

AUTOMOBILE NEWS

More Value than the Price Suggests

In the year just drawing to a close the price of Dodge Brothers Motor Cars was materially lowered.

Yet during this period more important improvements were incorporated than in any year in Dodge Brothers history. Advances were made in engineering and body designs. The cars possess a greater degree of smoothness, silence and ease. They are more comfortable, more beautiful.

Current prices—made possible, of course, by constantly mounting sales—are therefore not an obvious measure of value. Prices, in fact, have never told the full story of Dodge Brothers dependability and basic worth.

But now, more than ever before, there is far more value than the price suggests.

Touring Car	\$975
Coupe	\$1030
Special Sedan	\$1145

Delivered Roseburg

J. O. NEWLAND & SON

Dealers in Dodge Brothers Motor Cars
Roseburg, Oregon

We Also Sell Dependable Used Cars

DODGE BROTHERS MOTOR CARS

From Yoncalla—

Harry J. Davis and family of Yoncalla motored here Tuesday, spending several hours visiting with friends and attending to business matters.

Order your Christmas and New Year announcement cards from the News-Review office. Complete line of both printed and engraved cards now being displayed. Moderately priced.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



The Ransom of a Prince Could Buy No More Princely Gift

Give golden moments and hours of restful, easeful transportation, this Christmas. Give princely luxury and beauty. Give a Buick!

The ransom of a prince could buy no gift more certain to win the heart of every member of the family.

The Greatest **BUICK** Ever Built
MOTOR SHOP GARAGE
DISTRIBUTORS FOR DOUGLAS COUNTY

Phone 268

414 N. Jackson St.

BUICK MEETS DEMAND OF THE SOCIETY WOMAN

The smartly costumed, well-groomed woman of 1927 need no longer violate her outward perfection of color harmony on an inharmonious background. Today Buick's motor need not be in disagreement with the rest of her ensemble, when used as a setting for its exquisite owner. For this colorful year in automobile history has not been haphazardly so. Pigments are being subtly blended to properly frame the fashionably gowned woman. She may with safety take her dress to the curb and match it with her motor car, and buy with the knowledge that automobile color experts have anticipated the season's smartest shades for her in their 1927 creations.

This is something new in the automobile world. The 1927 car, nearer perfect than ever before, offers an additional appeal to the feminine heart by way of the eye.

Kingston Forbes, Buick body engineer, is authority for the statement that women may accept the factory paint job on their 1927 Buicks with the same confidence with which they take as correct the latest gowns from Worth or Paquin. Forbes has chosen his blends for the latest Buick models from color swatches from no less noted authorities than these. Paris designers, whose exclusive shades this year will be offered in models at popular prices next year, helped him to do an amazing thing; to enable midday to pick her 1927 costumes and find when she enters her car that, providing she has bought wisely and in the mode, her gowns and her motor are in harmony.

Thus we find in the colorful array of new Buick models such Americanized tints as Courier Cream, Paul Revere Green, Colonial Blue, Delaware Green, Patrol Cream, and so forth. Under more exotic names perhaps, these shades will greet the Spring shopper in exclusive Paris creations. They are soft, crayon tints, delightfully expressed in the depth and sheen of Duco.

Mr. Forbes went everywhere last year where colors and color trends originate in search of the fashionable 1927 shades. He is recently returned from Europe with samples of what will be the thing eighteen months from now.

The problem of eradication, he says, has been taken away from the color experts by the capricious hands of the public. "We thought we might have to teach women to demand colors in their cars to harmonize with their costumes," he said. "We suddenly found that the campaign of education had been completed; even to a greater extent than we believe possible. Color harmony is now accepted and sought. A few years ago, a dull, colorless paint job was the only kind the public would accept. Now they demand life and verve. But they distinguish sharply from the inharmonious. The woman who uses an automobile delights in its fashionable coloring. She realizes at once that someone has taken the trouble to give her a car both beautiful and harmonious—and what is perhaps most important of all, a car that is fashionable."

Eat barbecue sandwiches and live forever. Brand's Road Stand.

DEALER SERVICE IS SPECIALIZED

The efficiency that characterizes a modern automobile factory is reflected in the service system now in effect in the shops of Chevrolet dealers everywhere.

An exceptionally active interest in dealer service work is being taken by the Chevrolet Motor company. A staff of service experts is maintained by that concern to assist dealers in problems of a mechanical nature.

Factory service engineers have been at work throughout the western territory for some time planning and laying out model service departments for Chevrolet dealers. The dealers themselves have each spent several thousand dollars in equipping their mechanical divisions with special tools and machinery as prescribed by the factory.

These service engineers, who control and direct the activities of authorized Chevrolet dealer shops, have placed in the hands of mechanics employed by the dealers tools specially designed to fit the need of every service and repair operation on a Chevrolet car in the quickest and most efficient way.

Work heretofore done by hand these pistons as a basis item of their design. In both these cases, too, the Super-Six principle minimizes all motor pulsations, actually "preventing vibration before it happens."

is now accomplished better and speedier with highly perfected machines.

The tool room is a feature of the Chevrolet shop. It consists of an ample wired-in space in which mechanics work unmolested. For each standard job there is a special bench fitted with the necessary tools within easy reach.

