

New Chevrolet Prices

As a direct result of our enormous production in 1925 of 500,000 Automobiles we have been able to reduce prices as shown:

[We take in old Cars in Trade and Sell on Convenient Terms]

North Rose Street **HANSEN CHEVROLET COMPANY** Roseburg, Oregon

Touring Car	\$510.00
Roadster	\$510.00
Coupe	\$645.00
Coach	\$645.00
Sedan	\$735.00
Light Truck	\$395.00
Ton Truck	\$550.00

These Prices F O B. Factory

MOTOR CARS IN USE AT MANY SCHOOLS

Everywhere the automobile is creeping more and more into educational courses of the various institutions of learning. Since motor transportation has become a definite and indispensable part of every day American life, educators are coming to realize that to instruct the young mind on the principles of internal combustion motors and their operation as applied to traction, is one of the most practical phases of manual training.

Here, in the far west, where the automobile averages one to a family, it is highly essential that some person in the home should have mechanical knowledge deeper than that required to turn an ignition switch or operate the self starter. There are times when prompt and intelligent use of a motor car will save a life or avert disaster.

Many grammar schools, high schools, and even universities throughout the Pacific Coast region have instituted automobile mechanics classes, devoting an hour or more a day to the investigation of motor and chassis.

Officials of the Chevrolet Motor Company at Oakland, California, have consistently encouraged the promotion of automotive study in public schools in an unselfish manner, feeling that a widespread knowledge of this universal carrier not only benefits the industry in general but also acts as a means of increasing the value to be derived from a motor vehicle by its owner.

School classes from all parts of the state are frequent visitors to the big Oakland Chevrolet factory. They are shown through the various departments by a thorough inspection as is accorded the company's own officials.

The University of California, in Berkeley, has had a Chevrolet chassis for several years upon which experiments and investigations have been directed. A class of college students regularly visits the Chevrolet plant in Oakland for a further study of automobiles in the making.

Studebaker builds no year's models.

RIDE 700 MILES AT 50 BELOW ZERO

(By Dr. Roy Chapman Andrews)

Hardship and hazard were constantly intermingled with the thrill of important discovery and the adventure of exploring vast areas never before visited by civilized man.

Probably the most bitter experience we had during our three Asiatic Expeditions was over the 700-mile route from Kalgan, China, to Urgan, the capital of Mongolia. The temperature was fifty degrees below zero. We never stopped the engine during the trip as we felt certain that no anti-freeze mixture would safely withstand that intense cold.

On May 24, while crossing the desert we ran into a blizzard. For long stretches there was no snow at all, then came drifts. Several times we ran into patches of what appeared to be shallow drifts and suddenly found ourselves buried in snow that had packed into gullies twelve or fifteen feet deep. When that happened we would have to get out with shovels and dig to the bottom of the gully to give the wheels something to catch hold of and then dig a road up the opposite side. At times we actually climbed up at angles so steep I'm afraid to tell you what they were for fear you won't believe me.

Our Dodge Brothers Motor Cars were the first automobiles that ever went past Urgan. On the way out from Kalgan we passed the wrecks of nineteen other cars in the first 150 miles. Ten men had been killed in the wrecks of these cars.

About the most exciting incidents in our trip, aside from the scientific excitement of the discoveries we made, were our chases after great herds of wild asses and antelope. We stampeded one herd of 5,000 wild asses, which was a tremendous spectacle, but nothing compared with the herd of antelope we came upon. This herd stretched as far as the eye could see. There must have been 50,000 antelope in the herd. It made me think of what the buffalo herds on our western prairies must have been. We were upon them before they saw us and drove right into

OREGON TIRES TO FRONT THIS YEAR

PORTLAND, Jan. 6.—Plans to make 1926 the greatest year in their history have been entered into enthusiastically by every member of the Columbia Tire Corporation's organization, and already the territory forces are mapping their merchandising campaign to get their greatest volume of business.

The Columbia Tire Corporation's big manufacturing plant here, now entering into the third year of production, is already equipped for an enlarged production capacity, and through a strong chain of wholesale and retail outlets, the company will enter the big spring selling season well equipped to gain an even stronger hold in the Pacific Coast trade.

One complete organization in Northern California is being welded under the Lambert Sales Corporation, which has just been named distributor for the rich California territory. The Southern California territory will be under a strong chain of retail tire stores that is now being perfected.

R. A. Wursburg, president of the company, announced today that the company now has 700 dealers on the Pacific Coast alone, in addition to distributing organizations in the Chicago and St. Louis territory.

The company's plant here, representing an investment of nearly a half million dollars, is in a position to build 750 tires per day, and when the fact that every tire built is hand made under modern standards, the production is looked upon in the trade as representing a large volume in quality production.

The big Columbia merchandising campaign is being directed personally by Wursburg, with Alfred A. Aysc, vice president, and general manager, T. W. O'Connell, treasurer; K. C. Mohrhardt, secretary; auditor; J. F. Cullen, plant engineer; and R. H. Brown, superintendent of the plant. It will be in full swing when the season opens just after the start of the New Year.

SOME ECONOMICAL PHASES OF AUTOS

J. E. Grimm, Jr., advertising manager of the Chevrolet Motor Company in Detroit, has returned to the home office after a swing of the west to discuss local advertising problems with the company's executives and dealers on the Pacific Coast.

