

# AUTOMOBILE SECTION

SEE THE NEW



One-Ton Truck

Now Equipped with a Multiple Dry Disk Clutch

ED MARSH MOTOR CO.

CHEVROLET DEALERS

Phone 446

Oak and Pine

## HEAVY TRUCKS ARE HEAVILY TAXED

Firms and individuals with business requirements necessitating the use of delivery units in general are now facing a situation in the matter of motor license fees certain to receive serious attention when purchase of truck equipment comes up for consideration, alleged C. A. Lockwood, Roseburg Ford dealer.

Taxation rates on commercial vehicles in the various states show a growing tendency to impose extremely high fees on heavy trucks with the result that the firm that can adapt its hauling to the use of lighter vehicles gains a big margin on a competitor using large equipment. Aside from the flexibility and proven economy of small units which increase the range of delivery service, the difference in license fees is great enough to become a consideration alone.

For instance, figures as of Jan. 1, this year, in the twenty-eight states in which the tax charge of commercial vehicles is based on tons capacity the average license fees are as follows:

- 1-ton trucks, \$16.55.
- 2-ton trucks, \$33.15.
- 4-ton trucks, \$106.60.
- 5-ton trucks, \$171.55.

Figures from individual states are most interesting. In Alabama the man who operates a five-ton truck is required to pay a license fee of \$400 annually, while his competitor, who uses, for instance, such trucks as the Ford, not only secures his equipment at low initial investment, but is taxed only \$15 a year on each unit. This forces the owner of the heavy truck, whose equipment is looked upon as causing the greatest wear and tear on paving, to operate under disadvantages.

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

## CHEVROLET MOTOR IS RIGIDLY TESTED

One employe in every six in the motor assembly plant at Flint Mich., does nothing but check the rigid standards required in the motor parts and the accuracy with which they are fitted, said Ed Marsh local dealer.

There are 2,776 employes in the motor plant. Of these, 483 are inspectors who demand a precision too minute for detection by the unaided eye.

Before the engine block starts down one of the assembly lines it is given a triple inspection for possible irregularities or defects, each inspector checking his predecessor. Next it is washed, dried under compressed air and again inspected for cleanliness. If a dirt spot is discovered, the casting is sent back to the washer.

As the motor is built up, all parts and fittings are subjected to constant examination and re-examination. Precision is law. For instance, the fit of piston pins into the pistons must be so exact that the pin may be pushed into the piston hole by the mechanic's thumb but will not fall out of its own weight. The clearance at this point is about one-twentieth of the diameter of the finest human hair. This is called a "push in" fit.

After being built up, the motor is "run in" by electric motors at 1,200 revolutions per minute for about two hours to work in the bearings and piston rings.

The motor is then "taken down" for inspection of the bearings, cylinder walls and all moving parts. When it passes the inspectors, it is reassembled and operated under its own power while experts listen for any possible noise, their methods being comparable to a doctor's use of a stethoscope.

If the motor sounds "sweet," it is returned to the assembly line for final equipment and painting. The final man on the line is an inspector. From his hands the motor goes to the various car assembly plants.

have ample room for five, and to fill every need of the average family must also have space in the tonneau for packages.

"The rear seat was placed far enough behind the front seats so that the passengers in the rear may stretch comfortably. Even after stretching it is possible to carry packages behind the front seats without interfering with the legroom in the rear seat.

"Wide doors permit passengers in the rear seat getting in and out without requiring the riders in the front seat to leave their seats. Width of the doors is 35 inches.

"The lines and big windows in the side and rear give to the exterior the beauty that makes this new model the smartest coach on the market. The upper corners of the back have a ball end. This rounded smoothness fits in with the radiator and hood design.

"A final touch of artistry is given to the design by a belt molding, heretofore only employed in the design of the nation's most beautiful custom-built motor cars.

The new Jewett chassis, announced only this January, proved the previous year by winning many hill-climbs that it is built for superior performance, a long life and trouble-free service. It is powered by the big Jewett six-cylinder motor, with its more than 55 horsepower, giving more than needed power as well as finest performance."

The price has been set at \$1534 delivered in Portland, including hydraulic four-wheel brakes and balloon tires, with wood artillery wheels. Steel wheels are \$20 extra.

## NATIONAL HIGHWAY NORTH TO SOUTH

Another new national highway has been opened, spanning the United States from the Great Lakes to the Gulf—the Magnolia Route, said Earl Burr, of W. A. Burr and Sons, local Studebaker dealers.

Direct, and in an almost straight line, this new great motor route will offer an opportunity for motor car time schedules only a little slower than the fast Dixie train out of Chicago, and will run through some of the fairest part of the nation.

Party hours was consumed in a non-stop run by which Arthur W. Lang, a Gulfport, Miss., business man interested in "Seeing America First," officially opened the route, carrying with him, between his home town and Chicago, Col. William B. Royster, promoter of the route, and Donald de Metz, retail driver, in a Studebaker Special Six car.

