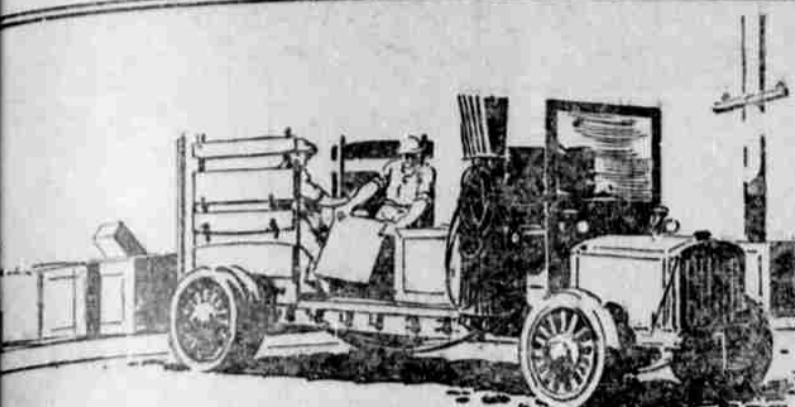


AUTOMOBILE NEWS



Seven years of thorough satisfaction

The Overland Freight Transfer Company of San Francisco operates over 125 pieces of automotive equipment, ranging in size from 10-ton Kleiber and G. M. C. tractors and 6-ton Doane trucks to Ford roadsters, all of which are probably subjected to as severe usage as any fleet of trucks in California.

This Company has ample facilities for testing out various lubricating oils and basing their choice on proven success in service. They write:

"After seven years of thorough satisfaction covering the lubrication of our equipment with your Zerolene oils and greases, we are more than pleased to again enter into a contract for our requirements."

In spite of the fact that many automotive engineers are of the decided opinion that the most suitable crude for the manufacture of an automobile lubricant is produced right here on the Pacific Coast, a certain proportion of the motoring public is still influenced by the superstition that there is something mysteriously "better" about eastern oils, just because they cost more.

Why pay tribute to a superstition? The Zerolene-lubricated car develops better gasoline mileage, accumulates less carbon, costs its owner less for upkeep, and lasts longer.

Insist on Zerolene, even if it does cost less.

STANDARD OIL COMPANY (CALIFORNIA)

OLENE FORDS



Why pay tribute to a superstition?

Reports showing the use of large users with motor oil have been in our booklet.

Standard Oil Company Service Station representative or Zerolene dealer for

Transportation—
The Second Family Necessity

At home, the modern family needs its own transportation unit. Modern life demands an automobile for the time it saves and the pleasure it gives.

For Economical Transportation



Price, Sedan \$990.00 f. o. b. Roseburg

ED MARSH MOTOR CO.
Phone 446

BALLOON TIRES ON CHRYSLER 6 MODEL

The Chrysler Motor Corporation announces through J. W. Michael, local Maxwell-Chrysler dealer, that it has adopted special six-ply balloon tires as standard equipment on all Chrysler six models. The size is 30x5.77.

"The Chrysler Six is designed for balloon tires from the ground up," Mr. Michael said yesterday. "But not until tire makers, working in conjunction with its engineers, had designed and perfected a special six-ply cord tire, stronger and more durable than other balloons, would it adopt them."

"The six-ply, high speed tires now used on the Chrysler are specially designed and constructed to meet the car's higher speed capacity and also to provide the greater resiliency of ordinary balloon types."

"This gives the ideal combination. The Chrysler, with its pivotal steering, its new type of spring construction that eliminates side sway, and its extra wide fenders, is actually built for the adoption of balloons. And the tires, in turn are built to measure for the Chrysler."

"No other automobile can offer this combination of a chassis designed to take a certain type of tire, and tires designed specifically for a certain car."

"The result is that the Chrysler with tires 5.77 inches in width, drives as easily as though its pavement contact was no more than a narrow line. The design of the steering mechanism accounts for this. The steering pins are inclined to a line that passes through the center of the tires' contact with the road."

