

# AUTOMOBILE SECTION

The Greatest of  
All HUDSONS at  
Lowest Prices in History

**\$1195**

for the COACH

\$1495 for the Brougham—\$1695 for the 7-Pass. Sedan

All prices freight and tax extra

Everywhere Hudson is known as  
the World's Greatest Buy

That is not alone because of its selling price. The value is in performance, endurance and low operating cost. Such qualities are outstanding long after the price is forgotten.

Hudson prices are lowest because tremendous volume has made possible economical methods of manufacture. The world's largest production of Sixes—Hudson and Essex—opens economies that are not possible in a smaller production.

Through increase of quality, greater sales result and volume economies that permit lower prices. There you have the reason for Hudson's leadership in value, in price, in sales.

It explains why Hudson with the patented Super-Six principle has distinctive smoothness, long life, wide performance range, and why every Hudson owner is so enthusiastic.

There can be no better proof that Hudson is the World's Greatest Value than what owners say for it and that its sales leadership continues as it has now for years, the outstanding success of motordom. It is the

World's Greatest Value

Everyone Says It—Sales Prove It

ROY CATCHING MOTOR COMPANY

125 N. Rose St. Phone 438

Roseburg, Oregon

## 20,000 HEAR FALL SELLING ADDRESS

A unique address to more than 20,000 members of the Chevrolet selling organization scattered throughout the United States was achieved recently by R. H. Grant, general sales manager of the Chevrolet Motor company.

Mr. Grant announced the opening of the Chevrolet fall selling campaign by means of duplicate phonograph records which reproduced his voice in the show room of every Chevrolet dealer.

Under Mr. Grant's direction the phonograph address plan worked out smoothly to complete success.

In each of the thousands of Chevrolet salesrooms was gathered at exactly the same hour an interested group of salesmen. Their ranks were augmented by numerous members of the Chevrolet organization not directly interested in selling, who attended because of curiosity over the novelty of the meeting.

At a previously established "zero hour" the thousands of records were started simultaneously and Mr. Grant's voice was heard in every state of the union.

"The present selling campaign, the most ambitious in Chevrolet history, is of such importance that I wished to attend personally every meeting of every sales group," said Mr. Grant. "This being impossible, I chose the best substitute—the phonograph."

"Thus every salesman received a personal message by which he was informed of all the campaign details. Through this campaign and because of the gratifying sales volume of recent months, I expect that Chevrolet will do a record fall business."

## MOTOR FIRE TRUCK IS MODERN NEED

When man began to build wooden houses in clusters called towns, there arose the problem of fighting fire—the Red Terror as it is sometimes called. His early methods and equipment for fighting fire were crude and though time and experience have improved both he has not yet learned the lesson of fire prevention.

American fire fighting equipment and American fire fighters are unexcelled by any in the world. They have to be. In no other country on the face of the globe is there such an opportunity for practice. Inadequate protection, combustible construction, carelessness, poor methods of prevention and many other causes make plenty of work for fire fighters and until these conditions are corrected, there will continue to be plenty of practice for the firemen.

The development of the motor truck has brought about the development of the motorized fire truck, the first of which was built in 1908. So successful was that device that by 1916 the manufacture of horse-drawn and hand-drawn equipment was completely abandoned.

Speed is paramount in fire fighting and upon this factor is based the construction of the modern fire truck. These trucks are capable of making forty or fifty miles an hour over good pavements and there, to a large extent, lies the secret of their efficiency. They must have horizontal surfaces over which to travel, and fortunately the development of concrete as a paving material has provided such a surface.

This pavement surface remains rigid and even under all weather conditions. It does not develop holes or bumps. It affords a non-skid surface over which a fire truck can travel at high speed, thus making possible safe, speedy trips to a fire.

While well-paved streets are of prime importance in fire fighting, the alleys are no less deserving of consideration. Not all fires can be fought from the streets. A paved alley opens the way for the fire truck and at the same time helps to do away with rubbish piles and other hazards common to unpaved alleys.

The nature of the present day fire fighting apparatus closely links its efficiency with the type of pavement surface over which it must travel. If provided with a pavement that will permit high speed with safety, its efficiency cannot be questioned.

## OVERLAND SEDANS LURE CAR BUYERS

With the reduction in price to \$395.00 on the Overland five-passenger sedan, purchasers of open cars have found that for the first time in automobile history real comfort is obtainable at an open car cost in the light car field. Overland dealers regarding the That is the statement of Wil-

# Two Major Advantages Studebaker Alone Offers

1-One-Profit Value 2-Unit-Built Construction

THERE are (as you probably know) only two manufacturers who actually build their cars complete—make all their own bodies, engines, clutches, steering gears, differentials, springs, gear sets, axles, gray iron castings and drop forgings.

One of these is Ford—in the low priced field. The other is Studebaker in the fine car field.

Because we eliminate the extra profits and overhead that many other manufacturers have to pay to outside parts and body makers—we are able to use finer materials and workmanship—yet charge no more than competing cars.

