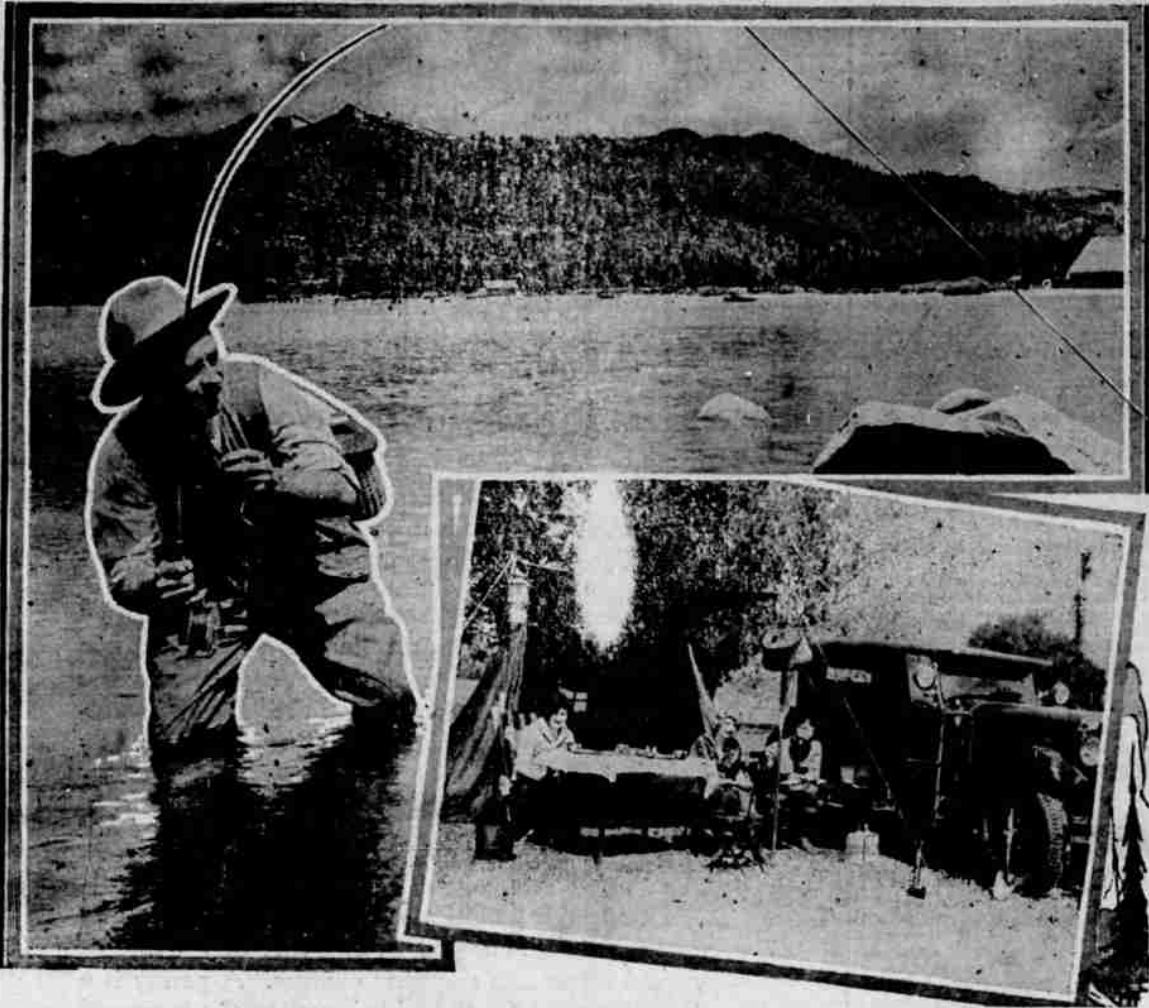


AUTOMOBILE SECTION

Jump in the Family Bus—The Fish are Bitin'



CHEVROLET CARS STAND HARD TESTS

"In an unremitting search for possibilities of further improvement, Chevrolet cars are being constantly around the four-mile 'speed loop' of the General Motors corporation proving ground near Milford, Mich., says Ed. Marsh, Roseburg dealer.

"The driving test, which is routine in the Chevrolet policy of continuous effort at refinement, is being made night and day, winter and summer, regardless of weather conditions.

