

CHEVROLET CO. BOOSTS PROJECT

TIA JUANA, Mexico, July 27.—Influx of international motor traffic to this country has reached the highest peak in history.

Tourists are pouring in over the boundary from points along the Pacific highway as far north as Vancouver. Automobiles from beyond the Rockies are also touring up and down the Pacific coast in greater numbers this season, planning their itineraries to include every point of interest from this country to Canada.

Senior Frederico Palacio, Mayor of Tia Juana, attributes the unprecedented motor travel on the great tri-continental automobile road to the country-wide publicity given the Pacific highway by means of a "Three-flag Tour" staged by the Chevrolet Motor company last February.

As a travel-stimulating move and to acquaint all America with the possibilities of summer and winter driving on the Pacific coast, a Chevrolet press car left this city early this year bound northward with dispatches and greetings from Mexican officials to the three governors of the Pacific states and to His Worship, Louis Taylor, Mayor of Vancouver, British Columbia.

The expedition proved to be one of the most successful publicizing achievements ever recorded in the annals of the west. A recount of the mid-winter trip was featured in every metropolitan newspaper along the route and was picked up by a number of large eastern publications. The New York "American" devoted an entire page to the remarkable demonstration including the story, pictures of scenes enroute and a detailed map. Salutations exchanged between Palacio in this city and Taylor in Vancouver, via the Chevrolet press car, were in the nature of an international introduction and served to further cement relations between the three great countries bordering the Pacific ocean.

Realizing the possibilities of this unequalled motor road as a means of attracting desirable automobile visitors to their gates, the Vancouver Chamber of Commerce has instituted a great advertising campaign based on information

gathered from the log of the Chevrolet run.

Vancouver's mayor writes of plans now under consideration for the continuation of the great motorway up through British Columbia and northward to the very border of Alaska. Here at the lower end of the concrete ribbon, Senior Palacio sees possibilities of the extension of this greatest of all roads southward along the coast through Central America and, in time, down to the Panama Canal Zone.

The well directed efforts of the Chevrolet Motor company in launching such a travel boosting project have brought rich returns for the west in the form of increased motor travel up and down the western empire. Now that the ball is rolling various civic organizations of the Pacific coast cities have taken up the banner to the end that the "Longest paved stretch in the world" shall be the most widely known as well as the greatest automobile highway in the world.

BEAVER DAM ENABLED FIRE CONTROL IN NORTH WOODS

ST. PAUL, July 27.—(A. P.)—Because water from a beaver dam enabled desperate forest rangers to extinguish a stubborn forest fire, a new and staunch friend has been added to the beaver family's long list of Minnesota admirers.

Ranger Mike Guthrie told how after a two-day battle his crew had subdued a three-mile long fire, with the exception of a stretch along a ravine, when the blaze showed signs of again escaping control.

Noticing the dam a short distance above the burning ravine the rangers ripped a hole in the embankment and released a torrent of water that soon made history of the fire.

The frightened family of beavers witnessed destruction of the paradise which they had labored months in building. But the fighters had scarcely gone when the industrious little animals set to work to repair the damage.

"Now," Guthrie reported, "the beavers have patched their dam and are none the loser for having lost the supply of water. This confirms my belief that no beaver should be taken except in most extreme cases."

RECREATION AND TOURING TRAVEL

The tide of summer recreation and touring from California north into Oregon, Washington and British Columbia has already become large and promises much to exceed that of any former year. Tourists who cross the continent to California are more and more learning that a motor trip along the entire Pacific Coast offers more of enjoyment and scenic beauties and wonders than are found along any of the routes across the continent.

This knowledge is increasing travel up and down the coast by eastern tourists. Our own people are learning of the enjoyment of such a trip, and the number of Californians who motor north in the summer time is increasing. Also more who live in the Pacific Northwest are using the great connecting artery of the Pacific Highway to enjoy the beauties and comforts of California.

The Oregon Highway Commission made a traffic census June 16 at the key point at Grants Pass, where the Pacific Highway is joined by the Redwood Highway. This census showed a total of 4419 cars passing that point that day, of which 3670 were on the Pacific Highway and 749 on the Redwood Highway. Of these cars, 728 bore licenses of states other than Oregon, 542 of them on the Pacific Highway and 186 on the Redwood Highway. Of the total of 728 foreign cars 542 bore California licenses, showing the importance of California travel to the states of the north. This north and south travel along the

whole Pacific Coast will undoubtedly be stimulated by the new movement for joint publicity of all the coast states.

