Let the man behind VEEDOL

give your car *Complete Lubrication* today

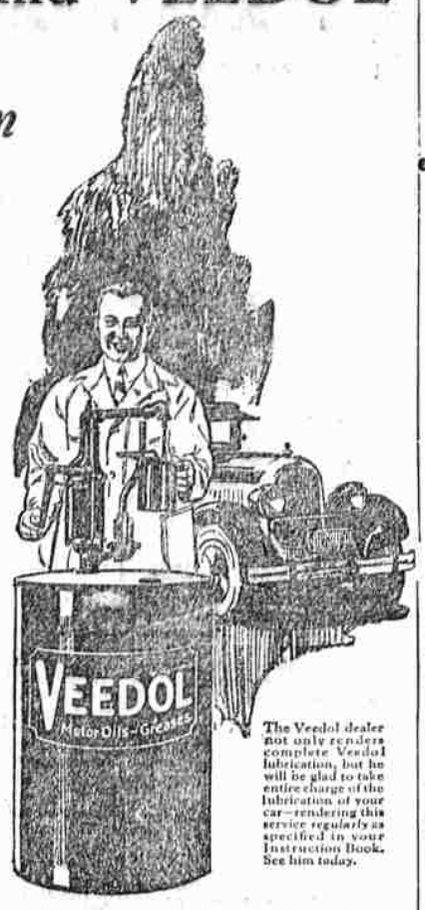
SOME cars need complete mechanical overhauling at regular intervals—others only minor adjustments. But there is one thing that *all* cars need at regular intervals—*an internal cleaning—a complete change of oil and grease.*

The most important, and perhaps the least expensive job you can do to keep your car in first class shape is to have it *completely* lubricated regularly.

The lubricants in your motor, transmission, differential, and chassis bearings may have served you well—but they will in time, wear out, become dirty and unfit for service.

Your motor oil is probably worn and dangerously diluted with gasoline. It has lost its fighting qualities and no longer thoroughly safeguards your motor from deadly heat and friction. Your crank-case should be drained and refilled with Veedol. That is the first step in Veedol Complete Lubrication Service.

The lubricants in your transmission and differential have been churned and ground for months. Under this punishment they become dirty and laden with metal particles so they are no longer fit to follow the gears and will not coat them with a clean, smooth, protective film. The lubricants in your 30 or 40 chassis bearings and friction spots have been pounded, pressed, squeezed out. To continue using these worn out lubricants is to invite trouble.



The Veedol dealer not only renders complete Veedol lubrication, but he will be glad to take entire charge of the lubrication of your car—rendering this service regularly as specified in your Instruction Book. See him today.

The man behind Veedol

Veedol dealers are now specializing in giving all car owners complete Veedol Lubrication Service.

With Veedol lubricants in your motor, transmission, differential and chassis bearings, you have the famous "film of protection" safeguarding every friction spot—and the "film of protection" is your best and cheapest insurance against trouble and repairs.

Today—drive your car to the nearest Veedol dealer displaying the orange and black sign shown at the left.

Ask him for complete Veedol Lubrication—and he will do the rest. The entire job will take only a few minutes. And the small cost will be saved to you many times over in the repair bills you won't have to pay.

TIDE WATER OIL SALES CORPORATION.
Branches or warehouses in all principal cities.
SAN FRANCISCO, 414 Brannan St.; LOS ANGELES, 4842 Long Beach Ave.; PORTLAND, 12th and Glisan Sts.; OAKLAND, 5701 Green St.; SEATTLE, 6th and Atlantic Streets.

Drive in for
VEEDOL
EXPERT LUBRICATION SERVICE
Motor-Transmission-Differential-Chassis

EUROPE IS NOW THREATENING OUR MOTOR SUPREMACY

By William I. Irvine
Former Automotive Trade Commissioner, Dept. of Commerce.

America's supremacy in the automotive export field, fears of which were recently expressed before congress, will not be lost if the prediction of Sir William Letts, president of the British Society of Motor Car Manufacturers and Traders, Ltd., is borne out by the introduction in America within a short time of a new type of motor car embodying the outstanding qualities of European and American light automobiles.

I quite agree with Sir William that this new car is needed not only for the overseas market but in America, as well. More and more the factors of economy and safety are becoming insistent. Higher gasoline cost and the continued increase of traffic pressure on our highways make it imperative that our manufacturers reconsider the home market.