"At present seven Chevrolet cars are piling up a total of 75,000 miles monthly. The tireless whirl provides unusual driving strains in the quest of Chevrolet engineers for further opportunities to improve the sturdy chassis under conditions to which the cars ordinarily would not be subjected by the average owner. All models are included in the test group.

"Two shifts of drivers maintain a pace of between 35 and 40 miles per hour, stopping only for gasoline, oil and inspection. The day shift drives from 7:30 a. m. until 5:30 p. m. with a half hour for lunch, while the night shift drives from 7 p. m. until 5:30 a. m. with a midnight lunch period.

"The 'speed loop' includes three miles of gravel track, banked high at the turns and one mile of level concrete straight-away. There are no speed restrictions. One portion of the road leading from the 'speed loop' to the inspection shop has a grade of 11.6 per cent.

"Each noon and night the cars are inspected and filled with gasoline and oil. At every 1,000-mile mark the machines are washed, driven into the shop and given a thorough inspection, the results of which are listed in a report form. It is only during these inspections that the cars are under cover. At all other times they are out of doors.

"Chevrolet trucks also are under continuous test, being driven on 'loop' toward, an old farm road which crosses the 1.16-acre proving ground. The defects and irregularities of this road purposefully have been left intact. The test cars and trucks use about 4,500 gallons of gasoline monthly.

"After being driven 40,000 miles or more, each car is taken into the shop and run down for precision inspection by the engineers. They may find nothing of interest. Possibly the test may reveal an opportunity for some minor refinement. If it does, no detail is too small or insignificant for consideration in the general policy of continuous improvement.

THE OL' SWIMMIN' HOLE

Within short motoring distance of Roseburg



SEDIMENT CAUSES MOTOR TROUBLES

One of the most insidious causes of automobile motor overheating is that brought about by the accumulation of sediment in the small tubes of the radiator. Lime and sulphate of iron, generally present in water, are often deposited in the tubes due to chemical reaction that takes place within the radiator.

The use of some anti-freezing compounds often present the same problem through the deposit of an incrustation in the tubes. This action gradually chokes up the water passages and greatly retards water circulation thereby cutting down

the cooling efficiency of the system, and results in an overheated engine.

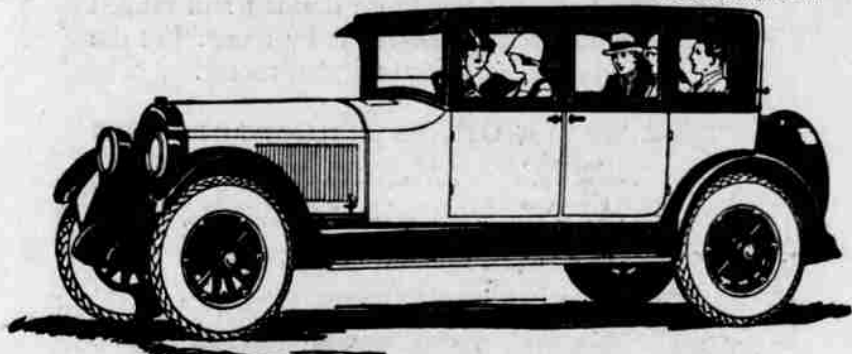
When incrustation begins to clog up the water passage, it is, of course, impossible for one to see it taking place inside the radiator tubes but the heat indicator on the radiator cap will tell that something is wrong. It will signal its message because, in the sluggish circulation the water heats up quickly and that heat is instantly shown by the rise of the red fluid in the instrument giving ample warning to stop and investigate.

Studebaker costs less per pound than butler.

Easy Pickin'! People who cannot afford to buy a new car, and still feel the need of having one, look for a good used car in the News-Review classified ads.

Paige Brougham \$2195

F. O. B. Detroit, tax extra



AUTO THEFTS COST PUBLIC LARGE SUM

"One out of every 42 motor cars delivered to the public is stolen within two years. How much longer will a motor owning public tolerate such a condition?" asks Walter P. Chrysler, President and Chairman of the Board of Directors of the Chrysler Motor Corporation.

"The responsibility is not upon the police who are doing the very best they can. The difficulty is that motor cars are so marked that they can be sold as easily as stolen. There may never come a time when some way can be found to steal a motor car but surely some way can be found to make it more difficult if not very dangerous to buy a stolen car. On every car there should be some kind of a mark which is counterfeited proof, which cannot be removed and which is in plain sight and easy to read. With such a mark police officers could easily examine the car and determine whether it is a stolen car.

