Leo Rapp, manager of Rapp Brothers Star Agency in this city.

"This latest price slash has certainly proven a great sales stimulant," he declares. "The public is quick to grasp the significance of automobile price announcements, and everyone realizes that the Star is now more than ever the greatest buy in its class."

"Star is the lowest priced car on the market today, with four-wheel brakes, and balloon tires as standard equipment. On all coupe and sedan models, natural wood wheels are also standard equipment."

"The Star coach has always been a big seller. Now the sedan and coupe give promise of equating the coach in popularity, thanks to this latest price drop. The tremendous increase in Star production that has resulted from the ever-growing demand on the part of the motoring public for Star cars, is responsible for the recent additional price reductions announced by the Durant Motor Company of California. As production costs have been cut, the saving has been passed on to the motor buying public."

"Star now occupies, more than ever before, the dominant position in its class, due to the great value it offers at the new low prices."

GREAT CARE TAKEN IN SHIPPING AUTOS

While much is said these days about foreign trade and about America's effort to maintain its high position in the export field, little, apparently, is known generally about the actual mechanics of getting shipments abroad.

Every European traveler has been confronted by the ship requirements for trunks and baggage of certain dimensions, and of giving both the cubic contents and weight in kilograms and pounds of each piece shipped.

An automobile, for instance is disassembled and packed in a space little larger than the body itself.

Visitors to the plants of Grudebaker, largest exporter of high-powered cars in the world, are interested and instructed by observing the compactness with which a complete car is tucked away within its yellow pine box, steel bound, for export.

Take a Duplex-Phaeton, for instance. First the wheels are tak-

A Challenge—where in all the World is there another motor car value equal to this



\$595  
F. O. B. TOLEDO  
OVERLAND  
Standard Sedan  
\$799

Delivered Here  
COMPLETE: balloon tires, speedometer, one-piece windshield, cowl ventilator, 87 other big car features.

Let's Get Down to Real Facts:—here they are, a full size, five-passenger Sedan, with all the room you can find in cars at double the price—molybdenum steel axle shaft, chrome vanadium steel springs, a big car frame, genuine honeycomb radiator, three forward speed transmission,—a beautiful car, with sweeping, graceful body lines, finished in polished lacquer, upholstered in broadcloth, trimmed in nickel—a car with 20 square feet of window space, exceptionally wide doors, the widest seats ever built into a light car, and a motor that has demonstrated unequalled power, reliability, economy and smoothness.

Where can you find its equal?

Your car in trade—easy terms on the balance.

WELLS & CHASE

Phone 399 317 North Jackson Street ROSEBURG, ORE.

en off and bolted to the inside of the box side pieces, which are built of 2x4 timbers and yellow pine planking. Then the springs are compressed to the smallest compass.

Front fenders are removed and tucked as far back under the running board as they will go and bolted and nailed fast. Floor boards are taken out and braced to the box bottom. Seat cushions are tied down with wide strips of webbing. The steering wheel is released from the dash and tied down onto the front cushion by the same webbing that ties doors shut.

The windshield is removed, bolted to a timber, turned upside down into the rear seat compartment, and nailed to the packing box at each side. The upper body section is reversed, the back window over the radiator and its front end resting on the rear seat top. This section is bolted to two timbers held rigid by metal pockets nailed to the packing box. Thus the whole car is packed into a space little larger than the body, and not one part can move the fraction of an inch.

The entire interior of the packing box is lined with tarred paper, making it moisture and dust proof. In fact it is so nearly airtight that metal-capped, breather holes are placed in each end to prevent sweating.

The packing box top is spiked on

and around the whole go five strips of strap steel. Stenells paint on the box dimensions in feet and meters; the gross, tare and net weight in pounds and kilograms, and the destination.

These destinations are a lesson in geography themselves. Rarely can a visitor locate more than 60 per cent of the cities to which the boxes are to travel in the holds of freight steamers plying to all parts of the world.

For instance, where are Port-au-Prince, Trichinopoly, Bucaramanga, Chiclayo, Las Palmas, Los Mochis, Loanday?

Without looking them up in an

atlas, how many would know they were, respectively, in Brazil, South India, Colombia, Peru, Canary Islands Mexico and Portuguese West Africa?

Yet they are a part of daily usage in the export department of Studebaker, where men actually are at work in pushing American commerce to the uttermost parts of the earth.

Northern Savings & Loan Ass'n., will give camera and savings bank free to every person starting bank account with us this week. See us at Story Hall, Umpqua Hotel building.

GOOD USED CARS BARGAINS

2 Chevrolet Sedans. One has been used 4 months, the other 5.

- 1 Star Sedan
- 1 Ford Touring.
- 1 Olds Touring.
- 1 Rollin Demonstrator. All priced to sell.

KLECKER-AMORT CO.

Roseburg 439 N. Jackson St. Phone 593

SARFF'S Auto Wrecking House

329 N. Main St.

Has the parts you need for repairing your car.

Also we build trailers for touring cars.

Come in and see us or

Phone 553



Some Little Thing

Occasionally your motor may not function just right, and perhaps the trouble is something that is quickly adjusted. Drive in and let us look the motor over. We can help you solve the problem.

Hall & Young Garage 631 Winchester St. Phone 398