

Highway
and
Auto
Dope

AUTOMOBILE NEWS

Traffic
and
Tourist
News

OREGON ROAD IS ATTRACTIVE

Roosevelt Highway Is Described by R. G. Johnson—Many Great Obstacles Overcome.

(By R. G. Johnson)

Meandering through the forest and along the bays and capes of the Oregon coast, the Roosevelt highway crosses many streams, climbs wooded hills and bare slopes, penetrates deep canyons and makes a series of beach resorts accessible to the seeker for recreation, the hunter and the fisherman.

It runs the full 469 miles of the Oregon shore line and connects on the south with the Redwood highway of California, completing an all year travel route from the Columbia river to San Francisco bay, cool in summer and warm in winter. A main trunk in Oregon's seventy million dollar state highway system, it is unique in that it is not a development of old roads but has been constructed de novo at a cost of approximately sixteen million dollars.

Opening up a region of small and fertile valleys into which the railroad has never come and whose settlement has been retarded by lack of transportation facilities, it combines in the highest degree the elements of scenic beauty and commercial service.

Branching off from it are by-roads leading to the beach and to small communities in secluded valleys in the mountains. Through the low gaps in the coast range are connecting highways which join it to the populous centers of the state.

The natural obstacles overcome in the construction of this novel highway through a heavily timbered and rough country may be appreciated in the reflection that the average cost per mile for clearing, grading and rock surfacing to width of 18 feet was \$40,000.

Leaving the Columbia river, going south, the Roosevelt highway loses sight of the Pacific ocean at Seaside when it follows up the valley of the Necanicum, through the dense timber, crosses the ridge and descends into the Nehalem valley and again reaches the ocean at

the mouth of Nehalem bay. The ocean beach is skirted for many miles until the large valley of the Tillamook is reached. Again the ocean is lost to view as the highway runs through an extensive dairyland section in whose green pastures are grazing contented cows.

Once more the ocean is approached and kept in view as the highway winds in graceful curves around outstanding points of land. At Netkowia the ocean is left and the highway plunges into the forest through which Slab creek flows. Out of the Slab creek watershed it climbs to the fern covered hills surrounding Devil's lake and thence on to Elsie bay.

A concrete arch spans the Slab river and a dike carries the highway over a small tide flat to the hills beyond where is met one of the most rugged coast lines on the Pacific coast. From a point several hundred feet in the air, the ocean down below churns and boils in rocky coves whose walls rise sheer almost to the level of the highway. Chief of these commanding points is Otter Crest, the peak of which has been made a part of the state highway system.

Next comes the Yaquina bay country, which south of Newport flattens out. Crossing Alsea bay the highway comes to Cape Perpetua, rising 800 feet above the level of the sea. Then come the Shuswap and Umpqua river valleys. The highway leads through sand dunes covered with brush and dwarfed timber, between fresh water lakes fed by the drainage of the heavily forested hills in the background.

Crossing Coos Bay by ferry, the highway enters North Bend and Marshfield, centers of a great lumbering and logging industry, and continues to the fertile Coquille valley, a dairyland center.

At Bandon the highway again comes down to the ocean which was left behind at Coos Bay. Again the coast grows rugged and the mountains break off into the sea. Cape Sebastian, or as it is locally called Hunter's Head, one of the most westerly points of the American continent, comes into view. For miles and miles there is a constant view of the ocean and an occasional sound of the surf. From the crest of Hunter's Head, which is a state park, one of the most comprehensive panoramas of the highway unfolds.

The town of Port Orford and its historic association with the wars between Indians and the early settlers, is passed.

At the mouth of the Rogue river is Gold Beach, the county seat of Curry county, once the scene of

Quarter Century Apart



The service stations pictured above are 25 years apart. Lower right inset is the first service station built, while the other view shows the type of service station now being built by the Union Oil company of California. The veteran still serves the district in which it is located, at Sixth and Mateo streets, Los Angeles.

mining for gold.

Short stretches succeed where the highway turns away from the ocean and follows up a stream into the hills for a distance, crosses another ridge and descends another densely timbered draw to the ocean which again bursts into view from a windswept point. Far out to sea appears the dim outline of a coasting vessel from which ascends a small column of smoke. The vision broadens to take in on the land side the jagged peaks of the coast range. Landscapes and seascapes alternate. Across the watershed of stream after stream the highway continues to Brookings and the valley of the Chetco, where the Port Orford cedar of Oregon ceases to grow and the California redwood assumes its place.

