

NEW FORD MODEL IS BIG DRAWING CARD

Show Rooms of Local Sales Agency Mecca of Auto Enthusiasts.

All day Tuesday visitors at the C. A. Lockwood Motor company's show rooms flocked in and out as the people came from all parts of the county to see the new Ford body that was exhibited here for the first time. Announcement of the new car came as an entire surprise Monday, and throughout the United States the car was put on display at dealers' sales rooms Tuesday following the first advertising. That the car was well received by a critical public was apparent, as comment from many of the visitors was freely made expressing approval of the marked improvement in body lines and front view of the new model. Locally the car displayed is a three-window, four-door sedan, but photographs on this page show some of the other models. Buyers also have choice of several colors in the finish of the car.

Added beauty of lines constitutes the outstanding feature of these new bodies. Mechanically, the Ford retains the same chassis and engine that have established the performance records of the Model A with such changes as have been built in since its introduction.

The new lines of the Ford are most readily apparent in a deeper and narrower radiator, a higher and longer hood and streamline moldings that sweep gracefully rearward without a break.

The instant impression of a car that sits and rides lower, results from a lowered top, smaller wheels, larger tires and new fenders, while increased riding space has been provided through greater interior dimensions. Features of new design add a great deal to the flowing sweep of the car, while the running board and side dust shield or valance fit snugly to the body. Also, the fenders flare up from the chassis frame in a pleasing line to a higher elevation than formerly. Rear fenders also sweep down gracefully over the wheels to a point two inches lower than previously.

One of the distinctive changes is found in the new sturdier 19-inch wheels, a reduction in dimensions of the earlier wheels. This change, when coupled with larger tires, brings the car closer to a still ground, thereby attaining a still sturdier adherence to the road and permitting of increased riding comfort and safety.

While an effect of new length and loveliness results from the lowering of roof lines, there is no curtailment of head-room inside. The interior reflects improvement in as much as the exterior. Throughout the line, greater leg-room and riding space have been achieved. Adjustable seats have been added to all closed types to permit increased ease of riding, entrance and exit.

Another of the innovations of the new Ford bodies is the use of rustless steel. This is found in the radiator shell, headlamps, hub caps, cowl finish strip and tail-lamp. It is said that the new steel does not corrode, tarnish or rust in any kind of weather and that it cannot wear off, crack or scale because it is the same metal throughout.

Bodies will be available in a variety of new colors. Among these on the cars seen for the first time Tuesday are Keweenaw green, chicle and copra drab, thorne brown, Brunson yellow, moleskin, Andalusite blue, maroon and black.

BEAR TRADED IN ON A NEW DODGE

Iowa Man Drove Close Bargain With Dealer—Everybody Well Pleased.

Milfred Engelbert of Williamsburg, Iowa, wanted to go places. He owned an automobile, but he did have a pet bear—a 350-pound black fellow from Canada. "Teddy" was a fine bear and a great pet, as pets go, but no earthly use to a fellow with a wanderlust. So Milfred took the bear in to Cedar Rapids and announced to the startled sales force of the Makibben Motor company, Dodge dealers, that he wanted a new car and proposed to trade the bear in as part payment.

The sales staff had some difficulty at first figuring how a deal could be made on this basis, but both Milfred and "Teddy" had personality and persuasive powers. While Milfred held steadfastly to a proposition of "No bear, no automobile," the firm was helping matters along by demonstrating to the automobile man that he had a splendid disposition and no little talent in the way of doing amusing tricks.

Mr. Makibben was astounded and the old deal consummated. Engelbert drove away in a brand new Dodge sedan, and Makibben led "Teddy" out to the city zoo at Beaver park, where he is a head attraction not only because he can do any number of funny tricks but also because he is probably the first bear ever to be taken in trade for an automobile.

"For a fellow who likes to stay at home, there isn't anything like a good-natured, comical old black bear for a pet," mused Engelbert, "but for a fellow who likes to go places there isn't anything like a good automobile."

