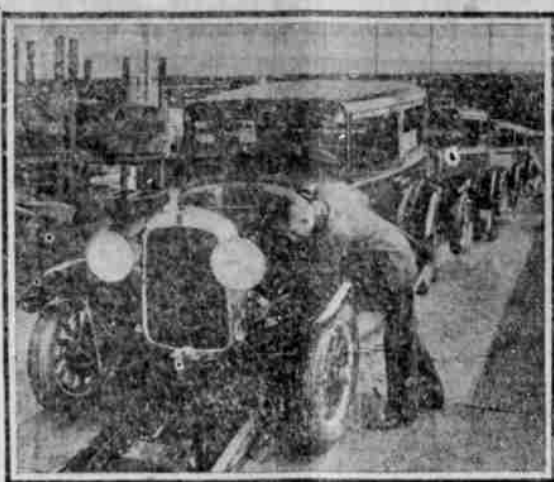
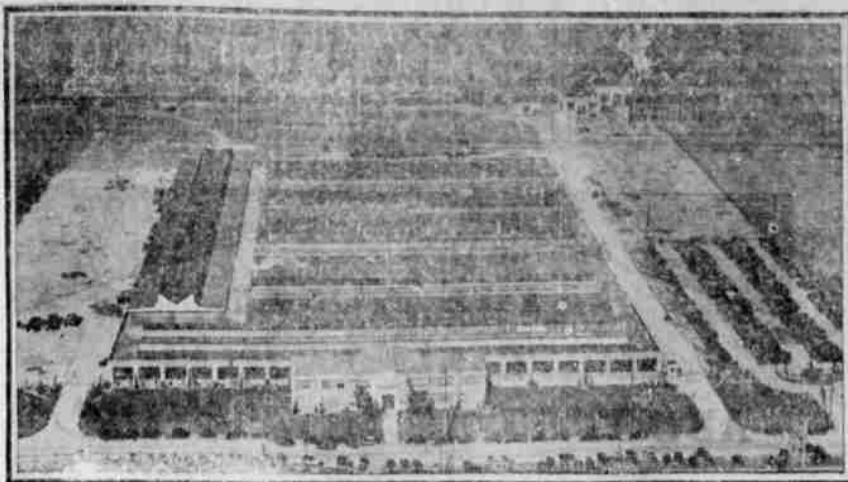


AIRPLANE VIEW OF PACIFIC COAST PLANT OF WILLYS-OVERLAND COMPANY



LOS ANGELES, Feb. 12.—At- tended by several hundred busi- ness men, civic leaders and promi- nent citizens, the new \$1,500,000 Pacific coast factory of Willys- Overland, Inc. was formally open- ed at a luncheon held at the plant Thursday noon.

John N. Willys, president of Willys-Overland, Inc., who headed a group of factory officials from Toledo, Ohio, was the central fig- ure at the luncheon which was ar- ranged by chamber of commerce officials under the direction of Ar- thur G. Arnold, secretary and gen- eral manager.

Mr. Cranman and Mayor Cryer voiced their appreciation of Mr. Willys' realization of the import- ance of the Pacific coast region and establishing the great plant on this coast. They pointed up- on pictures that await manufactur- ers in the coast section.

Other Willys-Overland officials accompanying Mr. Willys included Colin Campbell, vice-president in charge of sales; L. A. Miller, vice- president and general manager; A. E. Qualy, secretary to Mr. Willys; J. A. Sheidon, works manager and W. R. Ourand, works engineer, who were in direct charge of building the new factory; Ward M. Canaday, president of the United States Advertising corpora- tion.

The new Willys-Overland factory is one of the first automobile plants to be opened on this coast. Ground was broken May 29, 1928 and the plant rushed to comple- tion. It represents an investment of \$1,500,000 and consists of four buildings of steel, concrete and brick construction having a total floor space of 550,000 square feet.

NEGRO GETS 30 YEARS FOR MURDEROUS ATTACK COUNCIL BLUFFS, Iowa, Feb. 12.—Jake Bird, negro, convicted of committing a murderous assault upon G. Harold Strubling, East Omaha, Iowa, was sentenced yes- terday to 30 years in prison by

Judge Earl Peters. The court overruled the defense motion for a new trial. POPULAR GUY "I suppose old Messersmith has not all the money he wants?" "Add a lot that other people want!"—Passing Show.

