



To Lead in Value

Always Hudson's First Principle

HUDSON leadership of mode extends to every detail and marks a new Hudson supremacy, as definite as its mechanical dominance through the Super-Six principle, and its companion invention which set today's standard for motor performance.

Every item of finish, construction and equipment expresses value as tangibly as its great chassis qualities. Come and examine the new Super-Sixes. They will give you an entirely fresh view of motor values.

All New Costly Car Details

Higher radiator with vertical lacquered radiator shutters.	Electro-lock type of theft protection.
Wider, heavier fenders.	Fine grade patterned mohair upholstery.
Colonial type head-lamps and saddle-type side lamps.	Wider, higher, form-fitting seats.
Four-wheel brakes, the type used on the most expensive cars.	New instrument board, finished in polished ebony grouping motometer, ammeter, speedometer, gasoline and oil gauges.
Silenced body construction.	Steering wheel of black hard rubber with steel core, and finger scalloped; a detail of costly car appointment.
Wider doors, for easy entry and exit.	Light, horn, spark and throttle controls on steering wheel.
Worm and tooth disc design steering mechanism.	Rubber-matted running board.

HUDSON Super-Six

NEW HUDSON PRICES

Coupe • \$1265 (Rumble Seat \$30 extra)	Sedan • \$1325	Coach • \$1250
Standard Sedan \$1450	Custom Victoria \$1650	Custom Landau Sedan \$1650
Custom 7-Pass. Sedan • \$1950		

All prices f. o. b. Detroit, plus war excise tax.
Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.

ECONOMY

\$670

¾-Ton Commercial

\$895

1-Ton

\$1245

1½-Ton

\$1595

6-cyl. 2-Ton
Above Prices
Chassis f. o. b. Detroit

\$770

¼-Ton Deluxe
Panel Complete
f. o. b. Detroit

Getting right down to dollars and cents—when economy goes beyond initial price and makes itself felt in operating and maintenance costs throughout a long truck life, it points the sure road to profits.

Low operating costs, dependability, power and speed stand out boldly in the experiences of the hundreds of thousands of operators of Graham Brothers Trucks and Commercial Cars . . . And the economy becomes most complete and convincing when the extremely low initial prices are noted.

Let us show you the exact size and body type for your business.

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

GRAHAM BROTHERS TRUCKS

Sold and Serviced by
Dodge Brothers
Dealers EverywhereBuilt by
Truck Division of
Dodge Brothers, Inc.

DODGE INTRODUCES THE STANDARD SIX

DEROIT, Mich.—After over two years of intensive development work, Dodge Brothers, Inc., have officially announced the Standard Six line of passenger cars, priced from \$875 to \$970 and superior in speed and acceleration to any cars selling at \$1000 or less. In these new cars, it is claimed, exceptional riding comfort, economical performance and ability to travel at sustained high speeds have been combined with the sturdiness and dependability for which Dodge Brothers motor cars have always been so well known.

The new cars are displayed in the salesroom of J. O. Newland and Son, local Dodge Brothers dealers, at Roseburg, Oregon. The factory is now building the Standard Six in four body types, the coupe, sedan, deluxe sedan and cabriolet, finished in a number of different attractive color combinations. Production of the new sixes is now 1,000 per day and Dodge Brothers schedules call for total output of all types exceeding 1650 per day, the largest production schedule in Dodge Brothers history.

The sweeping graceful lines of the Standard Six give the impression of cars selling at much higher prices. Although the overall height is low adequate headroom is provided. High seat backs and wide cushions, both tilted at the correct angle, insure the comfort of the passengers.

The engine is of I-head type with bore and stroke of 3 3/8 inches by 3 7/8 inches. The pistons are Bohmalite with alloy steel struts, each fitted with three compression rings and one oil control ring. The combustion chambers are machined to secure equal compression in the cylinders. This feature and the unusual size of the seven bearing crankshaft insure smoothness of performance at all speeds. The total projected area of the seven main bearings is 24.15 square inches.

