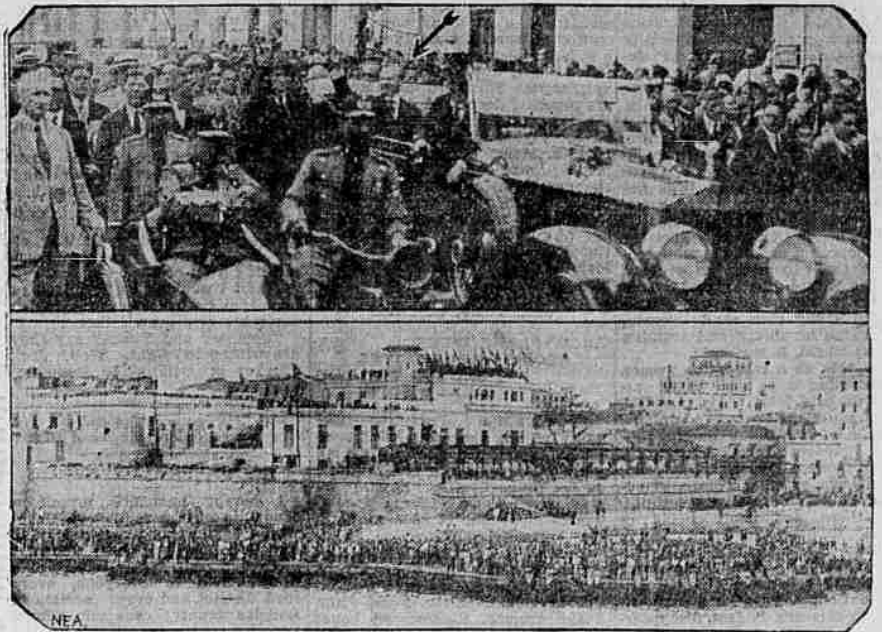


Opening of Pan-American Congress as Camera Saw It



Here is the opening of the Pan-American Congress at Havana as the camera saw it. At the top is a close-up glimpse of President Coolidge delivering his address. Microphones in front of him enable thousands in the United States to hear him by radio. The lower photo is a general view of the opening session (arrow—President Coolidge), which was held in Havana's magnificent National Theatre. The congress is to consider international law codification, trade regulations, the functioning of the Pan-American Union, and other economic and social questions of interest to the two Americas.



Two more interesting scenes connected with the Pan-American congress, these. Above, President Coolidge, bare-headed, waves and smiles a friendly salutation to Havana as he rides through the city's streets. Below, a throng gathered at the Havana waterfront to greet the president upon his arrival.

23,579,992 MOTOR VEHICLES IN USE IN U. S. IN 1927

There were 23,579,992 motor vehicles registered in the United States during 1927. This is according to the figures just released by the B. F. Goodrich Rubber Company's statisticians, who have compiled their records from January 1 totals computed by the registrars of each state.

Motor vehicle production for 1927 is estimated at 3,550,000 indicating a heavy replacement business. This figure added to the registration figures for 1926 gives a total of 25,863,643. Since 1927 registration returns show only 23,579,992 motor vehicles in use the difference or 2,283,651 would indicate the number of motor cars scrapped or discarded. Replacements during the year were 9.4 per cent of the total registration.

New York state still holds first place in number of motor vehicles, but California is running a very close second. New York's percentage of increase was 9.8 while California's registration climbed only 6.5 per cent. On the other hand California possesses a motor vehicle for every two inhabitants or an average of two per family, which is figured at 4.6 persons, while New York possesses one car for every 5.2 persons or not quite one car per family.

For the first time in the history of the automotive industry four states showed a drop in registration. Florida leads with a loss of 10.4 per cent over 1926. Maine was second with a loss of 5.8 per cent.

The District of Columbia made the highest gain of any state with 17.5 per cent increase in registration. Mississippi takes second place in percentage of gain with 13.5 per cent increase to its credit.

It is coincident that the percentage of increase in three states was identical to the percentage of increase obtained in 1926. New York, Maryland and New Hampshire each showed the same per cent of increase in 1927 as was shown in 1926.