7 KILLED IN WRECK BELGRADE, Yugoslavia, Feb. 12.—Seven persons were killed and a score seriously injured in a colli- sion of Zagreb-Belgrade trains near here yesterday. It was feared that many of the injured would die.

BRITISHER HOPES TO MAKE RECORD WASHINGTON, D. C., Feb. 12.—Major H. O. D. Segrave of England will have a score of knotty prob- lems confronting him on the sands of Daytona Beach when he at- tempts to set a new world's re- cord in March, with his Golden Arrow.

TRAFFIC COP KILLED IN CHASE AFTER SPEEDER OAKLAND, Calif., Feb. 12.—In pursuit of a speeding motorist, Er- nest H. Philbrick, motor traffic policeman, crashed into an automo- bile and was hurled to his death. The officer was thrown fifty feet by the impact. The speeder es- caped.



Your orchard's yield next fall needs your... protection now

—let modern science help you in combating scale and other orchard pests

It's time to guard your trees against the deadly orchard pests that choke their growth and cut your profits. Read this story of Avon Spray Emulsion, the finer oil spray as refined and marketed by Associated Oil Company as an important part of its huge business.

You'll find Avon Spray Emulsion a complete clean-up spray. It has the proper viscosity, which means that it has complete covering qualities, body enough to do a thorough job, yet is light enough not to harm the trees.

It is a smooth, creamy 85% petroleum oil paste which breaks quickly and mixes readily with water. And it will not blacken your trees. This finer spray not only smothers scale, but kills the eggs of Aphid and Brown Mite.

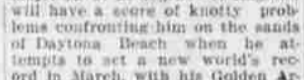
Avon Spray Emulsion, by removing pests and keeping your orchard clean, adds health to your trees. It is a plant stimulant; you'll find it helps to bring out a strong, invigorated bloom and spring growth.

These are strong claims, backed by exhaustive tests. Get our valuable folder "Avon Spray Emulsion for Fancy Fruit and More of It." It contains much helpful information, including various ways of using Avon with Bordeaux mixture and the like to secure better spread on trees.

Listen in on your local radio station for timely hints on spraying problems.

AVON SPRAY EMULSION REFINED AND MARKETED BY ASSOCIATED OIL COMPANY 79 New Montgomery Street : San Francisco

Refiners of BURNBRITE KEROSENE—for light and heat



Not the least of these will be his problem of keeping the car on a straight course, for a slight varia- tion which would mean nothing in a pleasure car traveling at sixty miles an hour, might spell ruin to him. The world record attempt will be made under sanction of the American Automobile association, the governing body of speed tests in this country, and of the city of Daytona Beach. While these two agencies will make every attempt to have the course in perfect con- dition, they cannot influence the driving of the car.

It will be up to Major Segrave to keep it in a straight course. At 249 miles an hour, the car is trav- eling 452 feet a second. Suppose the car should deviate only three degrees from a straight course while speeding along at its maxi- mum speed. In one second, it would be 18,42 feet off the course. If it were to veer ten degrees it would be 61,42 feet off the course in one second. On the one side as the car hurtles down the beach is the soft sand of the shore side, on the other the water of the ocean.

Further than that, a car speed- ing along at upward of 200 miles an hour cannot be brought back into a straight course at once. The pilot may turn his steering wheel to correct the deviation, but so great is the forward momentum that response is not instantaneous. As someone recently wrote: "No sporting record demands a finer combination of courage and skill; and none imposes heavier penalti- es for the absence of such quali- ties."

Streamlining is another matter that the major had to consider. At first thought the average person might say that perfect streamlin- ing will be the means of reducing the wind pressure to a minimum. This latter might be true, but with perfect streamlining there would be a tendency for the car to lift from the ground and to become un- stable from other angles. It gener- ally is recognized that a perfect streamline is a body of modified cigar shape. In the air this design if it could be obtained, would be most to be kept on the ground. The design must be such that there is sufficient pressure downward to keep the front of the car from lift- ing. There must also be sufficient downward pressure on the rear wheels so that they will get trac- tion. So the problem of design is one that will most closely merge all the don'ts and do's in construc- tion into a car body that will offer a minimum of wind resistance, but will also be so built that it will stay where it belongs—on the ground, and not rise at times into the air due to wind pressure on some of its sections.

