

HUDSON-ESSEX

Now \$50 LESS

The Lowest Prices
at Which These Cars
Ever Sold

"A.Y.D." Plan Saves Buyers
\$25 to \$50 on Every Car

Don't be deceived by "F. O. B. Factory" or so-called "list prices". They mean nothing to the buyer. For freight, tax, equipment, where that is not standard, and sundry other charges must be added. Hudson-Essex A.Y.D. (At Your Door) prices tell what you pay and ALL you pay. They make Hudson-Essex price and value advantage more outstanding than ever.

At Your Door
With Nothing More to Pay

ESSEX "6" COACH \$ 909
HUDSON COACH 1379
Hudson Brougham 1639
Hudson 7-Pass. Sedan 1875

Easy and Convenient Purchase Terms

All Cars are Equipped With

Front and Rear Bumpers
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Rear View Mirror, Transmission Lock (built-in)
Radiator Shutters, Moto-Meter
Automatic Stop and Tail Light

ROY CATCHING MOTOR COMPANY

125 N. Rose St. Phone 438 Roseburg, Oregon

MORE THAN EVER THE WORLD'S GREATEST VALUES

ALL STEEL BODIES LOGICAL STEP IN CAR OF FUTURE

The Dodge Brothers are known the world over for one contribution to the automobile industry—successful production of the first passenger automobiles fitted with all steel open bodies and the first with all steel closed bodies. The importance of this achievement will, in the future, be regarded just as much an epoch in the automobile industry as the successful building of the first steel passenger coaches is to railway transportation and allied steamships to navigation.

The Dodge Brothers, according to J. O. Newland, saw clearly the need for the all steel motor car. "And now the whole automobile industry," says Mr. Newland, "has begun to recognize that the all-steel body is the automobile body of the future."

It is entirely logical to look to Dodge Brothers motor car—on which have been devoted over eleven years of constant effort toward improvement of this type—for the highest development of the art of building all steel bodies. The low graceful all-steel closed bodies now displayed stand out as the crowning achievement. The slender steel pillars afford breadth of vision heretofore unapproached in closed car bodies, yet the strength and safety for which Dodge Brothers motor cars have become so well known are unimpaired. The method of welding and riveting the pressed steel body frame members and panels into one well-fused assembly insures absolute freedom from loose joints and squeaks throughout the long life of the sturdy body.

Substantial reduction in weight, increased quietness, improved flexibility and smoothness, all are the results of adherence to the policy of constant refinement. All these improvements have contributed toward increasing the safety driving ease and riding comfort of Dodge Brothers motor cars.

Adaptation of color, a recent innovation with Dodge Brothers, Inc., is the subject of favorable comment by all who see the new cars. The deep luster of the blue and the gray, appearing in combination with the high gloss of the baked enamel on the fenders, appeals to everyone. The enamel and lacquer with very little effort can be kept looking like new throughout the long life of the car.

1926 BUICK PRICES
AVERAGE \$300 LESS

The average price of current Buick models is more than \$300 below that of the 1925 line.

This reduction was brought about by increasing manufacturing efficiency and by the development of machinery to take the place of human labor.

The total saving through greater manufacturing efficiency alone amounted to over six million dollars in 1925. It was brought about largely by reducing scrap losses and by more careful use of operating supplies and tools.

The labor needed per car produced has been reduced 43 per cent since 1923. This very fine change in manufacturing costs shows clearly an increased state of efficiency in Buick's equipment and methods of manufacture.

Factory officials attribute the increase in the insulation and development of machinery, which does more work and requires fewer operators. Much has also been done to eliminate non-productive labor by improving conveyor systems, rearranging machinery to prevent unnecessary handling of parts, etc.