Taking the registration total and dividing it into the estimated population of the United States shows one car for every 4.9 persons, or approximately one car per family. The 1927 registration total also provides 7.9 motor cars for every square mile of area in the United States.

An estimated registration of motor vehicles on farms shows 19.9 per cent of the total or 4,700,000 motor cars and trucks. Over 19 per cent of the total highway mileage in the United States has been surfaced for motor vehicle traffic, a big gain in surfacing having been made during 1927. Gasoline consumed by motor vehicles in 1927 amounted to 2,697,000,000 gallons. 84 per cent of all the crude rubber imported was used in making tires and accessories for the motor car industry.

PORTLAND AUTO SHOW SCHEDULED FOR FEB. 4-11

Portland's 15th and greatest of all automobile shows combined with the first Northwest Motor Boat and Airplane show re-establishes Portland's most important annual trade show on a scale that is a true reflection of the world's greatest industry. It takes place February 4th to 11th.

A building rushed to completion for this event gives the cars, boats and planes more than 120,000 square feet of space which means double the amount ever before available at a Portland winter show. After this exposition of "transportation of an advanced age" the structure will be the magnificent new delivery depot of the Meier & Frank Co. The building is located at Fourteenth and Everett streets.

In each of its three fields the exposition will be entirely complete, giving the visitor an opportunity to see and learn of the important advances that have been made in price quality and greater convenience and beauty of manufacture.

Never will a visitor to an automobile show have had as much to marvel at as this year. Advance stories from New York City agent the first national show gave some idea of what had happened. Never has an industry discarded so completely all precedent of prices, standards and design as has the automobile industry in the past few months.

Cars are not just rebuilt and worked over, a little touch here and a little touch there. It takes but one glance at the advance showings which have already come to the coast to see that the 1928 cars heard about are in every sense new models. With the majority of makers having taken part in this rejuvenation, the cars in new form represent without question the largest single investment in change-over that the industry has ever brought out.

Starting with Ford's expenses of nearly \$100,000,000 to produce a new car, other makers in the aggregate have spent equally staggering totals to evolve new automobiles designed to satisfy the will and fancy of the public as each in turn has interpreted it.

Some idea of variety to be seen at the show may be gleaned from the fact that the Portland show agencies this year will display 180 automobiles. Many of the booths will

Everywhere-enthusiasm for the perfected Whippet

COACH
\$535

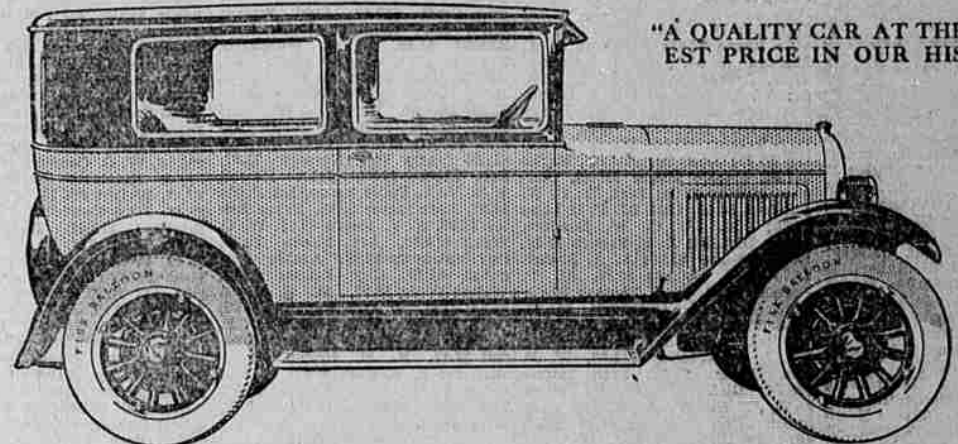
	New Low Prices	Reductions
Touring	\$455	\$170
Coach	535	90
Sedan (4-door)	585	140
Roadster (2-pass.)	485	
Roadster (with rumble seat)	525	170
Coupe	535	90
Cabriolet coupe	545	200
Chassis	355	90

All prices f. o. b. factory

MAINTAINING the important advantages which it introduced—and offering new features of design and equipment—the perfected Whippet sets a value standard never before reached.