"Insurance companies have estimated that the average cost of reconditioning a stolen car is \$150. With thousands of cars stolen every year think of the economic waste.

"The cost of this crime of stealing motor cars is met by the car owners themselves in the form of premiums on insurance. Such premiums are high. With the proper devices—they will be found surely some day—insurance rates will be cut down and so will the number of stolen cars.

"The stealing of motor cars has reached a point where it must be checked. And it will be checked. American resourcefulness has had stiffer problems to contend with than this one. The motor car thief will be thwarted."

FUNCTIONS OF MOTOR CLUBS

"Motorists' associations are, or should be, so organized and conducted as to be classified among the leading civic institutions of their respective communities in every state in the Union," says Hon. Richard H. Lee, president of the National Motorists association. Every element of profit and financial gain must be completely and permanently eliminated from the individual automobile clubs of this country and their national associations, if they ever expect to receive the unqualified support of the motoring public. There must be an uncompromising divorce from mercenaryness, and an open door policy of co-operation and assistance to every motorist substituted.

A fully functioning motorists association today does not confine its activities to the dissemination and distribution of touring information. The day has long since passed when they were strictly social organizations. They must be real service rendering units to keep pace with the times and any organization that makes a charge for advising a person as to the best roads to travel is not worthy of the name automobile club.

As representatives of the motorists we have a duty at least moral, to aid and protect them all, and if touring information is the extent of the service that is to be rendered for a fee, then certainly such organizations as will permit this practice are in the same class as the so-called "gyp" clubs that have been preying so extensively on the unsuspecting motor car owners.

N. M. A. members appreciate the magnitude of the services which are being rendered to them. They have not registered complaints nor criticized the association for giving information gratis to all who have

A Business-Like, Practical Way to Buy a Car

Use this Analysis Blank, before you buy any car. Compare the facts on the car you're considering, with the Paige Brougham. Then decide.

QUALITIES	WHAT THEY MEAN	PAIGE	COMPETITOR
BEAUTY	A matter of personal taste	Universally known as the most beautiful car	
SIZE	Long wheelbase adds to riding comfort and appearance	131 inches	
POWER	Ample power means unstrained ability—hence long life and freedom from care. Cubic inches piston displacement measures power	331 cu. in.	
WEIGHT	Pounds of weight mean pounds of strength	4200 lbs.	
POWER FOR WEIGHT	Divide those 331 cu. in. of power into 4200 lbs. of car weight. Do that for any car. The lower the resulting figure the greater the car's ability	12.6 lbs.	
PERFORMANCE	Test the car's ability in traffic, on the open road, hill-climbing, pickup, getaway	Holds world's stock chassis records	
REAR SPRINGS SIZE	This means riding comfort. Paige's long rear springs account partly for its remarkable comfort	61 inches	
LONGEVITY	Hundreds of these late model Paiges have run 50,000 miles and more, with upkeep costs that are almost unbelievably low		
SERVICE	Good service here and wherever you may go	2000 Paige dealers Ask our owners	
FINANCIAL STABILITY	Surety for you that the car you buy will not be an "orphan"	Assets over \$15,000,000	
4-DOOR CLOSED CAR PRICE	The basis of determining value	\$2195 at Detroit Tax extra	

YOU OUGHT TO Insure Your Auto For Automobile Insurance All coverages We are at your service G. W. YOUNG & SON INSURANCE 116 Cass St. Phone 417

SWEEPSTAKES OF THE LOS ANGELES-YOSEMITE ECONOMY RUN WON with ZEROLENE

The Los Angeles-Yosemite Economy Run of May 22-23—the ranking stock car event of its kind in the United States, gave motordom new official mileage records to vie for—and another impressive victory for Zerolene!

The Rollin, lubricated with Zerolene, carried off the sweepstakes—winning the award for the highest efficiency and gasoline economy established in the run. Piloted by Joe Bozzani, the Rollin's gasoline economy record for the 360 mile run from Los Angeles into the Sierras to Camp Curry was 27.43 miles per gallon of gasoline.

When Zerolene brings in the Sweepstakes Winner of the most competitive motoring event of the year—when it is the choice of more motorists in the Pacific Coast states than any other oil made—won't it pay you to use Zerolene—a better oil even if it does cost less?

and note STANDARD OIL COMPANY (California)

The Rollin and all other cars in the run used Red Crown gasoline exclusively—the best buy in town—by MILES!

Why pay tribute to a superstition?

ROBT. B. STOUGH

Dealer

Phone 122

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