

STATE HIGHWAYS
BIG INVESTMENTPresident of Motor Club
Praises Oregon for
Its Roadways

"Oregon's highways are the best investment the state has ever made," said Dr. E. B. McDaniel, president of the Oregon State Motor association, in a recent address. "The convenience of highway transportation has erased county lines, done much to eradicate jealousy between neighboring communities, and growing shoulder to shoulder with changed social and industrial conditions has developed in a practical sense from a desirable to an imperative force in our economic structure."

"The development from 1917 with its slogan 'Lift Oregon out of the mud' to the present day system of improved highways has been so gradual that it has been accepted as a matter of course," continued President McDaniel. "Were we to blot out ten years' progress, we should be started to find how little today's social and industrial conditions, dependent as they are upon swift and smooth highway transportation, have in common with conditions of the wagon road era. Rural schools have been consolidated and suburban districts built up. Fleets of freight trucks carrying commodities from city to city operate day and night over paved thoroughfares. Many communities have no other type of transportation. Passenger buses on regular schedule reach every type of settlement from village to metropolis. Farmers haul their produce to market not only at less cost, but at the most advantageous season. Cities are entirely dependent upon highway transportation for their garden produce and milk supplies."

Highways Cause Change
"Distribution of all commodities in the state has been entirely changed by the highway system. Merchants today purchase their supplies for a week ahead instead of a year. Highway transportation makes possible the daily delivery of merchandise and supplies in practically every section of the state, resulting in a lessened cost to the consumer both in transportation and carrying cost."

"We have been building motor roads in Oregon a scant 12 years, for although we adopted the Good Roads program in 1917, for two years the World war occupied our attention to the exclusion of local problems. The real start in road

Allotment For
Oregon Forest
Fund Is \$65,012

SALEM, Ore., May 26 (AP)—State Forester F. A. Elliott has been advised by the United States forest services that the Clarke-McNary allotment for the state of Oregon for the fiscal year beginning July 1 has been placed at \$65,012 to be assessed as federal aid in the protection of state and privately owned timber. This is an increase of \$21,000 over the amount received last year, due to an increase of \$200,000 in the congressional appropriation. The entire amount to be expended in Oregon this year by the state and the government is about \$200,000.

The purpose of the federal contribution is mainly to encourage protection of cut over or otherwise denuded timber lands so as to insure a perpetual supply of timber and also for the protection of water sheds.

CADILLAC STANDS AHEAD
HIGH ABROAD

Indicative of the standing of the Cadillac car abroad, a list of prominent owners was recently sent to Lawrence P. Fisher, Cadillac president, by W. T. Whalen, general manager of General Motors Export company. The roster includes Princess Juliana of Holland, Queen Mother of Holland, King of Spain, the Japanese Royal Navy, Shad of Persia, President of the Argentine Republic, President of Poland, Baron Beaverbrook, Queen Marie Christina of Spain, Governor General of New Zealand, President of Brazil and General Smut of South Africa.

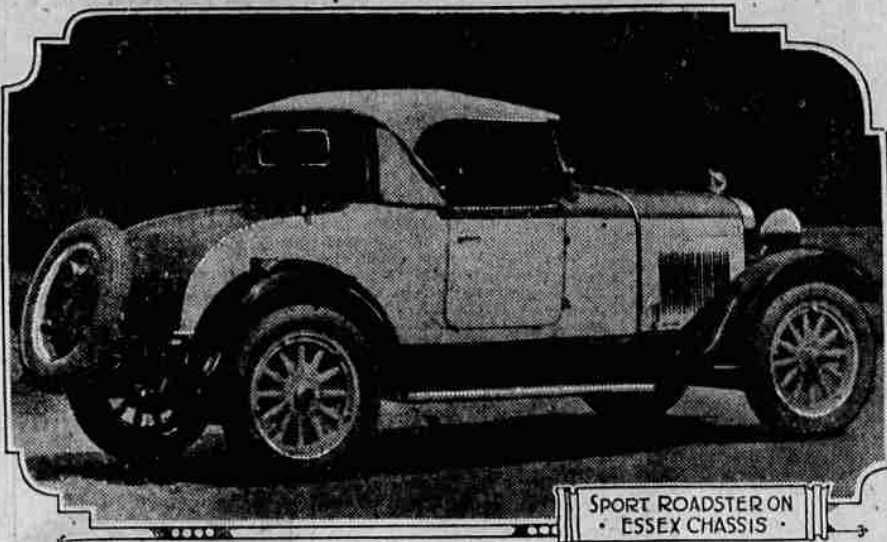
FOLLOWING THE RULES

"What are you turning around for, John?"

