

NO "AIRPLANE FLIVVERS" FOR FORD

Foresees Trans-Oceanic Air Travel and Says Only Giant Liners Interest Him

By NEA Service
DETROIT, June 1.—Henry Ford, who reduced automobiles to their lowest common denominator and filled the American country-side with 15,000,000 of them at bargain-counter prices, is going to follow a diametrically opposite course with his airplanes.

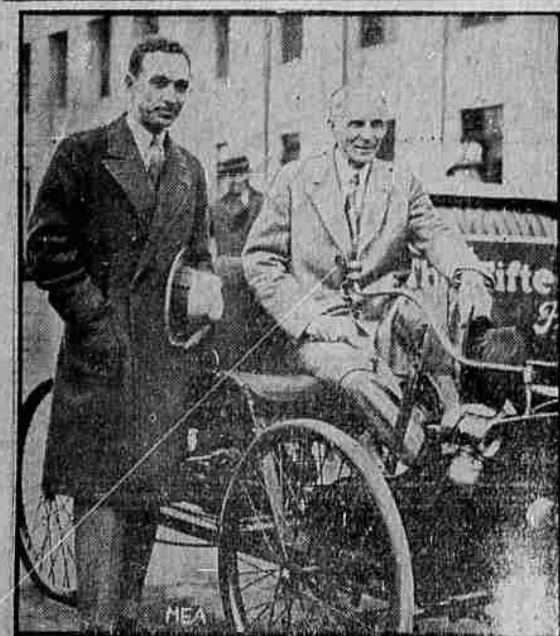
He is NOT going to build any "air flivvers." He is not going to go in for quantity production of small planes at low prices. The plane that interests him is the big plane, the expensive plane, the plane that can never be turned out in quantity production.

Ford disclosed these facts here in an interview given while the fifteen-millionth "model T" Ford was being finished. In his interview the famous manufacturer took occasion to pay his respects to Captain Charles Lindbergh, hero of the New York to Paris flight.

"What does his flight mean?" he repeated in response to a question. "It means a lot. It means for one thing, that here in America we have at least one boy who knows that he knows what he knows."

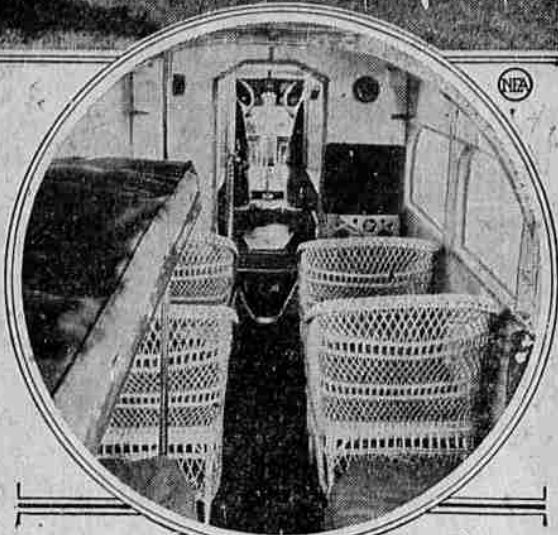
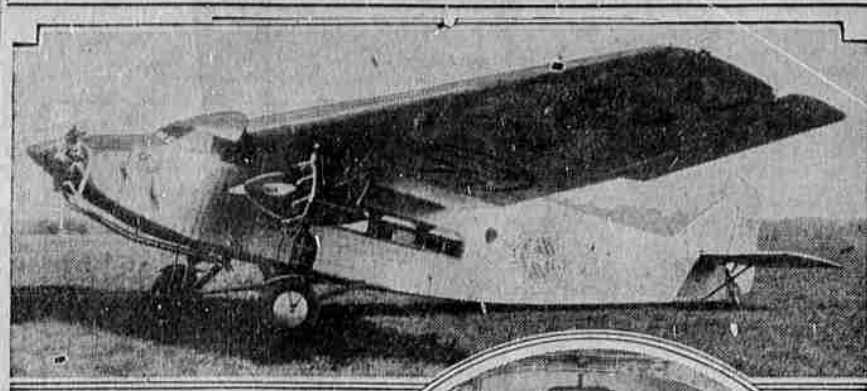
With that cryptic remark Ford was silent for a moment.

