6 BASIC SOURCES NATION'S WEALTH

Industrial Life and Progress Built Around Motor Transport.

"Our fundamental assurance of good business in 1930 is the fact that our people are not going to abandon the automobile. They have built their entire lives around it," said George M. Graham, vice-president of the Willys-Overland company, who delivered the keynote address at the annual dinner of the National Automobile Chamber of Commerce in the Hotel Commodore last night. Presidents of all the leading automobile companies and a total of 1500 executives of the motor world attended the affair which was presided over by Alvan Macauley, president of the automobile chamber.

"I believe that there is more courage and confidence in facing the facts and seeking practical remedies than to insist that everything is perfect and to hide behind a barrage of exaggerated and often unconvincing optimism," said the speaker in emphasizing the fact that over-production and poor merchandising had entered into the business recession last fall. The remedy he pointed out to be sound management, improved motor transportation conditions such as new roads and traffic relief, and the constructive personality of the American business man.

Six fundamentals of American prosperity which make any temporary flurries secondary were outlined by Mr. Graham as follows:

"First, our natural resources, springing from a continent which stretches three thousand miles from ocean to ocean and produces virtually everything necessary to the life of a great nation.

"Second, the genius of our political institutions, offering as they do equality of opportunity for all. It is a consoling thought that American business has made its investments under the protection of the most stable of governments.

"Third, the democracy of our public school system which denies not to the child of the poor the education it gives to the child of the rich.

"Fourth, the invaluable contribution to the common weal made by the women of our country who are vouchsafed a recognition unparalleled elsewhere, and who have repaid this consideration a thousand fold.

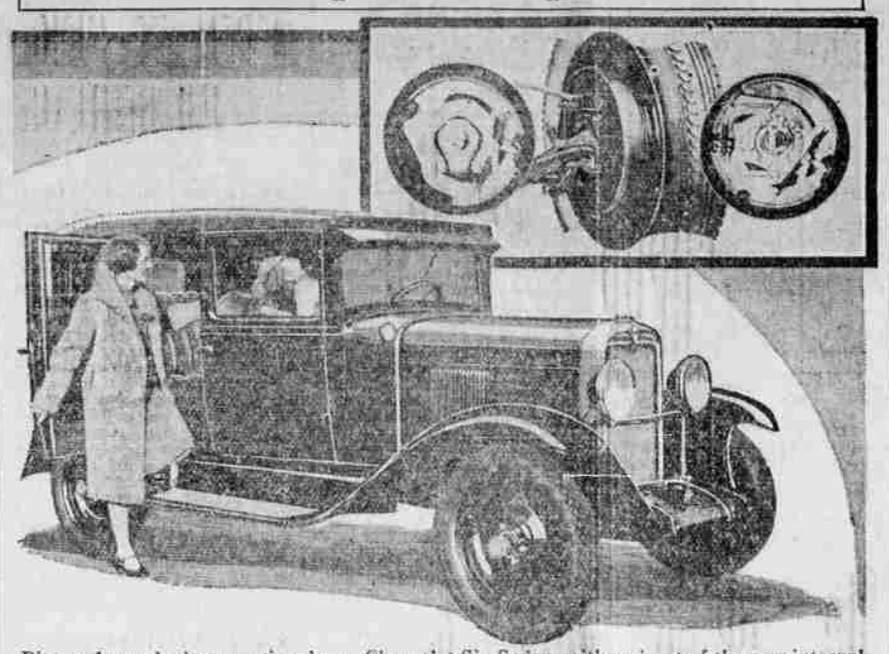
"Fifth, the genius of quantity production which speedily translates to popular use at low cost every advance of science or invention, with the result that never before in all recorded history have so many people had so much.

"Sixth, there is abundant capital to finance every worthy enterprise.

"These are our resources. They make temporary problems seem unimportant. They more than suffice for our present needs, if properly used.

"For a generation we have been privileged to introduce a medium of individual transportation which the world had awaited for centuries. We must not be bound to past methods. We must be facile to meet new developments with new ideas. We must temper our courage with judgment and our optimism with common sense. Opportunities still beckon to us. The possibilities continue to be infinite, but the rewards of 1930 will go to sound management.

