

FORD-CHEVROLET ACCOUNT FOR 52.3 OF AUTO OUTPUT

NEW YORK, May 21.—Combined production of Ford and Chevrolet in the first four months of 1929 amounted to 52.3 per cent of the total for the industry, according to figures compiled by Automotive Daily News.

The production of these two leading companies was 1,142,178, compared with a total output of 2,178,957, leaving 1,036,779 for the remainder of the industry. Ford's percentage of the total is 29 per cent, compared with Chevrolet's

	Total	Ford	Chevrolet	Ford-Chev.
January	422,531	132,078	86,178	218,256
February	487,639	125,954	121,246	247,250
March	625,372	151,894	147,273	299,167
April	623,424	190,288	157,137	347,255
Totals	2,178,957	600,214	511,834	1,142,178

OREGON'S SCENERY IS A WONDERLAND

While there is but one Crater lake, the broad, most fascinatingly beautiful lake of mystery in the world, Oregon has other scenic spots famous that are the goal of the highway caravan of today. There is the famous McKenzie Pass, a rugged notch in a mountainous river region as scenic as any in all this scenic West! The Rogue, the Clackamas, the Deschutes, and the Umpqua—all are mountain streams that have added to Oregon's fame as a paradise for the sight-seer as well as the sportsman.

The Loop highway encircling snow-capped Mt. Hood (11,225 feet), an easy one-day drive from Portland, returning by way of the great Columbia river gorge in ample time to witness the flaming sunset from Crown Point, is another of Oregon's famous drives. Across the swirling Columbia runs the emerald shoreline of Washington, the northern banks of the mighty Columbia embroidered with their orderly network of farms and fields clearly visible from the Oregon side. Fairy-like, mystic Mt. Rainier falls with their sheer drop over a precipice, their base a shower of rainbow mist and dripping ferns, are another scenic goal.

Nor is all of Oregon's scenic splendor confined to her mountain ranges, her roaring streams and waterfalls, her primeval forests and her lush, green meadows! Sober beauty lies beneath the sunlit surface in the southwestern corner of the state, where the traveler may explore the Oregon Caves! Some 75 miles southwest of Grants Pass, these caves are reached from the Redwood highway and are easy of access.

These limestone caverns present a geological marvel that intrigues the most casual fancy. The caves are well defined although somewhat irregular in size and shape. The slow limestone and dripings of the centuries have solidified themselves into an amazing spectacle beneath the ground, the glittering array of stalagmites and stalactites presenting a fantastic imagery that is a veritable subterranean fairyland.

Still another pleasant diversion for the Oregon-bound motorist is the Roosevelt highway. This scenic road follows the southern coast of the state. It offers a constantly changing panorama of marine pictures, rugged in their isolated grandeur, the road following the coastline closely between Bandon, Oregon, and Crescent City, California.

The Roosevelt highway is reached directly from the south via the Redwood highway. It runs along the Oregon sea line to Bandon, and thence is a good graded mountain road in an easterly direction, connecting with the Pacific highway. Oregon has been likened to an immense ever green park. The entire state is park-like, fascinatingly beautiful with her coastal parks that are snow-covered peaks suspended in their emerald andapphire settings against the golden glow of amber sunsets!

ROADS TO ROMANCE HOLDS ATTENTION

The familiar strains of a wedding march came sweeping through newly a hundred thousand radio receiving sets in the Pacific coast area one Wednesday evening about a year ago. It was just 8 p. m., and thousands of intrigued listeners laid aside their evening papers, their sewing or whatever else radio fans engage themselves with while listening on the air, to find a more attentive ear to this new and different entertainment that was coming to them.

"I pronounce you man and wife," they followed the laughter and the happy banter with here and there a sniffle or two perhaps, which always accompanies this event, at once so cheery and so solemn. The newlyweds received the congratulations and the kisses and the symbolic rice and old shoes, and the radio listeners heard their automobile roar away into the distance as they rode out on the finest honeymoon any young couple ever took.