"I've just discovered that we've come five hundred and ten miles since morning; we'll have to run back to the five hundred mile mark and change the oil."

building was not until 1919, but in the last decade the Oregon road building program has drawn such international attention that today Oregon is known as one of the foremost good roads states of the nation."

HUDSON-ESSEX ANNOUNCE NEW ROADSTERS

SPORT ROADSTER ON
ESSEX CHASSIS

New roadsters of smart sports appeal are announced by the Hudson Motor Car Co. for both the Hudson and the Essex chassis. Both of these body styles are of aluminum panels instead of sheet steel, saving weight and adding to the ranges of performance. Both of these models have special gear ratios which permit exceptionally interesting running ability. The color schemes are duo-tones; tops of klunk; lamps nickled; top bows of natural wood; upholstery and finish in the approved sports style. Comfortable and roomy rumble seats are standard equipment, according to E. L. Ledbetter, local dealer.

Tourists Are Cautioned To Guard
Against Contagion Over Country

NEW YORK (AP)—The countless gasoline nomads who roam the roads each summer in search of scenery and fresh air constitute a big public health problem because of the contagious diseases they may encounter in the tourist camps with which America's vacation land is dotted.

This is the opinion of Dr. Donald B. Armstrong of the Metropolitan Life Insurance company, who urges vaccination and immunization for those who take their annual outing in the family car.

"The prospective tourist must remember," he says, "that he will stop at automobile camps, farmhouses or places where the water supply may not be as pure as that at home. He should be protected against typhoid fever, diphtheria and even smallpox are other diseases that may be encountered on the vacation trail, but vaccination and immunization are easy and the knowledge that all members of the party are protected against these

diseases means much. Parents who would not let a child attend school when any of his classmates has contracted a contagious disease think nothing of letting their children run all kinds of risks on an auto tour."

"Health authorities in the different states are beginning to realize the danger of disease spreading from tourist camps and are settling down regulations for them. This control is mainly in respect to sanitation. When it is realized that these camps number more than 4,000 and that well over 3,000,000 persons pass through them annually it will be seen that these tourists do present a health problem that must be faced. There is little doubt in the minds of some authorities that the increase in smallpox and typhoid fever in some instances can be traced directly to these camps and these travellers."

Deliveries of
Studebaker And
Erskines Lively

Retail deliveries of Studebaker and Erskine cars throughout the United States during the first ten days of May exceeded retail deliveries for the same period last year by 27 per cent, according to a statement issued today by President A. R. Erskine of The Studebaker corporation of America. This is based upon the 10-day stock and delivery reports submitted by Studebaker distributors and dealers throughout the country.

The May increase is in line with those of the past nine months. Every month since September, 1927 has shown an increase in retail deliveries of Studebaker and Erskine cars over the corresponding month of the preceding year.

Concurrent with the report of sales increases for the first 10 days of May is the announcement that more than 3500 Studebaker dealer contracts have been signed up as of May 15, 1928. This exceeds the best previous record by more than 500 dealers.

Studebaker representation in export markets is also at a new record point, the total number being just under 2,000. More than 300 dealers have been added during the past six months and every week brings its new applications. It is not improbable that within two years the number of Studebaker dealers in the export field will rival the number in the domestic organization.

Dodge Announces
Touring Car In
Victory Six Line

Announcement of a Victory Six touring car has been made by Dodge Brothers, Inc., with production schedules under way to supply the demand for a six cylinder open car by the company. The car is priced at \$995.

Long graceful lines feature the car with upholstery in gray polo grain leather. Wood wheels with the 25x in standard equipment, but wire wheels can be furnished on special order at \$25 additional cost, and wood wheels with 21x25 tires can be furnished at slight additional charge.

Equipment of the car includes four shock absorbers, windshield wiper, rear view mirror, top rests and top boot.

Addition of a sport sedan with attractive color combinations in the Victory Six line has been announced by Dodge Brothers, Inc. Standard equipment includes six wire wheels the spares being mounted in well-front fenders. The car is priced at \$1,295.

Upholstery of the car is in tan mohair. Headlamps of this model are nickel plated, with special tie rod and nickel plated stanchions from lamp to frame, nickled cowl lamps and brackets.

OREGON DRIVERS
THREE MILLIONSMotorists' Gasoline Tax
During 1927 Amounts
to \$3,643,191

Motorists of Oregon paid a total amount of \$3,643,191 in the form of tax on gasoline in 1927 at the rate of 3c per gallon, according to Chase Shelton, director of the Oregon State Motor association, which is affiliated with the American Automobile association.

"This amount," said Mr. Shelton, "constitutes the proportion the state collected of the total \$258,966,851 in revenue produced by the gasoline tax throughout the United

States last year."