The N. A. C. C. rating, on which taxation is based, is 27.4 horsepower but the engine actually develops 55 horsepower. Extensive tests have demonstrated the brilliant performance of the Standard Six engine in acceleration, hill climbing ability and in smooth, quiet operation for long periods at high speeds.

The four wheel brakes are completely enclosed and are the standard drum type. Internal expanding type, operating in 12-inch drums. They respond to the lightest foot pressure with uniform braking on all four wheels. The parking brake contracts on the propeller shaft. Balloon tires 28x5 with wood wheels are standard equipment on all types except the cabriolet which is equipped with wire wheels.

The equipment includes speedometer, ammeter, and oil pressure gauge grouped under a single glass, adjustable hooded instrument lamp, carburetor mixture control and ignition switch with theft lock. The throttle and spark control levers are on top of the steering wheel while the light control switch is on the steering column within easy reach. The cowl ventilator control lever is within easy reach and the ventilator closes against a felt pad. The full vision one-piece swinging windshield is easily adjusted to any position for ventilation and may be opened wide. An automatic wiper is provided.

With the introduction of the Standard Six, Dodge Brothers, Inc., announces the discontinuance of the four cylinder passenger cars which were priced at approximately the same level at which the Standard Six is now offered.

The three distinct lines of sixes now being made by Dodge Brothers include the Standard Six, the Victory Six and the Senior, at a price range from \$875 to \$1,770 and embracing all the popular body types and an unusually extensive selection of color combinations.

ECONOMY FACTOR THAT IS A PART OF STUDEBAKERS

If gasoline cost \$100 a gallon it could not be more carefully doled out and the efficiency of carburetion, manifold and ignition more accurately checked than it is during the course of a gasoline economy test at Studebaker's 80-acre proving ground.

Elaborate instruments that measure every aspect of car operation have been developed and are used by Studebaker engineers to secure maximum power from every drop of gasoline that goes into Studebaker and Erskine Six carburetors. With a fifth wheel attached to the running board to make an accurate record of speed, gauges that measure the exact quantity of gasoline used, and other devices to register acceleration, proving ground engineers are equipped to get the facts on which all engineering progress must be based.

Maximum efficiency, engineers state, is attained with the leanest mixture of gasoline to air possible for smooth operation. But when the layman says, "That ought to be easy," he overlooks at least half a dozen other factors, all of which have to be measured and compared in the proving ground engineer's constant search for the facts of performance.

High and low speed adjustment, idler adjustment on the carburetor, the setting of spark control, the exact instant when the spark should occur to secure maximum compression in the combustion chamber, the design of the combustion chamber itself, the various elements of heat control for the

manifold, are only a few of the aspects of carburetion studied and constantly under test in Studebaker's great outdoor laboratory. Often the amount of testing required before proving ground engineers will approve a new carburetor or even a minor change that might affect carburetion and gasoline economy runs into more than a thousand miles of road work, plus hours of testing of the motor alone on a dynamometer block. This constant and unrelenting demand for the facts of performance is one of the primary reasons why Studebaker and Erskine Six drivers find their cars so economical in the use of gasoline.

FORD DRIVERS MAY BE SURE OF SPEED

The speedometers of the new Model 40 Ford cars have shown remarkable accuracy in the measurement of speeds.

Designed and built to maintain a accuracy of within three miles fast at seventy miles per hour, these speedometers of the new Fords thus far have shown, in tests, an average accuracy of not more than one and a half miles fast at seventy miles per hour, or just one-half of the tolerance allowed.

The allowed tolerance of three miles fast at a speed of seventy miles per hour means, translated into terms of average driving speeds, that if the speedometer on the car indicates a speed of twenty-four miles per hour the actual rate of travel of the car at that time is not less than twenty-three miles per hour, or that if the speedometer shows a speed of forty-seven miles per hour, the car actually is traveling at a speed of not less than forty-five miles per hour.

Whatever the speed limit allowed by law, the driver of one of the new Fords may be certain that he is within that limit if his speedometer indicates exactly that figure which is the legal limit.