But there is another side to One-Profit manufacture—a feature that no careful buyer can afford to overlook.

Under this One-Profit policy the entire car is designed, engineered and manufactured as a complete, coordinate harmonious unit in Studebaker plants. Being Unit-Built it functions as a unit. And this adds years to its life—gives you scores of thousands of miles of excess transportation—greater riding comfort—minimum repair costs—and, finally, higher resale value.

Examine the Standard Six Coach closely—make detailed comparisons with other cars—and you will understand the full meaning of One-Profit value.

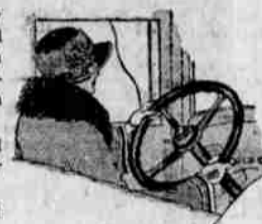
### A Coach of quality

It is called a coach only because it is the lowest priced closed car ever sold by Studebaker. But it is a quality car through and through.

Do not buy this coach with the expectation that you'll have to trade it in at the end of a year or so. It's not a one-year car.

Instead, it has been honestly built to give you scores of thousands of miles of dependable service.

Notice the durable wool upholstery. See the heavy ornamental hardware; the plate glass windows and windshield; the fine trim to hide all tacks; the clock and gasoline gauge on dash; automatic windshield cleaner; stop light; locks on ignition, steering gear, door and spare-tire carrier—all operated by a single key.



The steering mechanism is especially designed for easy driving with 1 1/2 inch big balloon tires

These are all features that you can easily see. But down underneath that glistening coat of metallic enamel you'll find the same quality of materials and workmanship that are out in the open.

The sturdy frame for the body is built from the fine northern ash and hard maple. Slam the door and the sound says quality. Underneath the upholstery you'll find two layers of washed, quilted cotton, one layer of genuine curled hair and extra long springs closely held together by small coil springs. This is the identical cushion and seat construction used in the highest priced cars.

Long resilient springs made of special chrome Vanadium steel give greater buoyancy and protection from road shocks.

The crankshaft is completely machined on all surfaces to eliminate vibration. And the motor is the most powerful in any car of this size and weight, according to the rating of the National Automobile Chamber of Commerce. It is a motor built for smooth, trouble-free service at 5 to 55 miles an hour—not for excessive speed or spectacular stunts.

The body is smart in appearance—yet provides ample room to seat five passengers in real comfort. Ample room to enter or leave without disturbing occupant of folding seat.

### Make comparisons before you buy

These are advantages made possible by One-Profit manufacture. Check them off point by point—in comparison with other coaches.

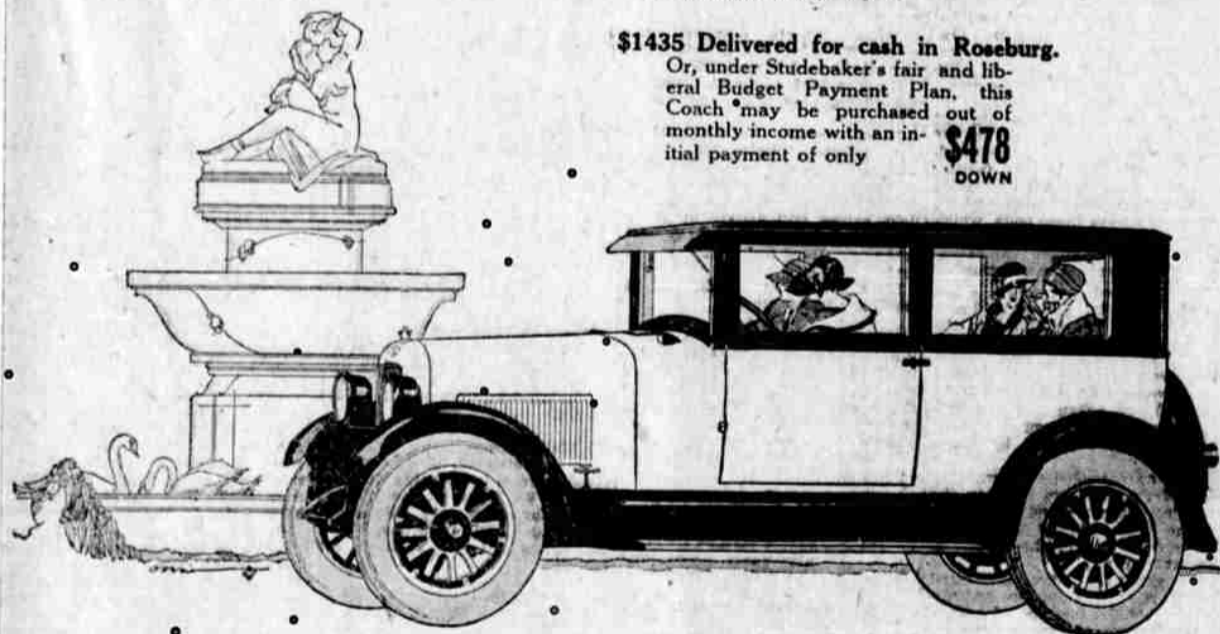
Only after you have seen this One-Profit Studebaker with its Unit-Built construction, will you realize why it offers a value that cannot be obtained in any other car. It is the automobile equivalent of Pullman transportation.