Chevrolet Adopts New Improved Brakes



Pictured here is the sensational new Chevrolet Six Sedan, with an inset of the new internal-expanding four-wheel brakes, one of the important safety features incorporated in the 1930 Chevrolet Six. The new brakes are designed to serve thousands of miles on one set of linings; they may be easily adjusted without the removal of any plates from the brake drum and they operate with efficiency on all four wheels.

Women's wishes play an important part in the designing of a motor car, according to D. E. Ralston, assistant general sales manager of the Chevrolet Motor company, who is making an extended business tour of the western states. This, to a great extent, Mr. Ralston states, has served to bring about a renaissance in motor car design until the cars of today combine beauty of line with ruggedness of build and power in operation.

"When a new car is to be brought out," said Mr. Ralston, "the wishes of the woman driver are carefully considered. Thousands of suggestions, criticisms and words of praise for features contained in a car are received every year. These are carefully studied and a cross-section view obtained of just what the woman driver wants in her car. Generally speaking, it may be said that she wants beauty of line, pleasing color combinations, comfort and plenty of power. She is just as exacting as a man driver in demanding performance, while at the same time she wants smartness of design and ease of operation.

"For example: In the new Chevrolet, many features have been added at the suggestion of women drivers. The steering wheel in the 1930 model has been set lower and the seats made deeper. With the idea of making driving easy for women drivers, much attention was paid by the engineering staff in the designing of brakes for the new car, with the result that one has been evolved which gives a maximum of deceleration with a minimum of exertion. Another thing for the benefit of women drivers, as well as men, is the placing of the gasoline gauge on the dash, making it possible to see at a glance just how much gas there is in the tank and avoiding all possibility of running out of gas without warning.

"Much favorable comment has been received from women drivers on the adjustable driver's seat and the smooth clutch action of the Chevrolet and also on the harmonious design of the interior as well as the blending of colors on the outside of the body.

INCREASED DODGE CAR PRODUCTION

Nation - Wide Industrial Conditions Making Great Strides, Is Opinion.

DETROIT, Mich., Jan. 29.—Substantial increases in production schedules for January were announced yesterday by Dodge Brothers. Orders placed by Dodge Brothers dealers at their recent convention in Detroit and the splendid reception the new six and the new eight received from the public at the New York automobile show, has made necessary an increase of 33 per cent in the original production schedule of the new low-priced six, and an 85 per cent increase in the original production schedule of the eight-cylinder models.

"These increased production schedules," said C. W. Matheson, the general sales manager, "bring to light the interesting fact that American industry apparently is returning to its normal stride more rapidly than was anticipated in appraisals made prior to January 1st by business and industrial leaders in all parts of the country.

"In spite of these large increases the output for the month will still be insufficient to meet the demands," continued Mr. Matheson. "The reception that has been accorded Dodge Brothers new six and new eight wherever they have been shown has been enthusiastic beyond all expectations. The fact that these pronounced increases in production had to be made before the new cars were universally announced and displayed affords ample proof of this statement. In many sections of the country the new cars will not be shown to the public for another week or more.

"Apparently the heavy demand for these cars is due largely to their brilliant performance. Letters from dealers in every part of the country proclaiming the unusual power, economy, comfort and flexibility of the new sixes and eights are pouring into the factory daily.

"The instant popularity of these new cars proves that the diagnosis of the 1930 motor car market by Dodge Brothers in particular and by the industry in general was correct.

"In reentering the popular priced field the outstanding reputation of Dodge Brothers was established, an enthusiastic market exceeding every forecast has opened up for the new six, which is the lowest-priced closed car and the lowest-priced six-cylinder car Dodge Brothers has ever produced. Invading with the new eight-in-line, an entirely new field, we have found that the trend of the industry toward a popular priced eight-cylinder automobile is fully justified."

Lime and Land Plaster

Get it from the car

Tuesday and Wednesday

Order your brooder coal for carlot price.

Farm Bureau Cooperative Exchange

Roseburg Oakland

AGENTS FOR

L. & H. Electric Ranges
Hood River Spray Co
John Deere Plow Co.
Hoosier and Milwaukee Pumps
Sutherlin Spray Co.

All Over The World

people have been raising profitable poultry for a good long time. We doubt if the owners of this poultry ever heard of any of the feeds sold in this neck of the woods. That's pretty plain proof that paying poultry can be raised on other than just one make of feed.

