

AUTOMOBILE SECTION

STUDEBAKER

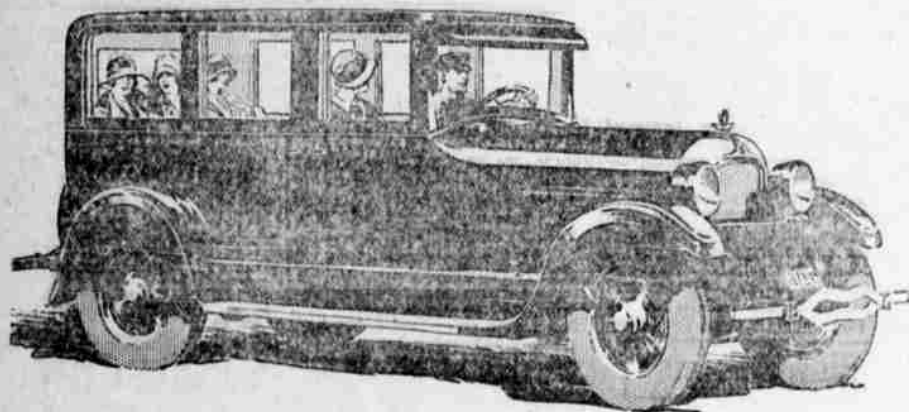
New Big Six Sedan

Now \$2575

f. o. b. factory

UNLIKE any other fine car, the new Studebaker Big Six Sedan is built complete—body and chassis—in company with other models, in large volume, by one organization. This eliminates middlemen's profits and explains its low price. To pay more is extravagance. By all means let us show you this new Studebaker before you buy.

The price of the new Studebaker Big Six Sedan includes an extra balloon tire, tube and tire cover. Bumpers, front and rear. Motometer. Safety lighting control. Automatic spark control. One-piece windshield, sun visor, automatic windshield wiper, rear-view mirror. Cowl and dome lights, extension lamp and stop-and-tail light. Clock and gasoline gauge grouped under glass with other instruments. 127-in. wheelbase, 75 h. p. Studebaker motor. Biggest balloon tires used on any automobile.



W. A. BURR & SON

Central Garage

Roseburg, Oregon

THIS IS A STUDEBAKER YEAR



Whatever Is Wrong

with your auto engine, bring it to us or have our man call and make it right. We specialize on repairing all makes of autos, we don't care what the repair may be. Complete overhauling done on cars and trucks.

Hall & Young Garage
631 Winchester St. Phone 338

CHEVROLET HOLDS INTEREST EARNED

Interest in the new Chevrolet models continues to hold the interest of the motor car buying public to the extent that numbers daily visit the showrooms of Chevrolet dealers at Oak Street and Pine.

Outstanding points of the new Chevrolet models that continue to interest the public in their values and cause sales records to soar for dealers handling this line of motor cars are the many new and improved mechanical features which are noted as among Chevrolet improvements.

"Quality is the outstanding characteristic of the new Chevrolet," said Ed Marsh, local dealer, "for the Chevrolet today, is every inch a quality car. In proof of this is the fact that its chassis design is typical of the highest priced car. Furthermore it has long semi-elliptic springs, which provide wonderful riding comfort, a feature that accounts to a large extent for the enthusiasm which owners express over the performance of their cars."

"Drivers are also most flattering in their praise of the disk clutch which makes gear shift antonahably easy for both men and women drivers. In fact, there are 53 quality features in the new Chevrolet which make it the outstanding value in the low-price field, according to motor men who have spent years in the study of motor car values."

"That the Chevrolet is a notable value is evidenced by the growing strength of the dealer organization. On a recent trip throughout the entire Pacific Coast territory by factory executive it was most apparent that everywhere the Chevrolet had attracted to itself the strongest, oldest and most influential dealers, a positive indication that it is considered by these veterans to be a most attractive and salable piece of merchandise."

