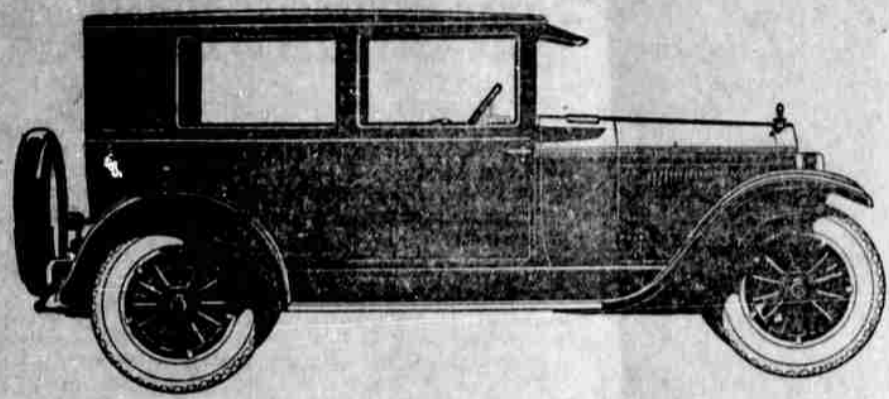


AUTOMOBILE SECTION



ESSEX COACH

Why Consider a Lesser Car?
It Has Beauty—Performance—Super-Six Smoothness—Economy and Endurance

This is the greatest Essex value in history. It is the finest Essex ever built. The price is the lowest at which Essex ever sold. The largest production of 6-cylinder cars in the world, giving economies in purchase of materials, manufacture and distribution exclusive to that position, make this value possible alone to Hudson-Essex.

The new low price places it within the reach of all, and it has the brilliant performance, reliability, riding ease and fine appearance for which Essex is famous. No wonder everyone is saying these things about Essex.

\$795

Freight and Tax Extra

NEW LOW PRICE

HUDSON COACH \$1195

Hudson Brougham \$1495 Hudson Pass. Sedan \$1695
All Prices Freight and Tax Extra

World's Greatest Values

Everyone Says It—Sales Prove It

Hudson-Essex World's Largest Selling 6-Cylinder Cars

Roy Catching Motor Company

125 North Rose St. Roseburg Phone 438

A REAL TIRE SALE

Tires are high.. There is no argument on this fact, but we contracted early and own a very complete stock of

STANDARD AND OVERSIZE CORDS

which we are offering on

Thursday--Friday--Saturday

at the following extremely low prices

For consumers only—Many of these prices are far below present wholesale cost and are for actual consumers only.

	Regular Price	Sale Price
30x3 1/2 Massasoit Clincher Cords	\$10.65	\$ 7.85
30x3 1/2 Premier Oversize Cords	14.00	10.65
30x3 1/2 Fisk Heavy Oversize Cords	18.50	13.65
30x3 1/2 Fisk Red Top Oversize Cords	23.50	14.25
30x3 1/2 Massasoit S. S. Cords	14.90	10.00
30x3 1/2 Premier S. S. Oversize Cords	17.75	11.95
30x3 1/2 Fisk Heavy S. S. Oversize Cords	21.00	13.75
30x3 1/2 Fisk Red Top Oversize Cords	25.00	15.45
31x4 Fisk Heavy Oversize Cords	26.00	19.75
32x4 Fisk Heavy Oversize Cords	29.00	21.45
33x4 Fisk Heavy Oversize Cords	30.00	22.45
32x4 1/2 Fisk Heavy Duty Truck Cords	46.50	34.85
33x4 1/2 Fisk Heavy Oversize Cords	39.50	29.75
34x4 1/2 Fisk Heavy Oversize Cords	40.00	30.00
35x4 1/2 Fisk Heavy Oversize Cords	41.75	31.50
33x5 Fisk Heavy Duty Truck Cords	62.00	43.50
33x5 Fisk Red Top Truck Cords	65.00	44.50
35x5 Fisk Heavy Duty Truck Cords	65.00	44.50

BALLOONS—Here is a chance to equip your Ford, Chev. or Overland with Balloon tires. 31x4.40 Balloons to fit regular 30x3 1/2 rims at \$14.45 each. The regular price on these tires is \$22.75 each.

No more at these prices after present stock is gone.

