

DODGE 6 HAS MANY POINTS OF MERIT

New Process of Manufacture Make These Improvements Possible.

"The new Dodge Brothers' six is a striking example of dignified, sturdy automobile construction at an amazingly low price," says J. O. Newland of the J. O. Newland and Son company, local Dodge dealers. "It has a number of interesting features which distinguish it among six-cylinder motor cars in its price group."

Improved mono-piece body construction, incorporating many added advantages due to recent advances in welding and stamping is brought to the low-priced six-cylinder field on this new car. Quantity production enables Dodge Brothers to offer style leadership in this type at nominal prices for the first time since this important development in body building was introduced in the industry.

The genuine merit of the new Dodge six is eloquently expressed in the basic simplicity of its design. The richness and distinction thus attained appeals directly to the discriminating value-seeker.

The brilliant performance of this new car is due to the noteworthy engineering experience that has gone into the design and construction of the engine. The power

plant is especially notable for the amount of power per cubic inch of piston displacement and per pound of engine weight which it develops. It is also capable of continuous operation at sustained speeds without losing power. An exceptional degree of smoothness is achieved by the design of the heavy, rigidly supported, balanced and counterweighted crankshaft. The engine develops a maximum of 61 horsepower.

Comfortable riding qualities form another outstanding feature of the new Dodge six. The ingenious method of mounting the floorboards of the mono-piece bodies directly on the substantial frame of the car gives the new six an inherent advantage in balance and roadability. Well designed springs of generous length are immeasurably to the comfort of passengers. In both open and closed models there is plenty of width and headroom for passengers and driver. Narrow center posts and side supports permit greater visibility. With seams and body joints welded instead of riveted, annoying squeaks and rattles are entirely eliminated in the new Dodge. Hydraulic, internal expanding four-wheel brakes give the driver positive control at all times. This, too, forms an outstanding feature of the new Dodge.

Body design, brakes, sturdy steering mechanism, engine flexibility, and better vision all combine to increase the safety factor in this car.

Economy of operation and low cost of maintenance are insured by the efficiency engineered into the power plant, and by the durable construction of all body chassis units.

Presenting New Body Improvements



Here we are with a snappy new sport coupe, the latest presentation in the 1930 Chevrolet Six line. The inset on the upper left shows the new slanting non-glare windshield; the right is an interior of the coupe, and lower, with the fair lady, is the model itself.

A GAS THAT GIVES BEST OF RESULTS

Laboratory Tests and Auto-ists Everywhere Proclaim Advantages.

In spite of all the claims made for various gasolines that they offer all of the anti-knock advantages of the Ethyl fuel, laboratory tests and even simple performance tests which any motorist can make, prove that only Ethyl is altogether free from detonation knocks, according to P. E. Allan, domestic sales manager for the Associated Oil company.

"It is perfectly true," Allan declared, "that gasolines produced from different crudes vary greatly in their knocking tendencies, and that some gasolines are comparatively free from knocking. Those out from Pennsylvania crude detonate very badly even in an automobile of medium compression ratio, whereas those out from California crudes are considerably better, and some special crudes in California show some very good anti-knock qualities."

"The best of these, however, is in no way equivalent to Associated Ethyl gasoline, for this has as a base the highest quality anti-knock gasoline to be produced in California, and to this already superior gasoline is added the Ethyl fluid to insure complete absence of detonation even in the highest compression cars now on the market."

"In recent years 'vapor phase cracking' processes of getting the gasoline from the crude oil have been developed, with a resultant improvement in the anti-knock qualities of the product. But even this 'vapor' phase gasoline, as it is called is inferior to Associated Ethyl in non-detonating qualities, and has the added disadvantage that in the present stage of development, it leaves a deposit of gum or resin when used as a motor fuel."

"Moreover, the equipment used in vapor phase cracking is very expensive, the gasoline recovery is low, and the gas waste is greater than in the low temperature cracking processes. As a result, the vapor phase is so expensive that the gasoline produced would have to be sold at about the same premium as is Ethyl gasoline, in spite of the fact that it is less desirable."

"In fact at the present time Ethyl fluid stands alone as the only thoroughly successful preventive of detonation that has ever been found."