Dr. Hess' poultry vitamin. Highway Pharmacy.—Adv.

HERE'S THE NEW FORD



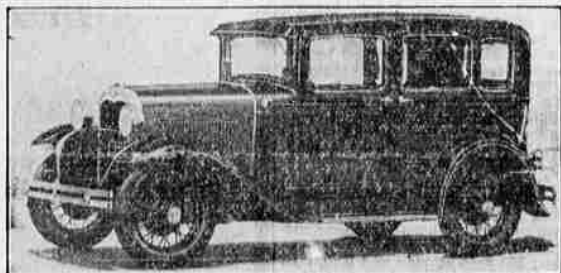
All exposed metal parts on the new Ford bodies are of rustless steel. Photo shows the new Tudor sedan.



A new front on the country's roads—illustrating the most striking of the new Ford body changes. Note the higher and narrower radiator and hood, the cowl improvements, the distinctive fenders, smaller wheels, larger tires and general gain in low, streamlining sweep.



The low sweep of the new Ford body changes is well illustrated from new radiator and hood to flaring rear fender in this picture of the Ford coupe.



The new Ford town sedan takes on new beauty through body changes that extend from radiator to the gracefully sloping rear.

PETROLEUM CAR LOADINGS GROW

Shipments to Northwest Assume Staggering Proportions.

A new high record in petroleum car loadings for the northwest was hung up this year when approximately 27,000 cars, or nearly 30 per cent more cars, were loaded in Oregon, Washington and Idaho in the first two quarters of 1929 than in the same period in 1928.

While figures for the last half of the year are not yet available, according to a survey made by S. A. Ironside, traffic manager at Portland, for the General Petroleum corporation of California, a further increase in loadings has been definitely forecast for the first quarter of 1930.

Although the extensive road programs carried out in the northwest last spring accounted for a considerable part of this remarkable increase, gasoline consumption in the three states has also grown rapidly, declared Ironside. The ever-growing popularity of the motor car is pushing gasoline consumption in the northwest up at the rate of about ten per cent a year.

The excellent driving weather enjoyed throughout the northwest last fall will probably establish 1929 as a banner year in sales.

Some idea of the importance of petroleum loadings can be gauged when it is known that petroleum ranks first among all shipments of manufactured products, both crude oil and refined products being shipped by rail, although the bulk of the crude is moved by pipe lines.

How materially petroleum has contributed to the growth of the business of the railroads is shown by the fact that the oil movement in 1928 by rail represented a gain of 79 per cent over that of 1927.

Most of the tank cars are owned by the various oil companies, the railroads thus being saved the capital represented by ownership and maintenance of this equipment. In 1924, as few as 41,000 tank cars took care of the rail shipment of petroleum. In 1928, there were 157,296 cars in petroleum service.

"With car loadings being generally used as a criterion of business conditions, these figures are very encouraging indeed," observed Ironside, who reported that General Petroleum loadings at the Linton marine terminal are greatly exceeding the 1928 totals.

The General Petroleum corporation, one of the largest producers, refiners, and marketers on the coast, maintains an extensive water-rail terminal distribution system throughout the northwest, with marine terminals at Linton and St. Johns, Oregon and at Harbor Island, Everett, Tacoma, and other Sound points. Similar terminals are maintained by the corporation in British Columbia and Alaska.

General Petroleum extensively markets its own gasoline on the Pacific coast under the name of Violet Ray anti-knock gasoline.

Establishment of gasoline service stations to meet the convenience of motorists in the sparsely settled rural districts as well as on the busy corners in the metropolitan centers, is the demand for that should be met by petroleum producers, according to a report just received by the Texas Company of California from its parent concern with headquarters at New York.

It is natural, from a business standpoint, that service station locations should be governed by traffic volume, the report states but it is unfair to the motorist to deprive him of his favorite fuel and lubricants as soon as his car leaves the city pavements.