MISSION SOCIETY TO MEET

The Presbyterian Missionary Society will meet on Thursday afternoon at 2:30 o'clock in the church parlors. The study of the Negro in Africa and America will be the topic for the meeting. A program will be given in connection with the meeting including a devotional service, led by Mrs. McCallagh; vocal solo, Mrs. McInturn; reading from Paul Dunbar's poems, Mrs. Ashcraft, and a quiz by Mrs. Scott.

STUDEBAKERS TRY TO SUPPLY CARS

SOUTH BEND, Ind., Apr. 8.—We are unable to meet the demands made upon us for Studebaker cars in the United States and abroad," announced President A. R. Erskine of the Studebaker Corporation here today.

"After steady increases in production during the past six years, all plants are now operating at capacity. Our March production was 12,000 cars."

"Our schedules for the second quarter call for 40,000 cars. It is easy to exaggerate the volume of surplus orders, but I should say that business offered to us exceeds our production by 25 per cent."

"The unusual demand is practically uniform for all of our nineteen different models of cars, on three chassis."

Supplementing Mr. Erskine's statement, it was learned that on the first business day of the month, March 2, sufficient orders already had been placed by dealers in America and abroad, to consume the entire production of the factories for the month.

Every week, for a month and a half, the production schedule for the big body plants at South Bend has been increased. Last week, the volume of orders so exceeded the past production that the schedule for production was advanced by 44 cars a day.

CAR BUYING SAVES MONEY

"The purchase of an automobile by persons of even very limited means can no longer be regarded as an extravagance," said Bert Wells, of the Wells and Chase Co., local dealer, while particularly discussing the new Overland all-steel sedan.

"Its practical use in business, a means of convenient and economical transportation, a reduction in the cost and a widening of the scope of family recreation—these are only some of the reasons why the head of the family has come to consider it as an investment and a profitable one financially, as well as one that renders profit in time saved and better health."

"It is most interesting to study a list of buyers of Overland and Willys-Knight cars and to see the difference in the character of these purchasers within the last few years. Today the dominating class is the man of moderate—even small—means in the city, the suburban territory or the farm who must watch the expenditure of every penny."

"He knows that the light car which will combine economy with reliability is almost an essential, and naturally he wants a car in which he and his family will be proud to be seen, providing that advantage can be successfully combined with the other two factors." Wells also called attention to the fact that John N. Willys foresaw half a dozen years ago the very important development of this market and planned the present model of the Overland to meet the need for an economical car to combine appearance and comfort, with a low initial as well as upkeep cost within the financial limitations of the man of moderate income.

MOTOR CAR IS A DAILY NECESSITY

By Charles D. Hastings
The value of the motor car as a daily necessity has been strongly emphasized by the automotive industry for some years. Within recent weeks several authorities have declared that approximately half the distance covered by automobiles is now for business purposes.

Many comparisons have been made between the motor car and the telephone to show the influence each has tended to exert on society. It is agreed that these two inventions, and, more recently, the radio, are the outstanding contributions of the Twentieth Century.

The tremendous growth of the automobile industry is strikingly illustrated in telephone statistics released by the Western Electric Co. They disclose that

there are now 2,000,000 more motor cars in use in the United States than telephones—17,740,236 automobiles and 15,369,454 telephones. In other words, there are today 100 motor cars for every 94 telephones in this country.

Surprisingly, France has an even greater proportion than the United States. Latest figures show 573,967 motor cars in operation there, against 524,392 telephones, or 100 motor cars to each 51 telephones.

No other country has yet as many motor cars in use as telephones, though in Australia and Great Britain, among the large countries, the ratio is nearly equal. Australia, with 258,477 telephones, 205,000 motor cars. Great Britain has 1,045,928 phones and 778,211 automobiles. Each will probably have more motor cars than telephones within two years.

The telephone has been of considerable assistance to the automobile industry in determining markets and prospective markets for motor cars. In some quarters the idea has been advanced that the two should go hand in hand in their development. Each has become a necessity in life, though only a few years ago each was looked on as a luxury. The telephone, of course, is relatively inexpensive as compared to a motor car. Yet no country has greater need for telephones than for transportation. Business houses and individuals require the former in the daily conduct of their affairs and their life; so also do which need motor cars, and in this respect the two are strikingly similar.

