AUTOMOBILE NEWS

CHEVROLET

for Economical Transportation

New Low Prices

The Chevrolet Motor Company announces the following reductions in the prices of Chevrolet closed models:

The Coupe - $675
former price $715

The Coach - $695
former price $735

The Sedan - - $775
former price $825

ALL PRICES F. O. B. FLINT, MICHIGAN

ED MARSH MOTOR CO.
Sales and Service
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QUALITY AT LOW COST

PRICE CUT IS MADE ON CHEVROLET CARS

Chevrolet Motor company announces a reduction in prices of their product, according to an announcement made today by the Ed Marsh Motor Company. This has been made possible by the increase in production and sales during the first half of 1925. Last year's total production of Chevrolet Motor company was 395,303 cars. For the first half of 1925 it was 246,081.

June production alone was 54,944, exceded only by one month in the history of the company, October, 1923. June sales to dealers were 54,725, with 24,654 unfilled orders in dealers' hands on July 1. At the rate now being maintained, which will no doubt be accentuated by the sharp price reductions announced herewith, total Chevrolet output for 1925 by the 20th of this month will exceed that for the entire year of 1924, according to the prediction of Mr. Grost.

The new factory list prices are as follows: Touring car and roadster, $525; coupe, $675; coach, $695, and sedan, $775.

The reduction is in addition to the reduction on finance and insurance costs on time sales, made last week by the General Motors acceptance corporation. These reductions cut both interest and insurance costs about 50 per cent.

Thirty pounds is the best pressure to use in balloon tires on cars weighing around 3000 pounds. Heavier cars need some extra air in the tires to secure the same general effect in riding.

Sack twine and needles at Wharton Bros.

GUARANTEED Ford used cars

YOU take no chance when you buy a used Ford car from an Authorized Ford Dealer. You get the same square deal as on a new Ford car, and it carries a thirty day guarantee.

C. A. LOCKWOOD MOTOR CO.

FORDS FORDSON

HUDSON COACH IS A WONDERFUL CAR

The good-will and satisfaction so evident throughout Hudson's enormous ownership results simply from the conviction of hundreds of thousands of individuals that they have the "World's Greatest Buy," said Roy Catching, local dealer.

At $1475 in Roseburg, today's Hudson Coach is the lowest in price, the finest in quality, and in all ways the greatest value Hudson ever offered. The world's largest production of 6-cylinder cars gives it value-building advantages that no other maker shares.

We gladly welcome an opportunity to demonstrate the qualities that have given the Hudson Super-Six such outstanding preference everywhere.

OVERLAND DE LUXE SEDAN IS REDUCED

Closely following a sharp cut in the price of the standard sedan model of the new Overland Six, comes the factory announcement that, effective on August 1, the price of the de luxe sedan on the same chassis has been reduced to $1095, f. o. b. factory.

This, according to Mr. Chase, of Wells and Chase, makes the local delivered price $1295. This is a reduction of $55 within seven months of the announcement of this new Overland product. It is in line with the policy of the larger motor car manufacturers to pass along savings in overhead, brought about by increased production, to the benefit of the automobile buyer.

Ever since the Overland six was announced the factory at Toledo has been working at maximum capacity turning out a volume of cars which has tremendously overshadowed any previous production records of Willys-Overland, Inc. According to Wells and Chase, local representatives of Overland and Willys-Knight cars, word has been received from the factory that the remainder of the year will see even greater production than the present 1200 cars a day.

TWO SWIMMERS LOSE ENGLISH CHANNEL TEST

French Girl Who Fails Sets Record for Sex After 13½-Hour Battle.

20 MILES ATTAINED

English War Hero Forced to Quit in Adverse Tide Within 600 Yards of His Goal.

(Associated Press Leased Wire.)

GALAIS, France, Aug. 5.—The English channel remains unconquered by woman. The icy waters, which has numbed so many swimmers, last night baited Mlle. Jane Sion of France, when within one and one-quarter miles of her goal on the English coast. Mlle. Sion was in the water 13 hours 30 minutes. She made a galant effort and came closer to success than any woman who ever tried to negotiate the treacherous 21 miles of the channel between Cape Gris-Nez and Dover.

In addition to establishing a record for immersion by women, she came closer to the English shore than any other of the several women who have tried to swim across the channel from France to England.

Determined to accomplish the difficult feat, her courage did not fail, despite difficulties ofered by the perverse tides and the cold water. About 9 p. m., however, she began to feel numbness from the cold, and at 9:40 p. m. she was taken aboard the tug which brought her back to France.

The lack of speed of the French woman is held to have been a contributing factor to the non-success of her swim, as she was caught by outgoing tides three miles closer to the French shore than had been mapped out by the schedule.