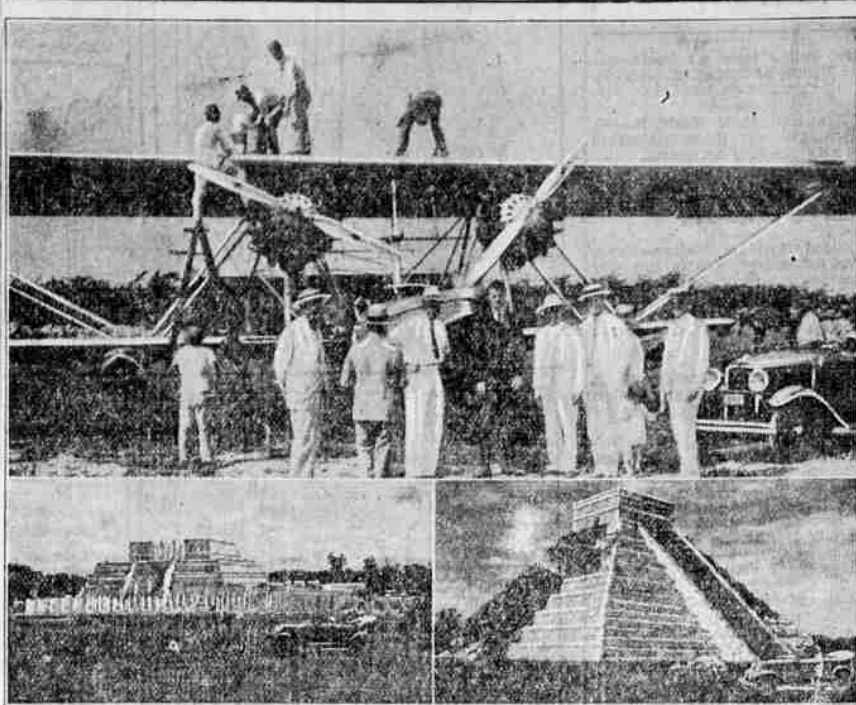
"Tourists, especially the tourists who are making their first cross-country trips, many of whom find themselves in a rural area as they pass border lines into other states," the report continues, "The westerner in the east finds petroleum products with which he is not familiar, and the easterner in the west is amazed at the labors, strange to him, on the service stations. Not knowing the quality of the product he has never tried he hesitates to 'take a chance'."

"That is the reason the Texas company has extended its distribution facilities to every state in the country and into forty six foreign lands. The motive back of our plans is not money-making entirely—we believe we owe it to the motorist."

The report adds that all of the trans-continental highways, desert stretches and rough mountain roads today are adequately provided with Texaco stations, and with the recent opening of the Lincoln highway the Texas company was able to announce that a "Texaco station can be found within every hour of driving." The company was subjected to considerable extra expense and trouble to establish stations on many of the long stretches through rough and sparsely populated country, according to the report, which also tells of difficult encounters, some of them humorous, in building stations in some of the foreign lands.

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Lindbergh Views Ancient and Modern Masterpieces



When America's "Lone Eagle" gathered exploration laurels to add to his sky conquests during his honeymoon flights in Yucatan recently, he made it possible to combine in one picture examples of the finest handiwork of 400 years ago with that of today. This interesting picture group shows Twin-Ignition power—the masterpiece of modern engine building—in Lindbergh's plane and a new Nash "400" car at the expedition base in Merida, Yucatan; and the new Nash "400" posed with the famous Chichen Itza ruins, the finest examples of ancient Mayan building.

MOTOR BUS TAXES OVER \$35,000,000

Amount Collected Would Build Highway From N. Y. to Detroit.

WASHINGTON, D. C., Dec. 31.—Special taxes imposed on common carrier motor buses in the United States during 1929 will exceed \$35,000,000, an average of well over \$500 each, according to a preliminary survey by the National Association of Motor Bus Operators, affiliated with the American Automobile association.