Because of the great number of motor cars in the United States, the total number of automobiles in the leading countries of the world over is today in close proximity to the number of telephones. Latest figures show there are now 20,586,840 motor cars in the world's leading countries as against 22,663,347 telephones.

Japan, Poland and Hungary are the only great countries where there are more than 10 telephones to each motor car. Japan has almost no good roads, which largely accounts for her exceedingly low ratio. Poland and Hungary are still suffering heavily from the ravages of the war. So are Germany, Austria and Czechoslovakia—other countries where the ratio is at greater variance than it would be under normal economic and political conditions.

RADIATOR LORE

Because rust in the water retains heat long and hinders the free circulation of the water, the circulating system should be drained occasionally and washed with water in which soda has been dissolved. This done, a thorough rinsing should follow and then another washing out with a 20 per cent solution of hydrochloric acid to neutralize the effect of the alkali washing soda.

Read the Classified ads. in The News-Review. They mean dollars to you.



United States Asbestos Brake Lining

GOOD BRAKES ARE CHEAP INSURANCE

Stephens Auto Company
323 North Main
Phone 582

WANTED!

Every Fordson Owner

to Inspect and Try the New BOSCH MAGNETO

This outfit makes your Fordson easy starting. (Guaranteed) Saves gas and oil, runs smoother with more power and less vibration.

SEE IT TODAY

L. G. DEVANEY

406 W. Cass St. Phone 86

WILL PROTECT THE USED CAR BUYERS

DETROIT, Mich., April 8.—One of the most important steps yet undertaken to protect used car purchasers and at the same time place the handling of such cars on a more businesslike basis is the announcement by Mr. Edsel B. Ford, President of the Ford Motor Company that operating under a company plan Ford dealers will hereafter place a guarantee upon used Ford cars disposed of by them.

The Ford Motor Company is the first large automobile concern to take direct steps in the matter of used cars. Inasmuch as there are about as many Fords in operation in the country more Fords than all other makes combined, it is apparent the action of Ford Motor Co. will exert a wide influence on the marketing of cars and in improving conditions generally in that phase of the automobile business.

"Every used Ford car represents so much transportation and is of value to some one," Mr. Ford said in his statement regarding the plan. "The Ford dealer through his position and intimate knowledge of the car certainly is the best judge as to the value of this transportation—the best to determine a price on the mileage the car may yet be expected to deliver—that's his business."

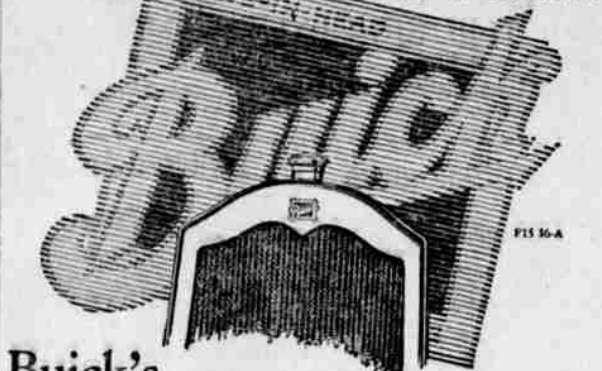
"With this advantage the Ford dealer is prepared to give his used car customers benefits not likely to be obtained elsewhere."

"If this re-conditioning is necessary he has the work done by trained Ford part mechanics using improved equipment and genuine Ford parts, and with these economies and advantages he is able to offer the used car to the purchaser at low cost and with a guarantee covering its mechanical fitness."

The plan becomes effective at once and places a guarantee on used Ford cars purchased from authorized Ford dealers, thereby insuring proper mechanical operation under ordinary driving conditions.

In assuming the direction and supervision of this plan to be carried out by its dealer organization, the Ford Motor Company feels that it is embracing an opportunity to be of greater service to those who purchase used Ford cars.