For a long time America was "sold" on the idea that to have safety and comfort a big car was required. And so we carried hundreds of excess pounds of metal around with us. As long as gasoline was cheap and the roads and streets not crowded we did not mind. But changed conditions in the past few years have made imperative a change in the constructional direction. Anyone who has studied the development of motor cars will have noted that the tendency in construction has been towards lighter cars with smaller, more efficient engine. Our manufacturers are beginning to meet the problem, but we have a long way to go and a great deal to learn as well.

The average American does not realize how expor ttrade effects most of the things he buys. In the matter of cars the development of the export market has a very beneficial effect on the price he pays for his car. If we have a big export market we are thus able to increase our production and increased production means lower unit costs. Within the past three years our export market has been increased. From taking eight per cent of our total production our overseas demand has increased to a little better than eleven per cent during the past year. Now it is feared that we will not hold this market.

Dr. Julius Klein, director of the bureau of foreign and domestic commerce, perhaps the best posted man in America on our export situation, at a hearing before the appropriations coamittee of congress a few weeks ago, called attention to the fact that European manufacturers were making a determined effort to weaken America's dominant position in automotive exports. Previously he has stated that if we are to hold the positions we have won, it is necessary that we adapt our products to meet the special demands of our overseas customers.

It might appear that in the face of our steady increase in overseas sales that his warnings are groundless. But that is not so. Our overseas market has been increased because we made cars better suited to the market, and because the purchasing power in foreign countries has increased. The world is about over the convalescent stage following the pain of war. That also means that European manufacturers are recovering, and recovery means greater production and that means that the chief advantage of America—price—will be lessened. In England, France and Italy there are already several manufacturers who are producing cars on a quantity basis.

So we are facing a real issue in our export market despite the apparently satisfactory condition. How are our manufacturers going to meet it? I believe by providing a car that will meet the European requirement of high engine efficiency with great economy and speed, without sacrificing those qualities which have made American motor cars superior in many respects to European cars.

In my study of the marketing condition overseas, especially in the Far East, I found a growing sentiment against American cars because of their wastefulness of fuel. While the people over there admired their power, their comfort, their flexibility, and the general easy of handling, they deplored their high fuel consumption. And this is a very important thing when you remember that the majority of their fuel is bought in the markets at heavy expense. This fuel factor cause a large Japanese company of Tokyo to turn from American to French cars because it could not afford to ignore the difference between 17 and 28 miles to the gallon. In doing this it sacrificed easy driving for the European car calls for gear shifting on the smallest hills and whenever were made at low speed.

If European authorities are right about what American manufacturers have in the wind then we can successfully compete against the European manufacturers who are beginning to invade the markets which we have been supplying for the past few years. Foreigners do not buy on price alone, which has been our chief advantage. They take comfort, speed and economy of maintenance and operation. If we can give them these together with our standards of best comfort, power and ease of operation, with an increased safety factor with better braking, we can feel assured that we will continue to get a healthy share of the business with resultant benefit to every car operator in America.

This generally applies to the light car in the expensive field the Europeans enjoy a much better position. After all the motor wheels of America are kept turning by the working people and a few more miles to a gallon of gas, and cars that will last longer will be a great benefit to them. From my contact with manufacturers in this county, I believe that this new era in automobiles is not far distant.

OVERLAND 6 SALES MAKE BIG GAINS

Retail sales of the Overland Six throughout the country for April were 50 per cent over the sales for the same month last year and at a total rate for the year which, if maintained, will bring this popular model well up to the position of the largest selling motor car in the light six field.

The sales increase is not confined to any one section but is general in all parts of the country and with the opening of the roads in the northern sections a noticeable spurt in the total volume of orders received at the factory has developed within the past two weeks.

Dealers stocks in this model throughout the country are somewhat below normal for this period of the year, the demands on the factory having been of such a nature as to eliminate any possibility of the dealers stocking up although it is not unusual for dealers supplies of cars on hand in early May to be large in anticipation of the usual heavy rush of orders at this time of the year.

The advanced engineering principles presented by Willy-Overland in this Overland Six have been the reason back of the heavy buying demand which has been maintained steadily since the introduction of this model slightly over a year ago.

