

CROSSED DESERT FOR NEW RECORD IN CHRYSLER

Alone, and almost noiselessly thru a starry night on the desert an da blazing day following over the National Old Trails route east from Los Angeles, August J. Minke Jr., an amateur and private owner of a Chrysler roadster, avowedly "out for the ride," succeeded in setting a new time record to Albuquerque, N. M., when he arrived in that city one Sunday evening in April.

The new record is exactly 22 hours, 38 minutes, between Los Angeles and Albuquerque, a distance of 918 miles, an average of a fraction less than 41 miles an hour for the entire trip. Prior to setting out, he had driven his car over 25,000 miles, Minke declared. Most of these have been tracking thru the mountains of California.

The car performed perfectly throughout the gruelling run, for the high average would not have been possible. The actual average speed is marked at 40.8 miles per hour for the distance, although the speedometer was registering about 50 miles per hour most of the way. High speeds of 60 and 85 miles per hour were touched frequently.

Minke had no trouble on the road. The car he drove was fully equipped and complete with many accessories. The entire trip was made with the top up.



Make your noises, bum old boat! Once they should have got my goat That was back when you were new And I set such store by you. Now your coddled days are o'er; You can't fret me any more. Be that thump beneath your hood.

Be that thump beneath your hood Knock or valve-alap, well and good I don't give a whoop, just so You have parts enough to go. Long as you can split the breeze, That for technicalities!

Once I faint if I heard Battle or "canary-bird" In your frame or in your works—Ollies bearings, starting jerks Gave me heart-disease; today I just grin and drive away.

Once my thoughts of you were tender; Then, a scratch upon your fender Would have melted me to tears—That was in your earlier years. Now I joy to treat you rough. Grand old junk-pile! Do your stuff!

Some automobile drivers travel so fast they never arrive. The smaller the family the bigger the automobile it buys.

A policeman stopped a girl who was driving a car. "Modam," he said, "you are breaking the law. This is a one-way street."

The girl commenced to cry. "Well," she said, "I was going only one way, wasn't I?"

It costs the average railroad company something like \$5000 a year to blow its locomotive whistle when approaching grade crossings, but it doesn't cost the motorist a cent to stop, look and listen.

A. W. O. I. Here lies the body of Samuel Crane Who ran a race with a speeding train. He reached the track, got near across, But Sam and his car were a total loss.

The sexton softly tolled his knell, Spelling Sam on his way to well. If he'd only stopped to look and listen He'd be living now instead of missin'.

Stern Father: "Young man, you have been driving rather frequently on my daughter. Are your intentions serious?"

Young Man: "Certainly, I'm trying to persuade her to persuade you to purchase the make of automobile I am agent for."

The pedestrian's future outlook depends largely on his present look out.

Mechanic: "There's a fellow going down in a parachute." Aviator: "Till see if I can hit him. It isn't often we get a chance at a pedestrian."

One trouble with most drivers is that they think too lightly of the ounce of prevention.

"Watchman, what of the night?" Aye, sir, it's pierced with auto lights from the cars of young sheiks and flappers returning home thru the dim mists of the morning.

There are still men who believe that honking will relieve the traffic jam.

