

TIRES CHEAP NOW. SAYS PHIL LOWD

The local car owner today can equip all four wheels with tires for only a little more than it cost him to buy a couple of spares before the war, according to Phil Lowd of Lewis Super Service Station, distributors here of Seiberling All-Tread tires. As a result of the recent reduction in the price of Seiberlings, averaging nearly 12 percent, a new low record for tire prices has been established. While the average cost of 400 selected commodities is 159 percent greater than it was before the war, the local 1928 motorist can buy Seiberling All-Tread at less than half what he had to pay for a high quality tire in 1914.

"Today, with what looks like a record-breaking touring season ahead," Mr. Lowd declared, "the car owner of Medford can buy four tires for only a little more than he used to pay for two. Tires have never been so cheap as they are today. The bottom has been knocked out of all previous low price records. At the beginning of 1927, six years after the Seiberling Rubber company entered the tire field, tire prices had been reduced to half of what they were in 1914. In 1914 a 32x4 high pressure tire would have cost him about \$44. At the beginning of 1928 a 32x6 Seiberling All-Tread balloon tire cost only 69¢ and now in average cut of 12 percent more has sent that low record into the ranks of the has-beens.

"And while cost price comparisons are staggering, they don't tell the whole story by any means. The old timers used to start out on a hundred mile trip in fear and trembling of the 'pop' of a blowout. Today, however, the local Seiberling user who points his radiator toward the wide open spaces and steps on the gas can forget tire worries. Under the Seiberling tire protection plan 50,000 Seiberling dealers, forming a service network on every highway and by-way from Maine to the Golden Gate, have bet him their time and labor that he won't have a tire accident no matter how far he goes."

Plymouth Enjoys Many Advantages

"The new Plymouth is the triumph of the principle of standardized quality. Without it the car it is said, would not have been possible."

That is the tribute which J. W. Frazer, Chrysler and Plymouth sales manager, pays this famous Chrysler principle.

Standardized quality is given the credit by Mr. Frazer for making the new Plymouth the largest, roomiest and most powerful car of low price on the market, and for including in it feature after feature heretofore possible only to higher priced automobiles.

"No car in the low-priced field hitherto has been so large, so comfortable and so roomy," he says. "No car in that field ever has enjoyed its smoothness of operation, which extends throughout its speed range; has afforded the buyer such luxuriousness of body interiors; been as comfortable over rough roads as smooth pavement; had its surplus power always available for every driving need; had the benefit of its symmetry of design; enjoyed the advantages of high compression; been equipped with internal expanding four wheel hydraulic brakes; had its engine floating in rubber, further to promote the advantages of smoothness by destroying the transmission of torque impulses and road shocks; and enjoyed a host of other refinements heretofore unknown to the low-priced field.

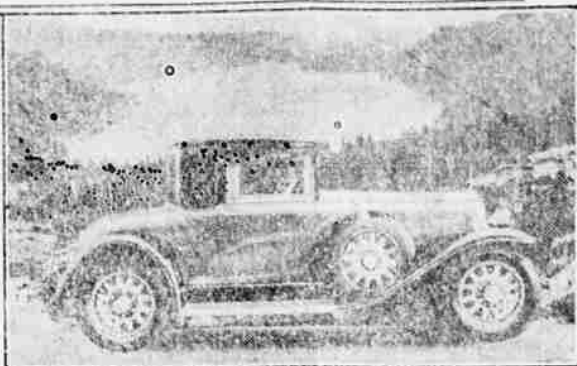
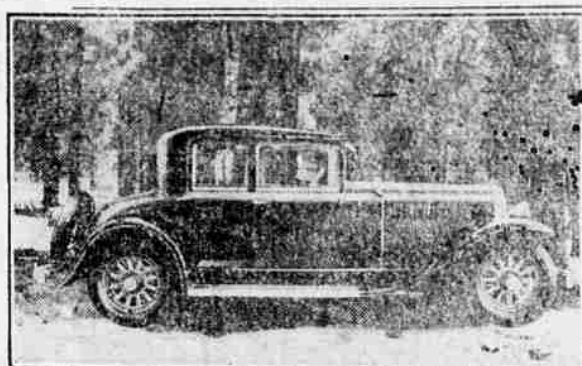
"Yet the buyer in that field has wanted these features and is entitled to every one of them. It simply has been impossible up to the Plymouth's advent for that man to secure them.

"Chrysler's principle of standardized quality has brought to the Plymouth the benefit of every Chrysler achievement in design, engineering, experiment, research, metallurgy, chemistry and physics, just as it has made those accomplishments possible in every one of its other cars. Chrysler has believed that there has been an obvious need in the low-priced field for finer, smarter cars. The reception accorded the Plymouth is abundant proof that Chrysler is right. Utterly unlike any other motor car at anything like its price, the Plymouth has already begun to revolutionize the entire field of low-priced cars.