It still leads in its power-efficiency—economy of operation—and smoothness. It is still ahead in its development of BIG 4-wheel brakes, long, semi-elliptic springs with snubbers, oversize balloon tires and gasoline tank at the rear.

In spite of fast-mounting demand, we are still able to make immediate delivery of the Whippet. Come in and see it for yourself today.



"A QUALITY CAR AT THE LOWEST PRICE IN OUR HISTORY"

THE WHIPPET IS NOW READY FOR IMMEDIATE DELIVERY

F. W. CHASE

Phone 399

Salesroom 317 North Jackson St.

Roseburg, Oregon

not be able to bring in their complete line even so as some makes feature up to 40 different body styles.

Body styles, color, finish and motor design will all intrigue the visitor this year. The great play though that the industry is making is the new standard of elegance and design that is obtained by even the smallest price run.

The setting for the colorful automobiles will be on a par with the advance in cars. The motif by M. V. Lerner and L. J. Steed of the John L. Stark studios is Siamese, gold, tinzel, dragon greens and bright colors woven into an intricate mass of beams and panels to simulate the temples of the South Orientals.

Beautiful gilded temple lanterns will shed a warm glow over the entire picture while still providing direct illumination for the myriad brilliant car models.

The space devoted to boats will be equally interesting both in display and arrangement.

Portland will get a new and different idea of motor boating. Boating heretofore has been considered somewhat the hobby of the few. Boats were seldom factory built but the product of the back yard shop. Design as it really is in fine boats was unknown.

In this show will be seen elegant boats. The largest, a cruiser 45 feet long and selling for thousands of dollars will be placed alongside boats starting at prices of several hundred and up in easy steps to the price of the big cruiser.

This big boat, the product of a Portland yard, is considered by water men to be the equal of anything to be found anywhere in design in that class and size. In many of its features it is considered several seasons ahead of the east's best boats in that class.

Full lines of equipment for every branch of the water sport, fifty different inboard and outboard motor exhibits, and 49 hulls for use with the outboard motors will make an exhibit that will demonstrate the practicability and desirability of ownership of this type of craft. Another floor will feature the airplane. Here nine great ships of the air will be assembled. Motors of every well known make will be on display and instructors and licensed pilots from all the Portland and Washington airports and flying schools.

The show management recognizes that the public is air-minded and accordingly every question that the layman may want to ask will be explained to him by the corps of air pioneers who will be there during the long daily schedule of the show to answer all questions.

The equipment displays will be more interesting than ever, as they will serve the three fields of transportation.

The show as usual is presented

by the Automobile Dealers' Association of Portland. During the week the Oregon Automotive Trade Association will hold its annual meeting, the sessions being scheduled for Tuesday at the Chamber of Commerce.

San Francisco show exhibits will be rushed to Portland so that the Portland picture of modern transportation will be complete in every respect. The Portland exposition is followed by one in Seattle February 10 to 17.

President J. A. Crittenden of the Automobile Dealers' Association stated yesterday that the entire automotive and transportation trade is alert to the merchandising possibilities of 1928 as space for the show went so fast that saloonmen have been withdrawn from the field. The board felt certain that the remaining equipment space would be absorbed without trouble.

GIANTS UNDER CONTRACT

(Associated Press Leased Wire)
NEW YORK, Jan. 24.—The Giants now have a battery as well as three-fourths of their infield under contract. Announcement was made today that Pitcher Larry Benton and Catcher Jack Cummings had signed for 1928.

NEW ORLEANS HANDICAP TO BE RUN ON FRIDAY

(Associated Press Leased Wire)

NEW ORLEANS, Jan. 24.—Disaph, owned by Walter J. Salmon, is given top weight of 128 pounds for the New Orleans handicap to be run at the fair grounds, Friday, February 3, with a \$50,000 purse to the winner.

