



SEDANS OVER SOLD IS S. O. S. SIGNAL

'Sedans Over Sold' is the S. O. S. signal flashed from Willys-Overland, Inc., at Toledo, Ohio, on the Overland standard sedan on which the prices, announced last month, have heaped such a burst of public approval that even the herculean efforts of the factory to keep up production have failed to anywhere near satisfy the demand.

ADV. PROGRAM FOR PAIGE-JEWETT CARS

The Paige Detroit Motor Company announces that, effective November 1st, its advertising program will be handled by Brooks, Smith and French, Inc., Detroit. Plans are already under way for extensive and striking campaigns on both Paige and Jewett cars. The 1926 advertising program of the Paige-Detroit Motor Company is being prepared on a scale that insures more powerful support than ever before for Paige and Jewett dealers. The Company's policy of devoting the major part of the appropriation to newspaper advertising in the territories of its dealers will, it is announced, be continued. At the same time, trade paper and national magazine will be extensively used.

CHEVROLET SETS NEW SEPT. RECORD

DETROIT, Michigan, Oct. 20.—The Chevrolet Motor Company built 5,865 motor cars and trucks during September, a new record for that month and only 378 fewer than the highest production month in the history of the company.

Ordinary sales and consequently production are expected to decrease during the latter part of the year. However, the demand for Chevrolet cars which has held production at high figures throughout the year continues undiminished. As a result the schedule for the present month contemplates the building of more than 54,500 cars and trucks.

August deliveries to dealers in the United States alone were 41,500, an August record. This figure is exclusive of the thousands of cars shipped to foreign countries. During September deliveries in the United States increased to approximately 44,500, placing September second only to April and May of this year and exceeding the domestic deliveries for June, July and August respectively.

"I am proud of these records for two reasons," said Charles F. Barth, Vice-President in charge of production.

"My first reason is that since March the Chevrolet production has remained consistently at 50,000 or more without the usual seasonal fluctuations. This indicates that the automobile industry is becoming stabilized upon a regular year-round demand.

"My second reason is that the September production proved conclusively the loyalty and capacity of the Chevrolet manufacturing organization. Unceasing demand for cars from the Chevrolet dealers made it necessary early in September to increase the September production schedule nearly 7,000, the new schedule calling for 53,165 cars and trucks. A production increase of that magnitude is a severe test of any manufacturing organization. The sales department would have desired us to increase the production schedule even more sharply. The results exceeded our highest expectations. The loyal workers in the Chevrolet factories, most of them veterans who are proud of their job and proud of their product, responded to a man. They came through with the record September production of 53,165, which was 2,700 more cars than we had asked for, even under the revised schedule."

SEASONAL DECLINE IS NOTED IN MANY COAST INDUSTRIES

PORTLAND, Oct. 20.—The decline in seasonal industries of the Pacific Northwest became marked last week and demands for men from nearly all sources except fire logging and lumbering showed decreases, according to the 4L employment letter issued here today. In the Inland Empire, where many saw mill night shifts have been laid off and some plants entirely closed, the decline in employment has been greater than on the coast.

Reports from the various S. L. offices were as follows:

Portland—Labor demand here is holding at about the same level as experienced for the past two weeks. It is noticeable that orders for construction laborers have shown a marked decline. Loggers continue in fair demand, part of which is due to turnover, although several companies have extended operations this month. Labor turnover at sawmills is at a minimum.

closing has been announced by the management. The night crew at Shafter Bros. Mill 4 has again joined the strikers after returning to work for a few nights. Fifteen hundred men are now idle in Aberdeen. There has been no change in logging camp operation in the Grays Harbor district.

Tacoma—Logging in Tacoma and vicinity is now 95 per cent of normal capacity, with most camps well supplied with experienced help. Except for the Western Fir Lumber Co. which has started a night shift in its planer, there has been no change in lumber manufacturing. Skilled saw mill help is equal to present demand.

Seattle—Labor demands in Seattle last week showed further decreases. Saw mill operation is holding at a high level. The South Seattle Mill Co. will resume cutting next week. Logging companies continue to call for men, but part of this demand is due to labor turnover. Shingle mills largely continue to operate with small crews and on a short week. Orders for farm and dairy help are falling off. There is a large number of idle men on the skid road here.

