

AUTOMOBILE NEWS

CHRYSLER "70" Reduced \$50 to \$200 Unchanged Except in Price

	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's Chrysler "70"—changed in no way except new lower prices which save you \$50 to \$200—is more than ever the car of public preference.

Long lived; characteristic Chrysler beauty; compact to meet today's traffic needs; roomy for comfort and luxury; easiest to handle on any road; flashing pick-up; 70 miles an hour plus; safe—little wonder that none of its more than hundred thousand of owners who

have driven their cars thousands upon thousands of miles, will ever willingly go back to the less modern type of cars.

And now with its savings of \$50 to \$200, Chrysler "70"—the identical car in every single respect that has won such universal enthusiastic admiration—is beyond all doubt the best motor car investment in its class.

We are eager to demonstrate its outstanding superiorities.

H. L. CONNELLY MOTOR CO.
527 N. Jackson St. Roseburg, Oregon Phone 350

TONS OF NAILS SALVAGED DAILY

One of the great sources of economy in a motor car plant is the salvaging of material formerly considered as waste. When production is high, some large and surprising figures result.

At the Hudson Motor Car Co., which has just installed a huge lumber salvager plant to replace an older one, between five and six thousand pounds of nails are recovered daily as one of the minor by-products. These come from boxes and boards which have been used in shipping various materials into the Hudson plant. The principle salvage product of course is the lumber, the output of which runs from 75,000 to 100,000 feet a week; so the nails may be considered as a minor by-product of a major by-product. Some of the nails when recovered are in suitable condition for reuse; the rest are sold as a scrap product.

The Hudson salvage method sorts all incoming boxes and lumber. Many boxes can be used just as they are for shipping out parts or for incidental work around the plant. The rest are sawed up so that all usable lumber is saved from them. The scrap material then left over is fed into a huge grinder which reduces to fragments about the size of shelled corn. This is fed by compressed air into one of the furnaces of the main power plant, where it burns with an exceptionally high speed and intensity. At capacity this material will supply 800 to 1000 horse-power an hour.

After the material is ground, and while on its way to the furnace, it is fed over a series of powerful magnets which search out the daily tons of nails.

The whole process is accomplished by modern machinery, power conveyors and similar automatic methods. The salvaged lumber is made into boxes by automatic nailing machines, using in part nails which it has been possible to straighten.

"It is methods like these," said Roy Catching, Hudson-Essex dealer, "which make possible the remarkable Hudson-Essex values. Every possible economy is made and the resultant advantages shared with the public."

WALL BOARD ADDS BEAUTY TO HOME

Construction of high grade homes throughout Oregon is on the upgrade and general building activity shows a tendency to increase. It is disclosed in a survey of the territory just completed by the Schumacher Wall Board corporation.

During the last two months there has been a steady upward trend in construction activity, according to John Schumacher, Jr., secretary of the corporation, and the present conditions point to a continuation of that favorable tendency during the remaining months of 1926.

Sales of plaster wall board manufactured at the Seattle plant of the corporation have increased 20 per cent in the two months period ending June 1, in the Oregon territory, the executive explained.

"Because of the tendency toward better homes in Oregon, and because of the apparent stimulation of building activity in general, the corporation will concentrate a greater portion of its sales effort in the state," Mr. Schumacher said.

TWO STAR CARS IN HILL CLIMB STUNT

PHOTO. June 8. Before a throng of between four and five thousand persons a Star Six and a Star Four are shown with being the first to make a successful demonstration of a hill climb stunt.

The climb is up the steep slopes of Mount Hood. In reality only a short rise from one of the well traveled logging roads out of here, treated so that hundreds of spectators may watch the antics of performers, either on motorcycles or in automobiles, from the roadside. The grades run between 25 per cent and 60 per cent, and the soil surface is one of dry clay and shale rock that makes going extremely hazardous.

Frank Johnson, of the Fresno State organization, drove both cars, and not content with driving both cars up and down the mountain side, he attacked the grade from every conceivable angle, at all times maintaining a steady and unflinching attitude.

Johnson declared that he was sure "a demonstration created the impression that a Star car was the toughest, wisest, safest and best powered automobile on the American market."

