

## 8-CYLINDER DODGE HAS NEW FEATURES

Local Dealer Tells of Value of the New 1930 Automobile.

"With the introduction of the new Dodge Brothers Eight-Line there is brought to the field of eight-cylinder cars many features of commanding value hitherto unknown in this price group," says J. O. Newland of the J. O. Newland & Son company, local Dodge dealers.

"Monopiece body construction is perhaps the most interesting innovation in the entire field of eight-cylinder automobiles due to the invasion of this market by Dodge Brothers. Down-draft carburetion and metric thread spark plugs are also new in the eight-cylinder passenger car realm. Metric spark plugs permit the engine to more efficiently meet the requirements of both idling and high-speed driving conditions. They are now also considered a necessity in racing car and airplane motors. A special design of bowl-type headlamps and cow-lamps, that effect a new and artistic blending of symmetrical body lines, is also introduced with the new Dodge Eight-Line.

"Although this new car embodies progressive principles of engineering and design, it retains all the basic ruggedness and dependability that have always characterized Dodge products.

"To express this rugged beauty, Dodge body designers have appropriated from the field of architecture a motif based on the principle that gives the modern skyscraper its finished appearance of strength and grace. The pattern formed by the perpendicular buttresses and recesses that are now in general use in the construction of towering buildings, worked into a combination of lines and shadows, forms the theme followed in the art treatment of Eight-Line body lines.

"Clear vision, ventilating wind shields, set at a slant which not only prevents reflections but which also enhance the appearance of the body structure, are features of the improved Monopiece bodies on this car.

"Color combinations include many fascinating new shades. Mohair, broadcloth and fine hog-grain leather are the upholstery materials used.

"The entirely new, ingeniously designed L-head engine with eight cylinders in line embodies every feature proven practical by the huge Dodge Brothers engineering organization through many years of research and experimentation."

### GOOD BUSINESS IS SEEN FOR YEAR '30

SAN FRANCISCO, Feb. 12.—(AP) prevailing optimism over the outlook for the oil industry in general and the Associated Oil company in particular, William F. Humphrey, president of the company, who has just returned from the east, today held a meeting of Associated executives during which he outlined plans and policies for the coming months.

"I see no reason to be unduly concerned about the immediate future of the oil industry in the United States," Humphrey declared. "For some time past the industry has not been in a particularly healthy condition, due partly to the great over-production of crude oil in the United States, in general and in California in particular. Because of the supply exceeding the demand, stocks of both crude oil and its products have steadily increased with resultant lower prices and poor returns on investments.

"The over-production situation

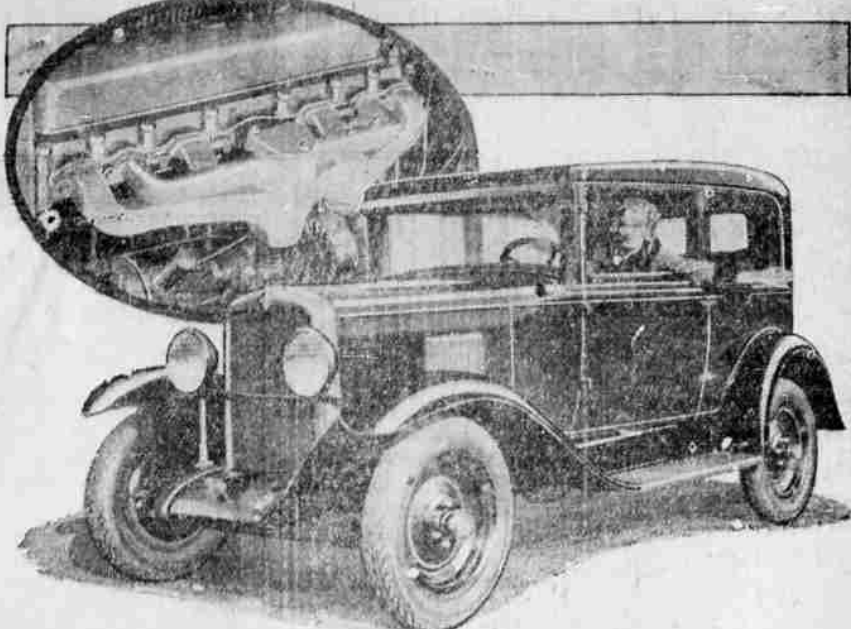
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Facts 21 and 22