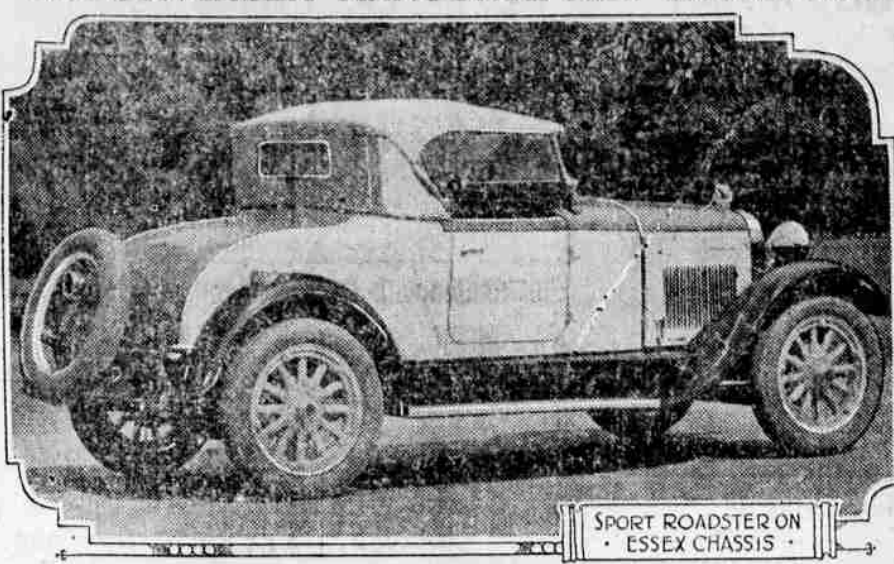
Dealer Blinks: "Do you think that motor-cars are ruining the younger generation?" Dealer Jinks: "No, I think the younger generation are ruining the motor-cars."

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Klamath Falls—First train of lumber over Bend railroad carries 1,250,000 feet.

Classified advertising gets results.

HUDSON-ESSEX ANNOUNCE NEW ROADSTERS



SPORT ROADSTER ON
ESSEX CHASSIS

New roadsters of smart sports appeal are announced by the Hudson Motor Co. for both the Hudson and the Essex classes. Both of these body styles are of aluminum panels instead of sheet steel, saving weight and adding to the range of performance. Both of these models have special gear ratios which permit exceptionally interesting running ability. The

dealer. "These roadsters, following color schemes are duotones; tops of khaki; lamps nickel-plated; top bows of natural wood; upholstery and finish in the approved sports style. Comfortable and roomy rumble seats are standard equipment.

"The roadster type is always essentially a personal car, and wanted for its individual attractiveness more than as a means of transportation," said Mr. Armstrong, local

ing out that line of thought, seek to express the true sporting spirit of the open road. "Mounted on the Hudson and Essex Super-Six chassis these two distinctive roadsters assure owners of most satisfactory performance—in acceleration, in smoothness and open road running. Naturally the sport loving and youthful motorists will turn to this type of car with immediate enthusiasm."

Earthquakes and Perfumery

WASHINGTON, D. C., May 26—A perfume bottle on a drugstore shelf and an observatory seismograph both record the earthquakes which recently wrought ruin in the Valley of Roses in Bulgaria.

"Roses are the bread and butter of the now homeless dwellers in the fragrant vale which winds 80 miles thru central Bulgaria," says a bulletin from the Washington, D. C., headquarters of the National Geographic society, on the world's chief source of attar of roses.

Roses Almost Ready for Harvest "Spring was in the valley, 12,000 acres of damask roses were budding, the rose harvest was only a week away, when the earthquake shook down houses and distilleries. Floods, fed by torrential rains, completed the devastation. The estimate of the Bulgarian department of agriculture for a production of 55,610 ounces of rose oil in 1928 will have to be revised.

"A visit to the valley in rose harvest time, May and June, is a strange, yet soul-stirring experience. The traveler may come down from Timova, and passing thru the gateway of two high cliffs beyond Maglis, emerge suddenly into the Valley of Roses. As far as the eye can see billows a sea of roses. It is as if some magician had spread a fragrant carpet over the low, round hills—a roseate and green carpet unrolled against the sides of the mountains. Here and there the smoothness is broken by gables amid trees, the homes of rose field owners.

Roses Picked White Buds "When the dew is on the roses, bud its fragrance is sweetest, so early in the morning women, girls, and children go into the fields with baskets to gather the flowers. Long before the sun is high piles of buds lie on the distillery floors. Bulgaria's garden valley lacks, perhaps, the flower beds' riot of color, because nearly all

the blooms have been picked in the bud. Still the fragrance of its precious crop hangs over the land like a sweet, invisible mist.