The total speedometer distance is 1,956 miles, and the new route is sponsored by chambers of commerce in all cities along its way.

Indiana and Illinois already have completed with concrete their sections of the new trans-American route. Mississippi will spend \$880,000 building its sections this year, 425 miles of unbroken concrete.

It had been expected that the trip would require 48 hours. Cutting eight hours off this time brought the car into Chicago at 3:30 in the morning, instead of noon, and it already had passed through many towns before officials there expected it. This was due to the higher rate of speed the car was able to maintain and the absence of stops for any adjustments whatever.

However, the silver ewer of Gulf water carefully carried by the pathfinders was poured into Lake Michigan with great solemnity at noon, and thus was opened another pathway into the Magnolia land of Dixie.

Peculiarly enough, the first time such a journey ever was made over land was sixty years ago, when another Studebaker product, a Conestoga wagon, was driven over part of the same route through what then was a wilderness.

Have you something to sell, to trade, to give away. Use News-Review columns.

## SARFF'S Auto Wrecking House

329 N. Main St.  
One of the most up to date wrecking houses on the coast, if in need of auto parts, come in.  
If you have an old car to sell, come in.

Phon 553

## \$1000.00 WORTH OF GAS IS SUPPLIED

One thousand dollars worth of gasoline—that amount would keep the average family driver running for a long, long, time. Yet, such is the itinerary laid out for the Portland Motor Car Company's Hudson-Essex Closed Car Caravan, that a thousand dollars worth of general Petroleum Corporation gasoline scrip was given the drivers as a starter.

Comfort and economy in motor-ling is the doctrine the Portland Motor Car Company's caravan is preaching on its long run in and about Portland and then throughout the entire state. The caravan got under way on May first and already is familiar sight about Portland with its three brightly-painted coaches.

"As economy of operation is one of the points we are seeking to demonstrate," said Ed Peters of the P. M. C. Co. "It is natural that we were very careful in the selection of gasoline to be used on the long tour. Economical transportation has long been a well-established merit of the Hudson-Essex line and for this tour particularly, we wanted to be assured that both as to fuel and lubricants we would be as well fixed as possible.

It is significant that, as a result of its experience through all sorts of tests and observations, the company selected General Gasoline and Lubricants for use throughout the entire tour. Not only was the excellence of these two products taken into consideration, the thorough distribution of green-and-white independent stations over the state also was of prime importance. Consequently the caravan drivers are equipped with General Scrip books and will be served the authorized independent dealers handling General products from line to line north and south and as far east as Baker.

## JEWETT COACH IS MODEL ROOMY CAR

The Paige-Detroit Motor Car company in an effort to present the newest and smartest coach in history announces through R. B. Stough, local dealer, a new five-passenger Jewett six model at \$75 more than open car price.

In designing this coach the Paige company gave every consideration to those outstanding essentials demanded by the motorist—first, roomy comfort; second, smartness; third, serviceability.

"Roomy comfort could only be obtained by building the new coach the same size as sedan models, said Mr. Stough. It must

# Jewett Coach \$1260



Rear leg room 50 in. Front leg room 45 in. That means comfort on long trips.

## The Greatest Jewett Ever Built

Thousands have waited for an enclosed car of such remarkable quality—at so remarkable a price. It's here! The greatest Jewett ever built—at the lowest enclosed price we ever achieved—\$1260.

And they are viewing the Jewett Coach with unprecedented interest in Coach design. The reason is obvious. Jewett is the finest Coach ever designed—finest in roominess—convenience—comfort—sturdy construction—detail finish.

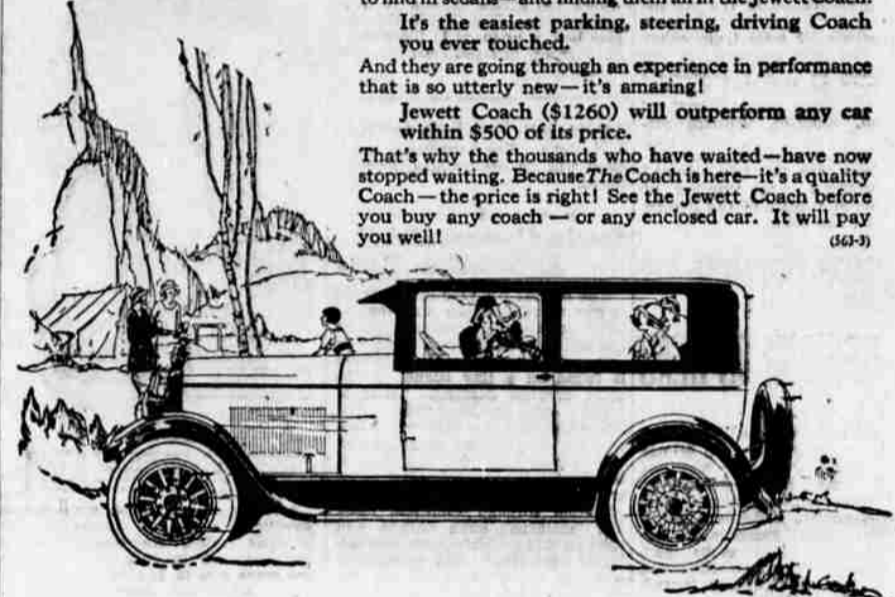
They are demanding qualities in the Coach that were hard to find in sedans—and finding them all in the Jewett Coach.

