

# AUTOMOBILE SECTION

## Never Before a Value Like This

The Super-Six principle, exclusive to Hudson and Essex, is responsible for the largest selling 6-cylinder cars in the world, because it gives results in smooth, brilliant action, reliability and economy never attained by any other type.

This Essex, in all ways, is the finest ever built. Easier riding and driv-

ing, more flexible in performance, handsomer in line and finish, it is also lower in price than ever before. Its success is simply the belief of buyers that it represents the utmost automobile value and satisfaction within hundreds of dollars of the price; and it proceeds entirely from what owners themselves say of Essex.

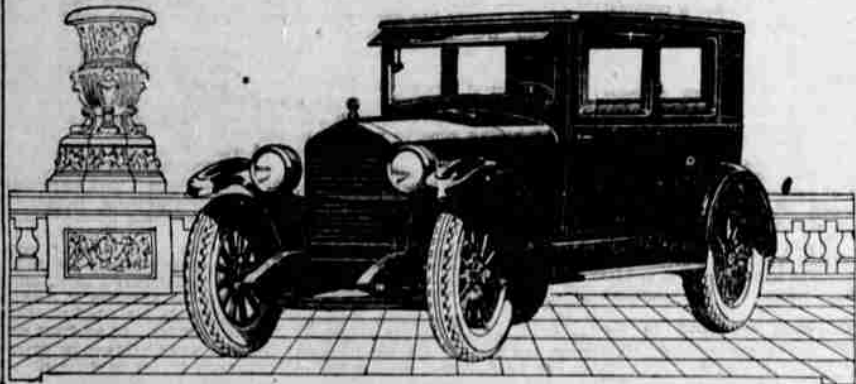
## ESSEX COACH

The Finest Essex Ever Built

**\$850**

The Lowest Price for Which Essex Ever Sold

Freight and Tax Extra



HUDSON-ESSEX WORLD'S LARGEST SELLING 6-CYLINDER CARS

### ROY CATCHING MOTOR COMPANY

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

### CHRYSLER FOUR TO REPLACE MAXWELL

Chrysler today announces a new four-cylinder line, in response to a public demand for another car bearing this name which has become recognized as one of the most distinguished in the motor car industry.

The new Chrysler Four, offered in touring car, club coupe, coach and four-door body sedan styles, priced from \$8.95 to \$1095, f. o. b. Detroit, is built for the benefit of the thousands who desire in a four-cylinder car the same comparative superiorities embodied in the Chrysler Six.

This new car is the product of the same engineers and manufacturing executives who, in the Chrysler Six, revolutionized motor car design and construction.

"The new Chrysler Four is the outgrowth of research, design and test which first resulted in the conception of the Chrysler Six," is the comment of Walter P. Chrysler, head of this organization who has become one of the dominant personalities in the automotive field, on his newest achievement. "Adaptation of the results achieved in the Six to our four-cylinder model has been going on since the appearance of the Six."

#### Sets Record for Power Development

According to the S. A. E. formula, the horsepower of the new Four is 21.03. It actually delivers 33.5. Uniform fuel distribution to all cylinders, complete combustion, perfect valve action, highly efficient operating temperature, ample capacity of cooling system and generous water jacketing of cylinder walls and valve ports are factors that make this noticeable general efficiency possible.

"You can drive this car all day under heavy load or at top speed and the engine will not overheat or lose power," Mr. Chrysler continues.

Engine lubrication is by positive, full-force feed, sending a continuous flow of oil under pressure to all main bearings and, through drilled passages in the crankshaft, to all connecting rod bearings.

Remarkably Free from Vibration. The entire car is called remarkably free from vibration. Elimination of it is due to balancing all rotating and reciprocating parts that revolve such as crankshaft, clutch hub and flywheel; and matching of connecting rod and piston assemblies to the frame of an ounce.

"But the engineers have not stopped there in disposing of vibration," Mr. Chrysler continues. "One of the most unusual features is the method by which the engine is isolated from the frame to prevent the disturbances of road irregularities from being transmitted to it through the chassis. The engine front end is mounted on a floating platform spring. Its usual rigid bolting to the chassis frame at the front end is entirely lacking. Fastenings of the rear engine arms to the chassis have rubber bushings and pads interposed, eliminating the destructive contact of metal with metal. Thus the engine is literally cushioned on rubber at that point. The combination of these two unusual practices means complete insulation against vibration in the chassis frame."