Willys-Overland Garage

WELLS & CHASE

317 N. Jackson Street

Phone 399

64 MORE COACHES FOR CITY DETROIT

The day of the 50-mile-an-hour speed limit is past. That is the opinion of Thomas P. Henry, president of the American Automobile Association and one of the country's foremost traffic and automotive authorities. Mr. Henry was in Portland last week on a trip up the Pacific coast following a record journey across the continent from Washington, D. C., to Oakland, Cal., in 96 hours and 15 minutes. States are rapidly discarding the idea that 30 miles an hour is the fastest speed that is compatible with safety, Mr. Henry declared.

"Everything of course depends on traffic conditions and the roads which are traveled," said Mr. Henry. "There are times when 30 miles an hour is too fast. But viewed from the light of transcontinental touring, of our excellent system of paving and highly improved roads which extend over the nation, there is no reason why such a hindrance as 30-mile limits should be insisted upon."

"The states of Nevada and Florida have both adopted 45-mile-an-hour limits," the chief executive of the national motoring group explained. "In the states of Michigan and Maryland there are 35-mile limits, but by tacit agreement among the traffic authorities 40 miles an hour is allowed. In a number of the states where improved highways extend through areas which are almost without population there is either no speed limit at all or none is enforced. In Pennsylvania the matter is left to the good judgment of the state constabulary. If they encounter a tourist driving at a rapid rate over a road on which there is no traffic, they don't even bother to halt him. If he gets to speeding through traffic and driving recklessly, he is given a firm but courteous warning. The whole matter is one of safety."

NEW FORDS LIKED BY EAGER BUYERS

Since last Tuesday, when the first of the improved Ford touring cars was released to the nine authorized Ford dealers in Portland, their show rooms have been crowded with people anxious to get their first glimpse of the new cars. To say that people who saw them were pleasantly surprised would be putting it mildly, says The Journal. Numerous instances were reported where full cash orders were made by people who wanted to take the cars right off the display floor.

The touring car is the only model available at this time. More graceful lines have been effected through the combination of a lower body set on a lowered chassis frame. Through innumerable changes there has been blended into the whole an exceptionally pleasing line. From the higher radiator, rising into the body lines, on back to the improved spare tire carrier at the rear, and the tall light and license bracket on the fender, the car is most distinctive. The gasoline tank under the seat, which may be fitted without disturbing any of the occupants of the car, benefits carburetion and makes possible comfort features in the tonneau heretofore unknown.

Examination of the cars reveals many other conveniences and refinements which provide improved facilities, permits quicker adjustment, and contribute in many ways to easier driving, all of which can be better appreciated by personal examination than by any description. While they embody features which give them beauty, riding and driving comfort, the improved Ford cars are built on the same model T chassis which is the foundation of more than 8,000,000 Ford cars now in service all over the world. Distribution of cars among the dealers to far has been limited to touring cars, but other types will be shown just as soon as shipments of bodies are received at the local Ford assembly plant.

REPEAL LICENSE LAW IS PLANNED

Elimination of licensing of automobiles, and substitution of a tax on gasoline only for such a bill is to be submitted to the next Michigan legislature and may be an item in the campaign for governor next year. Secretary of State Charles J. De Land is supporting the gasoline tax proposal. His reasons are: "The gasoline tax can be collected for one-fifth of 1 per cent of the revenue. It costs Michigan 2 to 4 per cent to col-

lect a weight tax. A saving of \$20,000 is possible.

"The gasoline tax is the most generally paid tax and the most equitable way to raise highway money for the reason that everyone pays in exact proportion to his use of the road. "2. A gasoline tax is paid in small amounts and so is less hard on the small automobile owner."

Michigan has a 2-cent gasoline tax. De Land proposes a 3-cent tax. The estimated revenue would be more than \$12,000,000 annually.

The state has abandoned the practice of "matching dollars" with counties on state road construction. The necessity of returning a large part of the state license revenue to the counties is thereby eliminated.

OVERLAND UPKEEP AMAZINGLY SMALL

"Having our figures on the new price of the Overland Standard Sedan, and our estimates of service on the records of thousands of owners, we can set the average daily cost of ownership of an Overland Standard Sedan at around 40c per day," says Frank Chase, of Wells & Chase, local Willys-Knight and Overland dealers.