The demonstration was carried on from 10 o'clock in the morning until 6 o'clock in the evening.



\$935
TOURING...\$895
COUPE...\$895
F. O. B. FACTORY

The New
WILLIS
FINANCE PLAN

Smaller down payments and smaller monthly payments; the lowest credit cost in the industry

THERE is a real touch of the racing car in this Overland Light Six—low hung for straight line drive—low hung body for gravity balance and stability—wind cutting lines to cut down resistance at speed.

The result is a performance value that will open your eyes as you drive this car over the road.

In a quick burst of speed it will out-accelerate any other light six built at near its price or size class. Over steep grades it will out-pull any other light six you can buy for anywhere near the same money.

These are the features you are looking for. And it will out-wear anything in its class—proved by owners records which show lower cost for maintenance than we have found for any other car of its type.

And it has the "Snap" in body design that makes it a distinctive car to own—real lines, real finish, real upholstery and the roomiest body yet offered in its class. Look it over—try it out—then decide for yourself.

Overland Six

F. W. CHASE

317 North Jackson Street

Roseburg

Phone 399

GUM-DIPPING the Extra Process for Extra Miles! Breaks all Tire Records

The 500 Mile Speed Classic at Indianapolis has always been a Battle of Tires. In 1911, Firestone won with fabric tires at 74.59 miles per hour. In 1920, Firestone won with cord tires at 88.55 miles per hour. In 1925, Firestone won with Full-Size Gum-Dipped Balloons at the record breaking average speed of 101.13 miles per hour.

In 1926, Firestone again won with Full-Size Gum-Dipped Balloons. The ten cars that finished "in the money" were all Firestone-equipped. They went the distance without a single blowout and with but two tire failures—one due to a puncture and the other to a leaky valve.

This performance is even more remarkable when you consider the terrific speeds at which the cars traveled over this fifteen-year-old, rough brick track.

Experienced race drivers will not risk their lives or chances of victory on any other tires. And in the commercial field, large trucks, motorbuses and taxicab fleet operators, who keep careful cost records are among the big users of Firestone Gum-Dipped Tires.

The City Transportation Co., of Tacoma, Wash., writes: "One of our 12 buses on Firestone Gum-Dipped Tires has gone over 40,000 miles and still looks good for many miles of extra service. For all around tire safety and mileage, Firestone cannot be beat."

From Calumet Motor Coach Co., Hammond, Ind., the following: "We operate 40 buses all equipped with Gum-Dipped Tires. The very low cost per mile on which these tires operate is considerably less than that of any other make." Hayes Bus Lines, Columbia, S. C., says: "We operate 19 buses equipped with Firestone Gum-Dipped Tires. A number of these tires have run over 45,000 miles without ever having been removed from the rim."

The largest taxicab companies in the world standardize on Firestone Gum-Dipped Tires. W. R. Rothwell, taxicab operator, Detroit, Mich., writes: "Two of my Firestone Gum-Dipped Tires have run 70,000 miles."

Hundreds of thousands of car owners voluntarily testify to the safety, comfort and economy of Full-Size Gum-Dipped Balloons. W. H. Peacock, Birmingham, Ala., testifies: "I have had Firestone Balloons for thirteen months and they have delivered in that time 24,469 miles." H. C. Staehle, Minneapolis, Minn., says: "My Firestone Balloons have gone 49,900 miles and are still in good condition."

These records of endurance, speed, safety and mileage could only have been made because of Firestone development of the Gum-Dipping process which insulates and saturates every fiber of every cord with rubber, reducing friction and heat and building greater strength and endurance in the cords—assuring you at all times—

MOST MILES PER DOLLAR

Firestone

HOHL'S GARAGE

121 N. Stephens St. Phone 247-R

UNION GARAGE

620 Winchester St. Phone 232

CENTRAL GARAGE

131 S. Rose St. Phone 385

H. M. Shirtcliff

Myrtle Creek, Oregon

We also sell Oldfield Tires and Tubes at Remarkably Low Prices—Made at the Great Firestone Factories and Carry the Standard Guarantee.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *Harvey Firestone*

Johnson added that it was a wonderful demonstration of the Star car's Bondix four wheel brakes, which many times were called upon to save the car and its passengers from imminent danger of overturning and sliding down to the foot of the grade.

