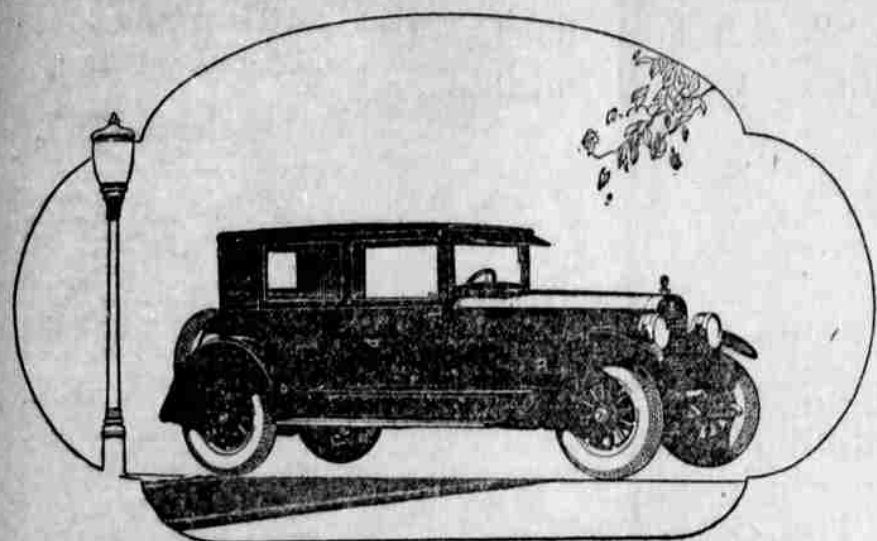


AUTOMOBILE SECTION



\$1250 for the **HUDSON COACH**

Freight and Tax Extra

The world's largest production of 6-cylinder cars, permits the lowest prices in Hudson history. And for the finest Hudsons ever built. Thus Hudson is more than ever the "World's Greatest Buy."

Now a New Type—The **BROUGHAM \$1595**

Freight and Tax Extra

It is a totally different, wholly new Hudson type.

It has all the distinction of the finest custom-built bodies.

Among smart, individual cars it is as sensational a creation as the Coach in the field of closed car utility.

It has the overwhelming price advantage shared by all Hudson cars, by reason of volume production.

HUDSON 7-PASS. SEDAN

\$1795

Freight and Tax Extra

ROY CATCHING MOTOR COMPANY

Show Rooms and Service Station New Location 125 N. Rose Street
Oak and Main Streets—Phone 438 Wrecking Car—General Auto Repairing

EDITOR PIPER AGAIN ON STATE LIBRARY BOARD.
SALEM, Ore., June 3. — Edgar B. Piper of Portland, editor of the Oregonian, was yesterday re-

appointed by Governor Pierce as a member of the board of trustees of the state library. The appointment is for five years.

WE TAKE THE RESPONSIBILITY

Park your car in our spacious, fire proof garage and it will be safe, ready for you when you want to go. Call us and we will send a driver for the car.

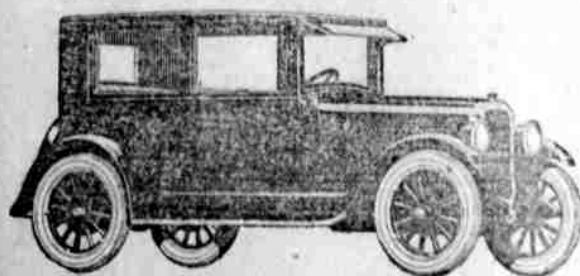
Wrecker Ready to Answer Any Call, Night or Day.

ROSEBURG GARAGE

Rose Street. Rear of Umpqua and Grand Hotels.

OLDSMOBILE SIX

PRODUCT OF GENERAL MOTORS



KLECKER-AMORT COMPANY

TELEPHONE 593

507 North Jackson

Roseburg, Oregon

neath the car, and can seldom be detected when driving. This particular cause of an overheated engine is a most perplexing one to the average car owner. The radiator may be full of water, the pump in first class shape, oil working properly, but still the engine is overheating. When the red fluid in the radiator cap heat indicator registers above the danger line and everything else seems to be in good shape, then look for the "flapper" valve.