NO. 1 AND NO. 15,000,000



These two pictures were taken at Henry Ford's Dearborn factory on the day that the 15 millionth "Model T" Ford was finished. Above, Henry Ford and his son, Edsel, are shown with the first Ford ever built; below are (left) the first "Model T," the first Ford and the latest of the long line.

FORD BUILDS "PULLMAN OF THE AIR"



This big "aerial Pullman," recently built at Henry Ford's airplane factory for the Standard Oil Co. of Indiana, is believed to give a faint hint of the kind of planes Henry Ford will build some day. The upper picture shows what the plane looks like; below is the interior. Note the berths, the rows of easy chairs and the pantry and kitchenette between the main cabin and the pilot's compartment.

"Now that you have cluttered up the streets with Fords," a reporter said, "people are expecting that you will begin to clutter up the sky with airplanes."

"Well, I won't," said Ford. "I am not interested in small airplanes."

"But I am interested in larger planes—real planes, planes that will carry 100 to 200 passengers,

planes that will fly in any kind of weather, in any season of the year, planes that will go anywhere and any time. That is the only kind of plane in which I am interested."

Studies Problem

"Will you build such a plane?" he was asked.

"Well," he replied, "Edsel and I have been studying the question. If a million dollars would build such a plane, someone would start the manufacture of them at once. But such planes would cost a lot of money."

"They are coming, however, just as surely as the fast trains came to succeed the stage coach. Air travel can be made just as safe as any other kind of travel. The Lindbergh flight has proven that it is feasible to cross the ocean with passenger traffic."

"If one man can safely fly across the ocean, 100 men can be carried across safely in a passenger airplane."

At Dearborn Ford proudly brought out the first car he ever made—the odd-looking thing that was put together 34 years ago.

Ford recalled that he had sold one of his first cars for \$160. Someone suggested he could still sell them if he reproduced them today.

"I guess I could," he said. "A few, anyway."

CHEMISTS STUDY SYNTHETIC RUBBER

URBANA, Ill., June 1.—The future rubber supply may be a synthetic product produced in chemical laboratories.

Dr. Roger Adams, head of the University of Illinois chemistry department, looks petroleum to furnish the necessary ingredient for synthetic rubber.

"Rubber has already been made synthetically," Dr. Adams says, "and the types of raw material necessary are well known. The serious problem is to find a source of this new material which is cheap enough to make possible competition of synthetic rubber with the natural. Petroleum offers a possibility."

"When the high-boiling petroleum is cracked, in order to obtain low-boiling fractions which can be used as gasoline in internal combustion engines, there are contained in these low fractions butadiene and its derivatives, the type of compounds which have been shown to be convertible into synthetic rubber."

"It remains for the scientist to find how the yield of these butadienes may be increased and how they may be economically removed from the closely related products which accompany them."

"When this difficult problem is solved, synthetic rubber will not be far off. Suppose that a 5 per cent yield of butadienes might be obtained by a proper cracking and extraction process. On this basis, and assuming that the butadienes might be converted quantitatively into synthetic rubber (a goal which, to be sure, has not yet been reached), it would require the cracking of 52 million barrels of petroleum to provide the necessary butadienes for forming four billion pounds of rubber."

McCormick and Deering hay machines will serve you best because you can get repairs quickly when you need them. They are sold at Wharton Bros.

Whatizit?



Police are up in the air about the contraption which William Nichols of the Massachusetts Institute of Technology drives through Boston. The state can't give it a license, and still it has a motor—a one-cylinder affair that chugs along with the best of cars. Nichols built the machine, yet he doesn't know what it really is. His feet stuck out in front, as he leans back clutching a small cross bar, Nichols takes the countryside by surprise.

NOTICE

All bills for the Umpqua Chiefs' Strawberry Carnival celebration must be in by Wednesday to Earl Pickens in order that they may be acted upon at the regular meeting of the Chiefs, Wed., June 1st.

CHIEF UMPQUA.

Efforts are being made in Texas to have a \$100,000,000 road fund taken up by the legislature and approved by the people.

Try a course of magnetic inductions. Information and demonstrations free. Dr. Smith's Magnetic Institute, 1253 Winchester St.



COMPARE ITS VALUE • CONSIDER ITS LOW PRICE

See it, drive it, go over it point by point. Then . . . and only then . . . can you truly appreciate the fact that known factors of merit . . . and not its price . . . measure the value of Oldsmobile.