How this summer traffic compares with winter travel is shown by the census taken by the California Highway Commission January 18 and 19 last, where the two highways cross the state line between California and Oregon. This showed for the two days a total of 656 cars, of which 61 were on the Redwood and 595 on the Pacific, which is the only real winter route. Much of this winter travel is of northern cars going and returning from California.

FORSAKE FRENCH PROBLEMS BY ENTERING MONASTERIES

NICE, July 27.—(A. P.)—A desire to escape the unsettled problems of post-war France is driving scores of wealthy and prominent Frenchmen to take refuge in the monasteries of Provence.

Even the monasteries which demand that the initiate take life vows are receiving more applications than they can care for.

The monasteries which permits laymen to enlist as monks for indefinite periods are being besieged by men who wish to escape the cares of the world. The Monastery of St. Honorat, situated on the Lérins islands two miles from Cannes, has not had a vacant cell for eighteen months. This is the first time since 1720 that the monastery has been full.

M. C. RADABAUGH,
Auctioneer, 539 N. Pine St., Roseburg, Oregon

L. W. METZGER
SASH DOORS MILLWORK
Complete Line of Building Material
Plate and Window Glass
Agent for Fairbanks-Morse & Co.
Phone 362 Roseburg, Ore.

WAR DEPT. BUYS 86 DODGE CARS

The Quartermaster General has awarded Dodge Brothers, Inc., a contract for ten sedans and 76 touring cars for army use in different parts of the United States. The cars are in every respect Dodge Brothers standard product.

"The Dodge Brothers Sedan and Touring Car have been approved as suitable for Military Service after severe practical tests and are the present standard five passenger cars for army purposes," said Maj. General C. F. Cheatham, in announcing the purchase.

"The Dodge Brothers cars have for a number of years been actually used in the United States army, in Mexico, Europe, the Island Possessions, and within the Continental limits of the United States, and found satisfactory for military use."

This Quartermaster purchase follows an order from the Panama Canal Commission for 21 Dodge Brothers motor cars and Graham Brothers trucks (both of which use the same engine) and more recently by an order from the U. S. Marines for twenty Graham Brothers trucks. Last year the War Department purchased over fifty Dodge Brothers Motor cars to replace as many which had been in service ever since the World war during which fully 29,000 of these cars were used. The additional orders are considered a significant tribute to the sturdiness and dependability of Dodge Brothers product.

Eat barbecue sandwiches and live forever Brand's Road Stand

CONFIDENCE



Many people have bought USED CARS from us because they can place confidence in what we tell them.

YOU can do the same.

L. R. Chambers Motor Co.
NASH CARS

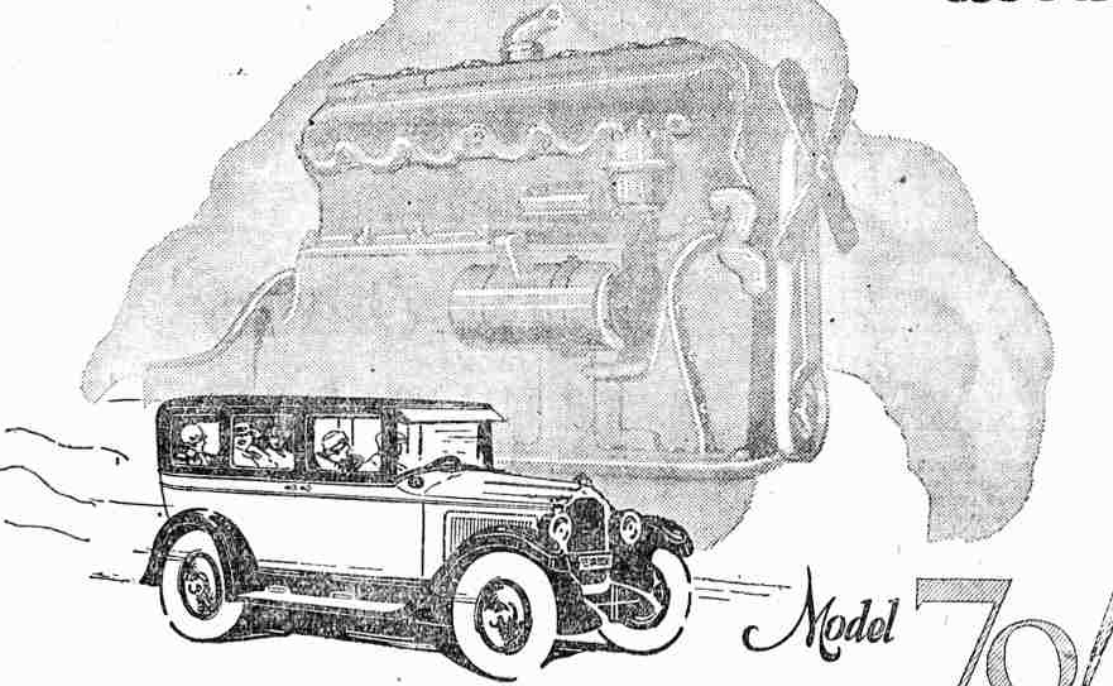
New Low Prices on Goodyear and Pennsylvania V. C. Tires