Had she been able to swim nine miles in the first four hours, as was the intention, the experts say she would have touched the English shore about 10 o'clock last night.

From their observations of Mlle. Sion's attempt, close followers of these trials for years say that given conditions similar to those which attended yesterday's swim, and with the water just a little warmer, Miss Gertrude Ederle, the American girl swimmer, who is waiting an opportunity to essay the channel swim, will succeed.

Jabez Wolfe, who is training Miss Ederle, believes that after four hours' swimming she will be nearer ten miles out than nine.

War Hero Nearly Succeeds.

LONDON, Aug. 5.—Lieutenant-Colonel Bernard C. Freyburg, World war hero and holder of the Victoria Cross, lost by a scant half mile today in his attempt to swim the English channel.

After battling the treacherous tides and currents of the channel for approximately seventeen hours, during which at one time he was only six hundred yards from the English coast at Point Hope, between Dover and South Foreland, he abandoned the attempt which began at Cape Gris-Nez at 8:25 o'clock last night and was taken aboard his accompanying tug.

Lieutenant - Colonel Freyburg's gallant effort ended half a mile off the shore at King's Down, between Deal and Dover. Previously, however, he was only 600 yards from Point Hope, but his great exertions had nearly exhausted him and the tide, turning, carried him out to sea again.

The pilot accompanying him in the tug told the swimmer that it would be four hours before another change in the tide would again enable him to approach the shore. Lieutenant-Colonel Freyburg then decided that because of the low temperature of the water and the improbability that he could last for four more hours, he would abandon the attempt.

Colonel Freyburg has long been famous as a swimmer. When seventeen years old he was the champion long distance swimmer of New Zealand, where he was educated.

He was awarded the distinguished service order for his famous exploit during the Gallipoli campaign. One night he swam from a British destroyer four miles to the shore and lit flares which lighted up the British trenches and facilitated landing operations of the British forces.

It was unofficially stated that Colonel Freyburg was taken aboard his tug at 1:05 o'clock this afternoon making his time in the water 16 hours and 45 minutes.

The last hour of his struggle obviously exhausted Colonel Freyburg. At one time he drifted straight back for 20 yards without making a stroke, apparently unable to determine the direction in which he should swim. The crowd on shore shouted him encouragement and boats surrounded the swimmer, their crews applauding him.

The tide became stronger. His struggles became more and more ineffectual and finally, on the advice of his pilot, Colonel Freyburg reluctantly climbed aboard the Admiralty tug which had accompanied him from France. The English channel, which has been conquered only five times in its history by swimmers, had successfully resisted another attempt with the gallant loser almost within the shadow of the cliffs of Dover.

BOULOUGNE, France, Aug. 5.—A large number of swimmers gathered on Cape Gris-Nez beach today, when Gertrude Ederle of the United States, who will attempt to swim the English channel next week end, took her usual morning dip. Miss Lillian Harrison of the Argentine, who is planning to make the same attempt, and Ispach Helmy, of Egypt, swam with her. Miss Ederle's condition appeared excellent.

OVER 38,000 WENT TO CRATER LAKE IN JULY—SETS RECORD

(Associated Press Leased Wire.)

MEDFORD, Ore., Aug. 5.—Tourist travel into Crater Lake National Park broke all July records, with a total of 7667 cars and 25,334 visitors. The influx was especially heavy through the Medford entrance, that gate surpassing last year's record with a total of 13,902 visitors, as compared to 12,274 last year. The Klamath entrance follows with a total of 7,880 visitors, as compared to last year's 8,295, the balance being distributed between night travel at Anna Spring and travel through the east and north entrances. Stage has increased 8.9 per cent. 98 per cent of the travel entered in private cars.

The entire park road system is open and reconstruction of roads is being carried on at a fast pace. The contractors, the Warren Construction Company of Portland, except to begin laying pavement about August 5.

RICKARD CLAIMS DEMPSEY-WILLS BOUT SOLE RIGHT

NEW YORK, Aug. 5.—Tex Rickard declared today that if Jack Dempsey fights Harry Wills for the world's heavyweight title in 1926 the bout will take place only under his direction in the metropolitan district, probably on July 3 or 5.

The promoter asserted he had a definite understanding with Dempsey for the Wills match and scoffed at reports from Los Angeles that Floyd Fitzsimmons had reached an agreement with the champion to stage the battle "somewhere near Chicago," next summer.

Even should Dempsey go so far as to seek to arrange the match for the middlewest, Rickard indicated it would have scant chance of going through for the New York promoter also has an agreement with Paddy Mullins, Will's manager, for staging the much delayed contest here.

"I feel sure that the fight will occur in New York, too, in spite of the complications which have arisen in the relations between Dempsey and the boxing commission. But if there is a hitch here, I am prepared to stage the match in my Jersey City arena, Boyles, Thirty Acres."