"In addition to bestowing all these features on the new car, Chrysler standardized quality also insures that every Plymouth rotating and reciprocating part is in perfect balance before assembly. Fine precision methods insure that the owner actually receives the performance its engineers designed into the car."

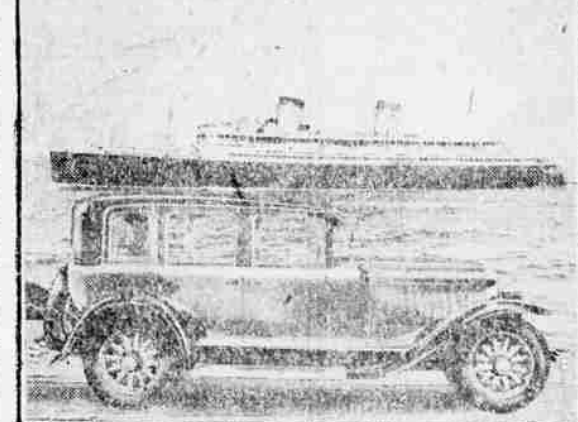
ROACH NOT EXCUSED EVEN IF "REDEEMED" WASHINGTON (AP)—One redeeming trait has been found for the cockroach—he eats bedbugs. But that, say entomologists at the department of agriculture in stating the discovery, does not make the cockroach the choice of the two. If anything, they give the breaks to the bedbug. "It is not recommended," they hasten to assert, "that cockroaches be kept for eradicating bedbugs."

GREAT NEW BUICKS PRESENTED TODAY



With announcement today of the Silver Anniversary Buick, commemorating the twenty-fifth year of operation of the Buick Motor company, the impatiently waiting automobile public has been given the answer to its oft-repeated query concerning the nature of the 1928 offering of this great leader in the fine car field. The hundreds of announcement day visitors to the showrooms of the Buick Motor company, local dealers, were unanimous in their verdict that the new car embodies advances thus far unapproached in automobile offerings. The tremendous advances in beauty, style and comfort, as well as in every item affecting performance, combine to make the Silver Anniversary Buick an automobile new and totally different from anything the public has known.

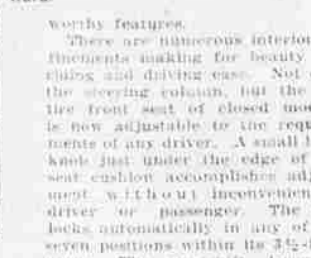
Taking as a nucleus Buick's famous six-cylinder valve-in-head engine, torque tube drive, sealed chassis, cantilever springs, double-drop frame, Buick engineers have refined and improved these units, and created around them a motor car of radiant beauty and dashing style, a car which is easy to operate and comfortable to ride in. And—this being the gratification of thousands of prayers—the Silver Anniversary Buick appears with refreshing individuality in its climaxing of a season of many mid-summer car announcements. Outstanding departures from convention are found in the new and daring treatment of body lines, the dazzling new colors in lustrous Duco, and the lavish use of enduring chromium, which serves to differentiate the car at first glance from other automobiles of today. Less apparent to the casual eye,



but no less vital, is the enlarged and improved power plant, which provides an unbounded amount of energy for any and all needs. Description of the new Buick is made difficult for the fact that there is no car on the road to which it may be compared. However, among sensational innovations affecting its appearance may be listed the gentle "swelling" of the body just below the windows, which are gracefully arched across their tops where they were formerly straight. The side and roof lines blend in a pleasing curve which is carried around the sides and rear of the car. There is a graceful new radiator, reminding the car of a bird's beak, and new one-piece front fenders, and extra long and deep rear fenders, new running board bound on all

four sides in aluminum and shaped along its outer edge to harmonize with the body lines and new full-finished rear end with large gasoline filler inlet on one side and new combination tail stop and backing light, mounted on a heavy steel tube which encloses all wiring on the other. Smaller wheels and larger section tires still further enhance the car's appearance, making the new Buick seem lower, though its road clearance is actually unchanged. Large new hubs, new easy-on radiator cap, and re-location of the Buick trademark—in a new and distinctive monogram—in the radiator housing, are additional touches of beauty. The new head and parking lamps, on their chromium-plated brackets, also are noteworthy features.

Commemorating its twenty-fifth business year, Buick this week presents its 1928 Silver Anniversary models. Upper left in typical western setting is the new five-passenger coupe; upper right, the special deluxe coupe, visible below the four-door sedan, pauses on the shore as the giant S. S. Malolo streaks oceanward.