The Studebaker policy of "no yearly models" is a further protection to owners. Under this policy Studebaker cars are always up to date—we add improvements from time to time and do not save them up for spectacular annual announcements which make cars artificially obsolete.

Come in—let us demonstrate the Standard Six Coach without obligation on your part.

\$1435 Delivered for cash in Roseburg.

Or, under Studebaker's fair and liberal Budget Payment Plan, this Coach may be purchased out of monthly income with an initial payment of only **\$478 DOWN**



W. A. BURR & SON

Phone 385

Central Garage Roseburg, Oregon

## THIS IS A STUDEBAKER YEAR

Overland Standard sedan, the price of which was reduced two weeks ago far below competition when it was announced that the new price on this car would be \$395.00 f. o. b. Toledo.

Never before has it been possible for the public to purchase a full-sized, five-passenger sedan with sliding gear transmission for less than \$600.00, manufacturers having believed such an accomplishment impossible. When Willys-Overland announced the production of the Overland Standard sedan at its former price of \$55.00 hundreds of orders were placed overnight and this car soon became one of the most popular models in the lower priced group. With a \$200.00 price reduction to its new low figure of \$395.00, prospective automobile purchasers are turning to the Overland Standard sedan at its low price instead of the higher priced open cars.

Some unusual features are standard equipment at the new price which make for increased quality. A full nickel-plated radiator shell and head lamp rims are standard equipment and, in addition, a one-piece windshield of the latest design has been installed, adding

much to the convenience and comfort of the car as well as to its safety factors. Willys-Overland engineers have designed the Overland Standard sedan as a full-sized, five-passenger sedan. To provide all possible comfort for the driver and occupants, the front seat has been widened and deepened and the rear seat has also been enlarged providing exceptional leg-room. Added to these conveniences are the long and narrow windows which provide a maximum of ventilation and vision.

Any repairs we do on your car will be done well and economically. We guarantee every job to be done right.



Talk Over Your Car Troubles With Us.

**Hall & Young Garage**  
621 Winchester St. Phone 134

## TREND IS TOWARD SAFE OPERATION

NEW YORK, Oct. 7.—With the development of the automobile engine to a point of efficiency which appears to be as near perfection as possible, the whole attention of manufacturers has been turned, lately, to the auxiliary equipment which aims to increase the safety of operation. The object of this, according to Earl V. Hennecke, international president of the Boosters, and a director of the Motor and Accessory Manufacturers Association, "is to make the automobile as fool proof as possible."

"Nearly every mechanical part has some sort of dial gauge or indicator to communicate its condition to the operator. There are ammeters and oil dials, gasoline gauges and radiator heat indicators. The perfection of these instruments, which has been vastly helped by their almost universal acceptance as standard on new cars, is as important to the automobile now as was the initial development of the engine in the first years of manufacture. With increasing dangers from congested traffic conditions, the modern motorist needs every help that science can give him. The position of the motorist, in the direct line of vision, is an important factor in safe motoring under present-day conditions. Such accessories pass definitely out of the class of "optional" into that of "necessity."

## ONLY LITTLE WORK KEEP AUTO CLEAN

"It isn't difficult to keep a car clean and shining if a little care is given it once a week," says R. E. Hartley, local manager of the Western Auto Supply Company.

"Any automobile owner can take care of the car cleaning himself, with a slight expenditure of time and money and the result will compare favorably with any job turned out at a wash rack or service station. Of course, the success of the undertaking depends largely on the amount of care taken in doing the work."

According to Hartley, only a light weight wool duster is suitable for brushing the dust off of a car if the finish has a high luster. If the car is very dirty it should be carefully washed, here are a few suggestions for cleaning the car:

When applying water to the car the pressure should only be strong enough to keep the water running only five or six inches from the end of the hose. A sponge or chamamois should be used in this cleaning operation, but extreme care should be taken that the article used is kept dripping wet and is rinsed out every few minutes to keep it free from grit and dirt.

Grease spots can be removed with automobile body soap, or other pure soap that is free from alkali. If soap is used the car must be thoroughly rinsed or the remaining soap ends will dry out white. The under side of the fenders can be cleaned with a brush made especially for this purpose and shaped to conform with the contour of the fender.

After the car is clean, go over it with another sponge and chamamois until it is thoroughly dry. If the varnish is still dull, a cleaner and polish should be applied. In most cases the varnish is merely dull and an application of good liquid polish will remove the coating of dirt and restore the original lustre.



## The Wise Owner Knows

that his carburetor is the most important part of his engine. If his carburetor is a ZENITH, he doesn't worry. It stays right under any conditions.

"There's a ZENITH for every car and truck"  
ASK ABOUT OUR FREE TRIAL OFFER

L. G. DEVANEY

106 West Cass St.

Roseburg, Oregon