Here was a beginning as well as a climax of one of the most completely coordinated and, we are told, most effective contributions to the growth and progress of the

PUBLIC DEMANDS PAVING PROGRAM

The future highway system of the United States will be a vast network of super-highways with trunk line grade crossings eliminated, high speed lanes and other distinctly modern features, it demands for more scientific supervision of traffic and highway building keep pace with the present trend of public opinion. Never in the history of the country has there been the popular clamor for wide, paved thoroughfare on which the millions of American motor vehicles can operate without costly traffic delays.

This is the prediction received by J. O. Newland and Son from W. M. Purvase, assistant sales manager for Dodge Brothers, whose new Dodge Brothers six has just been introduced to the public through the motor shows and by dealers throughout the country. All units of government, from federal authorities to the incorporated village, are co-operating in road improvements, safety programs and sane regulation of the increasing volume of traffic. Communities that have lagged in the past have seen more progressive rivals forge ahead, until it now is universally recognized that highway improvements are an investment and not an expense. Wildly paved roadways encourage people

state of California to be instituted by any private or industrial organization of recent years. Jack and Ethyl, the company of California, set out in this manner on "Roads to Romance," a tour of the Pacific coast which has been the direct medium for a stupendous dissemination of interesting, alluring facts about California of immeasurable value.

This was a beginning; and a climax, too, for a community development program of far-reaching proportions. For more than a year these weekly radio programs have held an audience spread throughout the entire Pacific coast area. Various localities of California have been visited in turn during these weekly "radio journeys," their romantic history—so replete with interest and so fascinating in portrayal—and their present-day scenic charm being given the spotlight in intensely dramatic fashion.

Jack and Ethyl are of course mythical characters, and their journey the labor of trained continuity writers of the National Broadcasting company. As they visit, in their saucy reader, each California locale in turn, the charm both past and present of that locality is told by them to all this vast audience they have won. The Associated Oil company has persistently made it a point in each program to urge listeners to "Drive out in your own car on 'Roads to Romance'." In a number of instances the big oil company has been able to point to actual increase in the number of cars counted at this or that place after the program devoted to its attractions. That they have stimulated interest in the state and what it holds for the tourist is without question.

Nor is this all. Matching the impetus developed on the air, the company has made "Roads to Romance" the keynote of its whole advertising effort. On the billboards from San Diego to the Canadian line, they picture in strikingly beautiful colors a scene in the romantic history of the Pacific slope—here again urging the impetus outdoor audience to "Follow Roads to Romance—Know your own Pacific coast."

In the official publications of the coast motor clubs the same impulse is delivered. These advertisements are almost without exception in full color with illustrative treatment taken from the poster design of the month. Climaxing this effort and carrying a direct selling message to the market, a comprehensive campaign in daily and weekly newspapers also lies in with this movement. Using large space and frequent insertions, the company appreciates the value of the "Roads to Romance" idea by using it as an illustrative background for a super-imposed selling story on its products. The net result is to transfer to the newspaper campaign some of the interest and attention-value created by the activity. In other media, thereby strengthening the appeal of each. Although not of paramount importance in this discussion, the newspaper campaign also enjoys the advantage of a highly localized copy treatment unique in the practice of oil company advertising.

BOOTS AND HER BUDDIES

WITH HEAVY STORM CLOUDS HOWERING OVERHEAD, CASTING SINISTER SHADOWS UPON THOSE AT THE FLYING FIELD WHO FEARED FOR BOOTS' SAFETY, A PLANE WAS SUDDENLY SEEN TO SLIP DOWN OUT OF THE SKY! AFTER A ROUGH LANDING, IT TAXIED ACROSS THE FIELD AND CAME TO A STOP!!!!



Still No Signs of Boots

to travel, promote business, lead to understanding between communities and result in speedy and economical transportation. Cars Designed for Heavy Traffic Motor car engineers have taken traffic conditions into consideration by designing cars that are safer and easier to operate. Quick acceleration, positive four-wheel braking control, full driver vision, lower center of gravity and convenient controls are major contributing factors. So simplified has driving become that the modern motor car responds to the slightest whim of the operator.

It is logical that further progress in solving traffic problems must begin by making motor car operation on the streets the easiest possible for the driver. In doing this, standardized traffic codes, separation of trunk line highway inter-sections and the use of high speed lanes on thoroughfares are steps in the right direction.