To further standardization of service, the Chevrolet Motor company maintains a service school at the Oakland, California, plant. Experienced engineers, by experiment and research in the great General Motors laboratories, have worked out the most efficient methods of servicing Chevrolet automobiles. They pass this knowledge on to student mechanics by means of lectures, manuals, motion pictures and practical demonstrations.

Workmen attending the factory classes are taught the use of special tools and are instructed in labor and time saving methods.

A course in the application of "Duco," the new automobile finish, is also part of the school's curriculum.

AUTO MOTORS KEEP UP A CONTINUAL BOMBARDMENT

Compared with the rattle of a compressed air hammer on a steel building, or with the activity of a modern machine gun, the modern poppet valve motor is the most active thing ever developed according to statistics recently compiled by motor car mathematical wizards.

The modern machine gun fires approximately 300 shots a minute. Continuous firing of the 100,000 machine guns used in the World War would mean 30,000,000 shots a minute or 1,123,200,000 shots during the entire war if every gun had been kept continuously active.

The 180,000,000 valve stems used on the 18,000,000 poppet valve motor cars in this country—with the motors maintaining an hourly average of 10 miles during the 1000 operating hours necessary to reach the average yearly mileage of 10,000 miles are hit by the cam on the cam shaft a total of 10,800,000,000,000,000 times during the year or at a rate per minute of 180,000,000,000 times or for a total of 8000 times as many "valve tappets" shots per year than there could have been machine gun shots during the world war.

The average pressure necessary to lift the valve stem against the valve spring is in the vicinity of 99 pounds giving a total yearly expenditure of energy devoted to operating valves of 518,400,000,000,000 tons.

The muzzle energy of a Springfield rifle is approximately 3000 pounds. This would make the total energy expended by the operation of valves equal to the combined muzzle energy of 360,000,000,000 rifles.

The only thing which the statistician could think of which compared with the multiplicity of action of the motor car valve stem was the Paramecium, described in biology papers as an animal which multiplies at the rate of 600,000,000,000,000 for each family, and which, if allowed to develop without diminution of the species, would fill the entire universe with a solid mass of its progeny in the short space of 3000 generations.

Were the entire sum of wave lengths created by the blows of cam against valve lifter rods in the course of a year to be concentrated in one single note, it is entirely likely that the sound would be forceful enough to awaken the Maritians and send them scurrying to their earphones to listen in on the radio activity of old mother earth.

Advocates of peace tactics, who are seriously disturbed by any noise which resembles that of machine gun fire, recommend the use of some form of motor other than the poppet valve and turn toward such engines as the Knight sleeve valve motor produced in this country by Willys-Overland and F. B. Stearns company.

In this form of motor construction, cams and valve lifter rods are entirely eliminated and the operation of the intake and exhaust valves is controlled by sleeves operated by connecting rods which move continuously and smoothly without tapping.

12 Photos—12 gifts. Most personal gift you can make. Still time to have those photos taken for Xmas or New Years. Open Sundays. Phone 482, Roseburg Studio, 129 Jackson St.

De ORGLER IN TROUBLE

Dr. William deOrgle, producer of the small road show which appeared in Roseburg recently, and who was arrested and jailed for a short time for non-payment of the company's hotel bill, was picked up in Portland yesterday for having stopped payment on a salary check, given one of the members of the company. He entered a plea of guilty but sentence was continued when he agreed to pay money due the person bringing the suit.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

Hansen Chevrolet Co. Roseburg.

Used Trucks

Ford with Cab and Ruckstell Axle, 1925. New tires and guaranteed.

Ford Truck, Starter and Warford Transmission. New tires and in excellent condition.

Ford Truck with Solid Tires. Standard chassis.

Dodge Screenside, 1921. Dependable and serviceable. Come in and see us. We can solve your transportation problems. Cars and trucks sold on special farmer's terms.

HUDSON Super-Six

Never Before So Fine and Never at Such a Price

At today's prices Hudson changes the whole scale of motor values.

It is the best built Hudson in history, with more brilliant performance and richly appointed bodies in new colors, new lines, new beauty. It reaches new heights of supremacy in motor values—the greatest achievement in Hudson's long known policy of giving most for the money.

Of course you hear comment everywhere on Hudson's greatly improved gasoline mileage. This is achieved at no sacrifice of power and performance, but with an actual improvement in these noted Super-Six advantages.

In every way today's Hudson is smoother and more economical to operate. Oil is ventilated to prevent thinning. The motor is protected from dust and dirt—it cannot enter through oil, gasoline or air. Adjustments to take up wear easily, means always a snug, quiet car. It is in such details and its price advantage that Hudson is outstanding—the best built, best value Hudson in history.



The COACH

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

000,000 rifles.

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Mrs. Ida B. Callahan, the former president of the Federation of the Women's Clubs and her sister, Mrs. R. H. Huston of Corvallis passed through this city Tuesday evening on their way to Los Angeles. Antlers Wed. and Thurs.

Suppose You Went to Buy a Railway Ticket to Chicago?

And you found there were two trains. You could ride on one for 3c a mile, but the other would cost you 8c a mile—just 5c a mile more. You would hesitate a long time before paying that extra 5c a mile, wouldn't you?

It doesn't take a very expensive car to cost you 5c more for every mile you drive than you WOULD BE PAYING if you were driving a Ford.



C. A. Lockwood Motor Co.

Roseburg, Ore.

Fords

Fordson

Lincolns