It's the easiest parking, steering, driving Coach you ever touched.

And they are going through an experience in performance that is so utterly new—it's amazing!

Jewett Coach (\$1260) will outperform any car within \$500 of its price.

That's why the thousands who have waited—have now stopped waiting. Because The Coach is here—it's a quality Coach—the price is right! See the Jewett Coach before you buy any coach—or any enclosed car. It will pay you well!

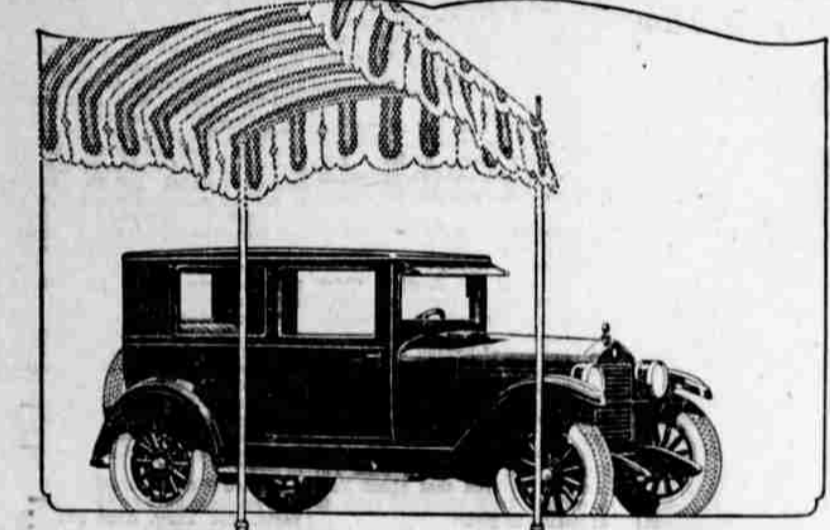


F. O. B. Roseburg \$1535

ROBT. B. STOUGH Dealer

Phone 122

329 W. Lane St.



## Essex Alone Gives This Quality and This Price

The Reason for its Amazing Sale

Buyers know what Essex gives can be had elsewhere only at far higher cost. The great Essex sales record is due to no other thing. It is recognition of a value leadership so overwhelming that it is not even challenged.

Hudson-Essex, Now World's Largest Selling Six-Cylinder Cars More Than 1000 Sold Daily

Today's Essex is the greatest of all Essex values. It is the finest Essex ever built. It is the smoothest, most reliable Essex ever built. It is the best looking, most comfortably riding Essex ever built. We believe its maintenance and operation the most economical of any car in the world. And the price, because of famous patents, with volume manufacturing advantages that are absolutely exclusive, is the lowest at which Essex ever sold.

On every side its hosts of owners praise it with such pride and conviction as we have never heard for any other car. It is reflected in the greatest sales in our history. And the rapidity of this sales increase shows how thoroughly the facts about Essex have penetrated the entire market. Wherever you go, note how they outnumber all new Sixes. It is the surpassing proof of value—greatest sales.

## ESSEX COACH \$895

Freight and Tax Extra

ROY CATCHING MOTOR COMPANY

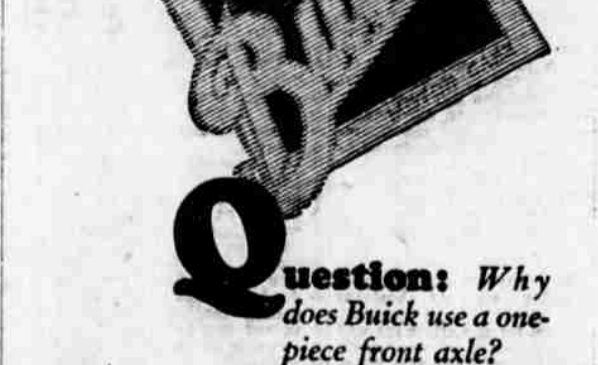
Show Room and Service Station Across From City Hall

Oak and Main Streets—Phone 438 Wrecking Car—General Auto Repairing

Use News-Review classified Ad For quick results use News-Review classified ads. Phone 128.

## When Better Automobiles Are Built, Buick Will Build Them

No. 9



Question: Why does Buick use a one-piece front axle?

Answer: For safety and strength and care-free service. The Buick type is a one-piece, drop-forged I-beam. There are no brazed or welded parts to break off. In case of accident it can be easily straightened without the necessity of replacement. You can depend on a Buick axle.

MOTOR SHOP GARAGE ROSEBURG Distributors for Douglas County OREGON

BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them