

# THE HERALD'S AUTOMOBILE DEPT.

## FORD TO TRAVEL LINCOLN ROUTE

DETROIT, Mich., July 1.—Selection of the Lincoln Highway as the official route of travel for Ford Car No. 10,000,000 on its trip from New York to San Francisco brings the world's most popular road and the world's most popular car into a new and more intimate association.

Of course, Ford cars have sped along over this great ribbon of gray stretching from coast to coast ever since it was first laid out and it would be interesting to count the Fords that will meet the ten millionth car on its journey.

But opposing the other 9,999,999 Fords were suddenly to appear and endeavor to get on the highway with car No. 10,000,000!

Well, there'd be a hurry call for all the traffic cops in the country and just how long it would take them to bring about any semblance of order no one could even guess.

Anyway, let's give them credit of doing a good job and finally lining up all the 10,000,000 cars, six abreast, which would make a line 25 feet, 8 inches across.

Then even with the cars standing end to end they would cover the entire 3305 miles of the famous highway and there would be 1,151,920 cars entirely out of the picture, unless the cops were not too tired to park them on either side of the road so they could see the rest of the family on parade.

### HOW FAST IS FAST?

How fast is fast, many motorists are asking. Some years ago twenty miles an hour used to seem like high speed, too high for city driving. Now forty is common on a good road, while thirty is found on many city streets. In fact it has become so common that many proper motorists "fret" as being anything in excess of such speeds, but that's fast where the trouble lie. One can be driving too fast at fifteen, while fifty may be a trifle slow. It's relatively in a popular sense. If any driver wants to know where to draw the line he should consider the speed of his car at all times in terms of the density, paving conditions, weather conditions and mechanical accuracy and condition of the car itself.

Do You Remember the Days When Cars Like This Were to Be Seen Everywhere?



A product of the factories of the Maxwell Motor Corporation of twenty years ago.

By WALTER P. CHRYSLER, President and Chairman of the Board of Directors of the Maxwell and Chrysler Motor Corporation.

Imagine stepping into a "snappy" model like the one pictured above and sailing down Fifth Avenue, New York. Immediately all remedies for traffic congestion would be broken. And yet there was a time and not so many years ago either when this car represented the best in motor car construction and design. It was a manufacture good to look at a picture like this now and then because it recalls rather vividly the progress that the automotive industry has made.

Back in November, 1895, the New York Times offered prizes totaling \$5,000 to the winning automobile in a 100-mile road race. Thirty cars entered, but only six actually started. One car failed to make provision for six changes of batteries and had to drop out. Another "swung" a chain around its steering wheel and had to quit. Still another disabled its port engine and withdrew. Finally but one car was left. And the car began to melt away. The engine was packed with ice and after much difficulty the 100 miles were covered. But so much time was consumed that the judges decided there was no contest and went home. So when the winning car finished there was no one present to witness it. Today there are more than 15,000,000 motor vehicles in use. Few industries can point to such rapid progress.

600,000 motor vehicles in use. Few industries can point to such rapid progress.

### COURT

**Circuit Court Filings.**  
No. 1810 Law. Filed Standing & Gamour, Attys. C. A. Pauley, a sole trade doing business as Sanitary Market, vs. Modoc Lumber Company, a corporation. Demand, judgment for \$284.32 and for plaintiff's costs.  
No. 1812 Law. Judgment. Earl Arnold, debtor, A. A. South, creditor. Face: \$200.00, \$50.00 atty. fees.  
No. 1801 Law. Judgment. Entered and docketed 6-29-24. J. B. Edler and Richard Flynn, debtors, E. H. Whetstone, creditor. Face \$100.

**C. A. Pauley vs. Modoc Lumber Co.**  
C. A. Pauley, local merchant, brought suit this morning against the Modoc Lumber company, alleging that between February 11, 1924 and April 15, 1924, purchased merchandise from him valued at \$284.32, no part of which has been paid, Mr. Pauley prays for judgment against the lumber company for this amount and also for interest of six per cent from April 15, 1924.