THE MAN WHO DARED
Hear Evangelist V. K. Allison discuss this topic at the Christian church tonight. A message of gospel power. Pipe organ music every night at 7:30 o'clock.—Adv.

Chevrolet sedan, 1928, the last 4-cylinder model made. This is a nice roomy car and will give a lot of satisfactory service. For sale on easy terms by Hansen Chevrolet Co.—Adv.

Pontiac 4-door sedan, used only 2 months and guaranteed like new for sale on easy terms by Roseburg Motor Co., Oakland-Pontiac distributors.—Adv.

Whippet sedan; this nice looking and fine running car is offered for sale at a big sacrifice by Roseburg Motor Co., Oakland-Pontiac distributors.—Adv.

Distilled water only is used in our battery service. Newland's battery department.—Adv.

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J. O. Newland & Son
ONLY GENUINE PARTS AND SUPPLIES USED

All Makes of Cars

Here's the Beauty about Avon Spray Emulsion

THERE'S a wide margin of safety where severe scale infestation calls for an over-dosage of Avon Spray Emulsion.

Here is an added feature of this finer oil spray, refined by Associated from selected crudes. It gives more assurance to growers whose trees are more heavily infested than average. It's as near positive as a pest control can be.

The use of Avon Spray Emulsion is increasing in

every section of the West — gallonage increased 363.7 per cent for 1929 over 1928. More than 30,000 acres in choice deciduous orchards are already under the control of Avon Spray Emulsion.

Get "Finer Fruit and More of It" with AVON SPRAY EMULSION. Call at the nearest Associated plant, or better yet, ask our Associated Spray Advisor to drive out to your orchard. No obligation.

ASSOCIATED OIL COMPANY
Refiners and Marketers of Standard Kerosene, Associated Gasoline, Associated Ethyl Gasoline, Cylindrical Motor Oils and Greases and Avon Spray Emulsion

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Name _____
Address or Box No. _____
Average _____ Kind of Fruit _____

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is a
horrid word,
but it is worse on the
end of your cigar



...the war against Spitting is a crusade of decency... join it.
Smoke CERTIFIED CREMO!

How often have you been disgusted with the filthy, germ-breeding places where cigars are rolled by careless dirty fingers... and tipped in spit! The modern CREMO METHOD of manufacture protects you against this abomination—gives you the finest cigar quality plus the cleanliness of Certified food!

Certified Cremo Sanitary Clean

Certified Cremo
THE GOOD 5¢ CIGAR
...THAT AMERICA NEEDED

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A Kiss for Corinna

By MAY CHRISTIE

CHAPTER 45

At the appointment-desk the proprietor of the beauty-shop was talking to Corinna. He had a big ledger open before him and with a stubby forefinger was running down the list of the day's customers.

"Have you Miss Van Wyck at 11:30?" He gave Corinna a sharp glance from under his bushy eyebrows. "That fresh consignment of shampoo came in on the 'Gigantic.' She's very particular. Have everything ready."

Her employer glanced over his shoulder to see that no one was eavesdropping. Then he leaned over the desk towards the girl, and said, barely: "Remember to treat her right, and no more of that nonsense of not wanting to serve her. She brings a quarter of my trade, and as I said before, what she says goes... and in any argument she's right... and don't you forget it."

"I always do my best," said Corinna quietly.

Monsieur Julian eyed her speculatively. A good girl and a nice girl, but with a bit of Irish in her... which meant temper.

And whatever happened, there must be no flare-up with his best customer.

He said, with sudden sympathy: "I know these society girls can be very trying. But you're clever enough to get on the right side of 'em and humor 'em."

She smiled at Monsieur Julian. He could be intractable at times, but on the whole he was a kind little man.

Eleven-thirty came. 11:45. Then noon. There was no sign of the Van Wyck young woman.

At 12:30, when some of the operators had come back from their lunch, Corinna was still with-out her customer.

"The selfish cat! I believe she's done it on purpose," vowed one of Corinna's champions.

Five minutes afterwards, a sweetly apologetic Denise sailed into the beauty parlor.

"How good of you to wait! There isn't anybody can shampoo and marcelle the way you can!"

Throughout the process she continued extremely affable.

At its completion, at about twenty minutes of two, appeared Monsieur Julian.

"Miss Corinna's simply a marvel," gushed this valuable customer. "Look at that swirl at the back! Isn't it perfection?"