"In addition the steering spindles turn on ball thrust bearings. That doesn't mean much until you get in the driver's seat. There you'll find you can turn the wheel with your little finger."

"Chrysler special balloons in combination with Chrysler special chassis design for balloons has served to develop every advantage claimed for the low-pressure tire and at the same time has eliminated every disadvantage."

ROLLIN MOTOR HAS EXCESS OF POWER

PORTLAND, Aug. 6.—A motor car is just as good as its performance.

That is a slogan that has long been the governing rule for the salesmen on auto row and perhaps accounts for the landslide of salesmen to any sales organization which is marketing a car that has "the goods."

Perhaps this accounts for the fact that Herb Humphries has been besieged with calls from salesmen since his appointment last week as sales manager for T. E. McMeans, Rollin distributor here.

"I have really been amazed at the number of salesmen who have expressed their desire to become a part of our newly organized retail and wholesale organization," said Humphries yesterday. "This to me is an indication of the merit of the Rollin car, for these automobile sales boys know values and do not want to be affiliated with a car that does not have a lot of sales points."

"Of course, the Rollin has a number of exclusive features that

TIRE SPECIAL!

Three days only, Thurs., Fri. and Sat. 30x3 1-2 heavy duty full oversize Lancaster Cords

Only \$8.75
Other Sizes Accordingly

You positively can't duplicate these values this year. Get your winter tires NOW.

Wilson's Tire Shop, 117 North Jackson ROSEBURG, - OREGON

are certain to make it increasingly popular with the public. Its balloon tire equipment, its four-wheel brakes, its European design motor all make it an outstanding value.

"But the thing that really makes it popular with the motorists here is the way which it romps over the hills. Recent test runs made with the car into the high Sierra have convinced us that it is remarkable on the long hard trip. Its economy is notable, its performance on the long mountain grades ample proof of the powerful and dependable motor under the hood."

Humphries is planning a series of Rollin hill-climbing demonstrations here that will prove the power and reliability of the Rollin.

OKLAHOMA RACE IS BASED ON KU KLUX

(Associated Press Leased Wire.) OKLAHOMA CITY, Okla., Aug. 6.—Congressman E. B. Howard, of Tulsa, Klan favored candidate, held a slight lead over J. C. Walton, ousted governor and Klan opponent, in the race for the democratic nomination for the United States senate as return from yesterday's primary trickled in early today.

Unofficial returns from 1,137 precincts out of the 2,296 in the state gave Howard, 37,482 and Walton 33,814. The three other candidates in the race are apparently out of the running.

In the republican senatorial contest, W. H. Pine, of Okmulgee, Klan endorsed candidate, had a lead of nearly 8,000 over his nearest opponent, Eugene J. Orton, Tulsa publisher and adversary of the Klan when returns from 456 precincts were tabulated.

WATER SUPPLY SHORT

(Associated Press Leased Wire.) EUGENE, Aug. 6.—Junction City, 16 miles north of here, is facing a serious water shortage. A few days ago the electric coil to the self-starter of the large pump broke and only a small pump has been operated since, with the result that the reserve supply is nearly exhausted. Water users are being curtailed considerably this week.

Eat Hazlewood at Wimberley's

TEN MILLIONTH FORD COMING

(continued from page 1)

pecting the building of the ten millionth car, and showing scenes about the factory, displayed in one of the local theatres.

C. C. Cheadle, advance man and

F. J. Brennan, of the Portland branch, were in Roseburg yesterday making arrangements for the coming of the party. Mr. Cheadle who has travelled across the continent ahead of the car, states that the company has been greatly surprised by the reception given the machine. Everywhere people have turned out to see the car and have been greatly interested in

THE ONLY ONE OF 'EM IN THE WORLD

The TEN-MILLIONTH Ford

You have been scanning these columns for two days to learn what unusual event was due Thursday, and it's coming tomorrow.

