



C-T-C Tires Conserve The Car

The Better Cord Tire Was a Natural Development

C-T-C Cords are as important a development as were ordinary cord tires over fabric tires.

This improvement had to come, and it remained for the group of men responsible for C-T-C's to plan, build and test these tires in every conceivable way even before their coming to the northwest to erect and equip the most improved tire manufacturing plant in America.

It is in the strengthening of the head, specially constructed sidewalls, use of only highest grade rubbers and long staple combed cotton, hand-built processes, improved compounding and the semi-flat, wear-resisting, non-skid tread that these improvements are definitely marked.

C-T-C Cords offer the extraordinary advantage of maximum mileage under 30% less inflation than prescribed for the cars you are now driving. This means greater riding comfort and reduced wear and tear and upkeep expense on your car.

C-T-C Cords 30x35, to 35x; Fabrics 30x3 and 30x3 1/2 only. C-T-C Inner Tubes are the heaviest, strongest standard tubes on the market.

Dealer for Roseburg will be announced later.

Columbia Tire Corporation

PORTLAND, OREGON

General Sales Offices: Broadway and Burnside, Factory: Columbia Blvd. and Mississippi Ave.



NO LIMIT IN DEMAND FOR AUTOMOBILES

Manufacturers are Driven to Desperation Point to Keep up With Calls From Every Quarter

ST. LOUIS, Mo., April 14.—There is no saturation point in sight for the automobile industry, and all study of the market problem of the future discloses that normal production schedules will be necessary to supply the demand for years to come, was the declaration of H. H. Gardner, head of the Gardner-Motor company, Inc. of this city in addressing a large gathering of Gardner representatives here last week. Mr. Gardner, in outlining the history and growth of the automobile industry from its inception developments for the future, said in part:

"During 1932 American manufacturers built and sold 2,557,000 automobiles. It was the highest year the industry ever knew. These figures tremendous though they are of themselves, are more significant if we consider that most of us can remember well when there were no motor cars, and that this entire industry has sprung up in about 30 years.

"People everywhere are asking: Where is it going to end? How many automobiles can this country absorb? How long can they keep on producing cars at the present rate? The answer is as important to people outside of the automobile business as it is to the manufacturer. He himself for this industry employs today 2,471,100 men and women, 400,000 more than the railroads of the country employ, and in 1930 sold more than a billion dollars in wages.

"And my answer to this number question is, I believe, that there is no saturation point in the automobile industry as far ahead as any man now living can see. "There is no reason for believing that the population of the United States in 1950 will not be at least 150,000,000. United States census estimates set it at that figure. There is every reason to believe that by 1950 there will be at least one automobile for every 100 persons in the country—a total of 50,000,000 cars of every kind at average prices. With the amount of replacement business that is sure to be required, this means a larger annual average production for the next 27 years than that of the highest year to date.

"The production that is now the Gardner-Motor company has been building vehicles since 1882. Even at the start we were in the business of selling transportation, though we did not call it that name. We manufactured breeches because the best one then—leather and horse-drawn—was better than any other mode of transportation.

"That same transportation revolution which brought the automobile to the human race had been in progress for centuries. It was not until the late 19th century that the automobile came into being. It was not until the late 19th century that the automobile came into being. It was not until the late 19th century that the automobile came into being.

"As for the future, chance has a moment at Roseburg. The Gardner-Motor company has been building vehicles since 1882. Even at the start we were in the business of selling transportation, though we did not call it that name. We manufactured breeches because the best one then—leather and horse-drawn—was better than any other mode of transportation.

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"Some record for the best hot work, George? What have you been doing?" "Just one thing, chief. We kept 'em out of the shop. I tried out Sunoco oil and guess I'm glad I did it. They didn't even almost get into the shop. Sunoco takes care, that's all. I'll use Sunoco from now on."

Good lubrication or new parts?

If you use motor trucks in your business, you're interested in anything that will help you reduce operating costs. There's one safe, positive step in the right direction—get acquainted with

SUNOCO THE DISTILLED OIL

for perfect lubrication. You'll soon learn some interesting facts about the comparative costs of a good lubricant and expensive new metal parts.

You know what oil is supposed to do; and you probably know the results of using poor oil—even though you may not have recognized your oil as the source of those results. We know lubrication, too; and by careful tests we found the best oil—Sunoco. It's a pure lubricant. We know it means more power; time and money saved; more efficient operation. You'll know it, too, when you use Sunoco.

There are six types of Sunoco—all distilled. One of them is best for any car. Ask any Sunoco dealer for booklet, "What's Happening Inside Your Motor!" It will tell you a number of facts you ought to know.

MARSHALL WELLS COMPANY

DULUTH MINNEAPOLIS SPOKANE PORTLAND

THESE DEALERS SELL SUNOCO—TALK LUBRICATION WITH THEM

McDANIEL & LAND, Coos Bay, Ore.; JACKSON & ADDISON, LaGrange, Ore.; FRANK E. BLAIR, Lowell, Ore.; E. J. HAWLEY GARAGE, Eugene, Ore.; J. W. ROSS, Powers, Ore.; W. M. WADE, Marshfield, Ore.; HANS M. PETERSON & SONS CO., Grants, Ore.; GEORGE MYRHO, Gladstone, Ore.; CLEP & LINSTON, Wolf Creek, Ore.; GRANT'S AUTO CO., Grants Pass, Ore.; VALLEY HARDWARE COMPANY, Grants Pass, Ore.

