

AUTOMOBILE NEWS

Conserve Your Energy in Summer

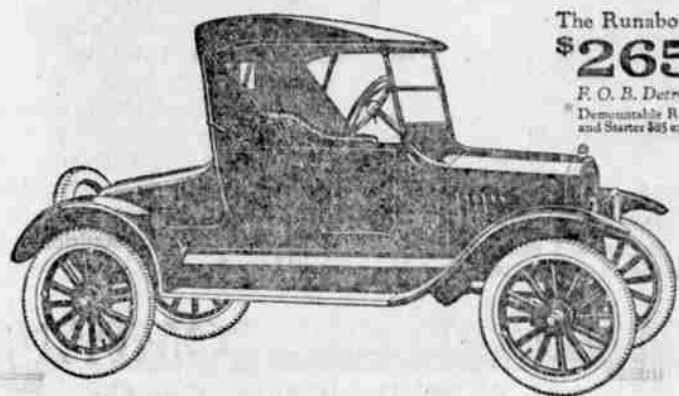
You can, literally, get "recreation"—be "made over" again, when your physical self is rested, your energy and your strength conserved by the use of this Ford Runabout.

Simplicity and good taste are embodied in the lines and appointments of this popular car. Uninterrupted use is insured by nation-wide, "around-the-corner" Ford service. Better get your order in now!

Ford Motor Company
Detroit, Michigan

Touring Car \$295 Coupe \$325 Tudor Sedan \$390 Fardor Sedan \$665
All prices f. o. b. Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER



The Runabout
\$265
F. O. B. Detroit
Demonstrable Rims
and Starter \$35 extra

Ford

THE UNIVERSAL CAR

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

TEN MILLIONTH FORD ON WAY TO PACIFIC

"Watch for the Ten Millionth Ford" has become a slogan along the Lincoln Highway.

The sturdy little car, crossing the continent from New York to San Francisco is performing in true Ford style, maintaining a schedule which will find it crossing Illinois and Iowa on the third week's lap of its cross-country run.

It has become something of a sensation along the great national roadway and is being welcomed with enthusiastic demonstrations everywhere.

Accounts of the tour so far, during which the car traveled from New York down through New Jersey, and westward across the mountains in Pennsylvania and out over Ohio and Indiana, show that city, country and state officials are joining with residents of their communities in welcoming the ten millionth addition to the great Ford family. Particularly demonstrative were the receptions in Philadelphia and Pittsburgh. At the latter city the parade ended at the city hall where Mayor McGee and other city officials extended a hearty welcome.

Furthermore, the tour has become a continual procession, for Ford dealers along the way are joining the procession in escorting the car from town to town, and parades are varied and unique in make-up.

A feature is the appearance of the old Ford cars. In one Pennsylvania town Ford Model T No. 1094 an old "Tourabout" joined in the parade and another town turned out Model T No. 1054, both demonstrating Ford efficiency and endurance by running right along with their ten millionth brother.

Night stops are featured with motion pictures showing the assembly on June 4, of the Ten-Millionth Ford car in the great Highland Park plant of the Ford Motor Company at Detroit. Motion pictures are also being taken along the route so that a complete movie history of the tour will have been made by the time the car reaches the west coast.

HIGH PRICE OF GAS TO BE INVESTIGATED

President Coolidge has handed the gasoline trust a body blow by directing the Attorney General to bring action against many of the large oil companies who, according to the investigating body, have been parties to a gasoline "combination, conspiracy and monopoly" organized for the purpose of keeping the price of gasoline at a figure far too high.

This action on the part of the president is considered one of the most sweeping anti-trust moves that has been made for years and is one that all automobilists will heartily endorse. Drivers of cars, no matter whether owners of twin sixes or humber fives will be afforded relief if the courts back up the president.

Action is also directed against a number of "secondary defendants" who, it is claimed, were in the combination to keep the price of gasoline at a high figure. These secondary companies are charged with accepting licenses from the primary defendants, this action being taken to safeguard the suit.

This suit is of even greater magnitude than the "trust-busting" action taken by the late Theodore Roosevelt, who in one of his drives against combinations in restraint of trade action against the Standard Oil company alone. The action now taken contemplates restricted measures applicable to all the great oil producing companies in the country.

CAR BUYERS APPROVE OF DODGE BROS. PLAN

It is quite evident from the comments of buyers, according to J. O. Newland, manager of the local Dodge Brothers sales agency, that the public appreciates the strictness of Dodge Brothers policy of making constant improvements in their motor cars instead of changing models every year.

Magazines, newspapers and bulletins in hundreds of cities are reminding the people this month that this policy continues to prevail and that they may buy Dodge Brothers cars without fear of seeing a new and entirely different model put on the market soon after they take possession of the present type car.