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## Roadability a Feature Of New Chevrolet



The astounding comfort and luxury of the New Chevrolet Six has created a wave of interest all over the United States. Such luxury was unknown before in a low-priced car. This is the 1930 coach model, with new six-cylinder engine in the inset.

has now been adjusted to a considerable extent by cooperative efforts within the industry itself, through the medium of voluntary curtailment programs, whereby a considerable portion of the present excess crude oil production may be retained in the ground for future use. The success of present curtailment programs in California, with a resultant decrease in the crude oil production of the state, is a healthy contributing factor toward relieving the present uneconomic condition of the industry generally.

"Earnings of the major oil companies for the coming year should continue good, although probably not record breaking. Indeed, as the Associated Oil company is concerned, we have had a fairly successful year in 1929, considering the many disturbing factors which have surrounded the oil industry. When our final figures for the year are computed, our earnings will exceed those for 1928, which amounted to \$7,599,748, or \$3.31 per share."

### PENDLETON PAYS RATE COMPLIMENT

PENDLETON, Feb. 12.—A rare compliment has been paid the General Petroleum Corporation of California by C. O. Oliver, of the Western Auto garage here, who is firmly of the opinion that the names Violet Ray are good for other purposes, as well as for naming good gasoline.

Recently Mr. Oliver confided in A. B. White, district manager for the General Petroleum corporation, that he was expecting an arrival and that the name would either be Violet or Ray.

The latest report is that the young lady has arrived and every body is happy. While Mr. Oliver is still too much the proud father to commit himself, it is rumored that until he has a Ray for a side kick for Violet, he will not be entirely happy.

### RADIO CONCERNS SHOW STRENGTH

Due to the large number of radio manufacturers in the business, many rumors are being circulated that certain firms are about to quit the business. J. O. Newland and Son report that as far as the Fada and the Stewart-Warner radio companies are concerned, this rumor can not be applied to them.

Everything owned by the Fada company is paid for, and there are no mergers, consolidations or stock sales contemplated. Cash assets of the company are much larger than the liabilities, according to the information received by J. O. Newland and Son.

More than 24 million persons use products made by the Stewart-Warner company. It is an old corporation and has more than \$500,000,000 back of it. It has a reputation of putting out only first quality products.

### WHEN WILL GOOD TIRES WEAR ALIKE

Aided by the efficient cooperation of the United States bureau of standards, American tire manufacturers have succeeded in standardizing their product on a high level of quality and durability. In laboratory tests, tires of a given size and grade vary less than ten per cent in their resistance to wear. But put these same tires on cars of different makes, and the further complicating factor of drivers who vary from zero to a hundred per cent in the care which they give their rubber, their brakes and their wheel alignment, and all possibility of standardization vanishes.

Chief of these variables is the all-important matter of proper inflation. It is established that if American motorists took an oath to test their tires personally at least once a week, and lived up to it, they could add many millions of miles to their tire mileage and

save on the average at least \$50 apiece every year.

If there is not sufficient air in the tire to carry the load, the weight is transmitted to the fabric carcass—causing bending of the side wall of the tire. This condition results in a break which pinches the tube, causing a slow leak or blowout. Keeping a tire at too low a pressure is also the reason for the separation of the tread rubber from the carcass or between layers of fabric or cord. Spotty tread wear is also due to underinflation.

Keeping a tire at the pressure specified by the manufacturer is not difficult provided valve cores are renewed at regular intervals and missing caps are promptly replaced. The cap serves as a secondary seal, and most of the "slow leaks" which lead to underinflation and blowouts are usually traced to neglect of these small, inexpensive but important accessories.

