



Tire Difficulties Overcome for Ford Owners

A New Development in C-T-C Clincher Cords

MUCH of your tire troubles are now over, Mr. Ford-Car-Owner, for the new C-T-C Clincher Cord Tire and special C-T-C Tube eliminate the rim-cutting and tube pinching you have experienced with other tires.

The New Tube That Won't Pinch

Our engineers have perfected a new C-T-C Inner Tube for 3 1/2-inch C-T-C Clincher Cords which not only prevents pinching—but does away with the use of flaps. It is 3 3/4 inches in size and heavily reinforced next to the bead.

The New Tire That Won't Rim-Cut

Into the 3 1/2-inch C-T-C Clincher Cord have been built extra heavy sidewalls and larger, stronger beads—giving sturdier carcass and stauncher frame.

And a Tread That Won't Skid

The perfect compounding of rubber and the wear-resisting, road-gripping tread combine to make C-T-C's the safest driving tires ever produced. Powerful traction blocks are there, too, to give purchase in mud and sand.

Try the combination of C-T-C Clincher Cord and Special C-T-C Inner Tube, Mr. Ford-Car-Owner. Put it to any test against any clincher cord you ever used. You will learn what tire economy and tire satisfaction really are.

Remember—we also make the famous C-T-C 30x3 1/2 straight-side cord for demountable rims.

Columbia Tire Corporation
Factory and General Sales Offices
Portland, Oregon

Highway Service Co., Dealer for Roseburg
Other dealers throughout the county



ENGLAND CONTROLS RUBBER INDUSTRY

New Processes Give Assurance of America's Continued Supremacy in Rubber Manufacture

Because of certain advantages which it will be hard to overcome, England may remain the largest producer of crude rubber for a long time to come, but America is emphasizing daily her prominence in the field of rubber manufacture.

Crude rubber is grown largely under the British flag, but the United States is the great rubber manufacturer of the world and her position as leader is becoming more assured as the years go by.

The most recent development in the field of rubber manufacture—the announcement by the United States Rubber company of three remarkable new rubber processes of manufacture—gives new proof of America's leadership.

Nearly seventy-five per cent of all rubber articles made in the world are produced in the United States. Through American methods of manufacture and extensive laboratory experiment, of which these three new processes are illustrative, American rubber products are unequalled throughout the world.

In the rubber world, one group of scientists is being watched with the greatest interest. For a number of years this group has been making announcements of important new discoveries with a regularity that has centered the attention of the whole industry upon it.

The three new developments are: Sprayed rubber, for use in the manufacture of all rubber products; Web cord, a fundamental improvement in the art of cord tire making; and a new method of building and vulcanizing cord tires.

Sprayed rubber is produced by a revolutionary new method which eliminates the great bulk of rubber manufacture, lack of uniformity. Web cord is the name of a wonderful new cord fabric for tires in which each individual cord has been immersed in virgin liquid rubber until it is literally impregnated.

The third development—a new method of building and vulcanizing cord tires—has a wide significance in tire manufacture, where it displaces the old "core" method of tire building.

The new process is called the "flat-band" process of tire building, the name being derived from the fact that under this method tires are built flat and then fashioned into normal tire shape by special machinery, instead of being built to tire shape around a metal core.

three eight-hour shifts, and the work includes the operation of the lumber yard, saw mills and the handling of all new and old lumber for shipping.

While every day the Highland Park plant uses more than 200,000 feet of new lumber in making shipments, the salvage department daily recycles nearly 200,000 feet of old lumber and converts it into boxes, crates, cleats, braces and other pieces.

Only the other day a Ford workman visiting some company work at Flat Rock, Mich., found a great pile of old logs which had been used as piling for a temporary bridge. These were immediately shipped to the salvage department and sawed into suitable boards along with the old lumber used in construction work there.

At present the salvage department is turning out an average of 15,000 boxes and crates a day, and it is not uncommon for a box or crate to have three or four kinds of wood in its make up. Recent introduction of burlap bags for making certain shipments cut the box requirements down about 5,000 a day.

Salvaging proceeds in a building 50 feet wide by 700 feet long, on the well known Ford continuous production system. As the old lumber salvaged from boxes, barrels, boards and scrap wood of every conceivable kind comes in, it is sorted and placed on a continuous conveyor, which carries it past various sawing stations. Workmen on the line pick out boards of most desirable size for their needs, the aim being to always save the longest piece from the available boards.

Two departments may be used to illustrate the great daily requirements for this kind of lumber. The radiator assembly department utilizes twenty-two pieces of wood in every shipping crate, and an average of 2,200 of these crates are sent out every day.

In the engine shipment of 100 motors, 750 feet of heavy lumber is required for proper bracing and packing. With more than sixty-four of these cars going out daily, a total

CROWDS CHEER AS PRESIDENT HARDING TURNS "FARMER"



"You are 'some' farmer, Mr. President!"