Metropolitan centers naturally have taken the lead in progressive moves to facilitate motor vehicle travel. Cities of the future will be far different from those of today. City plan commissions are looking ahead to prepare for the handling of automotive traffic on an even more undreamed scale. Sending traffic in waves through synchronized red, green and amber block signals has had notable development in the past year. In every city, arterial highways on which through traffic has the right-of-way have been designated. Roadways of 120 feet or more in width are being built to accommodate the endless stream of cars which pour in and out of the metropolitan centers.

Cars Change Living Conditions This is a transition era, when old landmarks must give way for wider streets. Out of this there is being evolved a new idea of municipal growth on a scale that will make cities brighter and cleaner. It is a scale that will take people out of congested apartment areas into beautiful suburban developments.

Speed in itself is not the menace it once was. Cities that used to view 15 miles an hour as a dangerous pace now permit 30 to 25 miles in certain crowded streets. Engineering improvements of motor vehicles have made it possible to increase the speed and not increase the driving hazards. This idea is reflected in some states by the repeal of all speed laws, but reckless driving remains a serious offense.

Paved highways, heavy motor vehicle, transportation and prosperity are inseparable. The nation has grasped the value of rapid motor transport, both commercial and passenger. The network of payment now being woven by the various states soon will link every important town with a thoroughfare promoting business and general welfare, if the people continue to insist on necessary highway projects.

No More Gas In Stomach and Bowels

If you wish to be permanently relieved of gas in stomach and bowels, take Baalman's Gas Tablets, which are prepared especially for stomach gas and all the bad effects resulting from gas pressure.

That smelly, annoying, foetid air in the pit of the stomach will disappear; that anxious, nervous feeling with heart palpitation will vanish, and you will again be able to take a deep breath without discomfort.

That drowsy, sleepy feeling after dinner will be replaced by a desire for entertainment. Bloating will cease. Your limbs, arms and fingers will no longer feel cold and "go to sleep" because Baalman's Gas Tablets prevent gas from interfering with the circulation. Get the genuine, in the yellow package, at any good drug store. Price 21¢.

Always on hand at NATHAN FULLERTON'S

MORGANATIS WIFE OF LATE KING DIES IN 93RD YEAR

(Associated Press London Wire) LISBON, May 21.—The last echo of Portugal's royal idyll sounded today in the death of Eliza Hensler, aged 93, morganatic wife of the late Ferdinand of Saxe-Coburg, king consort of Portugal.

Eliza Hensler was a beautiful young American opera singer of German origin who in 1860 sang at the Lisbon opera house. Ferdinand, then a widower and regent of Portugal, fell deeply in love with her. He conferred upon the opera singer the title of Countess Edla, and married her despite the opposition of the court and people of Portugal.

They lived happily together until Ferdinand's death in 1885. From that time on she lived in nun-like seclusion.

STATE DEAF SCHOOL HEAD IS UNDER FIRE

(Associated Press London Wire) SALEM, Ore., May 22.—Representatives of the state deaf association and some other Portland citizens appeared before the state board of control yesterday to protest against the re-administration of J. Lyman Steed as superintendent of the state school for the deaf. The complaint was that Steed is unable to keep teachers at the school and that 30 of the 11 teachers now employed will not be at the school next year.

The board will make an investigation, which will include interviewing the teachers. Predecessors of Steed have had difficulty keeping teachers at the school because of the low salaries paid by Oregon as compared with deaf schools in other states.

Steed's administration has been measurably free from criticism.

Please at Idlewild Park.

BARGAINS IN USED CARS

1926 Hudson Coach	\$475
1925 Hudson Coach	\$450
1928 Essex Coach	\$650
1925 Essex Coach	\$275
1925 Essex Coach	\$250
1923 Essex 4 Touring	\$175
1923 Hudson Coach	\$250
1924 Studebaker Touring	\$175
1924 Overland Sedan	\$195
1925 Star Touring	\$125
1924 Star Touring	\$100
1924 Durant Sedan	\$250
1925 Maxwell Sedan	\$275
1925 Ford Del.	

Ruckstell \$50
1923 Chev. Touring \$50
1923 Chev. Roadster \$25
1923 Buick Roadster \$175

We will trade and give you terms. See these cars before you buy.

Roy Catching Motor Co.