But for all of that, HERE IS SOMETHING TO THINK ABOUT. EVERY YEAR FOR EIGHT YEARS THE SALES OF UMPQUA POULTRY AND DAIRY FEEDS HAVE MADE A LARGE INCREASE. In 1929 a lot of poultrymen who never before raised poultry, made a 100% success with their flocks, Umpqua Field Service helped to do that.

We can help you, too, and save you money besides.

See Mr. Gurney at the mill any Saturday, and he will gladly help you get started right.

The Douglas County Flour Mill

Roseburg, Oregon

A Kiss for Corinna

By MAY CHRISTIE

WHAT HAS GONE BEFORE

Denise Van Wyck, bored with the life of a debutante, and Corinna Dugan, beauty parlor operator, are both in love with Malvey Craig, a clerk in the employ of Denise's uncle, Mr. Crisswell. However, only the lack of money prevents Malvey from asking Corinna to marry him. And although Corinna knows that he is in love with her she cannot help being jealous of Denise, who is pursuing Malvey. They meet her one night at the Charity Ball, where she cruelly snubs Corinna and promptly annexes Malvey. As Malvey seems to have forgotten Corinna she flirts violently with Van Tuyl, a friend of Denise's, and Mortimer Crisswell, Denise's cousin, invites her to go to the Jungle Club with him. Denise, who wants all her men friends to pay attention to her and her alone, comes over and tries to "put the little beauty parlor operator in her place". However, in the battle of wits that ensues, Corinna comes out ahead and Denise returns to her pursuit of Malvey.

NOW GO ON WITH THE STORY

CHAPTER 27.

It was half-past two in the morning when Malvey and Corinna left the ball in Madison Square Garden.

Corinna felt as though never would she forget the queer blend of excitement and misery of this evening.

Malvey had only danced with her twice. He had allowed himself to be swept away by Denise Van Wyck and her cronies.

It was true that she herself had lots of partners. She had danced repeatedly with Jack Van Tuyl and had received quite a lot of attention in a fuddled way from Mortimer Crisswell.

Oh, she'd had a good enough time as far as outward appearances go. She had held her head up before them all.

And it had been her fault, in a way, that she hadn't seen more of Malvey. He had sought her out more than once, but she had always told him she was booked already.

That was her pride. Since he took such pleasure in being with Miss Van Wyck, let him have his fill of her company.

She didn't care. She told herself she wouldn't hold any man against his will.

She had heard Denise ask him to accompany her and her crowd to the Jungle Night Club. "We'll run you home afterwards in the limousine," Denise had suggested. She was staying the night in town at the Savoy-Plaza.

He had declined. But to Corinna it had seemed as if he did so with reluctance.

Now, as they found themselves out on the sidewalk, she was queerly ashamed of the worn Winter coat that covered her.

She was still more aware of its shabbiness when, accompanied by her cronies and wrapped in an ermine cloak that must have cost at least two thousand dollars, the beautiful Denise emerged in full force from the Garden.

Denise broke away from her crowd and came directly over to Malvey. "Won't you change your mind? Can't we persuade you?"

He shook his head. "Miss Dugan and I have both to be up early tomorrow—I mean this morning."

Oh, he meant it kindly, including her too . . . But Miss Van Wyck ignored the inclusion. With an air: "Then I shan't keep you," she gave him the tips of her fingers for good-bye, quite in the Cleopatra fashion. She said: "Then I'll see you at the Countess's on Tuesday? Come at half past nine," and went off with her party.

So Malvey had made a date with her! He was climbing into a social set where she—Corinna—could not follow him. The girl felt sick at heart and cold as ice as he helped her into a taxi.

* * *

The Countess de Santalvos' studio was quite charming. It was a long, spacious room with French windows at one end giving on to a sort of patio garden. You entered through wrought-iron gates from the little outer hall of the apartment.

The ceiling was beamed with heavy dark wood. The walls were of rough ivory plaster.

A huge brick fireplace occupied the center position of one side. Although it was fairly warm tonight, the hostess had some pine logs and some fir cones burning. That, with a sort of incense, filled the room with a peculiar, rather heady, perfume.

The rugs were golden and dull blue. The side lights on the walls were held in old brass sconces. They had pretty parchment shades which seemed to throw out sunshine.