Passing between the coast range of Oregon and the Pacific ocean, the Roosevelt highway spreads before the traveler a multitude and variety of scenes; scenes delicate and stupendous; scenes winsome and awe-inspiring, blended together almost in the same horizon. From off the ocean on the one side and the summit of the mountains on the other, the morning and evening mists alternate sweet with the scent of the waves, the breath of fir and spruce, and the aroma of flowers.

The ascending sun fills the depths of canyon and gorge with a radiance, and the descending sun empurples the western sea. There is the speech of woods, the voice of the stream, the song of birds, the sheen of lakes whose limpid waters rival the colors of the sky they reflect, the silver of brooks that laugh and leap from fall to fall, the piles of summer clouds, the wild and rugged rocks of the coast line, the thunder of the breaking surf, the landscape of valley, hill and plain; the green rivers with greener shores, the restless sea.—Oregon Business.

INSPECTORS CALL ON INDIVIDUAL OWNERS

A "super-checking" group of inspectors, working under the direction of the standards department of Chevrolet factory, obtains interviews with owners and reports direct to the engineering department on any suggestions or complaints.

Mother Offers Reward For Mrs. McPherson

LOS ANGELES, Cal., May 29. (AP)—For the first time since Almiea Temple McPherson, the drowned had a substantial reward to bathing at Ocean Park May 18, those who believe that she did not spur them on in a search for her.

Declaring that she wanted to call the bluff of those who have broadcast objectionable rumors, Mrs. Minnie Kennedy, the evangelist's mother late last night offered a reward of \$25,000 for the return of her daughter, alive and unharmed. Mrs. Kennedy said that she had not the slightest belief that the reward would ever be claimed.

Florida's purchase of 4000 acres in Florida has started a rumor that he's starting a rubber plantation. Police will be disappointed if he doesn't make a rubber-band stretch twice as far as any man before him.

One nice thing about a radio is that when the people who insist on taking you riding on Sunday afternoons comes to see you, you can get even.

If the ammeter hand stands at zero when the engine is running and lamps are burning it indicates that the generator is producing exactly the amount of current that the lamps are consuming.

Charles W. Nash on Way to Recovery

KENOSHA, Wis., May 29.—A statement issued here by W. H. Alford, vice president of the Nash Motors company, says "The condition of Charles W. Nash, president of the Nash Motors company, operated on for appendicitis recently is entirely satisfactory to the attending physician. His pulse and temperature are normal and there are no complications. Due to his excellent physical condition a rapid convalescence is expected."

Automobiles are getting so plentiful in this country it is a hard matter to keep them apart.

CHEVROLET ENLARGES ITS FIELD FORCE

In 1926 there were 112 Chevrolet factory representatives in the field. Now there are more than 500 highly trained men engaged in this important work for the organization that is recognized as the world's largest builder of gear shift automobiles.

PIANO MUST BE SOLD Will sacrifice high-grade piano in storage near here for immediate sale. Will give easy terms to an established home. For full particulars and where it can be seen, address Portland Music Co., 227 6th St., Portland, Ore.

Travel by Motor Stage
Safely Swiftly Comfortably

Travel by Motor Stage—Safely—Comfortably.
MOTOR TRANSIT COMPANY.
The Grey Stages
PASSENGER AND EXCURSION SERVICE.
Come to our Stage Depot at 1114 Jefferson Ave.
All Modern and Heated Stages.
LEAVE LA GRANDE FOR
Joseph Daily, 9 A. M. and 4 P. M.
Pendleton, 11 A. M. and 4 P. M.
(Connects to Walla Walla and Portland)

Everybody says **It costs so little to Own and to Operate**

CHEVROLET

Although it is bigger, and more rugged than other low-priced cars, Chevrolet has a world-wide reputation of costing less to own and to operate.

This reputation has been won, first, by the longer life, slower depreciation, and freedom from repair that result from Chevrolet's modern design—and, second, by the oil and gas economy of Chevrolet's powerful valve-in-head motor.

Hundreds of thousands of Chevrolet owners will tell you that this car is not only powerful, speedy, comfortable and smart appearing—but that you can enjoy its exclusive advantages at a cost which is lower than you imagine. Get a demonstration and let us show you why this is true.

touring Roadster	\$510
Coach	\$645
Coupe	\$735
Four Door Sedan	\$765
Landau	\$765
1/2 Ton Truck	\$395
1 Ton Truck	\$550

All prices f. o. b. Flint, Mich.

