

Highway Publicity For 1939 Scheduled

Through the program just adopted by the Oregon State Highway Commission intensified effort will be made through 1939 to bring added tourists to Oregon, particularly motorists who through the gasoline tax help to build and maintain the state's highways. Magazines, newspapers and motion pictures will be employed to carry the story of Oregon's attractions to the nation.

According to the best estimates available to the travel and information department of the highway commission through which motor tourist traffic promotion is carried forward, about 4,000,000 persons (exclusive of California residents) will attend the Golden Gate International Exposition at San Francisco in 1939. Special effort will be made to reach as many as possible of these 1939 travelers before they start for San Francisco with the objective of inducing them to include Oregon in their western itineraries.

In the leading magazines of the nation the state's premier attractions such as its seacoast, mountains, lakes, forests and other gifts that nature gave Oregon will be presented in compelling advertisements all using photographs some of which will be in natural color. More than two score major newspapers in the western section of the United States and Canada will tell the same story. The advertisements will not only be designed to fill the reader with a yearning to see this state but will invite him to send for the detailed, comprehensive booklets on Oregon prepared by the highway department.

A two-reel motion picture, "The New Oregon Trail," now nearing completion will be shown throughout the United States to selected audiences, totaling a minimum of 500,000 persons. The picture, which covers all major scenic and recreational areas of the state, is accompanied by outstanding dialogue and musical background. It will be run continuously in the Oregon exhibit at the San Francisco fair.

During 1938, the travel and information department of the highway commission has distributed more than 260,000 of its folders and maps and about 100,000 additional pieces published by regional associations, chambers of commerce, resorts, and other agencies dealing with Oregon

attractions. Plans for 1939 include a substantially increased production of folders and maps to take care of the anticipated increased demand on the part of persons coming west on account of the San Francisco exposition.

To date this year, more than 56,000 inquiries from every state in the union, all the provinces of Canada and many foreign countries have been received and answered by the Travel and Information department. It is expected that this total will be nearer 100,000 during 1939.

Chev. Sales Up 28 Per Cent This Fall

Complete sales returns from this area indicate approximately 28 per cent more Chevrolets were ordered during the first twenty days of the 1939 announcement, as compared with the 1938 presentation, declared Cliff Gulseth, head of the Southwestern Motors Chevrolet Company.

"Since the announcement of the new 1939 Chevrolet late in October, we have been giving demonstrations constantly and we think this public interest in the new car presages a year of very good sales," continued Mr. Gulseth. "Because of the spurge of business the Chevrolet factory was unable to produce cars enough to take care of the first month's demand but by the addition of men to the payroll in the Pacific Coast plant at Oakland back orders have been filled and we can now make immediate deliveries.

"The public is particularly interested in the Chevrolet new vacuum gear shift. More than 90 per cent of the cars ordered will have the vacuum gear shift. We interpret this to mean that the public, first, regards the vacuum gear shift as a necessity on any modern car; second, that the public is convinced that our type of vacuum gear shift is mechanically sound, foolproof and will be an integral part of every automobile by 1940. Women, particularly, like the vacuum gear shift because of its ease of operation. We are finding many people who believe the new gear shift is the sole reason for ride and ease of handling. Chevrolet's engineers have engineered into the car a new type of riding quality—a balanced ride—which is at once the most restful, most thrilling and most satisfying that we have ever had in an automobile. We take pride in being a Chevrolet dealer because Chev-

rolet has always given the public a car with long-life qualities—qualities that make satisfied owners and which account for almost 75 per cent of our annual sales coming from former Chevrolet owners. This, indeed, is a tribute to the type of cars Chevrolet has built. The 1939 Chevrolet is also a value car and we are not surprised that smart buyers are demanding exhaustive demonstrations—and are looking beneath the exterior to determine what is really in the heart of the car. We are convinced that a 28 per cent average gain in this area for the 1939 car is not too much to predict."



Eastern Oregon will be in the saddle at the next session of the Oregon legislature.

Two men from the wide open spaces beyond the Cascades are slated to preside over the house and senate.

