

**FORD TOWN SEDAN
A DISTINCTIVE CAR**

"Word from the automobile shows at which the new Ford town sedan was presented revealed that the designer of this new body type had achieved a signal, popular success," said C. A. Lockwood, local Ford dealer, in discussing the different Ford body types.

"The Ford sedan is a three-window automobile and is one of the most luxurious, stylish and comfortable cars ever offered in the low or medium priced field," he continued. "It should be distinguished from the new Ford town car, the latter being the first chauffeur-driven automobile manufactured in this country in the low or medium price field. The town sedan is an owner-driven car."

"The body lines of the town sedan are new. The design is the product of one of the foremost custom body builders in America. This car was developed for those who desire the convenience of moderate size and the distinction of fine car construction. The body is mounted on the dependable model 'A' chassis and the town sedan possesses the speed, acceleration and performance that are features of all the model 'A' Ford types."

"The town sedan body is longer than the other Ford passenger cars and the interior is unusually roomy, making the car a most convenient kind of family conveyance, powered to meet the requirements of present day traffic conditions. In appearance it is imposing, possessing low, straight lines, which are emphasized by the smart, French roof quarters and the belted moulding which runs sharply back from the radiator and circles the entire body. It has four doors."

"Nickel headlights, door handles, radiator and cowl lamps give touches of brightness to the town sedan. The interior accommodates five persons comfortably, even for long trips. Every appointment is in perfect keeping with the car ensemble. Arm rests add to the comfort of the rear seat."

"In the rear compartment the floor is dropped to provide full leg room. The center arm rest of the rear seat folds when its use is not desired. This, it is believed, is the new body type, which undoubtedly will command the attention of a large number of people during the coming year."

**CAR LICENSE FOR
3-4 OF ANNUAL FEE**

SALEM, Ore., June 5.—Motorists who have been debating whether to license their automobiles during the month of June and pay a full year's fee therefore, or await the first of July and enjoy the benefit of a half-year rate, will have their problem at least partially helped by an opinion of the attorney general, just rendered to Secretary of State Hoss, wherein it is held that the new three-quarter license fee is applicable after the new laws go into effect on June 1st.

The last session of the legislature provided for a three-quarter fee to be paid after 3 months of the license year had elapsed, in addition to the present half year, and quarter year periods, but it was not clear that the legislature intended the law to be effective this year. All indications point to the likelihood that the lawmakers expected to have this new arrangement go into effect along with the new mid-year date on July 1st, 1929, but the effect of the proceedings has been to let the bars down for those who seek licenses now.

In commenting on the opinion of the attorney general, Secretary of State Hoss said: "This construction will serve to aid a great number of people who need to license their cars just prior to the date of the half-year fee. During 1928

**EAT WELL—AND
EXERCISE WELL**

Enjoy Your Food, Sweetened to Taste, and Take Exercise

"It is important to eat and exercise enough," a famous health authority recently told us in reply to a question about the benefits of exercise and diet.

"One of the most vital facts in this connection is that both food and exercise must be enjoyable if people are to get the most out of them. Exercise that is a duty, and the eating of foods simply because they are thought to be healthful, are only partial benefits."

"Enjoyment tends to improve the whole physiology of the body. That is why I advise taking the kind of exercise which people really like, and that is why I suggest having foods prepared in the most palatable way."

Speaking in more detail on the appetizing preparation of foods, this famous authority said, "Sugar is the ideal flavor for nearly all the foods people eat. It modifies fruit acids and makes fruits even more palatable. It heightens the enjoyment of vegetables, cereals, beverages and some meats. People who use sugar intelligently not only increase the enjoyment of their meals, but add to the value of their daily diet."

It is important to eat a variety of healthful foods every day. It is equally important to have them prepared in a way that appeals to your appetite. A sprinkling of sugar adds to the deliciousness of most foods. Most foods are more delicious and nourishing with sugar. The Sugar Institute.

RECORDS FALL BEFORE ESSEX



Scenes on Muroc Dry Lake where a stock Essex the Challenger Sedan was driven 1203.48 miles in 18 hours at a speed of 66.86 miles per hour. At the top is Leon J. Pinkson, dean of Pacific Coast auto editors, starting the sensational endurance run. The oval shows the pit men, who were directed by A. H. Harris of the Tide Water Oil Sales Corporation, refiners of Veedol motor oils, get-

Sharing in the glory of an Essex the Challenger stock sedan which hung up an amazing record when it was driven continuously for 18 hours at an average speed of 66.86 miles per hour over a difficult dirt course, Veedol Motor oil proved once more its reliability and efficiency under the most gruelling of conditions.

The course which the car traveled was a measured five mile one, level and unbanked, in Muroc Dry Lake in the midst of the California Mojave desert. The running distance of 1,203 miles was covered partly in broiling sun and partly in a wind which at times mounted to a veritable gale.

"The run was made with the in-

tion of breaking the only known authentic speed record ever made by a stock sedan listing under \$1000 on a 1000-mile course," says Paul J. Feely, who conducted the run. "Essex, Veedol lubricated, came through with mileage and speed records which surpassed the old records of 60 miles per hour for exactly 1000 miles by a margin that has set motordom agog."

"No car in the same price class as Essex, as far as is known, has ever been able to maintain anywhere near the peed of 66.86 miles per hour," continued Feely. "The most reliable and efficient lubrication being vital in protecting the speeding motor from overheating, Veedol motor oil was selected."

"We used the same Veedol 'heavy' that the buyer gets at the service station," Feely said. "The fact that the car stood up under such terrific pounding speaks volumes for the lubricating qualities of this motor oil."