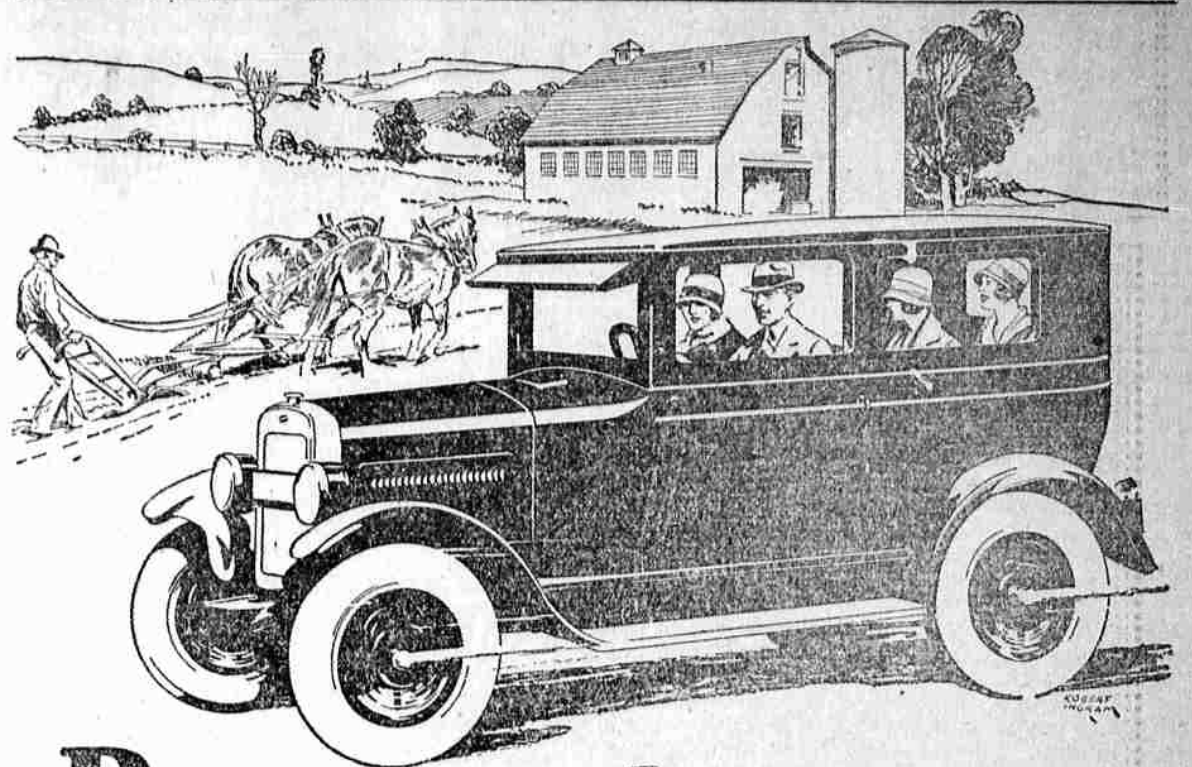
An example of how machinery is replacing human effort in the automobile industry is seen in the Buick Enfield Line, an assembly system more nearly automatic in operation than any other developed. The Enfield plant will be in operation within the next thirty days, factory officials declare.

Most price reductions in automobiles which have at the same time been made in Buick's cost of quality are before us, it is easily traceable to such work as this in reducing manufacturing expenses. The automobile dealer will buy 25 per cent more cars today than it would in 1923 for the cost of other commodities—except Chrysler cars, which are 47 per cent less in cost.

RECOVERY STOLEN CHRYSLERS EASY

That there has at last been a system of automobile identification, and detection of stolen cars, has been the dream of many car owners. The Chrysler Corporation has now developed a system which tends to get more mileage from the car and help in its recovery in the event of a theft. The system is the result of a long study by the Chrysler Corporation, and is now being put into effect.

"Under the system," says H. J. Connolly, local dealer, "every car is equipped with a new device, a small device in the line of the car, directing him if his car is stolen. It is a small device, but it is a device which will help in the recovery of the car. As soon as this is done, an alarm is broadcast to the nearest police department, state trooper, and federal operator, as well as to an extensive list of filling stations, gar-



Power—beyond all comparison

NOTHING IN ITS PRICE or size class can compare with this Overland Standard Sedan for power and performance. Faster over the road, a better climber on the hills, it is smoother at all ranges of speed than anything you have ever known among light cars.

Carefully honed cylinder walls, generous valve areas, larger than in any other motor of its size, the superior Overland system of lubrication, highly developed carburetion, all give it an ability that is without equal.

There is a perfect balance between the motor power and the car weight—this gives an acceleration that is astonishing when you are driving in traffic or are caught in the jam on the highway.

In body dimensions and finish, this full five-passenger sedan affords the comfort of cars at double its price, the appearance value which has made it famous all over the country.

Try it out for yourself—learn what such a small amount of money can actually buy in motor car construction.

\$595

F. O. B. FACTORY

The New
Willys Finance
Plan

Smaller down payments and smaller monthly payments; the lowest credit cost in the industry.

OVERLAND

Standard Sedan

F. W. CHASE

SUCCESSOR TO WELLS & CHASE.

317 North Jackson Street

Roseburg

Phone 399

NEW SEVENTY IS GROWING FAVORITE

With the buying interests in the automobile market centered on the new cars of moderate price, unusual comment of automobile show crowds has followed the showing of the new Willys-Knight Six "Seventy". The unexpectedly low price of \$1,195, on

this sedan likewise has brought thousands of inquiries to Willys-Overland dealers throughout the country.

While automobile show visitors continually praised the low and racy appearance of the new "Seventy", there are some unusual features incorporated in its design which are in a great measure responsible for the car's outstanding performance on the road. Conforming in lines with the latest trend in European car design and establishing a precedent in the manufacture of domestic cars, the new all-steel sedan has secured an unusually large following on

the strength of automobile show visitors alone.

Willys-Overland engineers designed the chassis of the new Willys-Knight "70" to provide the greatest possible rigidity and strength in a weight consistent with the greatest possible economy. The heavy, pressed steel frame of 2-1/2 inch material is 24 inches wide and 43 inches deep. Five heavy cross members, flattened at the points of greatest strain, further insure easy riding qualities as well as fine road performance. To remove all possible sideways, the radiator is triangularly located to the front, while heavy cross plates under it eliminate all radiator movement.