ON THE JOB FOR OVER 30 YEARS

"Dad" Cutler, who completed on May 30, eight years of "silence testing" at the Chevrolet gear and axle plant in Detroit, has approved during that time more than 1,000,000 axle gear assemblies.

His car has been especially trained to detect noises in the driving gears of the Chevrolet axle, said Ed Marsh, local dealer. "Dad," formerly known as Joseph N. Cutler, is 60 years old but he has young ideas.

"Retire? Not me! I'm just starting on my second million. Besides I'm getting married in June."

Cutler has been a widower for 18 years. He is a veteran of the western oil fields and was in the Klondike gold rush.

In his "silence test" the gears on the rear end of the drive

shaft are clamped into a machine which has two rear wheels, axles and brakes similar to those in the completed car. The forward end of the drive shaft engages an electric motor drive which "Dad" starts with a foot lever. Then he manipulates the brakes so that the gears revolve both forward and backward under all possible driving conditions. If his ear detects any slight irregularity in the purr of the gears, the assembly is rejected.

At adjoining test blocks are other men on the same work whose experience ranges from two to four years. But "Dad" is the dean of the crew.

"It requires one year of training before a man's ear is 'tuned' to a point where he can judge the sound of a gear assembly," he said. "I don't hear any other sounds around me. I have learned to ignore them. All I hear is the gear murmur."

"The method is like that of a robin listening for earthworms crawling under the sod. The robin pays no attention to surrounding noise. His interest is centered upon the slight sound of worms crawling under the grass roots. The robin makes his living by hearing those sounds. I make my living by hearing the gear sounds."

The parts comprising the axle gears are subjected to numerous precision tests before being assembled. An electrical device on the test stand determines the load under which the axle is tested and gives the equal of road conditions. The "silence test" is made just before the gear assembly goes into the car.

BIG INVESTMENT MADE IN COMPANY

Dodge Brothers dealers have invested \$10,000,000 in the company.

Figures have been released by Dillon, Read & Co., purchasers of Dodge Brothers, showing that the Dodge Brothers dealers have purchased over \$5,000,000 of bonds in the new company from the syndicate formed by Dillon, Read & Company, averaging \$7000 dealer subscription, or \$1200 for each dealer in the entire Dodge Brothers domestic organization.

The foregoing figures show beyond a shadow of a doubt just what Dodge Brothers means to the dealer organization. It proves succinctly the confidence the dealer organization has in the statements heretofore issued that the standards and ideals of Dodge Brothers would in no way be affected by the change from private to public ownership.

Although the sum of \$10,000,000, the amount already invested by dealers, sounds like a good fat amount, it is stated by Dillon, Read & Co. that they confidently expect, when final figures are available, the purchase by dealers will show a much larger total.

If you've lost anything—
If you've found anything—
If you want a job—
If you want someone to do your work—
Use the News-Review classified advertising. Results will be yours!

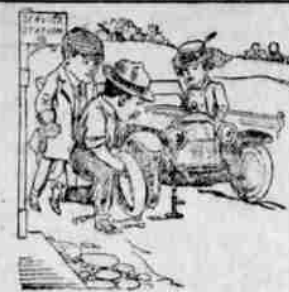
ESSEX COACH IS REDUCED IN PRICE

One of the outstanding features in automobile trade circles during the past week was the announcement that Monday afternoon a drop of \$45 in the price of the Essex Coach. Like the recent reduction in the prices for the Hudson models, the decline in the Essex list came as a keen surprise to even the best informed in motordom, said Roy Catching, local Hudson-Essex dealer today.

At the Hudson-Essex headquarters here the lower prices were received with much glee by both the Catching and the members of the sales organization, the belief being that by the new rates a still higher sales record will be established. Deliveries of Essex cars already this year have set a

new high mark in this section and the Catching folks are confident that they will now be able to make a still finer showing. Essex deliveries throughout the country have been larger by far

this year than ever before and, because of the increased demand, production costs have been reduced and the manufacturers are sharing this saving with the car buyers.