The Deluxe Touring Car is equipped with chromium-plated bumpers, automatic windshield cleaner, motorometer, and a spacious trunk.

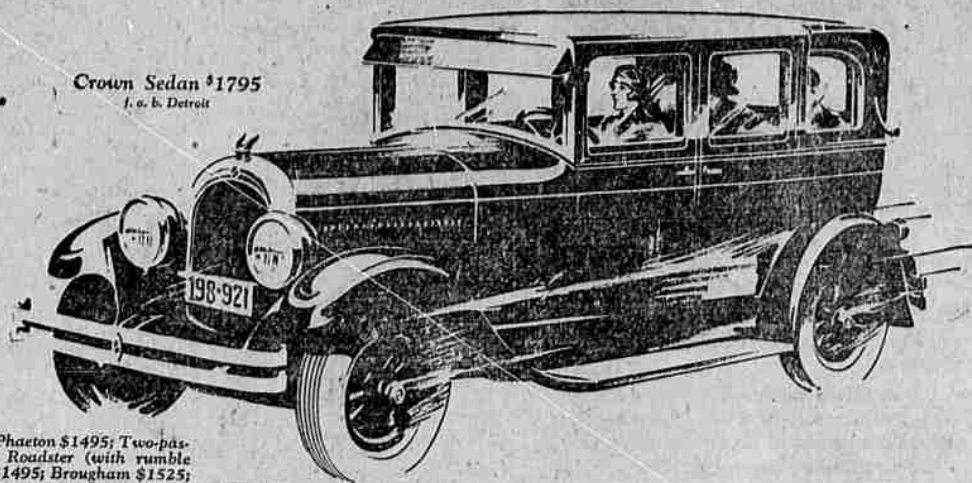
DELUXE TOURING \$980 F. O. B. LANSING

Klecker-Amort Co.

439 N. Jackson St. Roseburg, Ore. Phone 593

OLDSMOBILE

Once you drive the Chrysler "70" you'll want no other car



Crown Sedan \$1795
f. o. b. Detroit

Sport Phaeton \$1495; Two-passenger Roadster (with rumble seat) \$1495; Brougham \$1525; Two-passenger Coupe (with rumble seat) \$1545; Royal Sedan \$1595; Two-passenger Convertible Cabriolet (with rumble seat) \$1745; Crown Sedan \$1795; f. o. b. Detroit, subject to current Federal excise tax.

Chrysler dealers are in position to extend the convenience of time-payments. Ask about Chrysler's attractive plan. All Chrysler cars have the additional protection against theft of the Fedco System of numbering.

DRIVE the Chrysler "70"—not a perfunctory demonstration over a standard route—but a real test over all sorts of roads and through all sorts of traffic, in the way you are accustomed to drive.

Do that and you'll prefer the dash and vigor of its smooth performance to cars even much higher priced.

How often you have watched the cars lined up at a traffic intersection. And, at the signal, each time you have seen a Chrysler "70" whisk away in the lead.

Or on the open road, how often you have seen a Chrysler "70" pass car after car.

Now experience these thrills yourself. Drive it into the byways, cobblestone roads and rutted detours lose their dread

beneath the cradling comfort of its chrome vanadium springs, its special spring mounting and its shock absorbers.

See how easily you direct it by its pivotal steering gear. And once you have felt the sure safety of its four-wheel hydraulic brakes, you'll want them above all others.

Come in today. There'll be no need for us to explain "70" beauty of line, coloring, upholstery and appointment, for these instantly delight and charm your eye.

Then let us place a "70" at your disposal; and you will surely know the real reason behind the sweeping public preference for Chrysler "70" and the unique results in lasting performance and luxurious comfort that only the "70" gives.

CHRYSLER "70"
BUILT AS ONLY CHRYSLER BUILDS

PRICES DELIVERED IN ROSEBURG

Royal Sedan	\$1840	Phaeton	\$1630	Roadster	\$1735
Crown Sedan	\$2040	Sport Phaeton	\$1735	Royal Coupe	\$1789
		Brougham	\$1735		

H. L. CONNELLY MOTOR CO.

527 N. Jackson St. Roseburg, Oregon Phone 350

It May Be Comedy for Some Folks but It's a Tragedy for Me : By BRIGGS



OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload



Product of P. Lorillard Co., Est. 1790