

AUTOMOBILE NEWS

Announcement

Change in Location—Commodious Quarters Secured
Klecker-Amort Company will from this date occupy the Rice Garage Building, 439 North Jackson Street.

Special!

As a special feature this week on account of moving, we offer a spick and span new Rollin Coupe at wholesale price. This is the same model as that classy little car that won the economy run from Los Angeles to Camp Curry in the Yosemite Mountains, averaging 27.43 miles to the gallon. If you want something for economical price and service, come in and look this car over.



Coach
\$1075
F. O. B. Factory
plus tax

While you are about it, see the New Oldsmobile line we are showing. An Oldsmobile demonstration De Luxe Coach is offered to you just now at a special price. To see this wonderful car is to appreciate its beauty.

WE ARE ALSO ROSEBURG DISTRIBUTORS FOR

John Deere Farm Implements, Bean Power Sprayers, and the Cletrac and Case Farm Tractors

We can supply Farmers and Contractors with service for these lines.

KLECKER-AMORT COMPANY

New Location 439 N. Jackson Street

Phone 593

HUGE EXPANSION PROGRAM BEGUN

The largest expansion program in the history of Dodge Brothers, Inc. is now in progress.

Continually over-sold since the business began, and particularly over-sold this year in spite of the fact that production has been consistently in excess of 1,100 cars a day, the management is determined to take extraordinary measures to meet the requirements of its dealers in 1926.

Five large new buildings are already under construction and three others will begin immediately. It is announced by F. J. Hayes, president and general manager.

The total floor area of the eight new buildings will exceed 3-4 of a million square feet and will afford employment for several thousand additional men. The cost of the expansion will be at approximately eight million dollars.

When the present construction program is completed, on January 1, 1926, Dodge Brothers, Inc., will have a capacity of 1,500 cars a day.

When Dodge Brothers factory began operations late in 1914, it consisted of a few buildings with a total floor area of some 20 acres. Today it consists of 110 acres and the addition of the five new buildings will increase it to 120.

It will make Dodge Brothers one of the largest factories in the world.

A complete series of new buildings, as large in itself as many factories, is already under construction on Lynch Road. One building, 75x500 feet, will house the heat treat department; another, also 75x500, the heavy hammer shop; another, 65x500, the light hammer shop. A die shop, 100x312 will also be erected. To supply power for these enormous new units a large and thoroughly modern power house will be built. Dozens of new railway tracks are already being laid, hundreds of workmen being employed in this project alone.

The largest of the additions to the main plant will be a six-story extension of assembly plant No. 2, 100x462 feet in dimension. This addition alone will have a floor area of 282,000 square feet.

The new force department on Lynch Road replaces a similar department on the main factory and the buildings which formerly housed it will make way for a huge five-story building, 205x100. This building will be for machining and storage purposes. What will be known as main plant No. 4, measuring 75x475, will join the machining and storage plant. It will also be fire stories and will complete an enormous L shaped unit.

"The reputation of Dodge Brothers motor car and the character of Dodge Brothers dealer organization, plus our determination to make a good car continually better, leaves no possible doubt as to our future market," said President Hayes. "Our only fear is that even 1,500 cars a day will be insufficient for the requirements of 1926."

TRIMMING CLOTH DELIGHTS THE EYES

No woman shopper, however sharp and shrewd, ever thought of going to such pains in examining cloth she was about to buy as does the Ford Motor company when it purchases upholstery materials. It always keeps an eye out for attractive appearance and in so doing considers shades that will not easily show the dirt and dirt. Of even more importance are the numerous tests devised to determine the wearing qualities of the materials. The Ford car usually is subjected to harder usage than any other car, and the exceptional appearance of trimming to be seen every day in cars that have been used for years attests to the thoroughness of the company tests.

To begin with there's the "rubbing" test, a simple but highly effective way in which the company finds out the wearing quality of all new cloth submitted as possible material for trimming.

In this test two seat cushions are automatically rubbed together. In making the test a standard cushion is taken at random from stock and is placed in an electrically controlled device against a cushion trimmed with the cloth to be tested. When both are in place, firmly pressed together, a switch is pulled and the rubbing match is on.