THIS WONDER CAR

Will be exhibited in Roseburg, arriving here about 4 p. m. Thursday afternoon, at

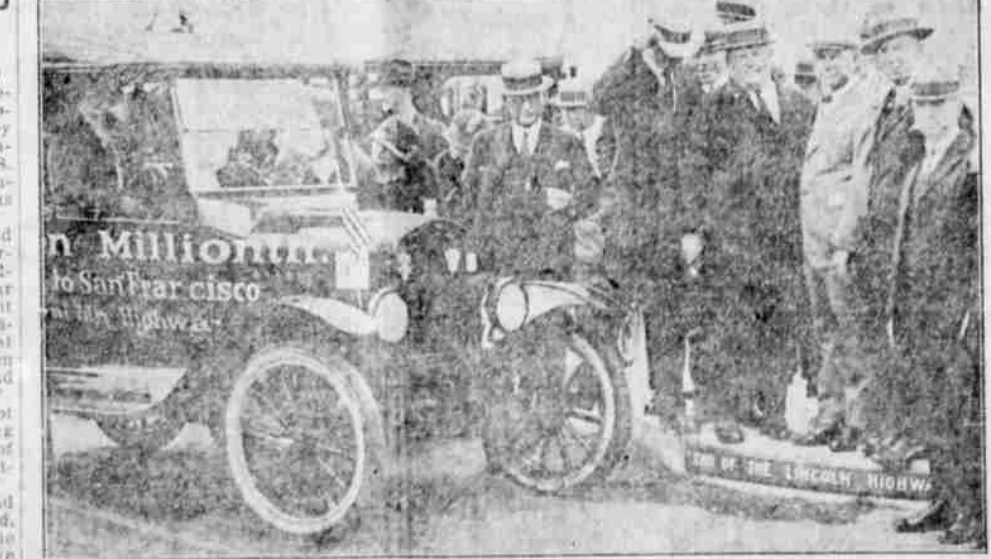
Lockwood's Ford Corner

There may never be another Ten Millionth Car, so you better see this sturdy Ford touring model that has just crossed the continent from Detroit to San Francisco, and from the Golden Gate city to Roseburg.

The Man at the Wheel Can Tell You More of Its Splendid Performance

C. A. Lockwood Motor Co.

FORDS + FORDSONS



The Ten-Millionth Ford at the end of the Lincoln Highway, San Francisco, where it arrived, July 29, after its eventful trip across the continent. Frank Hulick, retired Ford race driver, who drove the car from New York to San Francisco, appears in the center of the group, wearing a cap. Mrs. Hulick, who accompanied him on the trip, is shown in the car.

carries the story of such progress as has marked that of the Ford Motor company.

Few people realize what a vast sum ten million represents. Some genius for figures has worked out the matter of staging a parade of the entire 10,000,000 Model T Fords.

Here's the way he figures it. The road selected is 24,840 miles long circling the earth at the equator. He parks the Fords in one place at the side of the road, sets a pace of twenty miles an hour for the parade and starts the cars at intervals of thirty seconds.

Drivers are to have an eight hour day, the same as that enjoyed by all Ford employees, and are, of course, to have Sundays, Christmas, New Year's and the Fourth of July off.

If you were inclined to watch such a parade and would remain until the last car passed, you'd have to stick at your place along the line for thirty-two and a half years.

With the Fords remaining in line it wouldn't be long before you would find yourself in the center of a whirling carswarm of cars and as the genius has already figured it, if you remained to the finish, and were observant, you probably would have noticed the first car passed you sixty-seven times before the last or ten millionth car had left the parking grounds.

Furthermore, figuring Ford production on the time basis of the last million, 65 million more Ford cars would have been built while you were watching the parade.

Watkins' Store 129 W. Lane, phone 177.

Autos Have a Habit of getting out of order at times, but of course you control before fixing it yourself. You haven't the time and besides you don't know how and we reckon you'd rather be without a car than having to repair it. That's what we're here for, and we take all the hard work and sweating out of the job.

Hall & Young Garage
621 Winchester St. Phone 338
Roseburg