Spokane—At no time since last March have Spokane employment boards been so bare of jobs as they are at the present time. A few new wood operations are requiring some men in preparation for winter logging, but there is little demand for saw mill help other than occasional calls for setters, edgemen and tall sawyers. The Deer Park Lumber Co. has shut down its night shift in saw mill, planer and box factory.

Mrs. F. W. Cook, accompanied by her daughter, Miss Ruth, arrived here last night for a two weeks visit with Mrs. Cook's children, Mrs. George Paulsen and F. A. Cook. She is stopping first with Mrs. Paulsen, who has recently moved into the Ed Thornton house on East Douglas.

A SCHOLARSHIP IN TRAFFIC OFFERED

The first comprehensive modernized traffic ordinance adopted in any American city was given to Los Angeles, Cal., by its traffic commission, of which Paul G. Hoffman was president and Dr. Miller McClintock was expert.

When Mr. Hoffman went to South Bend, Ind., as vice president of the Studebaker corporation of America, he interested A. R. Erskine, president of that corporation, in the problem of relieving traffic congestion and lessening automobile fatalities. Mr. Erskine sent for Dr. McClintock and went over the expert's researches.

As a result, the University of California has announced the creation of the Albert Russel Erskine bureau for street traffic research, established through a grant of the Studebaker corporation.

In offering to the university this bureau, Mr. Hoffman wrote:

"The Studebaker corporation of America, realizing the pressing character of the street traffic problem and the need for collection of scientific information on the subject, desires to offer funds for the creation of a research bureau and graduate fellowships in the University of California."

Mr. Erskine commented on the offer:

"Much of the failure of American cities to deal effectively with street traffic may be attributed to lack of technical information. Traffic is an engineering problem. It can be controlled satisfactorily only by sound engineering methods.

"With this principle in mind, we

have offered to cooperate with a great university, to make a constructive contribution to a problem vitally affecting the utility and safety of automotive transportation."

The bureau will be in charge of Dr. McClintock, who formerly was connected with the government research in Harvard University, and who is known widely as a traffic engineer. He is author of "Street Traffic Control" and "The Los Angeles Traffic Code."

Located in the southern branch of the University of California, at Los Angeles, the bureau will limit its study to urban traffic difficulties and their correction. Pedestrian control, conflicts between street cars and motor cars, parking methods, speed, street design, grade separation, signal devices, uniform regulations and allied subjects will be studied. Its reports will be available for all American cities.

The two fellowships created will pay \$1,000 a year each to graduate engineering students of the university, to encourage traffic control as an engineering profession and to develop intensive research.

SINGLE MAN MUST GO IF CITY JOB DESIRED BY MARRIED MAN.

BRADFORD, England, Oct. 21.—The city officers have enacted a law prohibiting an unmarried man from holding a municipal job when there is a married man looking for it.

The Bradford councillors could not understand why there should be any unmarried men, inasmuch as reports showed that there are almost twice as many maidens in the city as bachelors.

The city medical officer replied that the precarious condition of the wool trade, which is the chief industry of the city, is responsible for many of the local young men shunning marriage.

INDIANS BACK TO BECOME FIELDS AS THE HARVEST MACHINERY FAILS.

CARR LAKE, Minn., Oct. 21.—Machinery, silly of the pale face, has failed in its effort to collect rice in the innumerable lakes of Minnesota and the Indians have been temporarily successful in defending their traditional monopoly of the wild rice harvest.

P. J. Scott, acting superintendent of the Consolidated Chippewa Agency here, said this was due to the impracticability of modern rice harvesting machinery rather than to the counter efforts of the red man.

The Indians were greatly alarmed at the appearance of rice harvesting machines. They not only threatened to remove an indispensable means of making a livelihood but literally destroyed the precious fields. The heavy boats necessary to carry the binder-like contraptions ripped the tender stalks from the shallow water, spilling virtually all rice that the reaper missed.

Now the tribesmen and their families in birch-bark canoes and awkward, but light flat-bottom boats, are proceeding as in the days of old.

PREFER "BLUE DENIM" WORK

PITTSBURGH, Oct. 21.—A majority of night students at the Carnegie Institute of Technology have shown a preference for "blue denim" work. Only a comparatively few are entered for occupations where clean linen and well combed hair are necessities.

Building and machinery trades have attracted many of the students.