WHY THERE ARE MORE THAN A MILLION



Buick's Superior Performance

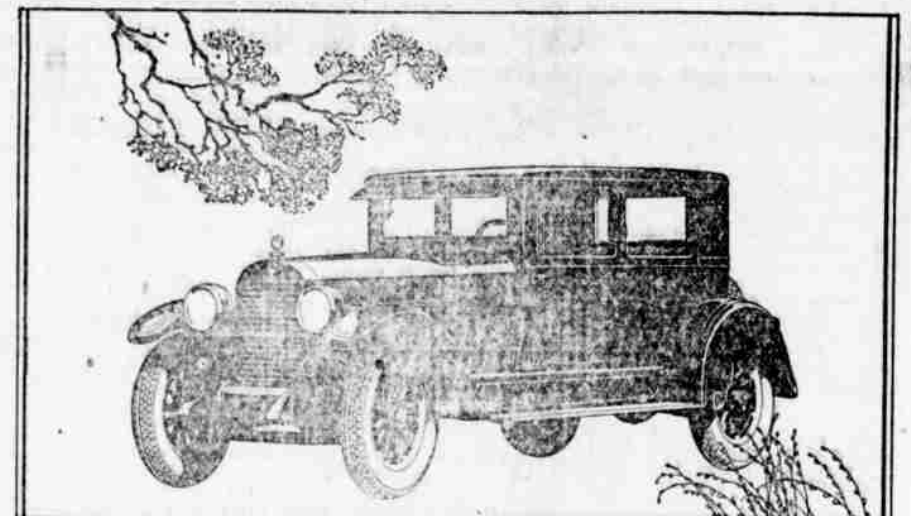
Every day a Buick owner realizes more and more the greater safety of Buick mechanical 4-wheel brakes, the extra reserve of power in the Buick Valve-in-head engine, and the easier steering and parking that result from Buick's ball-bearing, worm and nut steering mechanism. More reasons why more than a million Buicks are in daily use today.

SEE THE BUICK AND RIDE IN IT
MOTOR SHOP GARAGE

ROSEBURG Distributors for Douglas County OREGON

BUICK MOTOR COMPANY
FLINT, MICHIGAN

When better automobiles are built, Buick will build them



FOR TEN YEARS

"World's Greatest Buy"

Everyone Says It—Sales Prove It

It is only as you find the real comparisons for Hudson qualities among the costliest cars that the enormous difference in price is so astonishing.

Today it offers the greatest price advantage and finest quality in Hudson history. Never was this supremacy of value so outstanding. And the greatest Hudson sales on record show how complete is public knowledge of the facts.

Is There Any Reason to Pay More?

Hudson's position as the "World's Greatest Buy" is not merely a new attainment. It is acknowledgment of ten years' refinement of a great car around the famous patented Super-Six principle. No motor design, however costly, has been found to displace this long-time leadership of the exclusive Super-Six.

Its simplicity has always meant a lower selling price than is permitted in complicated types.

And today, economies possible only to the largest production of 6-cylinder closed cars give it value advantages never held by any rival.

All now know that higher price can buy no smoother performance than Hudson's. It cannot buy more brilliant results in acceleration, power or speed. It cannot buy greater reliability or endurance.

No car at or near the price rivals the Hudson Coach in actual proof of value—which is SALES.

HUDSON COACH \$1345
5-PASS. SEDAN \$1795 7-PASS. SEDAN \$1895
Freight and Tax Extra

The World's Largest Builders of 6-Cylinder Closed Cars

ROY CATCHING MOTOR CO.

Show Room and Service Station Across from City Hall.
Oak and Main Streets Phone 438 Wrecking Car General Auto Repairing

\$715

f.o.b. Toledo

World's Lowest Priced Sedan

with Sliding Gear Transmission

All-Steel Body... Big Power... Disc-Type Clutch... Extreme Economy... Great Reliability... Easy Terms

OVERLAND

See Your Local Willys-Overland Dealer.

WELLS & CHASE
OVERLAND DEALERS—ACCESSORIES
317 North Jackson Street