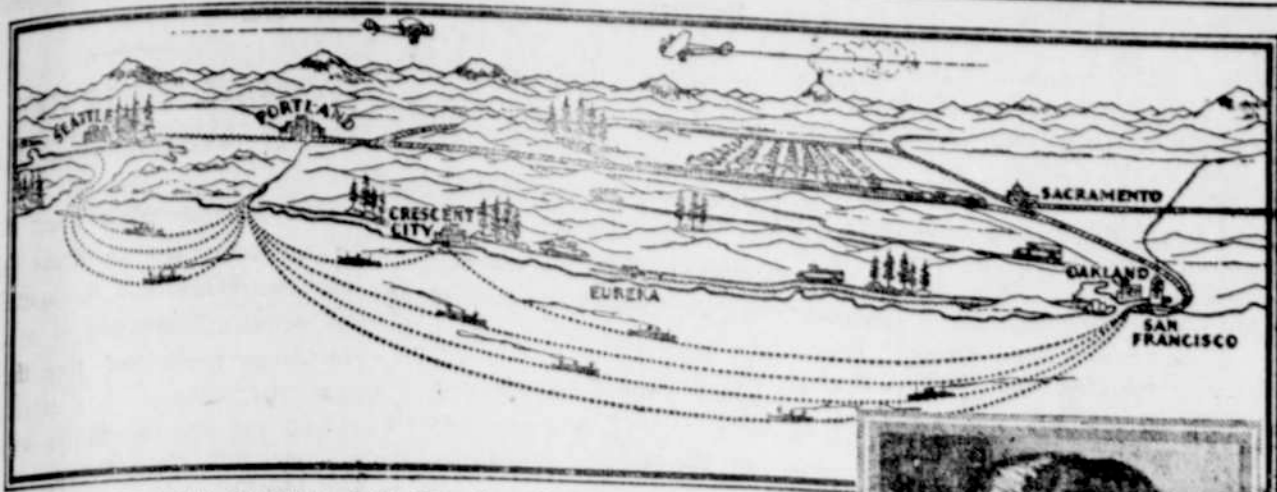


FIGHT FOR FREIGHT IS KEENEST ON COAST



SEA RULES RAIL RATES—J. T. Saunders, freight traffic manager for Southern Pacific, who says three steamship lines handling two-thirds of north and south freight, tramp steamers and truck lines, as indicated on map, make coastwise competition the most difficult faced by railways.

MORE than a million tons of freight annually borne in the holds of coastwise steamships between ports of California and the Pacific Northwest exceeds north and south railway traffic by a margin in excess of 100 per cent, according to J. T. Saunders, Freight Traffic Manager for Southern Pacific company.

Not only do three steamship lines handle twice as much freight as is rail-borne between California and the northwest, but the railway also faces competition of numerous motor truck carriers operating upon the public highway. These truck lines now radiate to almost every community upon the Pacific slope, carrying annually thousands of tons of freight formerly handled by the railroads.

Climate, much advertised as a tourist attraction, adds to the competitive difficulties of Pacific Coast railways. Every day in the year is a good travel day for Pacific Coast motorists and the paved highways have made auto-mobiling so easy that railway passenger revenues annually decline to the tune of millions of dollars.

"No railway anywhere," Saunders said, "faces competition so strong as

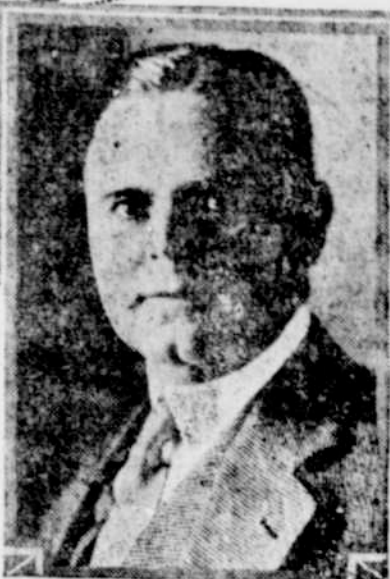
that met by Southern Pacific. Five major transcontinental railways, air routes, four coastwise steamship lines, many tramp steamers and traffic motor-borne upon the highways all compete with our lines.

"In four representative months—January, April, July and October of 1927—three steamship lines alone moved 319,685 tons of freight between California and Portland and the Puget Sound ports. In the same period rail traffic north and south between California and Oregon was only 151,453 tons.

"An average of 75,000 pounds a week is moving by steamer from California ports to Crescent City, California, whence it is delivered to destinations in Grants Pass, Medford and other Oregon cities.

"Separately and jointly trucks and steamships are moving thousands of tons of freight which once moved by rail.

"In order to meet this competition Southern Pacific since the World War, has spent over four hundred million dollars for construction of new and rehabilitation of old lines, new equipment and betterments.