Among the conspicuously new engineering features are low hung motor with a straight line drive, the low weight of the car which has produced a condition of staple equilibrium that has given this car a marked ability on the road, and the proportioning of the body dimensions which have given it an unusually comfortable riding quality and seating convenience.

The local representative reports a heavy demand.

Sire your colt by Black Dupont, registered Percheron Stallion. Sure breeder. Douglas Park Stock Ranch Sutherlin.

Snappier—faster *More* POWERFUL

$935
F. O. B. FACTORY

The New Willys Finance Plan
Smaller down payments and smaller monthly payments; the lowest credit cost in the industry.

THAT is the great popular impression of the Overland Six—built up by the amazing power of its low swung, gravity balanced motor.

Snappier than any other motor of its size—faster—more powerful, it will out-run, out-pull, out-accelerate any other car in its class. Its just the car for Western needs—ready for the steepest grades, the roughest roads, or the long pull over the highway that shortens your trip and brings distant places within easy reach.

It is a smooth running car, with all the power delivered in a straight line from the motor to the rear axle.

It is a sturdy car over the road—all the weight is kept low by the gravity balanced body—giving great stability around curves—a feeling of safety wherever you drive.

There is long life in the strongly built chassis—made to withstand the hardest usage and give you real service.

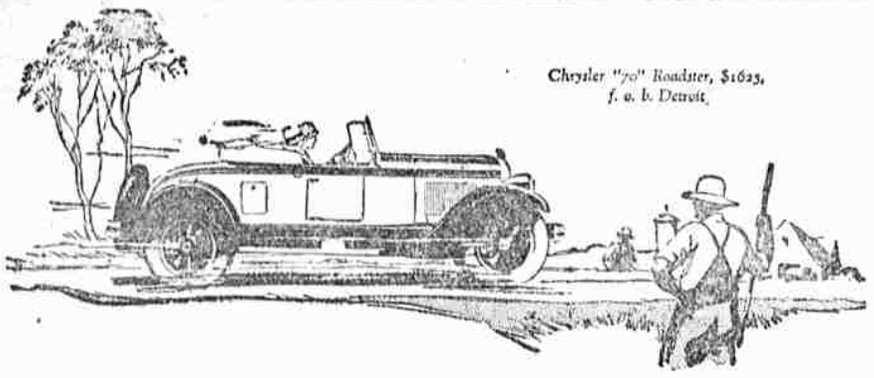
There is striking beauty in the body lines, low, snappy in appearance, finished in a lustrous lacquer that keeps its color and its gloss in all kinds of weather. See this car—ride in it—drive it yourself and be convinced.

Overland Six

F. W. CHASE
317 North Jackson Street Roseburg, Oregon Phone 399

CONGREGATIONALISTS FAVOR MISSION MERGER

EUGENE, Ore., May 5.—Advantage of the merger of 13 separate mission societies of the Congregational church into two boards, of the home and foreign, effected at the church meeting in Washington, D. C., last October was taken up for discussion at the opening session of the state conference of the national church here yesterday. The state conference endorsed the merger and was taken up for the meeting last year.



Chrysler "70" Roadster, $1625, f. o. b. Detroit

Chrysler "70" Means 70 Miles Per Hour Plus

Chrysler model numbers have a special significance and are an actual index to Chrysler performance and value.

Motor car model numbers up to the present time have meant little or nothing to the public.

They have rarely expressed horsepower and almost never miles per hour.

In the case of Chrysler you know what you are buying in miles per hour and all that miles-per-hour implies as soon as you see the model and know the number.

Chrysler "70" for instance *is* a 70—in other words it delivers 70 miles an hour.

The model number is not the maximum—Chrysler "70" delivers 70 miles per hour and more.

Comparatively few people, it is true, care to ride as fast as 70 miles an hour; but the power which is indicated by 70 miles plus represents the utmost in acceleration, in smooth performance, as well as in sheer speed.

We are eager to demonstrate its outstanding superiorities to you.