Withdrawal of Earl Hill and Walter Fuhrer from the speakership race in favor of E. R. Fatland, of Condon, assures the election of the Gilliam county representative to the gavel-wielding job in the house. Election of Robert M. Duncan, of Burns, to the presidency of the senate was a foregone conclusion from the outset.

With the contests for these two high posts already settled, interest in the legislative organization turns to the minor position. In the senate the death of John Hunt, of Woodburn, during the 1937 session has left a vacancy in the senate chief clerkship. At least two candidates are out after the job. One of these is Mrs. Zylpha Burns, of Portland, for the past several sessions calendar clerk in the senate. The other is Romeo Gouley, of Marion county, former state representative. On the house side there is a spirited contest being waged for the post of reading clerk with Jack Eakin of Dallas and Paul Burris, of Salem as the chief contenders. Rollo Southwick, of Salem, veteran house deerkeeper who was deposed when the democrats took control of that organization at the 1935 session, is understood to be slated for return to duty at the forthcoming session, with Joe Singer, another veteran who was buried under the democratic land-

slide, scheduled for resurrection as sergeant-at-arms in the house. Mrs. Elizabeth Glatt, of Woodburn, is apparently unopposed in her desire to return to the senate desk as assistant to the chief clerk while Elbert Bede, of Portland, will again officiate as reading clerk and Alan Wheeler, of Lane county, as sergeant-at-arms.

There will be no meeting of the state emergency board to consider the request of the Capitol Reconstruction commission for a deficiency appropriation of \$13,000 with which to complete the job of equipping the new state house. Senator Dean Walker, chairman of the senate ways and means committee and secretary of the emergency board, has advised the Board of Control which endorsed the request that he does not regard the situation confronting the Capitol Commission as an emergency justifying attention by the emergency board.

Of the 2500 new semi-automatic rifles to be available for national guard troops during the next year 1000 will be allocated to Oregon, according to information received by Major General George A. White from the war department. The new weapons, production of which was not started until late in 1937, are said to have the fire-power of five ordinary Springfield rifles. On the basis of its superior rating in marksmanship qualifications, General White has selected the 186th infantry to receive the new rifles delivery of which is expected to start about April 1. Cities in which units of this regiment are located include Gresham, Grants Pass, Oregon City, The Dalles and Forest Grove.

Two major shifts in the state's official family developed during the week. George Alexander, deputy superintendent of state police, was selected by the Board of Control for the post of warden at the state prison and H. G. Maison, a captain in the police organization, has been promoted to Alexander's job, both shifts becoming effective on December 15.

Once again Oregon property owners have cause to feel grateful toward the income tax. Because revenues from these latter taxes will cover the entire state levy for 1939 there will be no levy against property for state

purposes either inside or outside the constitutional six per cent limitation. An estimate of possible state revenues for 1940 prepared by the tax commission for the information of the budget department, however, anticipates the restoration of a property levy next year. This estimate is based on an anticipated slump in income tax collections due to the business recession.

While the State Relief Committee did not name the "certain other counties" in which relief rolls are to be purged of employables, these are understood to include the industrial counties of Clackamas, Columbia, Coos and Deschutes. In its determination to keep relief expenditures within state and county budgets the Relief committee has decreed that direct relief rolls shall be cut to the minimum and that no further applications shall be received for old age pensions, for needy blind or aid for dependent children.

Legislators coming to Salem for the 1939 session may encounter a substantial increase in living costs. Publication of a story to the effect that rooms are renting for from \$1 to \$2.50 a night, all Salem home owners with spare rooms to rent have raised their prices to that level. Formerly good rooms could be had in private homes at \$15 to \$18 a month.

December 1 was moving day for Governor and Mrs. Martin when they took up their residence in the new home which the governor recently acquired on Portland's west side. While the governor does not propose to commute between the metropolis and the state capital daily he has announced that he will be on hand to conduct all necessary meetings of the numerous boards of which he is a member as well as to transact all other necessary state business requiring his attention.