This cry from thousands of farmers, hired hands and political leaders echoed across the broad Kansas wheat field. President Harding calmly dismounted from the tractor and smiled. He had just driven the puffing iron horse around a 40-acre field at the farm of Chester O'Neal near Hutchinson.

"Best hired hand I ever had," laughed Farmer O'Neal as Farmer Harding first climbed into the seat. Like a veteran the President seized the steering wheel of the 15-20 McCormick-Deering tractor which was drawing the new 10-foot tractor blinder of the same make. He negotiated the three corners with a deftness that made the hardy agrarians stand by agape. Then he swung into the home stretch. A battery of movie



cameras clicked the unique scene—the president of the United States, with the newest and most improved harvesting outfit in the field, opening the great Kansas harvest season. "And the season never had a more auspicious opening," said Governor Davis of Kansas. Back home on his Motor Farm, President Harding has a McCormick-Deering tractor, which accounts in a measure for the thrill that thrilled the Kansas farmers.

of over 50,000 feet of lumber is required every day for the shipment of motors alone.

Lumber conservation, as practiced by the Ford Motor company, has proved a practical business investment, but of far greater significance is the saving to forestry it makes possible, and the example it sets for private and public enterprise throughout the country.

Bleeding pine trees for turpentine does not injure the wood of the tree.

All the diamonds in the world would fill an eight-foot cube.

USED CARS

Ton and Half Truck...\$275
1920 Chevrolet Touring...\$265
1920 Ford Sedan, only \$325
Compare These Values

Ed Marsh Motor Company
131 S. Rose



IF YOU HAVE THE COMMON IDEA

that taking your automobile to a repair shop means a big bill, you have evidently never discovered our repair shop, our work, and our prices. We aim to prove that we can give satisfactory work at reasonable charges. It's worth a trial.

Hall & Young Garage
631 Winchester St. Phone 338
Roseburg, Oregon

for Economical Transportation



Ed Marsh Motor Co.
131 S. Rose St.



is the

Lowest Priced Completely Equipped Car

on the market

The Star is now in its second year, with an average replacement of parts of 11.7 cents per car on all cars on the market. Since the opening of the first Star factory with an output capacity of only a few cars per week, the production has jumped from one factory to

Nine Big Plants

working night and day to supply the demand for the most popular low priced automobile.

RAPP BROS.

Dealers

Phone 371

Save Gasoline

By installing a

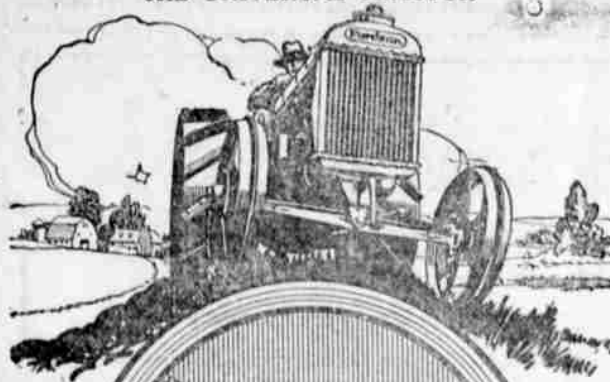
ZENITH CARBURETOR

Ask about our trial offer

L. G. DEVANEY

406 W. Cass St.

Fordson THE UNIVERSAL TRACTOR



\$395
F.O.B. DETROIT

Nothing Like This Low Price Has Ever Been Known Before

No farm tractor ever offered more money value, or more work value, than the Fordson Tractor at this astounding new low price.

No farm power unit you can possibly buy will do more for so little—and no farm, regardless of size or location can afford to be without a Fordson Tractor.

Place your order now—there is no time for delay or comparison. Price alone makes your choice the Fordson. After that, performance will prove to you, as it has to 170,000 owners, that this light, compact Fordson is the most efficient power plant ever hatched to a farm tool. Let us prove it to you. Write, call or phone today.

C. A. Lockwood Motor Co.
ROSEBURG, OREGON

MILLIONS FEET OF LUMBER SALVAGED

DETROIT, Mich., July 17.—Salvaging of approximately 20,000 feet of lumber annually at its Highland Park plant is the Ford Motor company's contribution to national forestry conservation.

Aside from the wood used in manufacturing automobiles, the company's requirements for packing and shipping run in to enormous figures, and to provide lumber for this purpose, every bit of scrap is utilized through the salvage department, even to the smallest possible pieces. The little that cannot be salvaged is used for fuel.

An average of 800 men are employed, working 24 hours a day in



WAVERLY Motor Oils come from under Pennsylvania—whence comes the world's best crude petroleum. They are 100% paraffine.

Waverly, All Pennsylvania, Motor Lubricants are your car's best guarantee of long service.

That's why we sell and recommend Waverly, All Pennsylvania, Motor Oils.

Central Garage
Highway Service Co.
C. A. Lockwood Motor Co.
Union Garage
Leas & Co., Oakland

