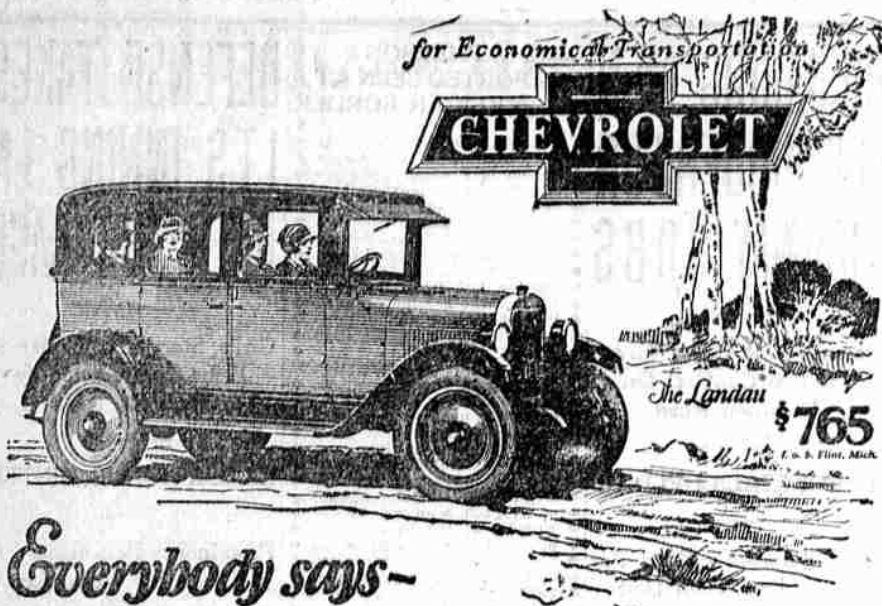


AUTOMOBILE NEWS



Everybody says—

"It's so Easy to Drive"

Touring or Roadster **\$510**
Coach or Coupe **\$645**
Four Door Sedan **\$735**
Landau **\$765**
1/2-Ton Truck **\$395**
1-Ton Truck **\$550**
Small Down Payment
Convenient Terms
All prices f. o. b. Flint, Mich.

Take the wheel of an Improved Chevrolet. [Learn with what remarkable ease you can control the car. Over rough roads or smooth, over ruts or slippery pavement, the modern semi-reversible steering mechanism makes it easy and safe for you to hold the car to the road—and makes it a pleasure for you to drive for hours at a time in perfect comfort.

The powerful motor carries you everywhere, smoothly and without effort. The disc-clutch makes gear-shifting easy and silent. The semi-elliptic springs, longer in proportion than on any other car, provide a comfort and a resiliency that will delight you. Everywhere, everyone says, "It's so easy to drive"—and you can learn how true that is by getting a demonstration. Phone for one now.

So Smooth—So Powerful

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Ore.

QUALITY AT LOW COST

An oil that doesn't make good in your motor soon shows itself in damage or excessive consumption.

"Union Oil of California" has built up a reputation for reliability that has stood for forty-three years which would not be possible if it made products less good than

Aristo Motor Oil

Non-Carbonizing Western

Aristo Motor Oil is all lubrication, containing neither paraffin nor asphalt. The hard, flinty abrasive "carbon" that many motorists find on valves, cylinder heads and spark plugs after a few thousand miles of use never comes from this fine Western oil.

The small amount of residue that Aristo leaves is a fine, soft, fluffy substance, most of which blows out with the exhaust.

Motors in good condition which are lubricated with Aristo, therefore, run several years without the troubles, lay-ups and expense so often due to "carbon."

A further preventative of "carbon" is the use of non-detonating Union Gasoline with Aristo Motor Oil. This combination is probably the most effective that is known.

Union Oil Company
of California



STAR SIX IN 2053 MILE NON-STOP RUN

OLYMPIA, Wash., May 25. — Completing a non-stop trip of exactly 2053 miles in a new Star Six, through all kinds of weather and over roads of every description, Herbert Law and Burl Locke have returned to Olympia after 73 hours and 15 minutes of one of the most exciting tests ever made with a motor car. Their average time was 28.1 miles per hour.

The run attracted the attention of the entire Pacific Northwest. It had previously been planned to make but 1531 miles of test on the run, but on the last day it was decided to continue and extend the tour on into Vancouver, B. C., as a special feature. It is believed to be one of the longest non-stop records ever established, if not the longest. The run was both started and stopped by local Western Union officials.