Why don't you ask your husband's advice in this matter? "I intend to, as soon as I decide what I'm going to do."

## DODGE CHOSEN BY DESERT MAN

Having established to their own satisfaction the fact that man existed 500,000 years ago, scientists will now attempt to trace his origin back another million years.

Led by Roy Chapman Andrews, who returned from Asia a year ago with a nest of 26 dinosaur eggs ten million years old, another expedition sailed from the United States May 25th for China. Thence the party will proceed into the heart of the Gobi desert, in Mongolia, where it is hoped a five-year search will reveal further amazing secrets concerning the early life of man, beast and reptile.

As in the previous expedition, the

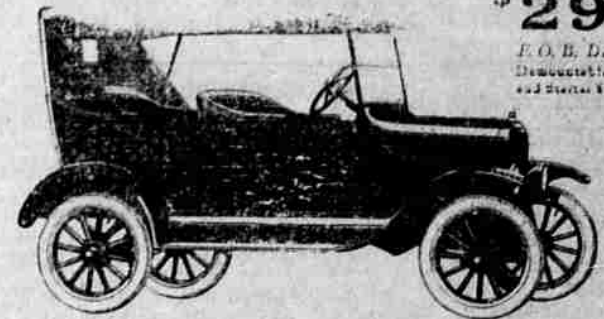
scientists will rely on American-built motor cars and trucks for transportation, although roads are unknown in most of the vast territory to be explored. Mr. Andrews recently visited Dodge Brothers factory in Detroit, where five cars were being equipped for the expedition. Mr.

Andrews expressed great satisfaction with the new equipment and repeated that he attributed a great share of the success of his last memorable expedition to the remarkable endurance of Dodge Brothers cars. These made it possible to accomplish a 30-year task in three years. In view of this experience it was only natural that he should again inaugurate upon Dodge Brothers cars for the next expedition. Fifteen scientists representing twelve branches of learning, chosen from 4,000 applicants constitute the party.

## Get the Tonic of the Out-of-Doors

The Touring Car \$295

F. O. B. Detroit  
Dodge Brothers Motor Cars  
and Trucks 1924 Model



Be sure that your efficiency and your comfort this summer have the help of that car you have always intended to buy. You know its value—you know what an essential aid it is to a fuller activity, an easier life, more healthful hours out-of-doors.

Delay invites disappointment. Why wait? Buy now!

Ford Motor Company  
Detroit, Michigan

Runabout \$265 Coupe \$525 Tudor Sedan \$590 Fordor Sedan \$635  
All prices f. o. b. Detroit

BALSIGER MOTOR CO.  
Eighth and Klamath Ave

# Ford

THE UNIVERSAL CAR

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

400 South Sixth Street at Oak

# ACME MOTOR CO. Inc.

Telephone 680 - 681

Announce the following **Special** for one week **Beginning July 2nd**

To each purchaser of a New car from us, we will give a spare **TIRE and TUBE FREE**

## HUDSON

SIX CYLINDER CLOSED CARS AT OPEN CAR PRICES

## ESSEX

## Supplies and Accessories

We maintain at all times the most complete stocks of needs for the car to be found in Southern Oregon

## Repairs

Of any nature by skilled mechanics and machinists. Satisfactory Service is our watchword

## Storage

Our Building Is Absolutely Fireproof

SEE THE NEW

## ROLLIN

4-WHEEL BRAKES  
BALLOON TIRES  
STANDARD EQUIPMENT

This High Grade Automobile is Manufactured by Rollin H. White, who needs no introduction to the Motoring Public, having made cars of Proven Quality for Many Years!

A DEMONSTRATION WILL CONVINCING YOU OF ITS SUPERIORITY TO OTHER CARS OF COMPARABLE PRICE.