"More than ten per cent of this amount has been spent since 1923 for the construction and rehabilitation of 521 miles of mainline in northern California and southern Oregon. Within a few weeks our new 97 mile line between Klamath Falls and Alturas will be opened, providing a new main-line route to the east 286 miles shorter than from Klamath Falls to Chicago than any line now existing or proposed.

"The competition of steamships carrying more than one-half of the total coastwise freight traffic affords competition which will continue to be the basis for freight rates regardless of future railway construction."

FARM POINTERS

Poultrymen of Oregon will gather again this year for their annual convention on the campus of Oregon State college to review the year just ended and discuss the future. Dates announced are Wednesday and Thursday, July 17 and 18. Whether successful poultrymen attend or whether their attendance helps make them successful is the question ranking with the famous one as to which came first, the hen or the egg.

Prune or peach orchards in Oregon showing presence of brown rot will be helped by the prompt application of spray, says the experiment station. Some growers use a wettable sulphur and others apply it successfully in the dry form. One later application is usually advisable just before picking time.

The cheapest source of nitrogen for soil building is provided when legums are fed and manure returned to the land. Oregon grows only seven or eight acres of legums to each 100

acres of improved land, finds the experiment station. Types of these soil building crops are now available for practically every kind of soil in the state from poor dry land to richest beaver dam.

Plant diseases not ordinarily recognized as of any consequence, sometimes, under unusual conditions, develop into real menaces to crops. This has happened in Oregon a number of times this summer, finds the experiment station. Certain sections have reported serious trouble from an unknown disease which, upon examination, proved to be caused by a fungus, previously quite harmless, but which was especially favored by the extremely late spring this year.

INDUSTRIAL REVIEW

Wilsonville—Columbus Park along Willamette river recently dedicated.

Seaside—Installation of a new beacon light at airport completed.

Seaside—Vitaphone equipment at Seaside theatre improved.

Third Annual Picnic

Baked Ham Dinner

SUNDAY, JULY 14, 1929

SPORTS. GAMES OF ALL KINDS

VALUABLE PRIZES FOR EACH

St. Anthonys School Grounds

TIGARD, OREGON

DINNER FROM 12 UNTIL 2

Adults 50c

Children 25c

Lakeview—Nord Landscape Service Company will build addition at Hunters Hot Springs during September.

Hillsboro—Sidewalk program underway here at this time.

Mollalla—New transmission line being constructed in territory west of this place.

Oregon City—Loggia Chevrolet Co. building remodeled.

Beaverton—Construction underway on F. A. Noyes new plumbing shop.

Forest Grove—K. A. Price Music & Electric Company store opened for business.

Last year over \$1,000 worth of property was burned every minute and a life was lost every 35 minutes.—Federation News.

Reasonable regulation of business is a needful governmental function only so long as it is wisely exercised and fairly administered—Jesse S. Phillips, Pres. Great American Indemnity Company.

The American tariff seeks to equalize costs of production in our country and foreign countries by levying a duty on cheap labor foreign imports.

Crater Lake—Crater Lake Lodge opened recently for season.

Klamath Falls—Pacific Telephone & Tel. Co. will construct \$470,000 telephone exchange building here in future.

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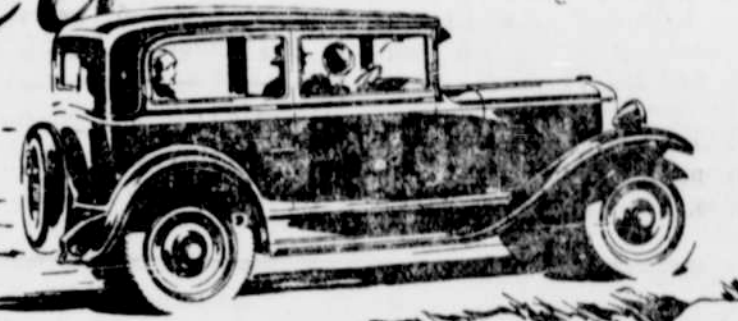
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The Sport Cabriolet... \$695
Convertible Landau... \$725
The Sedan Delivery... \$595
Light Delivery Chassis... \$400
1 1/2 Ton Chassis... \$545
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COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Among all the delightful performance characteristics of the Outstanding Chevrolet—none is creating more widespread enthusiasm than its thrilling speed and flashing acceleration!

The great new six-cylinder valve-in-head engine responds to the accelerator with an eagerness that is literally amazing. Touring speeds are negotiated with such smooth, silent, effortless ease that you almost forget there's a motor under the hood. And when the throttle is opened wide—the pace is faster than the

most experienced driver would care to maintain!

Back of this exceptional performance is a brilliant array of engineering advancements—typified by a high-compression, non-detonating cylinder head... automatic acceleration pump... hot-spot manifold... semi-automatic spark control... and a heavier crankshaft, statically and dynamically balanced.

Come in and drive this car. Learn for yourself, at the wheel, that no other car can approach it in the price range of the four!

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STIPES GARAGE

Beaverton, Oregon

THEM DAYS ARE GONE FOREVER



THEM DAYS ARE GONE FOREVER!