"About fifty thousand rosebuds will yield one ounce of attar of roses. Some attar comes from the old type of distilleries but modern efficient extracting apparatus has been installed. Kilsura and Kazanlik at either end of the valley, and Karlova between them, are the three rose towns of Bulgaria. Their fragrant trade is almost a world monopoly. Only a small acreage on the French Riviera and a new planting by the Greek refugees near Saloniki figure with Bulgaria in world trade.

"Freight rates concern the Bulgarian rose farmer no more than competition. His is one of the most concentrated commodities in the world. All the attar of roses produced in the 80-mile valley in 1926 weighed a trifle more than three tons.

Chemistry Competing With Valley of Roses

"But like every other farmer the Bulgarian has his worries. Every year his 'bug' is the Valley of Roses the synthetic chemist has brought a more damaging flight than any insect. In laboratories many miles from Bulgaria he has made synthetic attar of roses superior in some respects to the rose's own product. It sells today from \$2 up to \$3 per ounce. Natural attar of roses brings between \$10 and \$13.50 per ounce. Because of the increase in use of the artificial attar the rose acreage in Bulgaria has been reduced to half its former extent.

"France buys more attar of roses than any other country. Her Parisian manufacturers purchase more than twice as much as the Swiss, who are Bulgaria's next best customers. The United States is third.

"Only perfumers buy pure attar of roses. It seldom reaches the counter as such. Since the World

CARRIER PIGEONS SET NEW SPEED RECORDS

While airplanes, great winged birds of the sea and land, reduce time records and distances between nations, pigeons, and especially carrier pigeons, are fast establishing themselves as the speed makers of the bird family.

Since the end of the World war, says the American Magazine, telling the story of how "Cher Ami," a pigeon, saved the remnant of the Lost Battalion in France, the speed of carrier pigeons has been increased from 1600 yards a minute to 1700 yards.

"Before the war," says the magazine, "we would have hesitated to fly a pigeon less than two years old for 200 miles. Even today the Europeans would not do this. But in America it is nothing to fly them 300 and 400 miles, and some youngsters have raced 500."

When the position of the Lost Battalion was being sought by the allied artillery one pigeon, "Cher Ami," remained in the basket held by the battalion officer. He hastily wrote "For heaven's sake stop it!" tied it to Cher Ami's leg and set him in flight. He arrived with a machine gun bullet wound in his breast at Rampont (24 miles away) headquarters, stopped the barrage and 252 men were saved. This pigeon hero of the war lived nearly a year and was recommended for the Distinguished Service Cross.

The great inscription led by Emilio Aguinaldo was the Philippine inscription against the United States authority (1898-1901).



The Taxi Driver

I use Champion Spark Plugs because they help to make my service more dependable.

Champion is the better spark plug because it has an exclusive all-metal insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket-seal that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.



CHAMPION
Spark Plugs
Toledo, Ohio

Dependable for Every Engine

Auto Supply & Parts Co.
Wholesale and Retail
Distributors

MAY DELIVERIES EXCEEDING RECORD

Retail deliveries of Studebaker and Erskine cars thruout 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 thruout 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.

More than 3900 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 2000.

OAKLAND PRODUCTION EXCEEDS LAST YEAR

The Oakland Motor Car company is two and one-half months ahead of its 1927 production, it is announced by factory officials.

The end of April marked the fourth consecutive month of record production which brought the company's total for this year to 109,004 Oakland and Pontiac sixes, a figure which in 1927 was not attained until the middle of July.

The 1928 four-month total of 109,004 cars is an increase of 83 per cent over the 54,653 cars which the company built during the first four months of last year. The April production of 27,061 was 7135 ahead of April, 1927. This advance was secured despite the fact that production of the Oakland All-American six was hampered during the early part of April by interruptions attending the transfer of operations from the old assembly line to the recently-completed new assembly building.