Even Your Car May Go Wrong

The best of 'em do—at times. Then you want work that will stand, and you want it promptly. Drive in or phone us.

Hall & Young Garage

631 Winchester St. Phone 338

Why Buy Radio Batteries

More Than Once

Big Reduction in Willard Radio Batteries

96 volts B Batteries, large size, were \$47.20, now \$30.00

90 ampere A Batteries \$15.00

6 volt Battery for all small cars \$15.75

WILLARD SERVICE STATION

H. L. BOUCCOCK, Prop.

122 South Stephens

Phone 136



Pleasure

AND

Commercial Cars

ED MARSH MOTOR CO.

Sales and Service

Oak and Pine

Phone 446

"FLAPPERS" CAUSE OF MOTOR HEAT

While the average newspaper reader, in looking over his favorite paper, reads almost daily of the escapades and exploits of the "flapper," he would deem it a far fetched theory to connect that particular word with motor overheating. Yet there is a decided danger to the uninitiated motorist in the term "flapper" as proven below.

After a certain period of time, the rubber hose connections of the water system in the automobile engine are prone to warp, rot and curl. This causes the formation of what is known as the "flapper" valve. This valve retards the water circulation, with the result that it shortly reaches the boiling point, pushing off into steam through the overflow pipe in the radiator under-

When Better Automobiles Are Built, Buick Will Build Them

No. 15

F-114-A



Question: Why is a Buick so safe and so easy to steer?

Answer: Because of Buick's wonderful steering mechanism. It is the most expensive type now installed on any motor car—and worth the difference because it adds to Buick performance still another point of superiority.

MOTOR SHOP GARAGE

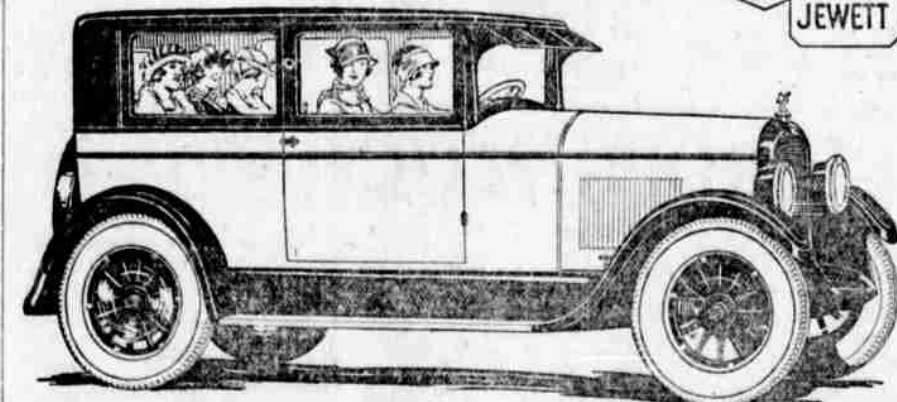
ROSEBURG Distributors for Douglas County OREGON

BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

Jewett Coach \$1260

F. O. B. Detroit, tax extra



The greatest Jewett ever built—at the lowest enclosed price we ever achieved

Don't think of buying any Coach—or any enclosed car—until you have seen the Jewett Coach.

The finest Coach ever designed—finest in roominess—convenience—comfort—sturdy construction—detail finish.

Seeing is believing. Those who have already seen—believe. Come prepared to see a Coach that will surprise—please—amaze you. It's here—now!

The easiest parking—steering—driving—riding Coach you ever touched.

Don't fail to bring your wife—she will find new delight—new pleasure in handling a car like this. There is no other car like it.

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

We stand ready to prove it—to make any test on hill—highway—in rough going—in traffic—anywhere! No matter what car you drive now—come in and drive a winner—the Jewett Coach.



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



Roominess! Rear seat passengers leave the Jewett Coach without disturbing those in front.

ROBT. B. STOUGH

Dealer

Phone 122

329 W. Lane St.