The list of nominations and weights announced by Joseph McLennan, racing secretary, contains 112 horses for the rich winter stake.

Jack, being prepared for the race by J. P. Scott, is assigned 126 pounds and the same weight is given Black Maria. Jack is expected to enter at top weight as neither of the other two horses is expected here.

Among the entries are: Cotnamor, 119; last year's winner; Chicago, 124; Grey Tag, 124; Pompey, 124; Justice F. 123; Buddy Bauer, 118; Rothermel, 117; Maremont, 116; Navigator, 115; Percentage and Oh Susanna, 113; War Eagle and Nor'easter 112; No Regrets, 116.

NAMES ASSISTANTS

(Associated Press Leased Wire)
LAWRENCE, Kansas, Jan. 24.

—Lynn O. Waldorf, head football coach at Oklahoma City university since 1925, and John Bunn, freshman football coach at the University of Kansas, last night were named as assistants to H. W. Hargtas, new Kansas U football mentor.

THIS FELLOW MAKES JULES VERNE A PIKER

By NEA SERVICE
MIAMI, Fla.—Jules Verne's flight of imagination in a trip to the moon is completely eclipsed by an Ohio chemist and engineer, who is planning a trip to Venus.

Robert Condit, who hails from the town of the same name in the Buckeye state, is rather secretive about his plans. He has, however, announced that the trip would necessitate a maximum speed of 2400 miles a minute and that a most powerful explosive would be used to drive his craft through the 30 or 40 miles of atmosphere surrounding the earth.

Condit is apparently well supplied with funds. He has built a sort of hangar here, at the surf's edge, for his headquarters. This is surrounded by a six-foot board fence to preclude all chance observation.

Nicaraguan Officials Inspect New Road From Managua to Pacific in Dodge Brothers Car Despite Tropical Storm



ALTHOUGH Nicaragua has torrential tropical rain storms, new roads are being built through what a short time ago were considered impassable jungles. Such a road has been recently completed from Managua, the capital, to the Pacific Ocean. This new route cuts the trip from eight days to two for the carriers and donkey trains and reduces the time for automobiles to about five hours even in the heaviest weather. The new road cut through Canal Zone jungles, shown in the pictures at the right, became a sea of mud shortly after the inspection in the Dodge Brothers car (left) began. With but few delays the trip was made on schedule according to the Nicaraguan Minister of Public Works, Mr. Gustavo Lacayo, who accompanied the party.

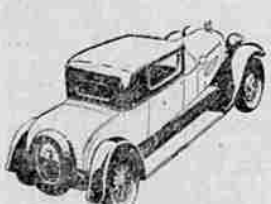
-a New ESSEX SUPER SIX

New Bodies—Larger and Roomier—New Appearance from Radiator to Tail Light
Finer Fittings—Four-Wheel Brakes—High Compression—Long Life Motor &

An Amazing Price



THE SEDAN, 4-Door, in two shades of blue, with cream striping, is larger and roomier, with form-fitting seats, wider doors, rich upholstery and appointments.
\$795



THE COUPE has wide seat, ample luggage space in the rear deck, and a comfortable leather rumble seat which is removable.
\$775



THE COACH is longer, wider, roomier—a full size five-passenger Super-Six, as distinctive in appearance as it is practical.
\$735

f. o. b. Detroit, plus coast excise tax

One look at the new Essex Super-Six will convince you that it will excel in popularity the Essex which has just completed the most successful year ever achieved by a 6-cylinder car.

From radiator to tail light it is a smarter, more beautiful car than even the Essex which preceded it. And in performance it surpasses in smoothness, reliability,

speed and ease of handling, the standard Essex owners are so proud to acclaim. You get an impression of completeness and fine quality in the design of every detail.

With all these advantages, there is also an amazing price reduction. The Sedan at \$795 f. o. b. Detroit is \$40 below the Sedan price of last year.

ROY CATCHING MOTOR CO.

125 N. ROSE

PHONE 438

ROSEBURG, ORE.