There are numerous interior refinements making for beauty and riding and driving ease. Not only the steering column, but the entire front seat of closed models, is now adjustable to the requirements of any driver. A small hand knob just under the edge of the seat cushion accomplishes adjustment, without inconveniently reaching driver or passenger. The seat locks automatically in any of the seven positions within its 3 1/2-inch range. The gear-shift lever is longer and is inclined toward the driver at its upper end, making for easier control of the gears. The accelerating pedal and rest are new, and were designed to permit movement of the foot without affecting the car's speed. Ventilators at foot level in the cowl have been provided, and standard on all closed models is an electric windshield wiper with tandem blades which clear the entire width of the front glass. The instrument panel is entirely new. The 50-mile speedometer is and a new hydrostatic gasoline mounted directly before the driver, gauge, the most accurate type, is provided. New theft-resisting door handles, which if forced will neither open the door nor break the lock so that the owner can not operate it with a key, have also been added.

Stop Right for Tire Mileage, Says Neily

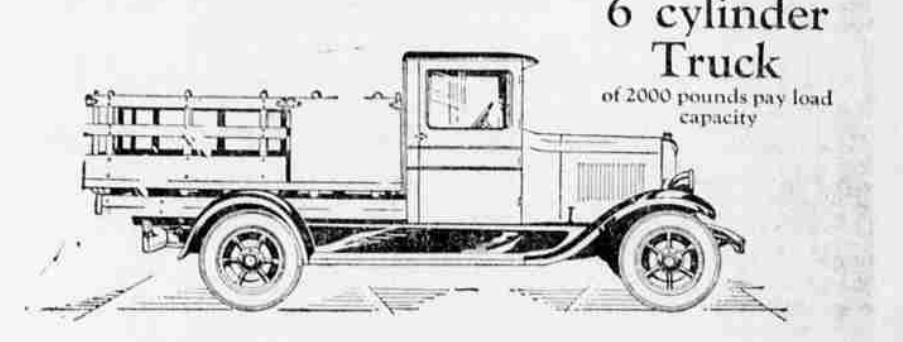
Do you want to get more miles out of your tires? Then be careful of the way you start and stop. Gus Neily, the local Federal agent, who has a complete line of Federal tires on display at Lewis Super Service Station, says: "In a test by one of the big tire companies a car driven at the rate of 25 miles per hour was brought to a dead stop every quarter of a mile with the wheels but as fast as possible. It was then immediately accelerated to 35 miles per hour again. One-half of the tread design was worn away in 100 miles! If the test had been continued the tire undoubtedly would have been worn out in less than 500 miles."

quick starts and sudden stops. I realize that in the rush of traffic at busy hours quick starts and stops are almost unavoidable. But with too many motorists quick starts and stops are habitual. If motorists would start and stop gradually, watch their air pressure, and have their wheels checked for alignment at least once a month by a competent tire man, they would get miles and miles of satisfactory service from the life of their tires if they only good standard make tire such as the Federal.

ALWAYS INVESTIGATE WHAT GENERAL MOTORS HAS BEFORE YOU BUY

GENERAL MOTORS TRUCKS

The Lowest Priced 6 cylinder Truck of 2000 pounds pay load capacity



Chassis \$745
f. o. b. Pontiac, Michigan
powered by the **PONTIAC** Six Cylinder Engine
Powered by the New Series Pontiac engine. Four wheel brakes. Four speed transmission. A sturdy truck—modern in performance and appearance. Be sure to see it—another extraordinary value made possible by the resources of this great organization! Offered with a factory built body for every haulage purpose.

HIGHWAY MOTOR CO.
123 South Riverside Phone 251

A TRUCK FOR EVERY PURSE AND PURPOSE

SOUTH AMERICAN ROADS DESCRIBED

Some 50,000,000 motorists of the United States, who are spending their vacations this year entirely or in part in their "traveling homes" and whose way is smoothed by hundreds of thousands of miles of concrete highway, perhaps fail to realize how much more fortunate they are than their fellow motorists in the republics to the south of us.

Although American-made automobiles are being exported in annually increasing numbers to Central and South America, these vehicles, as H. H. Brooks, general sales director of the Marmon Motor car company, points out, are intended for use mainly in and around the larger cities.

"Touring, as we know it in the States," adds Mr. Brooks, "is unknown in Latin America, where road building is still an infant industry."

So small our sister republics embark on road building operations on a much larger scale than they have attempted thus far will export trade in motor cars to those countries reach the proportions that it should, the Marmon general sales director declared.