The speedometer which is standard equipment on the new Fords is one of the best known and finest of makes. It is driven from a gear on the drive shaft and measures speed from the revolutions per minute of the shaft. The tests of these instruments that are being made regularly in the Ford engineering laboratory at Dearborn are interesting. The speedometers are tested against an electric tachometer, which in turn is checked with an integrating revolution

THE DODGE STANDARD SIX

FASTEST AND FINEST PERFORMER UNDER \$1000

A broad statement—but one that has been checked and rechecked by the stop watch—confirmed and reconfirmed by the public and by Dodge Brothers.

In short—a FACT.

For the Dodge Standard Six provides more horsepower per pound than any other car in the world.

The way it leaps from the traffic line and glides on up to rocket speed—utterly without effort—reminds you

of the costliest cars you have driven. And gear shifting is reduced to a new degree of simplicity.

A BIG good-looking car. Staunchly built! Typically Dodge Brothers! Materials of such ruggedness that Standard Six performance is doubly enjoyable because you know it is doubly safe!

A BUY if there ever was one!

Now on display—here and everywhere.

J. O. NEWLAND & SON

Phone 458

Roseburg, Oregon

\$875

4-Door Sedan \$895
Cabriolet \$945
Deluxe Sedan \$970
f. o. b. Detroit

COUPE, f. o. b. Detroit

ALSO THE VICTORY SIX \$1045 TO \$1170 AND THE SENIOR SIX \$1570 TO \$1770

DURANT 75 MODELS BEING DISPLAYED

Preparations are rapidly being completed for the initial display in dealers' salesrooms of the new Silver Anniversary Durant "75" models, which were greeted with so much enthusiasm by dealers and public alike at auto shows.

Large orders were listed in show cities and many dealers in other towns have reported numerous orders from photographic exhibitors alone. Salesmen and sales managers have eagerly awaited cars for display purposes, and are extremely pleased by the assurance from the factory that deliveries will commence this month.

With the auspicious start the new Durant-Star models received from the auto shows, the dealers believe it will easily be the selling sensation of the year.

The new Star presents many refinements and features found only in the finest and most expensive cars. It is really one of the most beautiful cars of the season, regardless of price. The Hayes-Hunt bodies, mounted on a chassis of 107-inch wheelbase, indicate that luxury and roominess can be secured in low-priced cars. This 107-inch wheelbase with the long semi-elliptic springs of the Star, make the car extremely comfortable for both driver and passengers.

The frame, which is heavier and better braced than formerly, has five cross members exclusive of the front motor supports. The rear cross member of wide steel plate protects the gasoline tank. A heavy steel tire carrier gives added protection to the tank. A three-inch kick-up over the rear axle allows lowering of the center of gravity, thus making for more comfortable driving at high speeds.

The motor of the new Star is an improved, high-compression, Red Seal Continental motor. The Star has always been a car of fast acceleration, power in the hills and speed on the highways. The improved motor will accelerate from 10 to 40 miles an hour in 14.5 seconds. The new Star is capable of maintaining 60 miles an hour. Its smoothness, silence, and ease of handling in traffic have long made it a favorite with women drivers. Today, the Star is even smoother in engine performance, made so by counter, the most precise device made for determining speeds in revolutions per minute.

use of bohmalite pistons and invar struts. Women will welcome the easy clutch action of the new Star. A 1-pound pressure on the clutch pedal exerts 1000 pounds of pressure on the flywheel. Ample leg room is provided by mounting the shift lever and emergency brake levers on the forward portion of the transmission case. The Ben

domestic revolution VERY YOUNG WIFE (tearfully): . . . And you used to call me "My queen." HER HUSBY: Yes, but when I found that the queen let the dinner burn and took a week to mend her subject's socks, I decided that a republic was better. Passing Show.

Selects Spring Outfit



"In the spring the auto's fancy"—accessories and seat covers come into view, as evidenced by the above photo, showing that the car as well as its owner may have a new spring outfit. A Western Auto Supply Company salesman assists a fair motorist in selecting a set of seat covers that add a touch of summer to the car and protect the upholstery from the summer sun as well.