



Real Economy

That is what Col. Stanley and Bill Spohn said, after covering 16,400 miles over all kinds of roads and trails, coming back to Oakland, Calif., with the same air they started with in three of the Coast Coords, having but one puncture on the entire route, and all four cords in such fine condition that they were good for many more miles of service.

Well, that is pretty good, but we know of a better record.

An 18-passenger Garford stage, running daily out of Fresno, Calif., got 20,000 miles service out of a set of Coast Coords.

This is no boast, but actual facts, that we are willing to verify any time.

When you need tires and tubes, get the "Coast" from an authorized dealer, because if it isn't right we will make it right. And make you a "Coast" booster with us.

Get Coast Tires, wear deflators, at the

OHMAN GARAGE

324 WEST CASS STREET ROSEBURG, OREGON

COAST TIRES

FORD AIMS TO SOLVE U. S. COAL PROBLEM

To Supply Factories First—Hopes Then to Sell to Consumers—Will Also Work Out Reforestation Theory

(By Associated Press.)
 DETROIT, April 18.—Official confirmation today at the offices of Henry Ford at Dearborn that the automobile manufacturer had purchased 120,000 acres of undeveloped coal land in Kentucky was coupled with the statement that Mr. Ford intended to solve the country's coal problem "by using every piece of coal twice."

By purchase of the property, it was officially announced at the Ford offices, Mr. Ford comes into the possession of a vast tract of virgin coal lands with a reserve coal supply of 200,000,000 tons.

This property, added to other coal lands previously purchased, brings the total number of acres of such land owned by the manufacturer to 165,000.

Counts On Plentiful Supply.

From these holdings Mr. Ford hopes that within a year will come sufficient coal to supply all his factories in every part of the country, all the factories and mills manufacturing various products for his own concerns, as many of the industries in this district as care to buy coal from him and have left fuel sufficient to supply a part of the domestic demand of the country.

Mr. Ford, it was announced, will ask all industrial users of his coal to install furnaces that will remove only the gas and similar substances, leaving a fuel unimpaired for domestic purposes. The coal, after this process, would be sold to heat the homes of hundreds of thousands of workers throughout the country. The fuel remaining after the gas had been taken out would be even more valuable for home-heating purposes than it was before, it was explained.

Will Act Quickly.

When asked how long it would be before development of the new property begins, officials of the Ford Company replied: "It is Mr. Ford's policy to act quickly. You may be sure that not an hour will be wasted in getting this enterprise underway."

Coupled with the coal-mining plans Mr. Ford also will work on one of his pet hobbies—reforestation.

The new purchase, located in parts of five counties of Kentucky, but centering in Clay county, is covered with what is described as one of the finest stands of oak to be found in the country. There are 600,000,000 feet of this timber awaiting the woodman's ax, but, although the Ford industries use 200,000,000 feet of lumber every year, not a foot of that standing in Kentucky is to find its way either to market or into the Ford products at this time.

Will Try Reforestation.

It is the manufacturer's idea, it was explained, to use the surface of the ground for scientific research work and experiments in reforestation while others are digging underground to bring up the coal.

The latest purchase makes Mr. Ford one of the most important coal land owners in the country. The coal land he now owns comprises five pieces of property, on which are 19 large mines with 22 openings. This, of course, does not count the number of mines and openings that will result through the latest acquisition.

WOMEN DICTATE THE CAR TO BE BOUGHT

Motorist Told to Think.

There is one thing that the motorist should learn: first and above all, when attempting to start his car, if his car fails to start after several turns of the engine, stop and think of what you might not have done to enable your car to start.

People are accustomed to the service supplied by the storage battery to the automobile, but few realize that the storage battery is now indispensable in many other lines of activity.

In many theaters the emergency alarm and lighting systems are operated from storage batteries to make certain of operation in case of emergencies.

Even before a locomotive is attached to the train you push the button in your Pullman berth and the light flashes on. Have you wondered what supplied the current for the lights? Storage batteries do.

If a naval gun fails to go off the result may be destruction by the enemy. Guns are fired by the current from the storage batteries, as is also the entire signal system aboard battleships and other commercial vessels.

WOMEN DICTATE THE CAR TO BE BOUGHT

That woman's suffrage has been a mighty force in the purging of the body politic of America, and that this awakening of the woman to her rights as a citizen has done more in bringing about the high development of the automobile than any other thing, is the opinion of Gilbert E. Radove, prominent in eastern automobile sales and advertising circles.

"Automobile salesmen today," says Mr. Radove, "are paying more attention to the woman. In fact many devote all their selling talk to them, because women influence automobile sales today more than ever before."

"Women demand comfort, style and beauty, while men seek service. It is the combination that makes the sale. But the average man listens to his wife nowadays and her choice of the automobile in practically every case is the final one. For that reason, automobile manufacturers are concentrating on comfort and beauty in their cars in order that they can capture the woman's eye and consequently the automobile industry has been sped to a high development."