"Come just at this time," said Mr. Newland, "when many motorists are preparing to make new models, in keeping with their usual custom, this advertisement is having a striking effect. It serves as a welcome reminder to prospective buyers. They dislike the idea of having a car today and finding a month or so later that it is an obsolete model. And it is only natural that they should. The depreciation loss is out of proportion for a few months' use. Moreover, most people like to be up-to-date in their

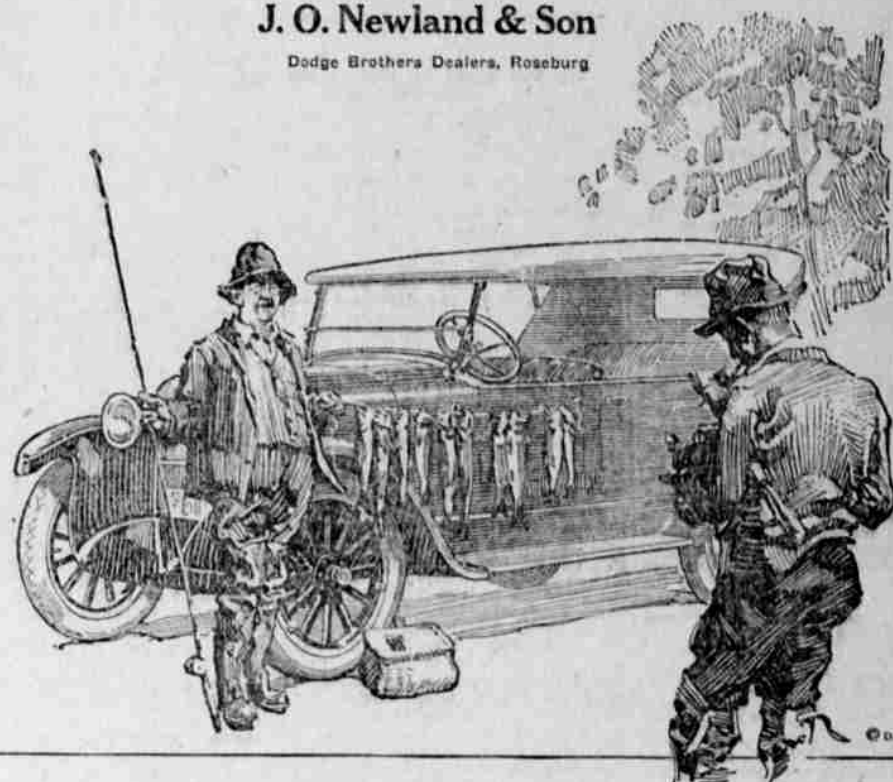
CONSTANTLY IMPROVED BUT NO YEARLY MODELS

There are obvious benefits to the purchaser in Dodge Brothers policy of making constant, gradual improvements in their product instead of changing from one design to another year after year.

Chief among these is the fact that the car may be operated throughout the full limit of its usefulness without the extra depreciation loss which results from a rapid succession of radically different models.

J. O. Newland & Son

Dodge Brothers Dealers, Roseburg



motor equipment and if they wish to follow their desire in this respect they must accept this sharp depreciation loss.

"Dodge Brothers Motor Car owners who buy new cars every year—and there are many of them—have a big advantage here. A one-year-old Dodge Brothers car is modern in appearance and mechanical design. That fact is conceded by everyone. Equally important to its resale value, however, is the fact that it is substantially the same car that Dodge Brothers will manufacture a year later.

"Another factor enters into this policy which is also of considerable importance to buyers. A change in models involves a complete change of dies and production schedules. It upsets a factory completely and often means a virtual stoppage of production. This naturally means a loss to the manufacturer and his only recourse is to get it back in the price of his product. The saving effected by Dodge Brothers, through their policy of constant, gradual refinement instead of radical annual changes of models, is faithfully returned to the buyer in the form of surplus value. Every dollar saved, of course, enables the factory to give that much more for the money.

Z. N. Aase, who is enjoying a trip to southern parts of California and into parts of Mexico, is expected to return to this city the latter part of

the week. He is accompanied by J. K. Koike, of Eugene. When last heard from the "boys" were taking in the sights at Tijuana, Mexico.

Regular Inspection Habit



Insures Greater Motoring Pleasure

Be sure that your motor is functioning properly and the best way to do this is to get the habit of having us inspect the car regularly.

Cylinder Re-boring and Honing Specialized.

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U.S. Royal Cords

UNITED STATES TIRES ARE GOOD TIRES

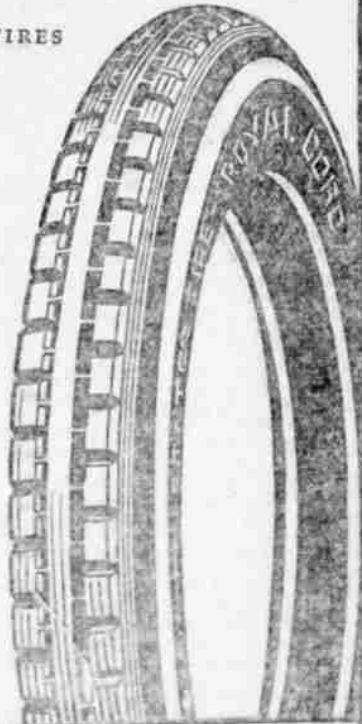
NO Royal Cord user ever gets very excited about new tire developments, because he knows that when his present Royal Cord does finally wear out he will find any really worth while advance in tire building in the new Royal he buys.

Latex treated cords are the latest contribution of the Royal Cord makers to better tire service.

A new patented process that gives greater strength and wearing quality.

You get the benefit of this latex treatment in Royal Cord High-Pressure Tires, Royal Cord Balloon Tires for 20, 21 and 22 inch rims and Royal Cord Balloon-Type Tires built to fit present wheels and rims without change.

U. S. Tires are the only tires in the world made of cords solutioned in raw rubber latex



J. O. Newland & Son, Roseburg, Ore.

The Highway Service Co., Roseburg, Ore.

U. S. Tires from