There were tall, wrought-iron stands supporting pots of trailing ivy. Here and there were quaint jars holding masses of American Beauties.

The windows at one end were covered by curtains of a rich embroidery.

Against the other wall was a piano—baby grand—with a brilliantly embroidered Chinese shawl flung carelessly across it.

The room held three divans covered in black velvet. They had quantities of bright cushions piled in confusion.

There were easy chairs, too—each with a water lamp set on a table by it, with an assortment of cigars, cigarettes and ash-trays.

The Countess de Santalvos, though far removed from being an intellectual woman, rather fancied herself as a "litterateur".

Therefore, on the tables she had scattered a variety of every modern and some of them extremely racy—volumes. She could pick out a spicy bit at a glance, and then pretend she had absorbed the entire book from cover to cover.

Off from the studio and hung with old blue curtains was the dining room. Here a Japanese butler had set out drinks and sandwiches.

She hoped to heaven that Gamberetti would show up this evening! He was an uncertain quantity at any time, and she had promised Denise she would produce him.

The Countess understood Denise, and in public pretended to be very fond of her. But there were moments when she really disliked her tiresome crony.

The pair of them had too many characteristics in common to get on well together for any length of time.

Besides, Denise had man-snatching habits. Natalie de Santalvos' own standards were not high—she was predatory herself—but when Denise didn't play the game she would get furiously angry with her.

There would be a crowd of people here this evening, and lots of them would bring others she didn't even know at all.

"I was born to be sponged on and imposed on, and hung about by rotters and parasites!"

She went into the dining room and from the sideboard poured herself a drink.

She wished she could get up an affair with Gamberetti! The man was not only married, but, strange to say, ridiculously in love with his own wife. Still, he wasn't in the city now or he would be certain to bring the woman here with him tonight!

Heavens! What a life!

With a title and money and freedom, it was sickening she should be so fed up with everything . . .

It was the Spring, of course. Set one's heart cravings and one's blood stirring.

If only she could assess one good-looking, attractive man who would love her for herself alone and not for what he could get out of her!

She was sick of those gigolos and hangers-on.

"I wonder what Denise's new beau is like?"

If this Malvey Craig was only half as fascinating as Denise had claimed he was, she'd certainly go and try to grab him. . . .

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KLAMATH-KEDDIE RAIL LINK BACKED BY MANY INTERESTS

WASHINGTON, Jan. 28.—Support of the proposed new line of the Great Northern and the Western Pacific railroads, which would form a 266-mile connection between Klamath Falls, Ore., and Keddie, California, was given in seven briefs filed today with the interstate commerce commission from various western points.

Those advocating approval of the proposed route were the Denver & Rio Grande Western railroad, board of city commissioners of Salt Lake City, the Salt Lake county board of commissioners, the Utah Coal Producers' association, the Utah Shippers' Traffic association, the Utah Public Utilities commission, the San Francisco & Oakland chambers of commerce, the county and city of San Francisco, the city of Oakland, the Downtown association of San Francisco, the North Dakota and Montana board of railroad commissioners, Washington state department of public works, the Spokane chamber of commerce, the Spokane Merchants' association, the Seattle and Tacoma chambers of commerce, the board of supervisors of Sutter county, California, California state grange, the chamber of commerce of Rio Vista, the Gridley community club, the Modesto chamber of commerce, the Oroville and Allied Communities chamber of commerce, the Sacramento Federated Trade council, the Stockton chamber of commerce, and the Yuba county chamber of commerce.

At present the Southern Pacific has the only north-south connection along the Pacific coast, and it has opposed approval of the proposal of the other two carriers.

If the Great Northern and Western Pacific connection is approved, two of the largest transportation systems in the west would be connected, and proponents of the plan pointed out in the briefs filed today that "There is no other section of the United States where such a large and important territory is dependent upon a single line of railroads."

FIR PLANTS RESUMING

PORTLAND, Ore., Jan. 28.—The West Coast Lumbermen's association announced that most fir producing plants, with the exception of those directly on the Columbia river, had resumed operations after a five to fourteen day shutdown because of weather conditions.

ATTENTION

Mrs. Velma Goff Herman will be glad to meet her friends and customers Friday, Jan. 31, at the Elite Beauty Shop after a month's vacation and study of permanent and finger waving in San Francisco and other southern cities.