"I have noticed that the woman is the one who dictates which car is to be bought and even if she does not dictate the average man buys to please her. Back of every automobile sale is the shadow of some woman—wife, mother, sweetheart or sister. It is these women who accompany the men to the automobile show-rooms and the ones that appeal to them are the ones that sell. Women are sticklers for quality. They note the finer touches of refinement and luxury, the finish of the body, and the upholstery much quicker than the man who is more interested in the performance of the motor or the car's reputation for durability. But the day is past when man can dictate what car is to be bought. Women no longer are dazzled by technical terms for they drive the cars as well as the men."

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car builders have selected Willard Batteries

Not because they get Willard Threaded Rubber Batteries for less money—they don't.

But because the men who buy their cars do get more months of continuous service without trouble or expense. Willard Wood is as good as the best, but Willard Rubber is still better.

AUTO ELECTRIC STATION

OAK AND PINE STREETS
 PHONE 136
 H. L. Boucock, Prop.

Representing
Willard Batteries
 (THREADED RUBBER INSULATION)
and CW Batteries
 (WOOD SEPARATORS)

ADA IS USING MANY TRACTORS

number of tractors now in use in the province of Canada is estimated at about 35,000 making allowances for the tractors that have become obsolete, out, or otherwise discarded, according to a report to the department of commerce from Consul J. I. ...

INSPECT BRAKES ONCE EACH MONTH IS URGED

Tires, wheels, spokes, differential, gears, and universal joints; these are the parts of an automobile which suffer most from sudden and severe brake applications, according to tests just completed by John Macville, Inc., under the direction of J. W. Perry, general manager of the automobile department.

These tests, announced Mr. Perry revealed why it is possible for a car to skid on a perfectly dry pavement. It was found that locked wheels slide along asphalt on a film of soft rubber, melted from the tread of the tire by friction heat. In such cases, it was found, the car will travel further before stopping than when the brakes are so adjusted and applied by the operator that they cannot lock the wheels.

"In the interest of greater safety," said Mr. Perry, "car owners should see to it that their brakes are more frequently inspected; certainly no less often than once a month, or better, every 500 miles. A simple road test, moreover, can be made by determining within what distance a car can be stopped at various speeds. When this has been determined with any particular car, a liberal margin of safety should be added for actual conditions of service."

"It should be remembered that the ability to stop a car is greatly influenced by the condition of the road surface. When roads are very wet, as in heavy rain storms there is less tendency for a car to skid than when the roads are partially dried or in what is known as a 'greasy state.' Should a car start to skid when applying the brakes, it is usually due to the wheels locking."

Saturday Special

\$3.00 Bottle of Carbon Remover
FREE
 with every purchase of \$1.00 or more

HOOD TIRES
WILSON'S TIRE SHOP
 117 Jackson Street

AUTOS REPAIRED

WHATEVER IS WRONG

with your auto engine, bring it to us or have our man call and make it right. We are mechanical experts on repairing all makes of autos, we don't care what the repair may be. Complete overhauling done on cars and trucks.

Hall & Young Garage

621 Winchester St. Phone 238
 Roseburg, Oregon

NEGLECT OF BATTERY IS VERY EXPENSIVE

The average motorist realizes the importance of periodic test of the battery. Experience is the best teacher, but sometimes the most expensive one. The motorist who will follow the instructions relative to care of battery or other parts will profit by the manufacturer's experience and not at his own expense. The battery will work the starter and may gradually become injured with out any indication as far as operation is concerned until the battery is at least empty. That is where the specific gravity test is of great value, as it will determine the condition of the battery long before you receive any indication by the starter lagging or failing to operate.

Lack of Care Deplored.

The following points are of interest to show that the battery may become discharged through lack of care and attention:

1. Frequent starts with short runs.
2. Inefficient "in pot" to battery which your ammeter will indicate.
3. Excessive use of headlights while standing at each or lamps left burning over night.
4. Ignition switch left turned on.
5. Lamps with high candle power above normal without proper adjustment of your generator.
6. Moving car on the power from your battery.
7. Prolonged attempts to start in cold weather without proper priming or warm water in radiator.
8. Loose or poor connection terminals, ignition or self-starter.
9. Grounds causing loss of current through chafed wire insulation.
10. Corroded battery terminals.
11. Falling in water and test but

WE TOP THEM ALL

The Jones Auto Top and Upholstering Shop
 WORKMANSHIP GUARANTEED THE BEST
 Tops, Curtains, Seat Covers Upholstering
 Winchester and N. Jackson Streets
 Phone 468

FORD REPAIRING
 Genuine Ford Parts Accessories
 Firestone Tires
 OILS
 Waverly Valvoline
 Mobile A and B
 Vedol
 Monogram
UNION GARAGE
 Authorized Ford Service
 Phone 232
 Jackson and Winchester

Ford TOURING CAR

More than 82,500 American automobiles entered Quebec last year, carrying tourists through the picturesque old French capital. This is twice the number of cars that entered the province in 1921.

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F. O. B. DETROIT

A Greater Touring Car Value

The present price of the Ford Touring Car is the lowest ever made.

And yet the car itself is a greater value. It is better looking with slanting windshield, a one-man top and improved seats. And there are many refinements in chassis construction.

The demand is so great that deliveries will soon be impossible. To protect yourself, order now. Make a small down payment, the balance on easy terms.

*Ford prices have never been so low
 Ford quality has never been so high*

C. A. Lockwood Motor Co.

Roseburg, Ore.