It cost the taxpayers of Oregon \$17,663,161 to operate the grade and high schools of the state during 1937-38, according to reports from county school superintendents compiled by Rex Putnam, state superintendent of public instruction. The cost figure was only slightly below the all-time peak reached in 1931-32. Of the total operating cost \$9,628,487 was spent for teachers' salaries and \$4,273,364

for debt service—retirement of bonds and payment of interest.

Approximately 30 employees of the Unemployment Compensation commission are slated for dismissal from the state payroll, officials of the commission have announced. Several of those slated to go have been with the department for more than a year.

The pardon and parole power would be transferred from the governor to a newly created board of pardons and paroles if recommendations to be submitted by Governor Martin's special committee on paroles and probation are accepted by the legislature. Members of the committee contend that too much of the chief executive's time is now taken up by prison problems.

Employment in Oregon industries this fall is on a level with that of a year ago, according to records of the State Industrial Accident commission. Cessation of seasonal work, however, has been followed by a material slump in employment this winter.

Dance at Gravel Ford Saturday night. Music furnished by "Pee-Wee and his Texas Ranch Hands and the 'Coquille Stump Jumpers.'" 11*

We do not skimp on cream in our

Ice Cream

It is made with full cream content—the way you like it.

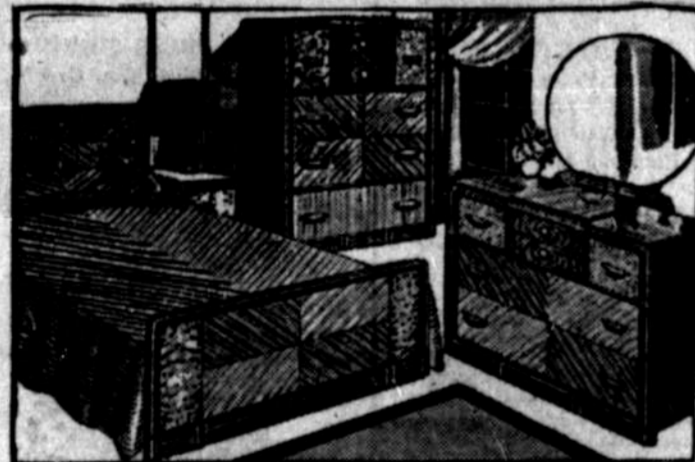
Kitchen Fresh SOCIETE CANDY

in inexpensive containers
35c the half pound
65c the pound
Always Fresh

The Tip Top

Coquille Community Center

For the Practical Person with a Sentimental Side!



Bedroom SUITES

3 Pieces in Walnut and large oval mirror on dresser.

\$39.50 and up

A Charming Restful Bedroom



FOR MORE GRACIOUS DINING

One Five-piece set in dark walnut, fine finish with white leather-covered seats, entirely modernistic and yet simple. Made by Doernbecher. Buffet priced for \$19.95 extra.

\$34.50 and up

BIEGGER & GUNDERSON

New and Used FURNITURE

460 West Front Street — Coquille

For the Practical Person with a Sentimental Side!



350 Pounds of Solid Sentiment

Go straight to Mother's heart with this practical Christmas present—a beautiful, big, new General Electric Triple-Thrift Refrigerator! She'll use it and appreciate its modern convenience every day for years to come. It will guard the family's health, and food budget too!

First Choice of Millions—

Now Popularly Priced!

Your dollar will now buy more in a General Electric Refrigerator than ever before. Present values are greatest in General Electric history. This first choice of millions is thrifty in price, thrifty in current, thrifty in upkeep.

Simple, Silent, Sealed-in-Steel

G-E THRIFT UNIT with Oil Cooling



- Beautiful All-Steel Cabinets
- One-Piece Porcelain Interior
- Stainless Steel Super-Freezer
- Adjustable Sliding Shelves
- Interior Light
- New G-E Quick-Trays
- Vegetable Pan
- Covered Food Containers
- Thermometer
- Temperature Control and Defrosting Switch

All or some of these features will be found in each General Electric model.

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NEW FURNITURE USED