Paralleling the acceleration of Oakland-Pontiac factory activities is the steady growth of the dealer organization. The company now has more than five times as many dealers as it had only three years ago. Dealer estimates of their May and June requirements are steadily rising.

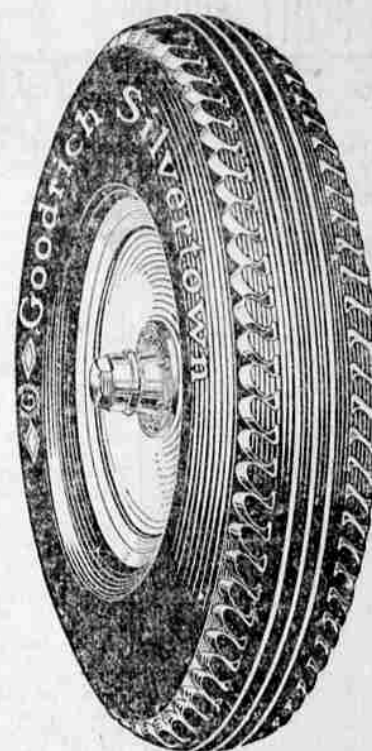
Classified advertising gets results.

We Will Buy Your Old Tires

The Goodrich Silvertown is often referred to as a standard of comparison—because of its high quality and satisfactory service.

Why not enjoy the security of riding on Silvertowns—they cost no more.

Furthermore, we will gladly buy your old tires and credit them against the purchase of Silvertowns at today's prices—here's an opportunity to make a real change.



Lewis Super Service Station

Distributors Phone 1300

SUNRISE SUPER-SERVIC STATION

SKINNER'S GARAGE

Sub-Dealers

for Economical Transportation

CHEVROLET

USED CARS "with an OK that counts"

What the RED OK TAG means to you

During the last few months the popularity of the Bigger and Better Chevrolet in this community has reached spectacular proportions. As a consequence, we have taken in a large number of good used cars. Many of these cars have been thoroughly inspected and reconditioned where necessary. To protect the buyer the red "O. K. that counts" tag has been attached to the radiator caps of these OK'd cars. Look for this tag and KNOW that you are getting honest value!



A few of our exceptional Used Car Values "with an OK that counts"

1927 Chevrolet Coupe — Very low mileage, very good Duco finish. Mechanically O. K., at a price and with terms you can handle.

1924 Ford Touring—All good rubber, looks good, and a lot of transportation in this car.

1926 Star Touring—Good tires, good finish, motor runs perfect. A car you will be proud to own.

1925 Chevrolet Coupe — Refinished, good mechanical shape. A good buy for your second car. Buy this one for your wife.

1923 Ford Roadster — A good car and so cheap you will buy it whether you need it or not.

1923 Chevrolet Touring — Good tires, and very serviceable; at a very low price.

PIERCE-ALLEN MOTOR CO., Inc.

112 So. Riverside

Medford

Phone 150

Dependability, Satisfaction and Honest Value

HOME FROM EUROPEAN TOUR



Mr. and Mrs. C. L. Coppage arriving in Los Angeles after airplane tour of Europe.

Mr. Coppage is commissioned to continue as director of sales of the "Western Zone" for the Texas Corporation, and on arrival home said:

"We traveled by plane over Europe to save time," said Coppage. "We flew in a Dutch plane over England, France, Germany and Belgium, covering the territory we had to make in a tenth of the time it would have taken by train. My special mission was to com-

plete consolidation of the marketing facilities of the Texas and California Petroleum Corporations in Europe. Very satisfactory progress was made in this endeavor, and many properties and connections were improved by the joining of forces in that market. "Naturally, I am delighted to be home once more, and to get back to my desk to carry on the extended sales program which the merger of the Texaco and Calpet companies has made necessary thruout the western territory."