CHRYSLER "70"—*Phaeton, $1195; Coach, $1445; Roadster, $1625; Sedan, $1695; Royal Coupe, $1795; Brougham, $1865; Royal Sedan, $1995; Crown Sedan, $2095. Disc wheels optional.*

CHRYSLER "58"—*Touring Car, $845; Roadster Special, $890; Club Coupe, $895; Coach, $949; Sedan, $995. Disc wheels optional. Hydraulic four-wheel brakes at slight extra cost.*

CHRYSLER IMPERIAL "80"—*Phaeton, $2645; Roadster (wire wheels, standard equipment, wood wheels optional), $2685; Coupe, four-passenger, $2895; Sedan, five passenger, $2895; Sedan, seven-passenger, $2995; Sedan limousine, $3095.*

All prices f. o. b. Detroit, subject to current Federal excise tax.

All models equipped with full balloon tires.

Ask about Chrysler's attractive time-payment plan. More than 4500 Chrysler dealers assure superior Chrysler service everywhere.

All Chrysler models are protected against theft by the Fedco patented car numbering system, pioneered by and exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER "70"

461

H. L. CONNELLY MOTOR CO.
527 N. Jackson St. Roseburg, Oregon Phone 330

TUNE UP THE CAR FOR SPRING TRIPS

The advent of balmy weather is the signal for the great spring touring offensive and the vanguard of millions of cars freed of winter operating restrictions are beginning to be seen on highways and by-ways headed for "parts remote." The family car will behave with maximum satisfaction on these expeditions if treated to a bit of cleaning up and tuning before the start of the season, advises the Ford Motor company. This advice, although directed primarily to approximately nine million Ford cars now in service, is applicable to cars of all makes.

Probably the first feature of the car to be scrutinized is the cooling system, the Ford service bulletin advises. Radiator and jacket should be flushed thoroughly, and if there is any evidence of scale, fill with a solution composed of water and about one and one-half cupfuls of soda ash and the motor run for a few minutes. This solution, in turn, should be thoroughly flushed out. An inspection should be made of all connections of the system to make certain that they are tight and any evidence of looseness or poorly fitting connections corrected, especially in the fan and bracket.

In order to remove all particles of carbon from the engine, it is good policy to remove the crank case bottom cover and clean it thoroughly.

Gasoline is the life stream of the motor and care should be exercised that the various features of the fuel system function properly. The sediment bulb should be drained and cleaned and any slight obstruction in the feed line should be blown out.

The need of a thorough oiling and greasing is particularly urgent in the spring because of the fact that during the winter months this attention is made unpleasant by cold weather. Here, Ford simplicity of construction will be appreciated by the owner for the accessibility of chassis points which require lubrication makes the oiling and greasing job the work of only a few minutes.

Tires will also probably bear some attention before the long tours begin. Every small cut or break in the rubber may harbor a stone or piece of glass which is steadily working its way in toward the tube. A few minutes of probing will prevent many a puncture.

Those features of the Ford car which require frequent and regular attention have been so simplified as to make it possible for the owner to keep his car constantly "in the pink." But for motor adjustments, replacements or other vital service, the owner is advised to place his car in the hands of the dealer from whom he purchased it and is best qualified to know its needs.

OREGON STAGE LINE FARE REDUCED BY COMMISSION

(Associated Press Leased Wire.)

SALEM, Ore., May 4.—Following an investigation on its own motion, the public service commission today issued an order reducing the fares of the Howard-Grimes stage line from Klamath Falls to Ashland from $4 to $3.20. The former fare was considered excessive. The order was made effective yesterday.

The annual report of the Oregon-Washington Railroad and Navigation company was filed with the public service commission today. The figures for Oregon are: Interstate earnings, $4,067,960.39; Oregon's proportion of interstate business, $11,223,629.66; operating expenses, $13,867,800.75; operating income, $1,423,759.32.

UNIVERSITY GIRL HIT BY AUTO; NOT SERIOUSLY HURT

EUGENE, Ore., May 4.—Miss Irene McMaster of Eugene, freshman at the University of Oregon narrowly escaped serious injury when she was struck by a light coupe here yesterday afternoon. She and her sister had just come out of the University library, and she was jumping across a pool of water without noticing the oncoming car. She was dragged 10 or 12 feet before the car was stopped, but was not seriously hurt.

The driver of the car went on as soon as she was extricated from the machine, and no one learned his name.

Balloon Tires

The perfection of the Hood Flat Tread sets a new standard in the essentials of tires — longer wear, greater safety and luxurious comfort.

Come in and get our prices

SPECIAL
Hood Heavy Duty Oversize 30x3½ $13.15
Hood Heavy Duty reg. size 30x3½ $12.75

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