Monsieur Julian was well pleased at this tribute. He bowed and smiled and complimented the young lady on her beauty and her chic, quite in the European fashion.

"We're both simply starving," proceeded Denise, emphatically. "You know I turned up a whole hour late for my appointment, and poor Miss Corinna's missed her lunch because of my selfishness. So I want to take her around the corner to a pastry shop and expiate my crime... you'll allow her to have a bite with me, won't you, Monsieur Julian?"

What could he say but give another of those Continental bows from the wasteline.

"Mademoiselle is too kind..."

"Not at all. I'm darned selfish. I hate eating alone," chirruped Denise.

Corinna intervened with a haughty: "I'll have another customer. I can't leave—"

From under his bushy eyebrows her employer sent a voracious thunderbolt of a look. "It made no sense to you."

"I insist upon her coming. Why the girl must be starving, and all through my fault," rapped out Denise. Then, to Monsieur Julian: "It's only around the corner. I shan't keep her long. You make her come, please."

That settled it. Soon customer and operator were seated in a smart little parlour.

Miss Van Wyck made herself extremely pleasant. Gone was the bad-tempered debutante who had been the cause of Jensen's dismissal. She showed a very kind interest in Corinna's daily routine... she was charmingly affable.

"I want a job myself," she even went to the length of saying. "The girl who works—and works steadily—is so much happier and more

of construction. At the same time, better records were made for speed and accuracy in service."

This American development of instantaneous communication, of fast, far-reaching speech, belongs not to the few, but to the many. It is the aim of the Bell System to permit each personality to express itself without regard to distance.

This is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.

In this country, a new type of civilization is being reared—a civilization of better opportunity for the average man, comfort and convenience, business enterprise and higher standards that enrich the daily life of all the people.

To build for this new age, the Bell System in 1929 expended more than 450 million dollars. These millions were used to add new plant and further improve service. Hundreds of new buildings, millions of miles of wire, chiefly in cable, eight hundred thousand new telephones—these were some of the items in the year's program

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FAMOUS AIR PILOT TAKES TO AN AUTO

Touring West in a New Nash Straight Eight Model.

KENOSHA, Wis.—The country's great air lanes have lost—temporarily at least—one of their best known and most consistent customers. But in this instance, the air's loss in the open road's gain and the whole transaction looks up on the credit side of the American transportation progress book.

For when Col. Arthur C. Goebel, the pioneer pilot and transcontinental champion, whose work has done so much toward the development of motors generally, wheeled his new and specially equipped Nash twin-ignition eight-cylinder away from the Nash factory yard, he declared that he intends to stay on the ground until he has tested out every detail of its advanced mechanical features and its unequalled performance attributes.

Eschewing his favorite, mile projector, she little suspected what awaited her!

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(To be Continued.)

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QUALITY beyond all previous standards

In entering the 1930 market, Dodge Brothers were keenly conscious of two fundamental facts: First, that this year more than ever, value will be the basis of sales. Second, that the public is today better qualified than ever to judge value.

Dodge engineers met these conditions by designing two new cars with features that not only satisfy the demands of a thrifty and motor-wise public, but set the standard of values far ahead of any previous conception. Specifically these engineers have achieved:

SENSATIONAL VALUES

A NEW SIX

\$835

AND UP, F. O. B. FACTORY

—the lowest-priced Six Dodge Brothers ever have offered.

—the lowest-priced closed car of any model Dodge Brothers ever have offered.

—the lowest-priced car with Mono-piece (Steel) Body ever offered.

—the lowest-priced Six with internal-expanding four-wheel hydraulic brakes ever offered.

These new cars have been the sensation of the winter's automobile shows. See them at your nearest Dodge Brothers dealer's showroom.

DODGE BROTHERS

UPHOLDING EVERY TRADITION OF DODGE DEPENDABILITY

A NEW EIGHT

\$1095

AND UP, F. O. B. FACTORY

—unmatched at its price for power, speed, comfort and safety.

—unparalleled in its field for quality, distinction and style.

—unequaled in value among popular-priced eight-cylinder cars—with Mono-piece (Steel) Body, Down-Draft carburetion, weatherproof four-wheel hydraulic brakes, double-action hydraulic shock absorbers, air cleaner, oil filter.

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