M. V. ENDICOTT, Prop.

DEATH TAKES MAN TANGLED IN FENCE DURING COLD SPELL

(Associated Press Leased Wire)

SALEM, Ore., Jan. 28.—David McKinney, 78, died Monday night in a McMinnville hospital from the effects of being severely frozen when he became entangled in a wire fence on his farm at Amity January 29 according to reports here today. McKinney became entangled in the fence when he started across to another farm to borrow some matches.

He was found several hours later, by his brother-in-law, Peter Burton, in a critical condition.

McKinney was born on the donation land claim of his grandfather, Stephen McKinney, who settled near Amity about 1843. He lived on the place all of his life until last week, when he was taken to the hospital. He is survived by a son, George McKinney.

Eat barbecue sandwiches and live forever. Brand's Road Stand.

Arundel piano tuner. Phone 189-L.

Basket Ball

Cottage Grove
VS.
Spencer's 5
Junior High School
ROSEBURG
JAN. 30
Game Called at 8 o'Clock
Admission
Students 25c
Adults 35c

Thru

Pullman

direct to

Chicago

—via Eugene and Klamath Falls
It costs less this way

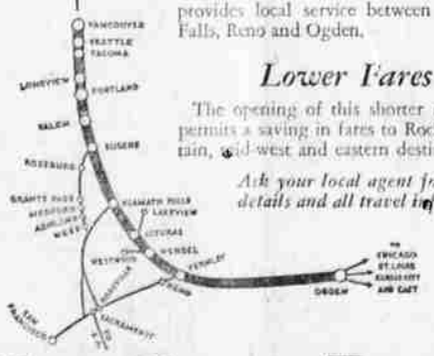
You may go direct to Chicago without change of cars or trains by boarding thru Pullman sleepers on the "West Coast" via Klamath Falls, Alturas and Ogden. Thru dining car service.

This new route, the Modoc Line, also provides local service between Klamath Falls, Reno and Ogden.

Lower Fares

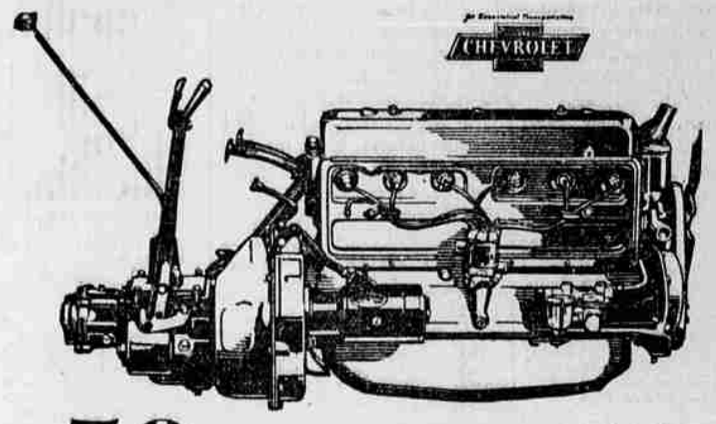
The opening of this shorter route east permits a saving in fares to Rocky Mountain, mid-west and eastern destinations.

Ask your local agent for further details and all travel information



Southern Pacific

J. E. CLARK, AGT.
Phone 11 Roseburg, Ore.



50 horsepower six-cylinder engine

Not until you drive the new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills—for swift acceleration—and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact—it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

-at greatly reduced prices!

The ROADSTER	$495	The COUPE	$565	The SEDAN DELIVERY	$595
The PHAETON	$495	The SPORT COUPE	$625	The LIGHT DELIVERY CHASSIS	$365
The SPORT ROADSTER	$525	The CLUB SEDAN	$625	The ½ TON CHASSIS	$520
The COACH	$565	The SEDAN	$675	The 1½ TON CHASSIS WITH CAB	$625

All prices f. o. b. factory, Flint, Michigan

***The New* CHEVROLET SIX**

HANSEN CHEVROLET COMPANY
Roseburg, Oregon

Sutherlin Garage
Sutherlin

Associated Dealers
Cowan's Garage
Yoncalla

Monson's Service Station
Drain

A SIX IN THE PRICE RANGE OF THE FOUR