

Hudson To Spend Million Dollars In Newspapers

The Hudson Motor Car Company, manufacturers of Hudson and Essex cars, will spend one million dollars in newspaper advertising during the months of March and April. It is announced by Courtney Johnson, general sales manager of the company.

Hudson, largest manufacturer of six cylinder cars in 1928, is experiencing the greatest year in its history and this extensive campaign, the largest ever undertaken by the company, is designed to bring about even greater success to a seasonally successful line.

The feature of the campaign will be a national "Essex Challenge Week" which commences March 4th. During the week Essex cars will undertake every kind of test to prove their right to the militant "Challenge" slogan, says the announcement.

During 1928 Hudson-Essex advanced to the point where it was the third largest builder of motor cars in the N. A. C. C. ranks, and consequently, it occupied third position at the National Automobile Show.

Figures released by the Automobile Trade Commission in Paris showed Hudson-Essex to be the largest importer to Europe of six cylinder cars.

Combined Hudson-Essex production for 1928 was 282,207 cars, and the company expects to produce a million 1929 models before July 1st, 1929. Production schedules for the first quarter call for 199,000 cars—the largest quarter in the company's history.

HEALTH

DIRECTIONS FOR FOOD ECONOMY WITHOUT HEALTH INJURY
By Emily L. Ketchum
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It costs in the average family to feed six people—mother, father and four children, varying in age from a nursing baby to the school-age child, on an average of \$1.65 a day, or from 25 to 30 cents a person.

This is, of course, a daily food allowance reduced to a minimum. There must be more than four in the family to obtain the prices listed, which are for the larger quantities.

A real estate company in Syracuse, N. Y., made the statement that 50 per cent of the men of Syracuse earn \$25.00 per week or less. Now \$1.65 a day means \$11.55 a week. In other words, 46.2 per cent of the total income of \$25.00 must be spent for food alone.

Taking such a limited food budget and showing how to distribute the food purchases, in order to insure this average family an adequate diet, will be just as helpful for the housewife who has much more money to spend for food, since it gives the general rules for planning the family diet. There are also suggestions for those who are anxious to cut down expenses.

Food has three main functions: It serves as fuel to meet the energy needs of the individual; it furnishes materials necessary for building bodily tissues; and it regulates the body processes so they may function healthfully. You must have a proper selection of bread, meat, milk, vegetables and fruit if the food is to perform these three main functions. The

SON QUITS AFTER 35-DAY FAST



After fasting for 35 days, so he claimed, in an attempt to force his father to join the church at New Hampshire, O., Fred Conrad, 27, above, became hysterical when told that the Rev. Ray Dotson, pastor who recently converted the young man, disapproved of his hunger strike. The father, George Conrad, shown below, called the hunger strike "a bunch of fanaticism."

NEW MILEAGE RECORDS



More than 5,000 Firestone Tires are rolling on Pickwick stages throughout the Pacific Coast states and across the continent to the east. Many of these tires have delivered as high as 90,000 miles. H. D. Tomkins, manager of bus and truck tire department of the Western Firestone organization, explains to C. F. Wren, president of Pickwick, why gum-dipping with other Firestone features brings such remarkable mileage records.

\$1.65 must cover the following items:
Cereals and breads20
Milk, 4 quarts50
Fats and vegetables . . .30
Fats and oils15
Sugar65
Meats, eggs, fish . . .35

Milk is the food for which we have no substitute. It fulfills all three functions of food. For a family of six, with four growing children, four quarts a day should be the minimum allowance.

Vegetables and fruits do not supply any appreciable amount of fuel but they are a most valuable source of building materials, especially minerals and regulatory elements. Vegetables and fruits are best when they are in season because then they are gathered when ripe and are cheaper. When tomatoes are cheap, no one with a small amount of money to spend for food should buy oranges.

We know now that vegetables grown in the summer sunshine and canned by proper methods are very nearly as good for food as the fresh product grown in the sunshine. Wisely selected canned vegetables and fruits have a place in the family diet. We should not forget the value of dried fruits

such as peaches, apricots and prunes. They are cheaper than the same foods canned or fresh. Whole-grained breads and cereals should be preferred because they supply food to meet energy needs and also supply some of the building and regulating materials, while white or highly-milled cereals supply only fuel to meet energy needs.

When sufficient amounts of milk are being provided for a family, economy would suggest that substitutes for butter, such as oleomargarine, could be used. Of meat, eggs, and fish, the emphasis should be placed on eggs. They give the greatest return of the three in food value, and can be served to young children earlier than meat.