Of this total amount, he continued, \$182,955,503 was available for the construction and maintenance of state highways under the supervision of the state highway department and \$55,440,153 was apportioned to counties for local road purposes. All but four per cent of the net receipts were allotted for road purposes, including the payment of interest and retirement charges on highway bonds. The yield of the tax constituted an important contribution to the total highway revenue.

Mr. Shelton said that while Oregon originated the gasoline tax, that every state in the union had adopted it now with the exception of Massachusetts and New York, the rate ranging from 2c to 5c a gallon.

The returns, the A. A. A. motor club executive said, indicate an increase in gasoline consumption over

1926 in all but two states. Including estimates for the two states in which the tax was not imposed, made by the bureau of public roads it is indicated that 10,596,000,000 gallons were used by motor vehicles during the year, an increase of 8.2 per cent over 1926. The average consumption per motor vehicle was 45.8 gallons.

HELPING A SALE

Cop: You are doing 40 miles an hour.
Motorist (whispering): Shh—make it 70; I'm trying to sell the car to this guy.—Punch.

"Can I be of any assistance?" asked the sympathetic motorist of a man who was looking unutterable thoughts at a disabled car.
"How is your vocabulary?"
"I'm a minister, sir."
"Drive on."

ESSEX Super
Outselling All 'Sixes'World's greatest value
by the verdict of the world . . .

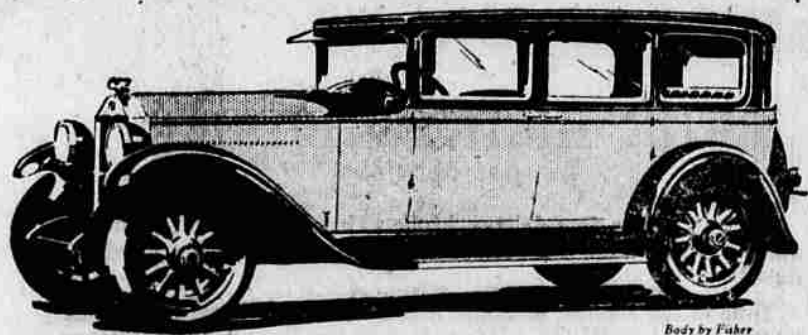
The most important thing ever said of Essex is said by buyers in the largest 6-cylinder sales, and the most overwhelming competitive preference of automobile history.

In many territories Essex sales exceed those of any other 'Six' by more than 2 to 1. And, with slight variations, this preference is the nation's and the world's.

Coach - \$735 • Sedan (4-door) - \$795 • Coupe - \$745 (Rumble Seat \$30 extra)

All prices f. o. b. Detroit, plus war excise tax
Buyers can pay for cars out of income at lowest available charge
for interest, handling and insurance

E. L. Ledbetter

Every 40 seconds
of every working day somebody
buys a Buick - Year after year it
wins twice as many buyers as
any other fine car

Body by Fisher

Buy your Buick with the knowledge that the overwhelming majority of America's fine car buyers are making the same wise selection and enjoying the same wonderful satisfaction.

This most brilliant of fine cars enjoys two-to-one leadership in its field and has maintained its leadership, not for a week or a month, but year in and year out since the early days of the industry.

The minute you see Buick you'll know

one reason for its popularity—it excels in beauty. The minute you drive it you'll discover a further reason—it excels in vibrationless performance. And when you compare values, you'll have the full story—for nowhere is there a car so fine and dependable at a price so remarkably low.

The judgment of America is mighty good judgment to bank on. And America, by a two-to-one vote, tells you to buy a Buick.

All Buick models have Lovejoy Hydraulic shock absorbers, front and rear, as standard equipment

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850 • SPORT MODELS \$1195 to \$1525
All prices f. o. b. Flint, Mich., government tax to be added. The G.M.A.C. finance plan, the most desirable, is available.

M. J. GOSS
Adams and Fir

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

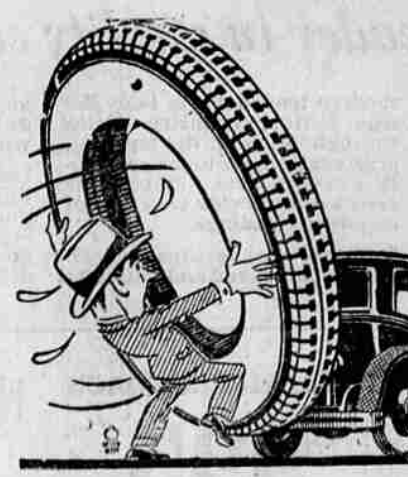
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The Lowdown On Tires

30x3½ CORD

29x4.40 BALLOON

\$ 4 75

\$ 6 25

They Are Speedways
MADE BY GOODYEAR

W. H. BOHNENKAMP CO.