The run was sponsored by Elmer Vergova, local Star dealer, and the newspaper "Olympian."

The entire run was made with a strictly stock car, with full equipment and with top down, and because of the non-stop feature, the drivers were forced to go through a 12-hour rain and hail storm, and in one instance, when they were warned against speeding, one man jumped from the car, while the car continued around the block, and explained the situation to a local traffic officer.

All the larger cities of Washington and Oregon were visited by the car on its trip, and everywhere the car was greeted by a throng of enthusiastic citizens, officials and Star Car representatives.

The trip was made in high gear throughout, owing to the drivers' save for a bad stretch of desert road, where mud hubs forced them to use a lower gear. Many noted hills encountered in traveling practically all main Northwestern roads were climbed in high gear during the entire test.

The drivers were fed on the run through the assistance of the General Petroleum Corporation, which also supplied gasoline on the fly through a long hose attachment rigged up on the car. Their diet consisted entirely of sandwiches and hot coffee.

At the American-Canadian boundary, the car was forced to travel in a small circle while immigration and customs officials of both countries made the necessary searches through the car and baggage.

The tour has attracted wide attention. Photographs of the car, begotten with mud and dust, are on exhibition in many Oregon and Washington cities. The car itself is on display in this city, and has attracted throngs to inspect it since its performance.

THE BEST SERVICE BEGETS GOOD WILL

Good will of the owner is dependent nearly as much upon giving prompt, courteous and efficient service, when needed as upon the value built into the car itself, according to Mr. J. O. Newland, of local Dodge Brothers Dealer.

"The success of Dodge Brothers Motor Car in winning 'world wide good will' is due largely," says Mr. Newland, "to a clear perception from the start of the vital problems which would confront owners and dealers in the years to come—the years when vast numbers of their cars would have been built and be in service."

"The policy of continued refinement of one basic design played an important part in earning a good will. It enabled Dodge Brothers to produce at a moderate cost a comfortable, attractive car capable of furnishing maximum value in dependable transportation. It insured the owner against the heavy depreciation loss resulting each year from the announcement of new, radically changed models. It simplified the work and reduced the cost of keeping the car in constant service over a period of years."

"Dodge Brothers' parts are manufactured along with parts required for new cars, with the unusually efficient special machines and tools used for volume production."

"This saving on production cost at the factory has enabled the dealer to make a very reasonable charge for service parts, and at the same time carry a large margin to take immediate care of the customer in almost any emergency."

"This realization of the importance of good will led Dodge Brothers to spare no expense and no effort in helping dealers render the best possible service at a fair price."

"Service schools conducted for over ten years, both at the factory and in the larger cities from coast to coast, have been attended by service managers, shop foremen and mechanics sent in by the dealers from the surrounding territory. The information regarding the latest and best in shop methods and labor saving tools which these men have taken back with them to their respective service stations has helped to improve the already high standard of Dodge Brothers' service everywhere."

"Dodge Brothers believed that it was possible to systematize and improve the practice and methods in their approved service stations to a point where the labor for every repair operation could be so standardized that the owner could know in advance the amount of the charge before authorizing any work on his car."

"As a result of many years intensive study of the flat rate problem, the system and schedules which they introduced several years ago insure better work at lowest prices and give the owner absolute protection against the possibility of overcharge."

"The success of the factory and of Dodge Brothers' dealers and approved Service Stations everywhere in rendering entirely satisfactory service, is evidenced by the generous approval accorded the Dodge Brothers Motor Car—which is so aptly expressed in the words 'World Wide Good Will.'"

ROADS PROGRAM MUST CONTINUE

A portent of the future in road building comes from Connecticut, one of the early states to begin improvement. Connecticut has 1,400 miles of trunk line highway. If pace is to be kept with traffic, all of this mileage, says the highway commissioner, will have to be reconstructed in the next ten years. This work it is estimated will cost all of seventy million dollars including no additional mileage and including no improvement of bridges. These figures appear stupendous but there can be no thought that they are excessive. Indeed the cost is more likely to have been underestimated than to be exaggerated. If an old and populous eastern state which has been building modern roads for upwards of 30 years and which is commonly regarded as having completed its pioneering in road building has yet ahead of it so great a task, where are the limits to future investment in public roads? Any quantitative estimate is absurd. Virtually there is no limit to road building expenditures as long as automotive traffic continues to develop. Road building is a continuing process and gradually this though is coming to all the people. All the glib assumptions of a few years ago of finished road systems and the reduction of taxes and special imposts and the disappearance of great federal and state road building departments have ceased. The fact is realized that they must continue and that road building must go on and that a plan of reconstruction must follow on the heels of the present building program. As Connecticut is planning so must every state, some at once, and all eventually.