PUBLIC INVITED TO HEAR SPEAKER

M. B. Rutherford, of San Francisco, will speak in the local schools tomorrow under the auspices of the state Y. M. C. A. Mr. Rutherford will

speak on the subject of Clean Living, talking up particularly the tobacco evil. His talk will be of interest not only to the children but to the adults as well and City Superintendent M. S. Deann is extending an invitation to all parents and other persons interested to be present at the schools tomorrow to hear this speaker. Mr. Rutherford will speak at the Benson school at 9 o'clock in the morning, at the Ross school at 10:30 and at the Patterson school at 1 o'clock in the afternoon. He will address the high school assembly at 3 o'clock. All persons interested in the tobacco problem are invited to be present at any of these meetings.

Comparing prices in January with those of a year ago, as measured by changes in the index numbers, it is seen that the general level has risen 12 per cent, according to the Bureau of Labor Statistics. Building materials show the largest increase, 19 3/4 per cent. Metals and metal products follow next with an increase of 15 2/3 per cent. Food products have increased 12 1/2 per cent, fuel and light materials 11 3/4 per cent, and clothing and clothes 11 1/4 per cent in price in the year. Food, fuel, chemicals and drugs, non-ferrous metals, and miscellaneous items all show smaller increases compared with prices of a year ago.—Eugene Guard

PRICE ADVANCE

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Exide BATTERIES

Dependability in a battery is better understood when you learn to appreciate

Umpqua Battery Station
A. B. Taylor, Prop.
212 N. Jackson St.
Phone 87



Expert Automobile Repairing

Our Plant is Fully Equipped for Handling Any Class of MACHINE WORK

Oak Street Garage and Machine Shop
C. W. LAWSON, Prop.

Cor. Oak and Stephens Street, Roseburg

27 ROAD ARRESTS MADE IN MARCH

SALEM, Oregon, April 18.—State traffic officers made 27 arrests during the month of March according to a report prepared here today by T. A. Rafferty, chief inspector for the state automobile department.

Thirty-seven of the arrests were fine to speeding, while 17 drivers were held to court for having no license plates. Twelve other drivers had no mirrors. Only one driver was arrested for operating his machine while intoxicated.

The traffic officers traveled 16,719 miles and visited 315 towns and cities during the month. Seven cars valued at \$1,555 were recovered.

Carl Gilman, the Cook and Thompson dealer on Cox street, will soon have his sales room rearranged and ready for all concerns. At present the waterworks are responsible for the work which will be moved to the new garage that Ralph Green's building on Cox street.

Mr. and Mrs. Roy R. Wilson and son, have moved to this city, and will make their home for a short time at the Kohlhaas Apartments. Mr. Wilson is in charge of constructing the Union Oil Station here. Mrs. Wilson was formerly Miss Purviance, and taught school in this city.

Carter's Tire Shop

The latest most reliable sharp in town. Carter cuts from the stock that stood at the state—he is dependable.

Some of his relations write stories, some make ink, and others live pills.

Fix Tires. Got more work right now than Carter had time, but will take on a little more.

Nick Carter
415 N. Jackson

FEDERAL MOTOR TRUCKS



You want this Guarantee behind the used truck you buy!

First, a responsible house who knows trucks. You want to be able to rely on everything they say about that truck. You must feel that you can take the truck back in case anything goes wrong, and that the house you bought it from can and will make good on every word they tell you.

The Roberts Motor Car Company own their own building, it is just completed. It covers half a block near the east approach of the Steel bridge.

This in itself is a guarantee of their responsibility. For 12 years the Roberts Motor Car Company have dealt in new and used trucks. They are the Federal truck distributors in Oregon. Ask the people that know them about their reputation.

ROBERTS MOTOR CAR CO.

PORTLAND
Distributors of Federal Trucks in Oregon.

Now they guarantee absolutely that any truck they offer will be in good condition and absolutely what the salesman represents it to be. When you come to town to look around for new or used trucks it will not cost you any more to look at our well assorted stock on hand.

Word has been received from the death of A. R. Downs, a former resident of this city who has been spending the past few years in Mexico. Mr. Downs is a well known business man.

BOSCH



Make Your "Fordson" More Powerful and Economical

JUST as your "Fordson" increased production on your farm, so will Bosch Magneto Ignition improve your "Fordson". A Bosch High Tension Magneto will make your tractor more powerful and, at the same time, more economical, for the full, hot spark of a Bosch Magneto will ignite a leaner mixture and burn it more completely than the weaker sparks produced by a multicoil system.

A Bosch Magneto requires practically no attention, no adjustments and no delays. It will enable you to work more acres per day at a lower cost per acre.

Use the same Ignition that the big well-known tractor use. A Bosch Magneto can be quickly and easily installed without removing any vital part of the engine.

30 DAYS FREE TRIAL
If we install a Bosch Magneto on your "Fordson" and you're not a Bosch customer within 30 days, we'll take it off and refund your money. You'll not be obligated in the least.

L. G. DEVANEY
PHONE 84

AMERICA'S SUPREME IGNITION SYSTEM