

DISCUSS PACIFIC HIGHWAY FUTURE

Irving E. Vining Suggests Expositions Along Road in 1930

SAN FRANCISCO, Jan. 21 (AP)—The future of the Pacific highway, which extends for 1,775 miles from the Mexican to the Canadian borders, was discussed in detail here Thursday by prominent speakers at a publicity conference held under the direction of the Pacific Highway Association of California.

Irving E. Vining, Ashland, Ore., president of the Oregon state chamber of commerce, advanced the suggestion that in 1930 all of the points along the Pacific highway and in the contingent territory will hold expositions and agencies all of which would make a tremendous appeal to the sightseers

of the world to concentrate on the Pacific coast and its beauties in that year.

Vining said that travel to the west has shown a decline since the beauties and advantages of Florida began to be exploited. He urged a vigorous campaign against the eastern slogan "Travel north and south on the Atlantic seaboard", toward the end that more eastern travel be attracted to the Pacific slope.

"Florida is the best friend the Pacific coast ever had in that it has shown many a business man the advantages of outdoor life," Vining said. "The Pacific coast can take full advantage of that situation."

ILLINOIS GASOLINE TAX IS OPPOSED

Illinois motorists are organizing to combat the determined campaign for a 2-cent state gasoline tax. Organizations throughout the state are lining up to offer concerted opposition to the efforts which political incumbents, headed by Gov. Len Small, are making in that direction, according to reports received here.

Organization of Oregon Motorists Reelects Officers

PORTLAND, Ore., Jan. 22 (AP)—The Oregon State Motor association Wednesday night reelected its officers and directors at its annual meeting here. Officers are: Joseph E. Dunn, president; W. H. McDonald, vice president; E. C. Stottler, treasurer; and George C. Brandenburg, secretary, all of Portland.

Directors who were nominated by their home districts and whose nominations were confirmed last night were R. G. Ross, Seaside, district No. 1; Joseph E. Shelton, Eugene, district No. 3; Senator Edward Miller, Grants Pass, district No. 5; and A. H. Robertson, Condon, district No. 7.

CAUSE AND EFFECT

Passing Motorist—You're hurt. There's blood on your face. Victim of Auto Accident—No—that's lipstick—Judge.

RUBBER GROWING IN U. S. SUCCESS

Southern California Tract of Land Planted to "Tire Trees"

SAN DIEGO, Cal., Jan. 22—Rubber growing in the United States is more than a mere experiment.

It's an actuality in Southern California, where a 400-acre tract of land is devoted to the production of rubber from two native American plants. Here the guayule shrub, found wild in Texas and New Mexico, and the desert milkweed are being cultivated for their rubber content.

Secretary of Commerce Hoover sees the possibility of growing these plants in commercially profitable quantities.

Guayule yields from 7 to 20 per cent of rubber, which, however, is high in resin content. Extraction of the resin is too costly to make the guayule rubber compete with the British and Dutch East Indies. Milkweed has even a lower rubber content.

OILED ROADS FAIL IN SALEM WINTER TEST

SALEM, Ore., Jan. 22 (Special)—Experiments of oiling of roads started in this county last summer, for trial through the winter, have not proven altogether satisfactory, according to Roadmaster Culver, and as a result there will be no particular expansion of the oiling in the county but the road stretches used for experimental purposes will be re-doctored the coming season and given another winter tryout.

One reason he considers that the experiments are not so far satisfactory, is that the roads were not in exactly the proper condition last fall, and he believes that by re-doctored the roads and getting them into shape, they will be in better condition by next fall to go into the winter season than they were last fall. However, this winter has not been altogether a satisfactory test, as there has been no heavy freezing so far and he is considered one of the best tests, to determine whether an oil road will swell and buckle under heavy freezing.

The experimental stretches tried out are on the river road near McNary corner and on the road east from the state hospital. Both of the stretches have pitted and caused enough trouble to make further experimenting necessary before trying out the oiling on any extensive scale in other parts of the county.

Chauffeurs Become Obsolete in France

PARIS, Jan. 22 (AP)—The private, luxuriously-livored chauffeur, like kings is finding his job disappearing in the march of progress. At present he is a drug on the market.