17,000 CARS WEEK STARTS AUTO WAR

DETROIT, Mich., May 22 — During the last two weeks a noticeable decrease has been reported by dealers in orders for automobiles, especially in the medium priced cars. This decrease, however, is causing no worry to either manufacturers or dealers who consider it only temporary and also give a logical and probable cause.

Whenever a substantial reduction in prices of the various models is announced such an announcement is followed by a distinct falling off in orders. The cause, of course, is that the prospective purchasers are holding off, at least temporarily, with the hope that other manufacturers will meet the cut and money will be saved by waiting.

So, with real reduction announcements, the industry, from a buyer's standpoint, is proceeding true to form. The holdback, however, will soon place their orders, and where a full now is visible faster work will soon be necessary to fill the deferred orders.

But the buying public is not the only one directly interested. Manufacturers themselves are figuring on just what will be done by other builders regarding a price cut, and past history shows that when one or two manufacturers reduce the prices of their various models others have invariably followed.

All cars are now regarded as good cars, the result of elimination over a period of several years. Present day motorists are buying cars that are long past the experimental stage, and when a builder announces a worth-while cut, there is sure to be an increased sale of his particular product. This is true with companies that recently reduced the prices of their entire line of models.

From the side lines one of the prettiest battles ever staged in the automobile industry is being watched. The contestants are Ford and Chevrolet, a General Motors ace. The record made by Chevrolet since the first of this year is a spectacular one, and the plant's output is now close to 17,000 cars a week.

Ford officials are not making public their productive figures. The plants are operating on a

Hereafter

AJAX

will be known as the

NASH

Light Six

Important!

The phenomenal success of the Ajax Six and the great size the business has attained in less than a year, with well over \$27,000,000 worth of cars already shipped, has made advisable a closer consolidation of Nash and Ajax manufacturing operations.

With this in view the Ajax Motors Company, till now a subsidiary of The Nash Motors Company, has been entirely absorbed by the parent company. And in accordance with this procedure

the name of the product, Ajax Six, is herewith changed to Nash Light Six. So that Nash models are now available in 3 Series—differing as to wheelbase but identical in their high standards of workmanship—

—the NEW Light Six series (formerly the Ajax Six); the Special Six series; and Advanced Six series;—embracing 16 different models with a price range from \$865 to \$2090 f. o. b. factory.

This announcement of the change in name from Ajax Six to Nash Light Six also marks the greatest five month period of business in Nash history.

The upward soaring demand during January, February, March, April and May drove total sales and production to a figure approximating 70% of the total sales for the whole of last year.

NASH L. R. Chambers Motor Co. Phone 649 Oak and Rose Streets AJAX

five days a week basis, which is valid to be standard for all Ford industries as an economic measure. At the present rate of increase shown by Chevrolet it is conceded of Ford.

CHRYSLER "70"

Sweeping Reductions

\$50 to \$200

	OLD PRICES	NEW PRICES	SAVINGS
Coach	\$1445	\$1395	\$ 50
Roadster	1625	1525	100
Royal Coupe	1795	1695	100
Brougham	1865	1745	120
Sedan	1695	1545	150
Royal Sedan	1995	1795	200
Crown Sedan	2095	1895	200

(All prices F. O. B. Detroit, subject to current Federal Excise Tax)

Today, Chrysler "70" at its sensationally new lower prices, which save you \$50 to \$200, is more than ever the car of American preference by virtue of its in-built quality of performance, utility, grace, economy, value, simplicity, comfort, safety and long life.

In the accomplishment of these lower prices there is absolutely no change in design, materials, style, equipment or

workmanship in body or chassis which, for more than two years, have given thousands upon thousands of miles of motoring satisfaction to more than 100,000 owners.

You will find us eager to demonstrate to you its extraordinary features which make Chrysler "70" at these new low prices the most sensational value in all motor car history.

H. L. CONNELLY MOTOR CO.

527 N. Jackson St. Roseburg, Oregon Phone 350