This ingenious arrangement, Mr. Chrysler says, gives no opportunity for rattle or tremor to reach the body of the car or its occupants. It promotes an unobtainable smoothness to engine and

### WILLYS-OVERLAND FINE MOTOR CARS

## A Car Women Like!

This Newest Overland Closed Car Value is Without Precedent . . . A Full Size, 5-Passenger Sedan with 27 Horsepower Performance, at a Price Every Family Can Afford

# OVERLAND

## World's Lowest Priced Cars

with Sliding Gear Transmission

A year ago—even six months ago—this latest Overland achievement would have seemed impossible, incredible.

A solidly-built, very roomy Sedan with exceptionally wide doors—beautiful cloth upholstery—nickel-finish interior fittings—one-piece ventilating windshield—

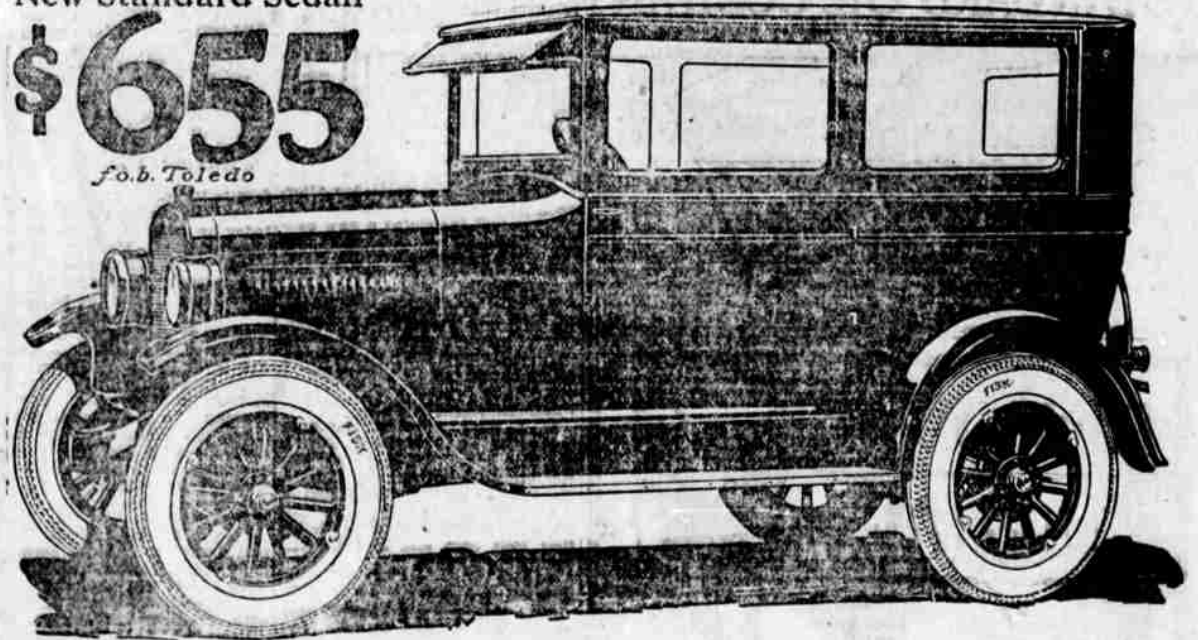
With a modern unit power-plant—27 horsepower—disc-type clutch—foot accelerator—sliding gear transmission—big 10-inch brakes—balanced crankshaft—cellular radiator.

**52 Weeks to Pay**

All Steel Touring, \$495; All Steel Coupe, \$635; All Steel Sedan, \$715; f. o. b. Toledo.

### New Standard Sedan

**\$655**  
f. o. b. Toledo



### WELLS & CHASE

Overland Dealers—Accessories 317 N. Jackson St. Phone 399

When Better Automobiles Are Built, Buick Will Build Them

No. 23



**Question:** Why is it that there are more than a million Buicks in use today?

**Answer:** Because Buicks are always popular with new car buyers and also because Buick's dependable construction results in a much longer life for Buicks than is ordinarily the span of service of a motor car.