### LUBRICATION GUN GIVES HIGH FORCE

Additional equipment in the form of a high pressure grease gun has been provided by J. O. Newland and Son in their greasing department. This new gun has air pressure multiplied up to 8000 pounds per inch, without the use of the customary auxiliary booster gun. This equipment together with the experience of many years greasing work, enables J. O. Newland and Son to grease any car thoroughly and with lasting grease. Time is saved and each grease job is more thorough with the new equipment.

OREGON BUSINESS COLLEGE of Roseburg will open about March 17th. First 15 students will secure a \$25 reduction. See, write or phone S. P. Bailey, president, Douglas hotel.—Adv.

Special—10 pounds granulated sugar, 25c, Wednesday and Thursday at Piggy Wiggy.—Adv.

## LOCAL CHOIR OF 40 AT WORK ON GOOD FRIDAY CANTATA

A large chorus has been secured by Elsie Carleton Strang, choir director of the First Christian church, for the cantata, "The Crucifixion," which is to be presented on the evening of Good Friday, April 18. The chorus is made up of voices from the various church choirs, together with several singers not affiliated with any of the churches. It is expected that about forty singers will take part in the presentation.

Practice is being held twice each week, on Monday and Wednesday night, and already, despite the short time that rehearsals have been going on, the chorus work is showing excellent progress.

"The Crucifixion," portraying the death of Christ, is a very dignified and dolorous production. With the accompaniment furnished by the Christian church pipe organ it doubtless will be greatly appreciated by the music lovers of the city.

It is being arranged as an activity outside the regular musical program of the church and will be an effort on the part of the participating musicians to fittingly observe the sacred day on which it is to be presented.

Rehearsals are to be continued during the ensuing three weeks, despite the evangelistic services being conducted at the church, but the time for rehearsals will be changed from 7:30 to 8:30 o'clock, starting next Monday.

### WRITER FLIES 1800 MILES TO DINNER

LOS ANGELES—Frank Tannenbaum, world traveler, writer and lecturer, lays claim to the long distance air travel record to fulfill a speaking engagement. Tannenbaum flew to Los Angeles from

Mexico City, 1800 miles, a few days ago to address a meeting of the Pacific southwest chapter of the American Academy of Political and Social Science.

"It was my first time in the air," said Tannenbaum, "and the experience was one of the most enjoyable encountered in all my wanderings over the face of the globe. The Pickwick Latin American Airways line traversing the west coast of Mexico furnishes an incomparable opportunity for viewing some of the most interesting cities in the southern republic.

"I have traveled in many countries, visiting out-of-the-way spots on foot, by mule-back, in oxcarts, rickshaws, buses and trains, but the air journey from Mexico City to Los Angeles will always stand out as the most thrilling and enjoyable of all my travel trips. The two-day journey by plane is an experience never to be forgotten. I became an aviation enthusiast overnight."

Tannenbaum called at the Pickwick Airways offices here to personally express to Thomas E. Morgan, general manager, his appreciation for courtesies extended by the company.

Among the more popular of Mr. Tannenbaum's books are: "Darker

## LOST NORTH BEND GIRL BELIEVED TO HAVE KILLED SELF

(Associated Press Licensed Wire) MARSHFIELD, Ore., Feb. 11.—Efforts of city and county officials to solve the mysterious disappearance of Bernice Watson, 15, North Bend, Ore., high school girl, from her home in Empire last Friday, so far have failed and fear was expressed today that she may have ended her life.

No trace of her whereabouts have found, according to officials who announced the disappearance today. When last seen she was wearing her school clothes with a black leatherette raincoat.

The girl, who is the daughter of E. E. Watson, Empire pool room proprietor, is known to have appeared at a Marshfield attorney's office and asked that a guardian be appointed for her because she did not like her home life. She is alleged to have threatened to take

Phases of the South," "The Labor Movement," "The Mexican Agrarian Revolution," and "Wall Shad ows," all dealing with political and social science.

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