The low-hung chassis of the new Willys-Knight Six "70" is one of the characteristic features of this car. An unusually low center of gravity, in which the engine and body weight is evenly distributed, gives an ease of handling to the new "Seventy", which is a subject of much comment. Light thrust bearings in the front axle provide exceptional steering ease together with an absence of all wheel shimmy.

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When the Western Auto Supply Company has a sale, as it occasionally does, motorists are given an opportunity to buy quality supplies and accessories for their automobiles at special prices.

During the past few years, an annual event with the company has been their Anniversary Sale. This sale marks the tenth year of supply company on the Pacific coast. These yearly sales have proven popular with motorists, as the Western Auto managers, as the articles placed on sale at that time greatly enhance the purchasing power of the car owner's dollar.

"The items placed on sale during our Tenth Anniversary sale," says Mr. J. H. Hart, local manager of the Western Auto Supply company, "The items on sale are not confined to any certain line of goods or any definite section of the store, but popular items are chosen from each department for this event."

"This system of selecting stock from the various departments gives every motorist an opportunity to purchase something he needs such as polish, repair material, or accessories."

"The regular low prices that prevail are materials reduced during this annual event and it affords an opportunity for every motorist to secure the things he needs at a saving," concluded Mr. Hartley.



Another reason the chicken crosses the street is a show window with a mirror in it. And still another is to see the boy friend in the stumpy hood car he bought from us.

HANSEN CHEVROLET COMPANY
Roseburg, Oregon Phone 446

GUARANTEED
Ford
used
cars

CONFIDENCE in the concern with which you deal—that is the biggest thing to consider in your purchase of a used Ford car; and upon that basis, you should naturally buy from an Authorized Ford Dealer.

C. A. LOCKWOOD MOTOR CO.
Phone 374 Roseburg, Ore.

AUTHORIZED FORD DEALER

MISSING SPANISH AVIATOR AND AIDE NOT YET LOCATED

Possibility of Having Been
Rescued by Caravan in
Desert Region Is
Diminishing.

(Associated Press Special Wire)

CAIRO, April 14.—Rescue parties which have conducted a ceaseless search for the missing Spanish flier, Captain Estevez, and his mechanic, who deserted their plane Sunday 100 miles from Amman when they were forced to descend, today reported that they have little hope of finding them. The searchers are now hoping that the aviators have been picked up by a passing caravan although they feel that this possibility is diminishing.

TIMBER CONSERVATION
"VOLT" FEATURE

The California Oregon Power Company's publication, "The Volt," for April, features a timber conservation as its subject for this issue and points out the work of southern Oregon's sawmills in reducing waste resulting from lumber manufacture. Many interesting processes have been developed along these lines which tend to get more footage from the log and help in our timber conservation. The article is a true growth.

Timber conservation is a subject which is being discussed in an entertaining manner in this issue of "The Volt," and the picture layout shows the plants of the concern mentioned.

The News-Review for results.

TRAINING CAMP REPORTS SHOW GENERAL GAIN FOR THE STUDENTS.

WASHINGTON, April 13.—The thirty odd thousand youngsters who attended army Civilian Military Training Camps last year are credited with an average gain of several pounds in weight and almost an inch in chest measurement as a result of their month's experience in the "school of the soldier."

Official reports from corps area commanders, compiled in the Surgeon General's office, note that there was great loss of weight among the stout lads who turned out for intensive drill and a corresponding upward jump for undernourished boys, whose appetites were stimulated by the beneficial results of exercise in the open.

The Plattsburg barracks camp had the prize fat specimen and trimmed him down twenty pounds. It also built up an undernourished lad eighteen pounds.

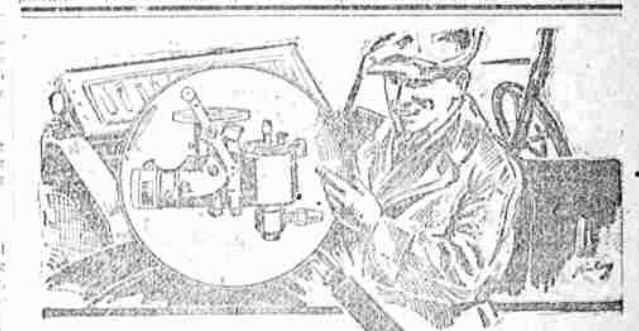
The highest average gain in weight was reported from Camp Lewis, Washington, with five pounds per man in 604 boys, while the smallest average gain was at Fort Douglas, Utah, with 0.7 pounds.

Congressional committees have been told by army experts that there is little difficulty with discipline at the summer camps.

RESPONSIBILITY

It is important for an investor to make a careful inquiry into the character of bonds and other securities offered for sale. We invite you to call and examine our Oregon bonds on Oregon towns and Oregon property, which have never failed to pay.

RICE & RICE, Bondbrokers.



"Zenith Equipped"

"See—my car has a ZENITH carburetor." No wonder he's proud. The old motor takes the hills on high, purrs along the open stretches, and costs less to operate. The life and performance of your engine depends on its carburetor. Give it the best.

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