"This does not take into consideration the average costs for fuel, oil, tires and similar items, but it does cover the cost of keeping the car in first class condition, ready for any kind of a trip at any time. "And for this amazingly small amount of money, transportation is always available for five adults in an enclosed car that incorporates every advanced feature of construction in its general make-up."

"Ten thousand car miles a year is a low average for the service expected of a car of this type in this part of the country and this means that the car costs but little over a cent a mile to own or somewhere around one-fifth of a cent a mile for each occupant, assuming that the car carries its full passenger capacity on the majority of its trips."

"The average buyer rarely ever goes into figures of this sort in his consideration of a car, and yet, from the viewpoint of good business, they are the very figures he should base his purchase on. "And good business houses reduce their overhead figures down to terms of this nature. Each move an employee makes, represents a certain definite cost to the house. The lower this cost, the greater the chance of real profit."

"In the average home, the lower the cost of transportation, the greater amount of money left available for other purposes."

"One decided factor in the low cost of owning an Overland is the sturdiness of the car. Molybdenum steel, generous size frame, Chromovanadium in the springs and other specifications of this nature give it a strength far in excess of that usually expected in a light car. This strength reduced repair charges to such a low point that there are many cases where Overland owners have used their cars for three or four years with an expense for repairs caused by wear or breakage in the car itself. "Clutch construction, the sturdiness of the motor supports, and other elements of the general design of the car, all play a very important part in the low average daily cost of ownership."

NEW AUTO ROAD UP THE NORTH UMPQUA

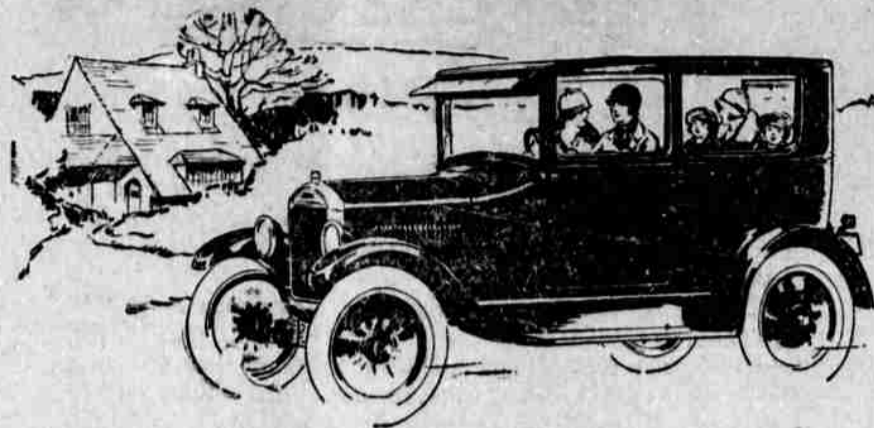
Not only will proposed construction in the Umpqua national forest open avenues of approach to Crater lake which will shorten the distance to Portland by about 100 miles, but they will stimulate traffic in an attractive scenic section which has hitherto been but sparsely traveled, according to G. A. McGee, manager of the Howard Auto company branch here, who has returned from a trip to Clatsop Lake, says the Oregonian.

Present construction on the forest road west from Thielsen creek has taken the road to Ten Mile camp and will be continued to Big Conine this year. That will leave a gap of 22 miles along the Umpqua river to connect with the present road out of Roseburg as far as Pool.

"With the exception of the bridging of the North Umpqua river, this connection can be easily constructed," said McGee. The country is flat and the soil of such character that a grade may easily be maintained without being rocked under normal traffic such as that to which a forest road is subjected.

"Another important connection into this country is through Kelley valley. A road is at present being pushed south through Windigo Pass from Crescent lake. It is expected that the Kelley valley connection, following the existing trail, will be completed next year. As it is, we had to

BEAUTY • COMFORT • CONVENIENCE • UTILITY



The Smart New Tudor Sedan Will Especially Appeal To You

The Ford Tudor Sedan, recently announced, is an attractive closed car with all-steel body in deep Channel Green, and bright nickeled radiator.

A pronounced stream-line effect has been achieved by dropping the chassis and lowering and lengthening the body. This also results in greater riding comfort because seats are low and deep, and the car is roomier.