The mechanism of the machine permits a two and a half inch stroke, and except for occasional inspection, the rubbing process continues until the cloth on one or both cushions is worn out. Standard Ford cloth usually stands up for approximately 140 hours before it gives way under this extreme treatment. If the new cloth lasts as long or longer than the standard article it is passed on to other tests that disclose the exact tensile strength, the density of its weave, weight and distribution of its wool and cotton contents.

As all cloth used in trimming Ford closed cars has what is known as an "up and down" weave (the same number of fibres in the warp as there are in the wool) the tensile strength both crosswise

and lengthwise must be the same. To test this one-inch strips of the cloth are placed in a machine that pulls them until they break. A dial indicator registers the pressure of the breaking point, and all cloth must come up to the high standard set by the company.

When it leaves the looms all Ford cloth is 72 inches wide, but intensive shrinking brings it down to 56 inches, and a yard of the finished article must not weigh less than 18 ounces. A high percentage of wool is required and in order to ascertain whether or not this standard is being maintained, samples of every shipment of cloth are sent to the laboratories for chemical test. The samples are treated in a solution which dissolves the wool but does not affect the cotton. If the distribution has been uniform a complete, but very thin, piece of cotton cloth will remain after the wool has disappeared, revealing any defects in weaving.

All these tests are applied to every shipment of cloth that comes to the company and the samples must prove up to standard in every instance before delivery of the goods is accepted. And it is only by rigidly carrying out this program that the quality of Ford upholstery is maintained from day to day, and from year to year.

WHAT KIND OF OIL GOES IN YOUR CAR

A great deal of publicity has been given to the reckless driving epidemic that is causing so many fatalities in every community. Too many motorists are careless of the lives of others. It has also been found that too many motorists have been careless about the life of the car they drive. A recent survey has proven that a great proportion of the American motoring public today do not insist on any particular brand or grade of oil for the protection of their costly motorm.

It is little wonder that all qualities of oils have been fostered on the motorists when they themselves are so careless about asking for a particular brand. The Tide Water Oil Sales Corporation, marketers of Veedol Motor Oils and Greases, suggest that motorists be particular about the kind of oil that goes into the crankcase of their cars and insist on securing the particular brand that they select to safeguard their motorm.

"Ask and you shall receive" is a maximum that it would be well for motorists to follow, especially in view of the fact that all legitimate dealers are glad to dispense whatever brand has been called for. The Tide Water Oil Sales Corporation suggests that all motorists using Veedol Motor Oils and Greases protect themselves by buying from dealers who display the well known orange and black Veedol signs and asking for Veedol by name. The lubrication of your car is too serious a matter to be handled in a hit or miss manner. According to George Miller, Jr., Automotive Lubrication Engineer of the company.

An apple picker will get those high pears that are hard to get with a ladder. We have 10-foot pickers, ladders in all sizes, and picking bags in stock. Wharton Bros.

Here is a cure for wants and unfulfilled desires. Tell and sell, read and buy the News-Review classified way.

See and Hear the New.

Klaxon

The perfect warning signal for Motor Cars

New Distinctive Tone

L. G. DEVANEY

406 W. Cass
Phone 84

\$850

for the ESSEX COACH
Freight and Tax Extra

Never Before a Value Like This

The largest sales of 6-cylinder cars simply reflects the general recognition of greatest car value.

But it is important to note how this position of leadership gives Essex advantages in continually improving value to the buyer—because of volume economy, and because of the utmost refinement of workmanship through concentration on practically one model—the Coach.

Build on the famous Super-Six principle, the patents which account for Hudson's famous reliability, brilliant performance and long life, are responsible for the same qualities in Essex. It is the easiest riding and steering Essex ever built—the finest in performance, appearance and workmanship. We believe it is the most economical car in the world to own and operate.

Now it holds the greatest price advantage with the finest quality Essex ever offered.



Hudson-Essex World's Largest Selling 6-Cylinder Cars
ROY CATCHING MOTOR CO.