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

EUROPEANS FOR CLOSED CARS

DETROIT, May 29.—If you are one of those who keep a systematic record of revolutions in Europe, don't overlook the fact that one of the greatest has occurred in the European taste in automobiles. Not so long ago, open cars were the only style in great demand. Now the opposite holds true, as export figures show. For example, closed cars made up 70 per cent of the Paige-Detroit Motor Car company's exports for May, which were more than two and a half times as great as in May last year.

Why the shift? Did the European motorist suddenly find that open air and sunlight, which he always had so insistently demanded, were endangering his health? Or, as a fact, was his preference for the open car due to its lower purchase price?

As an aid in forming your own answer to these queries, note that the Europeans who had always delighted "to be cooped up in a glass car like a mummy case" quickly discovered compensating advantages in the sedan type of car as soon as American manufacturers offered them for sale at the same price as closed cars, or even lower priced.

Of course, price may have had nothing to do with the changed taste. The gradual shift of the suit stream may at last have made Europe's climate unsuitable for open cars; or possibly the motorist over there find closed cars safer in case of general strikes, revolution, or May day festivities.

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Car Sales Are Going Strong, Company Says

SYRACUSE, N. Y., May 29.—The Franklin company reports that sales, production and deliveries in May are going on at a lively pace. This firm's business thus far this month has more than doubled corresponding period last month, and is far ahead of the same period in May, 1925.

Indications are that Franklin's May business this year will surpass by a comfortable margin May of 1925, a banner month in the best year in Franklin history.

Test the fan belt occasionally to see if it is coming loose, as a loose belt allows the fan to slip and prevents the water from being properly cooled. If the fan can be moved easily the belt needs tightening.

Sensationally Low Prices
Supreme Six Cylinder Performance and Value at New Low Prices

CHRYSLER
"60" "70"

Here are Motor-dom's Two Most Stupendous Values

Famous Chrysler "70"

Coach	Now \$1395
Phaeton	Now 1395
Roadster	Now 1525
Royal Coupe	Now 1695
Brougham	Now 1745
Sedan	Now 1545
Royal Sedan	Now 1795
Crown Sedan	Now 1895

New Chrysler "60"

Touring	Now \$1075
Roadster	Now 1145
Coupe	Now 1165
Coach	Now 1195
Sedan	Now 1295

(All prices f. o. b. Detroit, subject to current Federal excise tax)

The new Chrysler "60"—a lower-priced six—is unqualifiedly guaranteed to give you more value for your money than any other car in its class.

This supreme value is assured you because in designing the "60" Chrysler engineers set about creating a car of entirely original design and construction, going the absolute limit to put into it a dollar's worth of value for every dollar of its purchase price.

In Chrysler "60" there is also the same supreme quality that has been built into the famous Chrysler "70" and the unsurpassable Imperial "80"—a quality that is now a definitely known quantity in motordom.

At these new sensationally lower prices all features of supremacy of the famous Chrysler "70" which have set it apart as the standard of motoring in its class for more than two years, are made even more outstanding.

For in the accomplishment of these new lower prices there is absolutely no change in the performance, quality, comfort, style, equipment, design or workmanship in body or chassis which have proved themselves in tens of thousands of miles of driving by thousands upon thousands of owners.

These sensational reductions today establish Chrysler "70" even more exceptionally as the world's one outstanding motor car value in its class.

You will find us eager to demonstrate to you the extraordinary features at these new prices of Chrysler "60" or Chrysler "70"

L. W. Weeks

Do You Believe In Signs?

Veltex

Gasoline, Motor Oils, Greases

Will make you a believer if you will watch for the sign before you fill. Ask your dealer for complete VELTEX Service and note the better performance of your car. If he doesn't carry Veltex, ask him why. HE SHOULD.

THERE IS NONE BETTER.

FLETCHER OIL COMPANY

First Independent in Oregon.

Service, Too, with Pathfinders

We've been talking a lot about Pathfinders lately. We've told you why—in our honest opinion—they're the cheapest and safest tire investment you can make at a low price.

Now we'd like to say a brief word about the kind of service you can expect from us with Pathfinders.

We don't just sell you a tire. It's part of our job to help you get every mile of service from Pathfinders that the factory has built into them. We see that they are properly applied, that rims are free from rust, that tires are correctly inflated; and then, after they are in use, we will inspect them at any time and apply conservation methods to prolong their life.

We do all this FREE for our customers. They like it—and appreciate it—because it keeps their tire equipment costs way down. Pathfinders—backed by our service—will reduce your tire costs. Just try them and see.

W. H. Bohnenkamp Co.