30x3 Goodyear Fabric	\$7.20
30x3 1/2 Goodyear Fabric	\$8.00
30x3 1/2 Goodyear Cord	\$9.00
30x3.85 O. S. Goodyear Cord	\$9.85
30x3 1/2 A. W. T. Cord	\$12.50
30x5 Truck Cord	\$36.00
29x4.40 Goodyear Pathfinder Bal.	\$11.00
29x4.40 Grooved A. W. T. Balloon	\$14.50
29x4.40 Pennsylvania V. C. Bal.	\$13.50
30x3 1/2 Big O. S. Penn. V. C. Cord	\$11.95

C. A. Lockwood Motor Co.

Penn. V. C. and Goodyear Tire Dealers
Roseburg, Oregon

For Super-power under the hood



THE GREATEST power, per cubic inch of piston displacement throughout its entire range, ever developed in any American built, stock production motor . . .

The greatest range of performance, without strain on the power plant, ever achieved in any stock, American built motor of its size . . .

An acceleration ability entirely unmatched by any other power plant of anywhere near the same rated capacity . . .

The highest motor torque, giving unequalled hill climbing powers, ever attained in an American built motor of its size . . .

These are the super-power features of the patented Willys-Knight sleeve valve engine in the new Willys-Knight Six—Seventy—a motor car which will out-perform any other automobile anywhere near its price or size class.

In road speed it surpasses any other car of competitive dimensions. For sustained high speeds, hour in and hour out, nothing like its performance has ever been offered before.

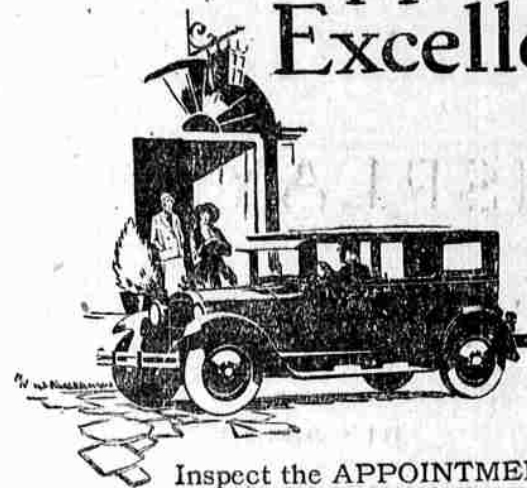
And for smoothness of running, the Willys-Knight sleeve valve motor has established an international reputation as the most silent, most flexible, most responsive of all power plants.

Steadily wearing in while other motors are wearing out, it is "the engine that improves with use".

663,000 miles of steady service without interruption for repairs—this is the record of one Knight sleeve valve engine—hundreds have been made that show better than 300,000 miles.

See the power plant in the Willys-Knight—the highest development that modern engineering has to offer.

Model 70!
The New
Willys Knight
6
Sedan
\$1495
TOURING \$1295
COUPE . . \$1395
STANDARD SEDAN \$1395
Prices f.o.b. factory
The New Willys Finance Plan allows smaller down payments and smaller monthly payments—the lowest credit cost in the industry.



Inspect the APPOINTMENTS of this beautiful car, and the PRICE will impress you as remarkably low.

Body finished in Maxine blue lacquer, black above belt line, with silver gray striping and lustrous black enamel shields and fenders.

Upholstery—silver gray genuine mohair velvet with seat backs and cushions in the latest custom paneling.

Instrument board and window mouldings in rich walnut, hardware in polished nickel, smartly designed for this vehicle.

Natural wood wheels with dagger spoke-stripes. Steel disc wheels, in Maxine blue, optional at no extra cost.

Complete special equipment, including: polished nickel radiator shell and emblem, cowl lamps, cowl ventilator, nicked front and rear bumpers, heater, automatic windshield cleaner, and many others.

A smart, roomy and dependable closed car that will serve you for years at low cost.

DeLuxe Sedan	\$1271.00	Touring Car	\$966.50
Coupe	\$1018.50	Roadster	\$962.00

J. O. Newland & Son

Dealers in

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MOTOR CARS**

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