This statement is based on the normal increase in both registration and taxation and takes into consideration the fact that 45,000 common carrier buses paid a special tax bill of some \$22,000,000 in 1928, an average of slightly over \$478 per bus.

The national bus organization estimates that the average bus engaged in common carrier operations pays 24 times the special tax imposed by the average private car, ten times that paid by the private truck and one and two-thirds that imposed on common carrier trucks.

The 1929 tax bill on these buses," says the statement, "would build a modern paved highway from New York City to Detroit and cover all maintenance costs for a period of ten years. This is based on an estimated cost of \$30,000 per mile and a maintenance cost of \$77 a year per mile.

"There is no doubt that this tremendous tax burden, which is in addition to all other taxes, such as that on capital stock, corporate or business income, real estate, personal property, etc., is serving to handicap the normal expansion of an important agency of transportation. The taxes paid in the course of the year, aside from the special taxes, average \$169 per bus.

"Although those unfamiliar with bus operations claim that buses add to the nation's highway bill, the opposite is true. Though the actual weight of the average bus is no more than twice that of the average private car, its wheelbase is twice as great, it is mounted on 6 balloon tires instead of on four and the distribution of weight per square inch of tire contact surface is perhaps slightly less than that of the private car. These factors render it no greater in its wear and tear upon the modern, high-grade road bed than the private car, and on the low-grade or gravel type road bed, the small automobile with high-pressure tires may be much more destructive because of its capacity to set up rhythmic

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NEW STRAIGHT 8 STILL A MYSTERY

Identity of New Car to Be Made Known at New York Show.

LIGONIER, Pa., Jan. 1.—Gossip is running rampant among the folks hereabouts regarding the strange doings of a group of close-mouthed but busy automobile men who have been arriving and departing anonymously since early fall. Even the state from which the strangers hail would not be known were it not for the fact that they have brought with them something new in the way of an automobile which carries a Michigan license plate.

The activities of this new car on the mountain roads have excited more interest than has been known about here since the days of the classic hill climbs that used to be held in this vicinity.

Early every morning a group of railbirds and fans from this section betake themselves to a famous test hill where several well-known cars are undergoing tests. Only casual interest is displayed by the onlookers until the appearance of the sleek stranger—then the real show begins! Crowding about the side of the steep hill, road they enthusiastically watch the "mystery car," as they have come to call it, speed by.

One of the local enthusiasts peering over the shoulders of a tester discovered that beneath the hood of the strange car is a straight-eight engine. Gossip first flew around that here is a car being designed for the Indianapolis speedway. So trim and neat are the lines of the motor, that it savors very strongly of racing practice.

To make a long story short, however, the local amateur sleuths have unearthed the following: The car will be in regular production by one of the leading makers. No-body knows what its top speed is, as there are no roads around here where it can be opened up. It will be announced at the New York show. But, strangest of all, the report has spread that the price will be around \$1,000.

It is this that has started tongues wagging, because the little arrow-like "bus" has just been "trimming the pants" off some mighty big cars, playing tag with them up and down the mountains. And the way it can wiggle around the curves while shooting up these hills is a marvel. There are a lot of motor buses around here who are going to make a dash for the New York papers when the auto show opens to get the real name of the "mystery car."

WILLING TO PERMIT MALE TO DOMINATE

(Associated Press Special Wire)
WASHINGTON, Dec. 31.—Mrs. Pearl Pollen Oldfield, member of congress, hopes man will continue to dominate government 100 years from now. "There are so many things a woman can do that a man can't," she explained. "Why not do them and let the men do what they can?" Mrs. Oldfield has decided not to seek reelection.

Est barbeque sandwiches and live forever. Brand's Road Stand.

The Need of America

The American people require many things. Their first need is a home, comfortable, beautiful and well furnished; reflecting the good taste and affection of the father and mother.

To such a home their children's memory returns as long as they live.

The comfortable sofa, the big arm chair, the pretty carpet, soft curtains at the windows.