### MOTOR SHOP GARAGE

ROSEBURG Distributors for Douglas County OREGON

BUICK MOTOR COMPANY, FLINT, MICHIGAN

When better automobiles are built, Buick will build them

**DEARDORFF HOTEL**  
At Oakland, Oregon, will remain open July 4th. Dinner and supper each 75 cents a plate.

### NEW COUPE IS STUNNING CAR

The new coupe model of the Willys-Knight six has made its appearance in the big cities of the coast, and within a short time will be on display in Roseburg, according to Bert Wells, of the Wells & Chase people, whose show rooms are headquarters in this city and county for Willys-Knight and Overland cars.

Consistent with the body development of other types of this six-cylinder production in the Willys-Knight line, the coach work and upholstery on this new model are of the highest order. The body is especially distinguished by the low appearance obtained through the sweep which the body designers have given to the general lines.

The seats are usually deep, the double seat for passengers being offset in back of the driver's seat which is a lazy back single seat.

A jump seat is also included to accommodate a fourth passenger in case of emergency.

Exterior finish is in two tones of gray and glossy black white upholstery is a rose back tape mohair of the very finest quality.

A wide door furnishes entrance into the rear luggage compartment and a parcel compartment is also included in the interior equipment and is easily reached from the back of the driver's seat.

With the addition of the coupe in the six-cylinder line, this model is now to be had in a full selection of open and enclosed types.

### SILK HOSE #1

Same old story. "Best wearing silk hose I ever had." See the big line, 20 shades of fine silk hose at \$1.00. Carr's—where you save.



- B For Fords
- O For Fordsons
- S Ignition for All Cars
- C Shock Absorbers
- H Spark Plugs
- H Windshield Cleaners

L. G. Devaney

Phone 84 406 W. Coast

chassis operation particularly, he says.

Chassis is of unusually sturdy construction. Added to the customary design of strong, stiff cross members is a stout torque tube at the front, and a wide, strong integral brace of heavy gauge metal at the rear. Frame weaving and distortion—the two actions which loosen body bolts and set up squeaks—are thus largely overcome. The radiator is also bolted rigidly to the chassis frame side members.

Unusually Easy To Drive. Steering mechanism is especially designed for balloon tires. The king-pins are provided with ball thrust bearings rather than the customary plain type. Steering mechanism is designed to straighten itself out after making a turn.

Another indication of Chrysler progressiveness is the fact that the new Four is the lowest priced car ever offered with the option of Chrysler Four Wheel Brakes, which have gained so much popularity on the six-cylinder models.

The body design combining compactness for easy handling on the road, easy parking and economy,

with generous roominess, so distinctively of the Six, is also to be found in the new Four. In this new model the motorist is given greater roominess than in many cars that have a longer wheelbase.

### OIL THAT WAS MADE FOR FORDS

In all cars other than the Ford, the engine and the transmission are housed and lubricated separately; the engine by a motor oil designed for that purpose; the transmission by a lubricant designed for that purpose. In the Ford, however, the transmission and the engine are combined in one housing. Both must be lubricated by one oil—the same oil.

Foot transmission lubrication in a Ford results in chatter which is more than just disagreeable. It is the cause of a constant vibration that racks the entire car and leads to repairs that could be avoided.

The Tide Water Engineers wrestled with the dual lubrication problem of the Ford car for four long years. Hundreds of laboratory and road tests were made.

Formula after formula was made, tested and rejected. Finally, in Veedol Forzol, an oil was perfected that mastered the problem. Veedol Forzol was successful from the beginning because it was created for the Ford exclusively. It correctly lubricates the Ford engine and transmission and gives the smooth running ease of higher priced cars plus eight definite money saving economies which materially reduce the operating cost.

Veedol Forzol is used by many

large truck fleet owners among which is the New York Telephone Company which operates 370 Ford Trucks all of which are lubricated with Veedol Forzol exclusively. Veedol Forzol is sold all over the United States by Independent Garages, Service Stations, Accessory Stores and Ford Dealers.

"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.



### We Can Tell You What Your Motor Needs

Drive in if there is improper functioning and let us look the car over. Phone us for service car if your motor is disabled.

Hall & Young Garage  
631 Winchester St. Phone 333