Veedol, proved in the air and chosen by nearly every record breaking flyer of importance, is likewise the choice of record breaking motorists who realize that the oil which Byrd, Chamberlin, Tex Rankin, Amelia Earhart, Art Goebel, Martin Jensen and a score of others whose names are famous, demand for their planes and motor cars, must have superior features of endurance and reliability nowhere else equalled.

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Mounts Baker and St. Helena, in the state of Washington, were in eruption in the middle of the nineteenth century.

will apply earlier in the license year. I regret that this information could not have been gotten to the public earlier, but the matter only recently came up for consideration and the opinion of the attorney general was promptly secured to ascertain the facts in the case."

PRICES AREN'T ANTIQUE

NEW YORK—In these days of modern tastes in art, dance, music and other things, one wonders why some people still take to antique furniture. Charles Arthur recently paid \$7,500 for a mahogany lyre-shaped card table, and \$2,000 for a Connecticut seventeenth century oak chest. A mahogany bar-joclock made in 1815 sold for \$2,700 and a miniature tall-case clock of 1800 went for \$2,350 at a recent sale.

**NASH 400 SUITED
TO TOURIST NEED**

KENOSHA, Wis., June 5.—The approach of touring time—those long anticipated months that send millions of American motorists into the open to revel in new scenes and sensations—has brought with it a steady national increase in the demand for the Nash "400" cars that fit so perfectly into every motoring requirement, according to officials of the Nash Motors company sales department.

Following an April which registered a gain of 52.68 per cent in domestic shipments of "400" series cars over the month a year ago, they received reports today from ten of the most important American motor sales centers showing that deliveries of new Nash cars in these points during the week ending May 18 were 42.04 per cent above deliveries in the same cities for the corresponding week in 1928. All indications point to another record breaking month for Nash, they declare.

"Consistent Nash gains are being reported from the great automobile marketing centers as the season advances," C. H. Bliss, sales manager, said today, following receipt of sales reports from these cities. "During the week ending May 18, New York reports an increase in Nash deliveries amounting to 56 per cent over the same last year. In metropolitan New York, during the first four months in 1929, official new car registration figures show the Nash "400" first among all cars except Ford and Chevrolet. Chicago rolled up a 42 per cent gain, while the other leading Nash markets for the week—Boston, Philadelphia, Cleveland, Minneapolis, Milwaukee, Pittsburgh, San Francisco, and Los Angeles—brought the average gain to 43.94 per cent.

"In Detroit—a territory called the world's most competitive automobile market—reports received for the week ending May 11 show an increase in Nash retail registrations of 92.3 per cent over the corresponding week a year ago, and an 89.91 per cent increase for the period from January 1 to May 11 over the same period last year. Nash registrations in Cook county as revealed by official state de-

partment figures show an increase of 53 per cent for the first fifteen days in May."

**COPCO EMPLOYEES
ESCAPE SERIOUS
INJURIES MONDAY**

Three employees of the Copco company escaped injury Monday afternoon when a truck skidded on wet grass on the right of way of the company near this city. The truck rearward with the men from back skidded and threw three men from the truck. Wesley Pemberton suffered a dislocated hip from the fall, Cecil Ryley and George Zachary escaping with slight bruises. Pemberton was taken to the hospital where he is receiving treatment.

**WILLAMETTE U.
SUES COUPLE FOR
\$35,525 ON NOTES**

(Associated Press Leased Wire)
PORTLAND, June 4.—Willamette university in Salem today brought suit for \$35,525 against Richard P. Landis and his wife, Maybelle E. Landis, in circuit court here. Interest since April, 1928, is sought. It is alleged that Landis gave several promissory notes to the university and it is on these that the suit is brought.

**"MODEL SUNDAY
SCHOOL BOY" GETS
LONG PRISON TERM**

(Associated Press Leased Wire)
OAKLAND, Cal., June 4.—Rodney Murray, 17-year-old "model Sunday school boy," was sentenced to San Quentin prison for 1 to 50 years by Superior Judge Fred V. Wood today for his confessed attacks on three Oakland women, including a University of California co-ed, in the Eastbay during the last three months.

Judge Wood denied a petition to have Murray sent to Preston reform school.

The tornado, by many erroneously called a cyclone, is a column of upward spiraling winds of destructive velocity. It travels about 30 miles an hour, and commonly toward the northwest.

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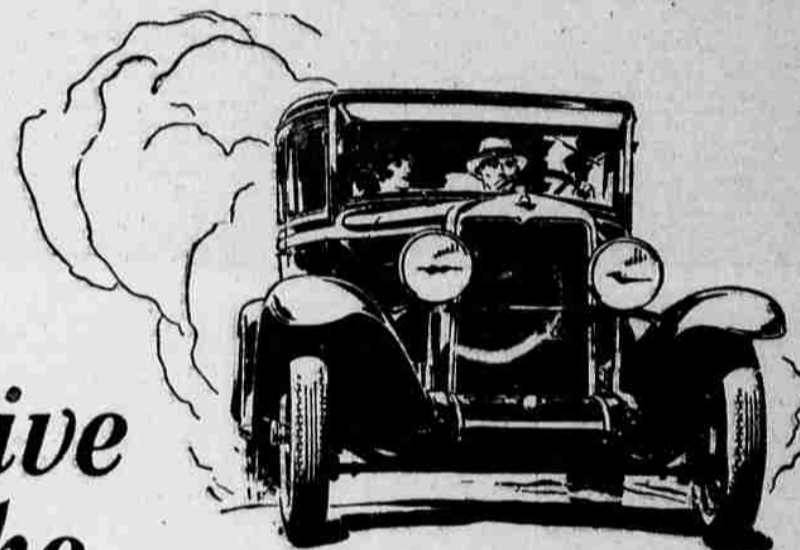
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