French people of wealth took on a chauffeur as a requisite to owning a car. He was considered as necessary as a coachman. Those jobs being menial had to be done by servants. But the modernizing influence has broken down many traditions.

When son and daughter begin driving cars their parents realized they must keep up with the times. They also effected a considerable economy. The French chauffeur is usually regarded as doubling the cost of owning a car.

THE GETAWAY
The village improvident was observed dickering with an automobile salesman for an expensive motor.

"What do you mean," asked the candid friend, "by buying a big fast car when you can't even pay your bills?"

"That," admitted the improvident "is the main reason I am buying a big, fast car."—Philadelphia Ledger.

Among the things that teach us to watch as well as pray are busy street intersections.

Motor Industry Outlook Good, Official Declares

By Alvan Macaulay

(President Packard Motor Car Co.)
The outlook for the motor car industry for the coming year is good. We shall have at least a normal year of prosperity. I do not mean by this that every manufacturer will be just as prosperous next year as last year. Some will be more prosperous; others less; but, by and large, those manufacturers who have had the means and the desire to give the public the most for their money will enjoy the greatest measure of prosperity. The public has become thoroughly motor-wise and knows what manufacturers are going to do to the greatest lengths in effort and investment, to please them in the way of giving them attractive appearance, stable qualities, comfort and luxury, coupled with long life. The manufacturer that is succeeding best today is the one that has the greatest ability to view his markets from the standpoint of the buyer. He must have not only the ability to design well and attractively, but also the facilities to manufacture excellent quality at the lowest cost consistent with that quality; and, above all, he must have wide-flung facilities for rendering the highest possible quality of service. Those manufacturers will succeed who best deserve to and to them 1927 will yield handsome returns.

Salem to Get New Traffic Ordinance

SALEM, Ore., Jan. 22—The new city traffic ordinance, carrying an emergency clause which makes it become effective immediately, was passed by the Salem city council last night with few changes from the specifications as made public last week. The speed limit of the city, including the downtown fire district, becomes 20 miles an hour. A new feature of the ordinance is the establishment of certain street corners in the business section where no reverse turns can be made. The ordinance will not prohibit a turn at right angles at any of the specified places, but will prevent a complete turn about resulting in an exact reversal of direction in which the car is going.

Cars Blamed For Death of Birds


SPOKANE, Wash., Jan. 22—Reports that game birds are starving to death because of the snow and lack of food are inaccurate, Charles G. Mihills, county game warden says in reply to statements by travelers that pheasants and other birds are dying. "It is all untrue," said Mihills. "We have been feeding quail since the first snow and placed have been fixed around farm buildings to look after the birds. The Hungarians don't need feeding as they are picking up wheat and grain the farmers sift out while carrying sacks along the roads." "The death of birds is virtually all caused by their becoming blinded by glaring headlights and being struck by automobiles, dashing into telephone wires or barbed wire. That's why you see them on the roads. I have been looking after birds for six years and know of only two cases where quail died of starvation, and that was nearly six years ago."

NEW AXLE ATTRACTS U. S. ARMY OFFICERS

The United States war department has become interested in a new axle which the Service Motors, Inc., of Wabash, Ind., has developed for trucks.

General John J. Pershing, retired commander of the armies, and other high officials of the war department witnessed a demonstration recently in which trucks were able to handle loads and get over ground in a manner which trucks with ordinary axles cannot do.

H. R. H., Golf Club Member (en route to club): Want a lift, caddy?
Caddy (looking at the sky): If it looks like rain, I think I will wait for a closed car.—Life.

620 Miles

on 21 Gallons of Gas

Whippet Coach
\$625
Touring \$625, Roadster \$695, Coupe \$615, Sedan \$725, Landau \$755, f. o. b. factory. Prices and specifications subject to change without notice. Willys-Cord, Toledo, Ohio.
4-Wheel Brakes Standard Equipment on all Whippet Models.
In a driving rainstorm an Overland Whippet Sedan again demonstrated its economy, road stability and stamina, making a record run from Philadelphia to Pittsburgh and return, a distance of 620 miles, in less than one day, averaging 29½ miles per gallon. Over mountain roads, down steep grades with 4-wheel brakes functioning perfectly, despite the slippery, rain-swept highways, the Whippet maintained a high rate of speed throughout the entire trip. If you want economy, performance and plenty of interior room, by all means see the Whippet.