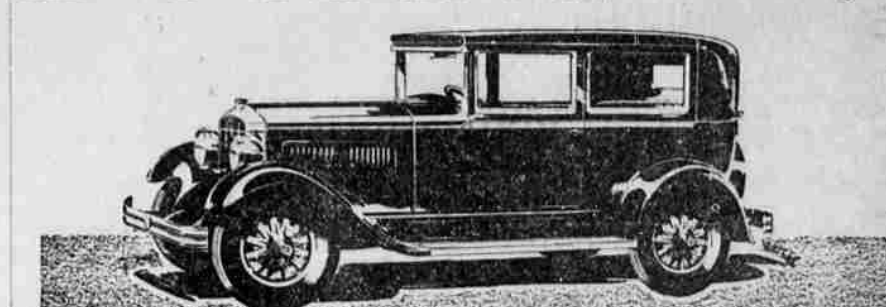
HUDSON-ESSEX

Rear of Hotel Umpqua Phone 435

Always on hand at NATHAN FULLERTON'S

By Martin

New DURANT Four-Forty



LONGER AND LARGER than any other low-priced FOUR

Greater riding and driving comfort, increased safety at high speeds, & more pronounced beauty of lines are the important advantages made possible by longer, adequate wheelbase. A Durant this larger, roomier Durant Four... and then drive all other low-priced Fours. A Durant superiority will be noticed instantly. Longer wheelbase is a typical feature of Durant's better construction. The world-famous Red Seal Continental Motor, Masury patented Rubber Mounting, Nelson Bohnalite Invar-Strut Pistons, Morse Silent Chain Timing Drive, Full Force Feed Lubrication, Bendix Four-Wheel Brakes and many other high-quality features.

Durant Six-Sixty
TWO-DOOR SEDAN
\$695
F. O. B. LANSING, MICHIGAN
World's Finest Low-Priced Car
DURANT FOUR
TWO-DOOR SEDAN
\$555
F. O. B. LANSING, MICHIGAN

ROSEBURG STAR GARAGE

Cass and Pine Sts. Phone 521-R

A SIGN OF QUALITY and VALUE to thousands of satisfied USED CAR BUYERS

for Economical Transportation
CHEVROLET
LOOK at these Outstanding
Used Car Values

BUICK 1928 SEDAN—Just nicely broke in. This car is not one year old and is a real buy for \$925.00 and has an O. K. that counts.

CHRYSLER SEDAN 1927 model 70. This car will speak for itself. Come around and see it and drive it. Offered with an O. K. that counts.

ESSEX COUPE 1928 model, a fine small easy riding coupe, offered for sale at a very low price and an O. K. that counts.

CHEVROLET COUPE 1928 model. This car has run but very little and looks like new. A nearly new car at big reduction and an O. K. that counts.

FORD COUPE 1927 model, new Duo paint and in good condition. Better come early, those small coupes are in demand.

FORD TRUCK with cab and body and Warford transmission. This is a good serviceable outfit for a very small investment and is offered for sale by us with an O. K. that counts.

CHEVROLET TRUCK 1926 model with a good cab and new tires. A good truck with lots of good service left in it. Priced to sell.

PONTIAC LANDAU—We don't very often get used Pontiacs for sale as these sturdy small sixes are in unusual demand.

SEVERAL CHEAP CHEVROLETS, Fords and Stars, good cars to go fishing in, saving the family car. Prices ranging from \$25.00 to \$75.00.



This Red Tag
"with an OK that Counts"
is your Assurance of
Honest Used Car Values

You can have perfect confidence in your purchase of a used car that has attached to its radiator cap the Chevrolet red "O. K. that Counts" tag. This tag, used exclusively by Chevrolet dealers, is attached only to those cars that have been thoroughly reconditioned and checked "O. K." by expert Chevrolet mechanics. To thousands of satisfied used car buyers it has proved a sign of outstanding quality and value. We now have on hand a wide selection of these "O. K." used cars—priced for quick sale, with small down payments and easy terms. Come in today.

HANSEN CHEVROLET CO.

Phone 446 Rose Street Roseburg, Oregon
ASSOCIATED DEALERS
COWEN'S GARAGE Yoncalla
MONSON'S GARAGE Drain

USED CARS "with an OK that counts"