LOGGING SURVEY SHOWS 60 PER CENT FIR CAMPS WORKING

PORTLAND, July 29.—The fir logging industry of the west coast is operating at 60 per cent of capacity and is at present employing approximately 19,000 men in camps from Coos Bay to the Canadian border, according to a regional survey made at the headquarters here. Truck logging, ordinarily at capacity at this time of year, is less than 40 per cent active, employing about 1500 men in addition to railroad logging camp operations.

Logging along the Columbia river, in the Willamette valley and in Grays harbor and Puget sound districts is at a higher point than elsewhere in the fir region, the survey shows, and is 65 per cent of capacity. Other districts are operating as follows: Coos Bay, 40 per cent; Tillamook line, 50 per cent; Willapa Harbor and Southwestern Washington, 30 per cent. All of the camps operating on common carrier railroads in the Willapa harbor district are closed, as are many of those in the Tacoma district, now operating at less than 25 per cent of capacity.

The supply of logs is now nearer demand than at any time this year, and plans for early resumption of at least half the present idle equipment have been reported. Fallers and hookers have already been put to work at some camps, and when the fire hazard has passed, logging will be resumed at many camps now down, the survey shows. A number of operations now closed are awaiting settlement of the log rate case.

Cook with gas.

YAKIMA APPLE GROWERS STARTING PUBLICITY DRIVE

YAKIMA, July 29.—Progress is being made in the proposed advertising campaign for northwestern apples, as suggested by Eric J. Harnes, state director of conserva-

tion and agriculture, recently at a meeting in Seattle of growers, shippers and others interested. At this meeting Asahel Curtis, Seattle, was delegated to set the plan in action by appointing a general committee representative of the principal fruit sections of the northwest. This he has done. He has named a committee of 125, of whom 32 are from this valley.

Grover Burrows, president of the Chamber of Commerce, was selected chairman. In conjunction with the other districts, Wenatchee, Spokane and Hood River, he called a meeting of the committee in the Chamber of Commerce rooms for last Monday evening. While this meeting was for the 22 fruit representatives named by Mr. Curtis, it was followed by a general meeting of all those interested. The committee meeting outlined what action was deemed best to raise and expend a publicity fund of \$150,000. A joint meeting of the committee from the four districts will be held at some future time, after each local committee has solved its part of the general problem.

How the money will be raised is a question for these committees to decide. What manner of advertising will be promoted will depend on various factors. The latter was not arranged at the meeting in Seattle, but there Mr. Harnes put out a tentative plan for raising an advertising fund of approximately \$450,000 annually. As he put it, the state department's plan was for "an organization to be perfected to take charge of a campaign to sign up independent apple growers and every selling organization having authority to bind its members to pay one cent a box annually to advertise apples; to solicit the railroads to pay one per cent of the revenue derived from handling apples; the manufacturers of boxes about one per cent of their annual sales and the manufacturers of paper one per cent of their sales on paper used for wrapping apples."

BARRETTES
Big new line of barrettes just in at Carr's. Big value 10c, 15c, 25c, and 50c styles. Also fancy combs.

Hats off! To the News-Review Classified columns. They are the direct leads to thrift and short cuts to success.

Hundreds have put their O. K. on classified columns. They are the starting point of many people's success and prosperity.

USED CARS

FOR Immediate Service

Don't let the mid-summer season go by without taking the

Family on a Vacation Trip

One of our Used Cars will provide the way of going. They are sold so reasonable and on such easy terms that by comparison

Walking Is An Expense

Do it now—Come in and talk it over.

Rapp Bros.

Cass and Pine Sts.
Phone 371

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

75 Horse Power

AND many other 1926 improvements

August 1st

The Better BUICK 1st

Breaks Arm Cranking Car—Gaylord Bowden had the misfortune to break his right arm between the wrist and elbow Monday evening, when he was cranking a Chevrolet car, and the car kicked back.

He was taken to the offices of Dr. Chas. H. Wade, where an x-ray was taken and the bone set.