OVERLAND Whippet
GETTINGS & HANKS
Corner Fir and Jefferson

WHAT IS "HIGH TEST" GASOLINE?
A TRUE HIGH TEST GASOLINE is one that vaporizes instead of atomizes. That is the Texaco characteristic. It goes into the cylinders dry, ignites instantly, fires cleanly and burns completely.
A true high test gasoline has a low "initial boiling point," a low "end point" and low distillation temperatures at every stage between. That is the complete description of the new and better Texaco Gasoline.
It is a better fuel, for winter especially, because it starts quickly and gives a smoother flow of power while the engine is warming up.

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"Best in the Long Run"
GOODRICH
CORDS And BALLOONS

Silvertown	Radio
Cords 20x2½ \$ 9.95	Cords 20x2½ \$ 8.80
" 22x4 \$19.35	" 22x4 \$11.85
Balloons 20x4.40 \$12.85	Balloons 20x4.40 \$10.00
" 20x5.77 \$25.09	" 20x5.77 \$19.25
" 22x6.00 \$26.55	" 22x6.00 \$20.10

Signal-Cord, 30 x 3½, \$7.80
See Us For Bargains in Rebuilt Tires.

Kelly Tire Shop
Adams Ave., with Ledbetter

Beyond Comparison In the Lighter Six Field

ATTEMPT to compare Chrysler "60" features—and you'll find the Chrysler "60" offered from the first all "new" features claimed by other makes obviously bettered, plus many others that cannot be duplicated because they are typical and inherently Chrysler.

Of course, the Chrysler "60" has finely balanced seven-bearing crankshaft, impulse neutralizer, oil-filter, air-cleaner, Chrysler four-wheel hydraulic brakes, full-pressure lubrication, manifold heat control and road levelizers front and rear—has had these and many other features ever since its introduction.

But the really distinctive advantages of the "60" are its incomparable Chrysler characteristics—its inimitable performance, its unflinching dependability and long life, its superb beauty of design, coloring and appointment—features that are unique and must remain unique due to the Chrysler plan of Quality Standardization.

Chrysler "60" prices—Touring Car, \$1075; Club Coupe, \$1125; Coach, \$1145; Roadster (with Rumble Seat) \$1175; Sedan, \$1245.

All prices f. o. b. Detroit, subject to current Federal excise tax. All Chrysler cars are protected against theft under the Fedco System. All Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

Sedan \$1245

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR
CHRYSLER "60"
L. W. WEEKS
Jefferson Ave. Telephone 180-J

The Most Beautiful CHEVROLET in Chevrolet History

A Host of Improvements and Amazing Price Reductions

With its smartly paneled and beaded new Fisher bodies—with its distinctive full crown one-piece fenders, bullet-type lamps and "fish tail" modeling—with its AC oil filter, AC air cleaner, coincidental ignition and steering lock, remote control door handles and scores of other mechanical improvements, the Most Beautiful Chevrolet is the finest low-priced car ever presented the American public! And offered as it is at such amazingly reduced prices, it constitutes the greatest sensation of America's greatest industry! Never before has any maker of quality cars provided such beauty, such luxury and such modern design at such low prices! Come in. See the Most Beautiful Chevrolet—the outstanding triumph of the world's largest and most successful builder of gearshift cars!

The Touring - \$525
Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

The Roadster - \$525
Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

The COACH - \$595
Former price \$645

The COUPE - \$625
Former price \$645

The SEDAN - \$695
Former price \$735

The LANDAU - \$745
Former price \$765

The Sport Cabriolet - \$715
Entirely new model with rumble seat

1-Ton Truck \$495 (Chassis Only)
½-Ton Truck \$395 (Chassis Only)
Balloon tires now standard on all models. All prices f. o. b. Flint, Mich.

The Coach \$595
Former price \$645


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