FOURTEEN BILLIONS SPENT ON AUTOS

Fourteen billions a year are spent to buy automobiles and keep them running.

At first glance this sum seems prohibitive but when it is considered that a motor car is as much a part of the average household as a kitchen stove, the figures are not so staggering.

The automobile's prominent part in everyday American life probably accounts for the marked trend toward light, economical cars in this country. Economy is the watchword of the present day motor car buyer with the result that over half a million of one make of light car, the Chevrolet, were sold last year.



When Wite's gone to the bench and you are Chie Cook and Bottle Washer, it's a good time to have those old tires retreaded at

**HEALY-WOOD
VULCANIZING CO.**

Phone 104 333 N. Main

TEN WINNERS IN AUTO RACE ON FIRESTONES

Firestone Full-Size Gum-Dipped Balloons again made a remarkable showing in the Indianapolis Speedway Classic on Tuesday, May 25, when all ten winners participating "in the money" rode on these dependable tires.

This is the second time balloon tires were used in the great Speedway event, the first being last year when Peter DePaolo on Firestone Full-Size Gum-Dipped Balloons made a new world's record at an average speed of 101.13 miles per hour.

Smaller motors of 911 cubic inch displacement, compared to 122 cubic inches in 1925, combined with rainy weather and a slippery track slowed up the time of the 1926 winner, Frank Lockhart, who won this year's race at 55.88 miles per hour.

This year's grueling battle of tires was called at the end of 1021 miles because of the downpour of rain. Lockhart, who captured the grand prize, drove the full distance without a single tire change and

was all set to go the entire 500 miles on the same set of tires.

It is a noteworthy fact, too, that the 1926 Indianapolis race was the ninth on the Hoosier Speedway in which Firestone Gum-Dipped Tires carried the winners to victory.

The terrific battle of tires brings out the effectiveness of Gum-Dipping, the exclusive process employed by the Firestone company, which builds extra strength and endurance into the cord fabric by impregnating and saturating every fiber of every cord with rubber.

This special process minimizes friction and heat, keeping the tires comparatively cool under a continuous racing strain.

The performance of Firestone tires at Indianapolis this year certainly was remarkable when the terrific speed at which the cars traveled over the 15-year-old rough brick track is taken into consideration.

DOLLAR VALUE IS GIVEN QUEER TWIST

It takes about \$1.18 now to produce the buying power of a dollar in 1918.

Prices that were supposedly inflated for the duration of the war only are still on high. With apparently no intention of indulging in any price hikes, practically the only place nickels and dimes are to be found today is in a collection of rare coins.

With labor and materials double their standard of a decade ago it is almost a paradox that the purchasing power of a dollar in the motor car field should be greater this year than ever before.

A striking instance of this financial

twist is shown in one of the more popular automobile lines where the touring car of 12 years ago, without extras, brought \$350 more than the price of one of their current enclosed models equipped with a full line of the latest accessories.

The make referred to is Chevrolet. Their 1914 touring car, while equipped modern in its time, was equipped with fabric tires, boasted air pressure gasoline feed and lacked a dozen other advanced features considered necessities today. Thermosiphon cooling served them instead of the present water pump system and the "Armstrong" starter was used in the shape of an old-fashioned hand crank. Air dried paint formed the car's finish.

The 1926 Chevrolet coach with nearly 100 quality features is offered to motor buyers for the sum of \$645. This enclosed model has the famous Fisher body finished in Duco with one-piece adjustable windshield and automatic wiper. The fuel feed is vacuum and balloon tires are standard equipment.

What change the next ten years will bring can only be surmised. There will be a continuation of the refining process in automobiles that has prevailed for the past several seasons.

It is apparent, however, that the trend in motordom is toward economy, both in first cost and operation. Prices may go still lower but it hardly seems possible. A new and startling invention in manufacturing procedure or automotive mechanism will have to bring about any further cost cutting and the American public is unwilling to wait several years for their automobiles while some revolutionary process is being developed.

NOTICE TO MILK PATRONS
We now have room for more customers. Call 276-J for milk, cream, skim milk, cottage cheese, etc. E. E. Morgan.