Hundreds have put their O. K. on classified columns. They are the starting point of many people's success and prosperity.

MRS. J. J. ASTOR'S SECOND HUSBAND DIES AT AGE OF 71

(Associated Press Leased Wire.)

LONDON, Oct. 21.—Baron Ribblesdale died today. His widow is the former Mrs. John Jacob Astor, to whom he was married in 1919.

Lord Ribblesdale was born in 1854. His widow, prior to her marriage to Colonel Astor, was Ava Willing of Philadelphia.

Our line is full of pretty new rubber aprons. Make your selection early. Lloyd Crocker.

RADIO LISTENERS TAXED FOR ENTERTAINMENT BUT INCREASE

STOCKHOLM, Oct. 21.—The radio listener in Sweden must pay for his entertainment, but nevertheless license holders increased to 75,000 against 46,000 last year. A fee of 12 krona paid by listeners has provided funds for an improved program. Demand on the present broadcasting stations has necessitated fresh arrangements.

It is planned to build a high power station in the center of the country having a wave length of 1730 meters.

DODGE BROTHERS, INC. ANNOUNCE

A new and attractive Credit-Purchase Plan, now in operation throughout the United States.

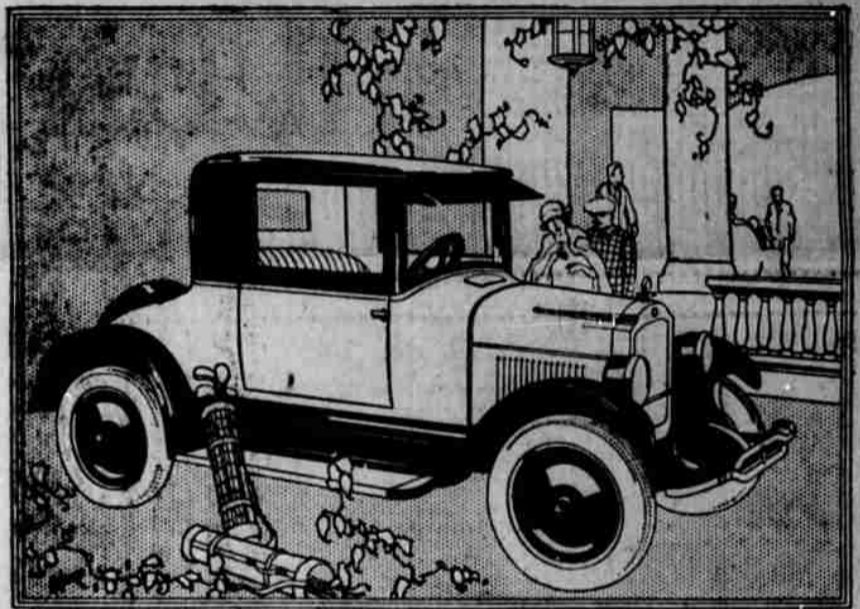
This plan, devised and approved by Dodge Brothers, Inc., enables a purchaser of a Dodge Brothers Motor Car to extend his payments over a period of twelve months at a minimum credit charge.

So favorable to the purchaser is this arrangement, that practically anyone can now own a Dodge Brothers car without financial inconvenience.

Ask us, without obligation, for full particulars.

J. O. NEWLAND & SON

Dealers in Dodge Brothers Motor Cars ROSEBURG, OREGON



Hundreds Have Bought

New Hundreds are saying "I Want That Star!"

ON every side you find enthusiasm for Star—the big, hearty praise of Star owners, or the excited anticipation of those hundreds about to buy Stars. "I want that Star!" is a statement you hear more and more!

Value—real practical, exclusive value features—stands back of this great wave of Star Car popularity. Star has fought its way to the top on unusual merit. Now Star reaps the deserved approval of motorists who know what to look for—owners who now buy with previous experience to guide and to influence them.

No stopping the wide-spread recognition of Star value—every day the Star Million Dollar Motor verifies the owners' good judgement by turning in hundreds and hundreds of miles of faultless performance. That's why every Star owner will tell you, "You can't go wrong on the powerful Star!"

Opportunity!—you pay only as much as you desire under the generous, history-making terms of the Star Gold Certificate Save and Earn Plan.



RAPP BROTHERS, Dealers

Corner Cass and Pine

Roseburg, Oregon

Phone 371