Those are the memories that remain forever associated with parents and home.

Our New Year's wish to the people of Douglas county is that they may all attain these.

Our efforts during the year will be to aid in making this possible.

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AUTO OUTPUT IN 1929 GREATEST IN LIFE OF INDUSTRY

5,651,000 Cars Produced for Increase of About 22 Per Cent Over 1928 Record.

NEW YORK, Jan. 1.—(AP)—The automobile industry in 1929 produced 5,651,000 cars and trucks, having a wholesale value of \$3,483,300,000, according to preliminary figures announced today by Alfred Reeves, general manager of the National Automobile Chamber of Commerce.

This is the largest production ever achieved in a single year, and compares with a total production of 4,601,130 units in 1928 with a wholesale value of \$3,162,798,880.

World registration of motor vehicles at the close of 1929 reached 34,700,000, of which 26,400,000, or 76 per cent, were registered in the United States.

The world registration in 1928 was 31,778,203, of which 24,193,124 were registered within the United States.

The motorist last year paid an average of \$812 for his car, according to Mr. Reeves' figures.

In addition to the unprecedented production of new cars, the industry manufactured parts and accessories for replacements as well as service equipment having a wholesale value of \$920,000,000 and turned out rubber tires for replacement valued at \$600,000,000.

The motoring public, according to the statistics, paid a total of \$925,000,000 in taxes on motor vehicles included in the levy was \$115,000,000 on gasoline consumption. In 1928 the total taxations amounted to \$897,887,967, including \$204,871,766 on gasoline consumption.

Oil Well in California Down 9,280 Feet.

Shell Company Spends \$200,000 on Experiment That Halts for Indefinite Time.

(Associated Press Special Wire)
SIGNAL HILLS, Calif., Jan. 1.—Man may never drill a hole entirely through the earth, but the Shell Oil company is making a good start with an oil well.

The well is Nosa No. 11, on the very crest of Signal Hill. It descends 9,280 feet.

Shell officials say that depending on the well was more or less of an experiment to determine how far down oil may be discovered.

Drilling has been suspended temporarily, for the condition of the oil industry is such, Shell officials hold, that it is inadvisable to make any new discoveries which might result in increased production.

Some day Nosa No. 11 will be deepened.

Drillers of the well found their greatest difficulty in shutting out water, which seriously interfered with the work.

So far the company has spent \$200,000 deepening the hole. Deep holes do not go vertically, but zig-zag on their downward course. The shaft of this well has never been surveyed, so the officials do not know just how much the hole does wander from the straight and narrow.

All the drilling has been done with rotary tools, rather than the older percussion system.

GAS SERVICE IN REMOTE SECTIONS

Motorists Find Service Men on the Job at Every Point.

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It is natural, from a business standpoint, that service station locations should be governed by traffic volume, the report states but it is unfair to the motorist to deprive him of his favorite fuel and lubricants as soon as his car leaves the city pavements.

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COSSACK'S HUNGER EQUALS HIS SIZE
(Associated Press Special Wire)
NEW YORK, Dec. 31.—Big Cossacks have big appetites. George Mosloff, who runs a cafe, had his doorman, Alexander Matzloff, 6 feet 4, pinched for a disturbance. George said that at one sitting Alexander consumed six plates of soup, four steaks, a dozen rolls, a pound of butter and a quart of coffee. The case against the former soldier of the czar was dismissed on his promise to keep away from the restaurant.

AIM FOR NECK, FLY SWATTING ADVICE
DUES MOINER, Ia., Dec. 31.—This should put a premium on fly-swatting accuracy.
Extended experimentation with insecticides has revealed that the back of the neck is the most vulnerable part of a house fly's anatomy. George L. Hockensaw of the University of Illinois told the entomology section of the American association for the advancement of science.

\$6.45 and your old battery puts a new full-capacity 6-volt battery in your car. Newland's battery department.—Adv.