"Argentina, although a nation of great wealth, has nothing at all in the way of a highroads that can begin to compare with the highway systems of the United States," Mr. Brooks said. "Paved roads are confined mostly to the cities and their suburbs."

"Brazil has recently completed a 200-mile stretch of so-called motor road between Rio de Janeiro and Sao Paulo, a road of which the Brazilians are inordinately proud, and which is regarded as something of a wonder in the southern hemisphere. But even this link is far below the ordinary American standards, as the road bed at best is macadam, and for the most part merely gravel. It may, however, be the forerunner of more and better roads to come, since surely it will show the Brazilians the possibilities of motor touring."

"Of all these republics, Cuba, which has fallen largely under American influence, is the most progressive in the matter of road building, and the 996 miles of roadway running the length of the island now under construction doubtless not only will attract the Northern tourists but will impart a stimulus to local motoring."

"In the Latin-American situation, however, there is a lesson for the United States. Here the automobile already has outgrown the highway systems, and touring has been slowed down because of inadequate roads. Unless some means can be found to accelerate our national program of road building, we will soon find ourselves in the same predicament as the Latin American motorists, all dressed up with no place to go."

PRESIDENT WILL NAME SUCCESSOR OF HOOVER SOON

SUPERIOR, Wis., July 27.—(AP)—President Coolidge expects to accept Secretary Hoover's resignation at an early date and to reelect him of all cabinet duties. The chief executive rapidly is narrowing down available candidates for commerce secretary and hopes to announce an appointment soon. Secretary Hoover was charged by President Coolidge to look into certain matters pertaining to the commerce department while on the Pacific coast. It was indicated Mr. Hoover had about completed this task and that Mr. Coolidge therefore felt that had approached to leave the presidential nominee free to occupy himself exclusively to his campaign.

Registering Admiration



Here's the way Sally Blane and Doris Hill, Paramount screen players, looked when registering approval of the Oakland All-American six.

In the meantime the chief executive is devoting much time to consideration of foreign affairs. He sees little chance of anything interfering with the completion of the anti-war treaties now under negotiation between the United States and 14 other countries. He thinks the pact will receive ready ratification in the American senate where leading senators of all affiliations have been consulted by the department of state in the course of the negotiations, receiving their endorsement throughout. Mr. Coolidge is contemplating delivering another speech after next Sunday's at Cannon Falls. On August 12, he expects to address the Wisconsin state convention of the American Legion at Wausau. Although he has not definitely accepted the engagement, he is making plans to go. President Coolidge has discarded all suggestions that he make a trip to Yellowstone park this summer. Although he has retained pleasant recollections of the reservation from last year's visit he has come to the conclusion that it is too far from here. The train trip requires 26 hours.

Registering Admiration

The Regina factory will be more comprehensive than the average automobile outside the domestic market was seen here by officials of the Oakland Motor Car company upon receipt of advice that construction is now under way for a new Canadian factory in which Pontiac Sixes will be assembled. Located at Regina, Saskatchewan, where 48 acres of city property have been taken over by General Motors of Canada for the project, the new unit will meet the increasing demand for Pontiac cars in the western part of the dominion. Construction is being rushed so that production may get under way by December 1. Thoroughly modern equipment and mass production methods comparable to the arrangement in the new Oakland and Pontiac factories will be incorporated in the new unit, it was stated. Daily production will reach 125 cars and employment is estimated at 300 workers, according to information received here.

for Economical Transportation

1st Choice of the Nation for 1928!

Over 750,000 Bigger and Better Chevrolets delivered since Jan. 1st!

Acclaimed by hundreds of thousands everywhere as the world's most luxurious low-priced car, the Bigger and Better Chevrolet has enjoyed such tremendous preference on the part of buyers that today it stands first choice of the nation for 1928!

Over 750,000 new Chevrolets delivered to owners since January 1st! The largest number of automobiles sold this year by any single manufacturer! Never has any Chevrolet enjoyed such overwhelming public endorsement—for never has any low-priced car combined such impressive performance, such delightful comfort, and such distinctive style.

Come in and inspect the car that has won such spectacular nationwide approval. You'll find quality you never thought possible in a low-priced automobile!

The Touring \$495	The COACH \$585	The Imperial \$715
The Roadster \$595		Utility Truck \$520
The Coupe \$675		(Chassis Only)
The Convertible Sport Cabriolet \$695		Light Delivery \$375
		(Chassis Only)

All prices f. o. b. Flint, Mich.

Check Chevrolet Delivered Prices They include the lowest handling and financing charges available.

Pierce-Allen Motor Co., Inc.
112 South Riverside—Phone 150
Automotive Shop—Ashland, Oregon

QUALITY AT LOW COST