"Dempsey wants to meet Wills and no one else," Rickard declared. "His attitude has been misrepresented. Much of the talk about now is just plain 'hot air.' I feel confident that the entire situation will be straightened out soon and further quibbling ended by a definite arrangement for the fight under my direction."

LOS ANGELES, Aug. 5.—Jack Dempsey declared here today that his agreement with Tex Rickard to fight Harry Wills was only verbal and tentative and that the action and attitude of the New York Boxing Commission made the champion loath to drag Rickard into an argument with that body by continuing the negotiations further.

Why thousands of Fords now run more smoothly

—this Eastern economy oil made for Fords has made it possible

WHEREVER you drive now, you will meet Ford cars that have acquired a new ease and efficiency of operation. They run more quietly and develop more power. There is a complete absence of jerky chatter when they start, stop and reverse. They are seldom sent to the shop for overhauling or engine repairs.

This marked improvement in the operation of these Fords has been made possible through the use of a new Eastern economy oil for Fords. This oil is Veedol Forzol.

How to make your Ford operate more smoothly

Your Ford, too, can have this same smooth running ease and economy of operation, if you use Veedol Forzol. Veedol Forzol makes this possible because it is especially designed to lubricate both the Ford engine *and* transmission, which must be lubricated by one and the same oil.

Veedol Forzol does *both* these Ford lubrication jobs perfectly. It gives these eight economies in operation:

The Eight Economies of Veedol Forzol

1—10 to 25% gasoline saving
2—10 to 25% saving in oil
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4—Eliminates costly chatter
5—Resists heat and friction
6—Increased ability to coast
7—Resists fuel dilution
8—Reduces repair bills

Veedol Forzol is sold by thousands of dealers and authorized Ford agents. The orange and black Veedol Forzol signs are everywhere. Have your crankcase drained and refilled today. Ask for Veedol Forzol by name.

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It costs less than 1 cent a quart to ship Veedol Forzol to the Pacific Coast. When you buy Veedol Forzol, you pay for quality—not freight.

Other makes of cars should use other Veedol oils. The Veedol Chart specifies the correct Veedol oil for your car. Ask your dealer.

AUTOMOBILE FATALITIES JANUARY 1 TO JULY 18, 1925

WASHINGTON, D. C., August 3.—The department of commerce announces that reports of automobile fatalities in 1925 have been received from 77 cities of 100,000 population or more. Thirty-six of these cities show more automobile fatalities in the four-week period ending July 18 than in the previous four-week period. The following seven cities show no fatalities for the last four weeks: Bridgeport, Norfolk, Oakland, Oklahoma City, Spokane, Springfield, Mass., and Tacoma. New Bedford, with two deaths still holds the record for 1925.

For 57 cities with an aggregate population of 27 million, there were 2,511 automobile fatalities reported in the period January 1 to July 18, 1925, as contrasted with 2,438 such fatalities in the period January 1 to July 31, 1923. Of these 2,511 deaths, 418, or 17 per cent, were reported in the four-week period ending July 18, 1925.

Of the 65 cities for which comparisons are possible for the early months of 1923 and 1925, 33 show more automobile fatalities reported in the period January 1 to July 18, 1925, than occurred in the first seven months of 1923.

So far this year New York City has reported 501 automobile fatalities, Chicago 299, Philadelphia 149, Detroit 127, and Los Angeles 122, while for the last four-week period the figures are New York City 76, Chicago 45, Philadelphia 23, Detroit 25, and Los Angeles 14.

FEW GIRLS GO UNBOBBED

HOLLYWOOD, Cal., Aug. 5.—The role of a school girl in motion pictures no longer is being handled by the lass with bobbed hair, it was revealed here recently. The unsophisticated school miss now is identified by her long tresses.

While seeking a player for the part it was found that approximately 95 of every 100 girls between 16 and 20 years of age had been lured by the call of the bobbing barber.

ITALY TO BUY SIX MILLION TONS OF COAL FROM RUSSIA

MOSCOW, Aug. 5.—A contract for the supply of 6,000,000 tons of Russian coal and anthracite to Italy within the next three years recently was concluded by the state coal trust of the Donetz basin with the Italian firm, Tchiche. The first 2,000,000 tons will be exported not later than November first of this year.

The Donetz coal basin, which for several years after the revolution remained in a semi-ruined state, yielding an insignificant amount of coal, was reestablished during the last two years by the state. The yield of coal has been brought up to the pre-war level, but as the Soviet industries are working only at 45 per cent of the pre-war standard, they are unable to consume the quantity of hard fuel brought to the surface. Consequently an enormous supply of ready coal has accumulated at Donetz basin which finds no market. Before the world war Russia exported only a small quantity of coal.

Heat with gas.