Speaking of wind pressure, an expert has figured that at 240 miles an hour, with a frontal area of twelve square feet, there will be a pressure of 745.49 pounds to the square foot. To overcome this ter- rific pressure there is a motor of 1,481.12 cubic inches, capable of developing 900 horsepower at 3,400 revolutions a minute.

HE WON'T BE HUSBAND: I may be detained at the office till very late tonight—if I am, don't wait up for me. EXPERIENCED WIFE (firmly): I won't—I'll go down and get you.—Life.



TURKEY DINNER Christian Church, Thursday, Feb. 14, 11:30 to 1:30 Given by Ladies' Aid Society for benefit building fund. Price 50 cents.



Comparison at the Motor Shows is Showing the Country

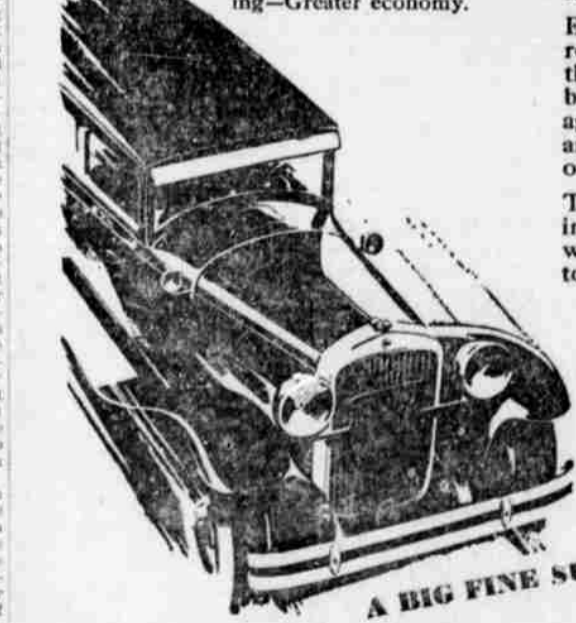
that the new Nash '400' is the only car of all the new cars that offers all these important features as standard equipment... at no extra cost

THE new Nash "400" not only gives you all the important 1929 refinements listed above, but gives them to you without one single cent of extra cost. All motor cars have two prices—the factory (f. o. b.) price, and the delivered price. If the delivered price includes the extras, charged for at retail prices, you'll find your car costing a lot more than you antic- ipate. Some dealers (not Nash dealers) charge as much as \$50 or \$60 for bumpers alone. On the new Nash "400" you'll find every necessary accessory... hydraulic shock absorbers... bumpers, front and rear... even tire locks... installed at the factory... included in the factory price... at no extra cost. That means a very much lower price, delivered, fully equipped. The Nash "400" leads the world in motor car value!

The New NASH '400' World in Motor Car Value L. R. CHAMBERS MOTOR COMPANY NASH SALES AND SERVICE Main and Douglas Sts. Phone 649 Roseburg

ESSEX THE CHALLENGER Twice now... in 30 days.. production has had to be increased

76 Advanced Features Include: Power increased 24%—Above 70 miles an hour top speed—60 miles an hour all day—Four hydraulic shock absorbers—New type double action four-wheel brakes—Large, fine bodies—Easier steering—Greater economy.



How quickly motordom recognizes outstanding value! In the case of Essex the Challenger its acceptance is the talk everywhere. In its tens of thousands of demonstrations there is conclusive proof that it truly is a challenger that wins Twice now—in 30 days—production has had to be increased.

Every day in more than five thousand Essex sales-rooms motorists are appraising its looks. On the road they are revealing it in getaway and hill climbing. Its better than 70 miles an hour is proved over and over again by thousands of cars. And that such performance will endure is proved by any number of dem-onstrations of 60 miles an hour all day long.

These are but a few of the 76 advantages you will find in Essex the Challenger. Go inspect the others and do what a million Super-Six owners have been invited to do. Pit it against anything motordom has to offer.

Hear the radio program of the "Hudson- Essex Challenger" every Friday evening.

A BIG FINE SUPER-SIX YOU'LL BE PROUD TO OWN \$695 and up at factory

Table with car models and prices: Coach - \$695, 2-Pass. Coupe - 695, Phaeton - 695, Coupe (with rumble seat) - 725, Standard Sedan - \$795, Town Sedan - \$795, Roadster - \$850, Convertible - \$850.

ROY CATCHING MOTOR CO. Completely equipped machine shop for handling all classes of auto repair work. 125 N. ROSE ST. PHONE 438 ROSEBURG, ORE.