While covering the district out here Grimm demonstrated some economical phases of an automobile other than the much talked of gasoline, oil and general operation costs.

By actual record the advertising executive saved his organization an appreciable sum in traveling expenses from point to point by covering the intervening territory by motor. His note book would be highly interesting to unmotored

1925 BIG YEAR FOR HUDSON AND ESSEX

Automobile dealers in this territory, in looking over their records, are finding that 1925 is the most successful year they have ever known. In a number of lines there have been remarkable increases over 1924, although 1924 itself was considered an active year.

The record of the year, it is said, will show that although the public regards an automobile with less wonderment and enthusiasm than some years ago, this has been more than made up by a universal feeling that the automobile is an every day utility and necessity.

"If you want to understand something about the automobile business," points out Ray Catching, Hudson-Essex Dealer in this territory, "just ask the real estate developer what chance there is for him to sell a home which is not equipped to house an automobile—or, in the better districts, two automobiles."

"The increased business which Hudson-Essex has enjoyed is, of course, one of the bright spots of the year's records. Month after month, Hudson-Essex sales have continued at an even pace—and a consistently fast pace at that. It has had no new cars to introduce, and its sales appear to have been on the one point of great all-around value, rather than upon innovations. So, without spurts or slumps, it has maintained a consistent six-cylinder leadership.

"This leadership is not important in itself—because the motorist does not buy new cars on the basis of values in the car, not on the number of sales it makes. But when values and sales leadership fall together, and when the sentiment of a community swings so strongly in one direction as it has in this toward Hudson-Essex, that fact is interesting in guiding the choice of other buyers."

CARE OF BATTERY DURING THE WINTER

There is a preventative for every ill that cold weather brings to automobiles. Unfortunately, many owners do not realize that by taking ordinary care of their cars, they can save much trouble and expense.

One of the greatest inconveniences is found in battery failure.

business houses who employ territorial sales representatives for it shows a cut in road costs of approximately 25 per cent.

Exceeding the proverb that time is money, Grimm's record shows that he made and saved considerable of both for his organization. It was necessary for him to stop and confer with dealers in widely separated localities in order to get their reaction on various advertising matters. By having individual transportation he was able to cover twice, and in some instances three times, as many towns in a day as he would have had he traveled otherwise.

Grimm saved both the fare and both of costs, he eliminated the necessity of some hotels entirely and most important of all, he had his own conveyance to get around town once he arrived there.

The ramifications of economy in motoring are varied and many. "Pleasure car" is an extravagant phrase when used in connection with the automobile as any business man whose car is in the paint shop can attest.

GUARANTEED Ford used cars

Windscreens, wiper curtains and top boots are being added to the items of special equipment supplied by the Ford Motor company. The first public display of this equipment will be during the Ford National Show week, January 9th to 16th.

These specialties are not "extras" but have been so designed by Ford engineers as to become an actual part of the car. The equipment is held to the same standard of quality as the car itself. Behind them lies extensive experiment to determine the type and construction best adapted to Ford cars; experiment which was unhampered by any compromise necessary to permit adaptation to some other kind of car.

The introduction of these specialties in no way conflicts with the company's policy of retaining from deflating a purchaser the amount of equipment he must buy with his car. Those to whom economy is the principal consideration will in the future, as in the past, be able to purchase Ford cars on which the standard equipment will include only those features essential to satisfactory operation. On the other hand, to those who are interested in the completely appointed car will be available specialties produced according to the same standards of quality which are incorporated in the car itself.

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

Watch this week's Saturday Evening Post for Announcement of New Willys-Knight and Overland Cars

Eleven pages all new stuff.

WELL & CHASE
317 N. Jackson St. Roseburg, Ore.

ONLY A TIRE

But a bad tire will hold up the trip. We will fix it up, as well as any other work about your car.

CALL US ANY TIME OR DRIVE IN AT Hall & Young Garage Phone 338 631 Winchester St.

VEEDOL

We specialize in the best oil for any Motor Car. Veedol Forzol for that Ford Car will make it run better with longer life. We sell any size container.

C. A. LOCKWOOD MOTOR CO.
Roseburg, Oregon

FORD EQUIPMENT AT NATIONAL SHOW

That is what we mean. If you purchase a Used Ford Car from us, we stand back of it. That is all the more reason why you should buy a used Ford. We have a complete line for you to choose from

C. A. Lockwood Motor Co.
Roseburg

GUARANTEED Ford used cars

That is what we mean. If you purchase a Used Ford Car from us, we stand back of it. That is all the more reason why you should buy a used Ford. We have a complete line for you to choose from

C. A. Lockwood Motor Co.
Roseburg

New Parts!

You can now get new parts for your car, truck or tractor right here in Roseburg.

We specialize in such lines as

- Piston Rings, Piston Pins, Bearings, Bronze Bushings, Motor Valves, Timing Chains
- Ring Gears and Pinions, Axle Shafts, Drive Shafts, Cylinder Head Gaskets, Clutch Facings, Brake Lining
- Universal Joint Parts, Spindle and Tie Rod Bolts, Spark Plugs, Radiator Hose
- Clutch Parts, Rim Bolts and Nuts, Top Dressing, Body Polish and Paint, Valve Grinding Compound

And other lines for nearly every make of car, truck or tractor in Douglas County.

Orchard Auto Parts Co.
335 North Main St. Phone 228