See your nearest Ford dealer and have him explain the many new features, such as gas tank that is filled from outside, one-piece ventilating windshield, large fenders, attractive upholstery, wider running boards and doors and improved brakes.

Remember—this added beauty, comfort and convenience is offered at no additional cost. FORD MOTOR COMPANY, DETROIT, MICH.

TUDOR SEDAN \$580

F. O. B. DETROIT

RUNABOUT . \$260

TOURING CAR . 290

COUPE . 520

FORDOR SEDAN 660

Demountable Rims and Starter Extra on Open Cars

Closed Cars in Colors



NO INCREASE IN PRICES

See the complete showing of the Improved Ford Cars at the Oregon State Fair, Salem, September 28th to October 3rd.

travel around, and when we hit the old military road leading from Bend to Crescent Lake, our speedometer registered 96 miles as we paused to look at a sign which indicated the distance over the proposed route of 32 miles. Recent rains have really improved the condition of the roads throughout the Umpqua section, McGee says. He came back with photos to substantiate the claim that excellent fishing abounds there.

OVERPRODUCT OF LUMBER IS MENACE TO THE FIR MARKET

PORTLAND, Sept. 23.—Overproduction of lumber on the west coast appears to be menacing the fir market, according to the current edition of the Four L Bulletin, published by the Loyal League of Loggers and Lumbermen here today, and which states that the rail market, which only a few days ago seemed destined to hold recent advanced prices and heavy demand for at least two months, has now shown signs of weakness.

Commenting on other phases of the fir market the Bulletin says: "With the exception of six-inch uppers there has been a practical recession to the price ruling in July, so far as the rail trade is concerned. It is hard to blame the eastern yards for sending the conditions and tendering offers below even the present price level. It depends upon the individual policy of each mill whether such offers are accepted or not. Apparently if one plant does not agree to furnish rough timbers at \$16 mill basis, some other mill will do so. Slash flooring, which has been hanging to the apron strings of drop siding for two weeks, has slipped to around \$2 off list. "Yet the fact is equally apparent

that the actual demand from both the middle west and the eastern sections is good, and that were both common and clear fir lumber slightly harder to obtain for immediate shipment the price levels would automatically slide upward again. Eastern wholesalers report that much of the fall buying seems to have been placed. If this proves to be the case, then the flurry of business in August, will mark the only chance the mills will have this year to put the railmarket on a firm footing.

Railroad business is being placed, but only in small lots, and this tends more toward maintenance of way stocks than to car material. The middle western roads have received their pieces of fir for select common timbers, and seem so eager to purchase at 71 or 70 cents a month ago.

By comparison, cargo business has held fairly steady. California cargo remains on a better plane than earlier in the summer, while green lath, that temperamental lady of the lumber trade, is up to \$4 l. a s. for California cargo shipment. Should the southern demand hold to anywhere near its present position and any amount of offshore orders come forward, the cargo mills will once more make a much higher average showing than their rail trade brothers. To offset any possible profits, however, there are always some keen-sighted loggers on hand to tilt the price of logs upon which most cargo mills depend.

FRENCH WOMAN CROSSES SAHARA MERELY TO BE WITH HER HUSBAND

HAVRE, Sept. 23.—Mme. Delingette has nothing of the explorer about her, yet she is said to be the first woman to have crossed the Sahara desert. This journey she accomplished with her husband and Al. Bonnaure, an engineer. She is a dainty French woman, and is very modest about her exploit. When asked why she risked so dangerous a journey, she replied quite simply, "Why, to be with my husband, of course."

Her advice to would-be explorers of her sex is terse. "If women want to go from Oran to North Africa to Cape Town in an automobile they must make up their minds to do without their daily bath and their morning manicure. They must be ready and willing to lend a hand in tight places, either to pull the car out of a rut or help to build bridges of logs—we built 129."

Speaking French only as the language of study, 102 students, representing 55 different colleges and universities in 17 states, were enrolled in the Institute of French Education, held this summer at Pennsylvania State College. Members of the French Institute signed a pledge that they would not speak any language but French while on the campus, and even newspapers printed in English were barred during the period of the course.



Is the Motor Functioning

If there is any defect in the motor of your car, call us up or drive it down to our garage. We will correct the defect for you.

Hall & Young Garage

621 Winchester St. Phone 338