U. S. INCREASES SHEEP
WASHINGTON (AP)—There are 47,171,000 head of sheep in the United States, compared to 44,000,000 in 1928. The value per head has increased from \$10.25 a year ago to \$10.60.

VERA CRUZ, Mexico (AP)—Aviation will form a part of the training course at the Vero Cruz Naval Academy. The government will furnish planes for instruction to the academy and to the merchant marine school.

Deliveries Of Studebakers In January Heavy

Actual retail deliveries of Studebaker commercial cars during January, 1929, showed an increase of 114 per cent over the same period last year and were the largest of any one month in Studebaker history. These figures are based on retail delivery reports received from all parts of the country.

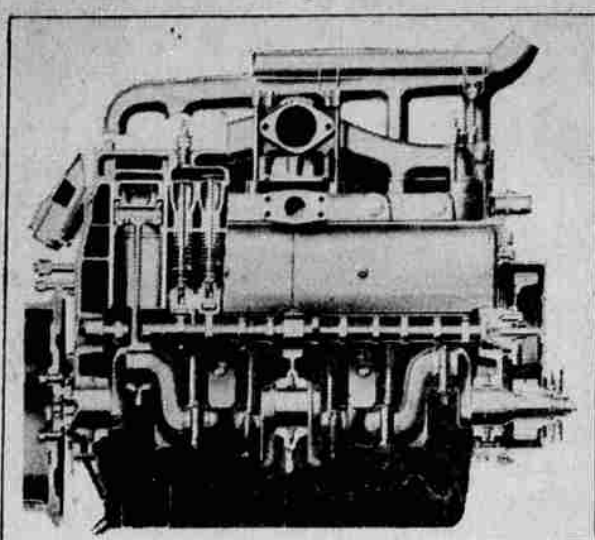
Every one of the Studebaker commercial car lines contributed to this remarkable increase. Deliveries of delivery cars were 153 per cent higher than January 1928. Funeral car and ambulance deliveries increased 120 per cent. Buses and bus chassis deliveries, which were naturally retarded by a transition period between six cylinder to eight cylinder, gained 18 per cent.

Since its inception, three and one-half years ago, the commercial car division of the Studebaker corporation has grown until today it ranks as one of the three largest producers of buses in the United States, and the largest producer of funeral cars and ambulances. Delivery car sales have shown a steady increase since their introduction.

The January increase follows on the heels of a 57.9 per cent gain in commercial car sales for 1928, as compared with 1927 and points to the opportunities offered Studebaker dealers and distributors for increased profits in this field.

Traffic Cop: Come on. What's the matter with you?
Truck Driver: I'm well, thanks, but my engine's dead.

Essex Motor Has 24 per cent More Power



In the new Essex, the development of the power plant into an engine delivering 70 miles an hour maximum and 60 miles an hour all day long has led, among other features, to the adoption of new main and connecting rod bearings on which patent applications are pending.

TRIPLEX CHANGES

J. M. White of Philadelphia has made but one important change on his "Triplex," which will be shipped to Florida this month to defend the world's straightaway record it now holds. He was not satisfied last year with the performance of the front engine of the three Liberties with which the car is powered, and has installed a new one. Exhaust manifold and piping have both been improved over last year's also. He is relying almost entirely upon improved engine performance to gain increased speed.

Complimentary

He: His ears remind me of a pair of front fenders.
She: So big, aren't they?
He: And they're on two sides of a vacuum tank.

Union Schools Dismissed Due To Tournament

By W. V. Connor

(Observer Correspondent)
UNION, (Special)—In order that the high school students and grade pupils might have an opportunity to attend the district basketball tournament, the Union schools were dismissed for the last part of the week, the high school closing down at noon Thursday and the grade rooms in time for the first game Thursday afternoon. No school classes were called at all Friday.

Mrs. Charley Jones was called to Baker Wednesday to attend the funeral services for her brother, Ellis Gifferson, who died at his home in Ontario Tuesday. The body was brought to Baker for burial and the relatives here notified. Mrs. Jones left for Baker Wednesday morning.

A telegram from San Pedro, California was received by Mrs. Clarence Craver this week announcing that a sister of Mrs. Craver had been slain by her husband, at their home in Tampa, Fla. The word was first sent to a sister who lived in California and she immediately forwarded the telegram to Mrs. Craver. No other information has been received and relatives here can conceive of no possible cause for the crime as the couple had lived together happily as far as was known. The dead woman's name was Mrs. Nancy Bear. The first telegram was sent from Tampa to Mrs. Elizabeth Eggeston, who lives in San Pedro.

Local stores were practically all shut down Thursday afternoon when the basketball tournament started, especially as the local high

school team had drawn Baker for the first opponent and was scheduled to play the second afternoon game.

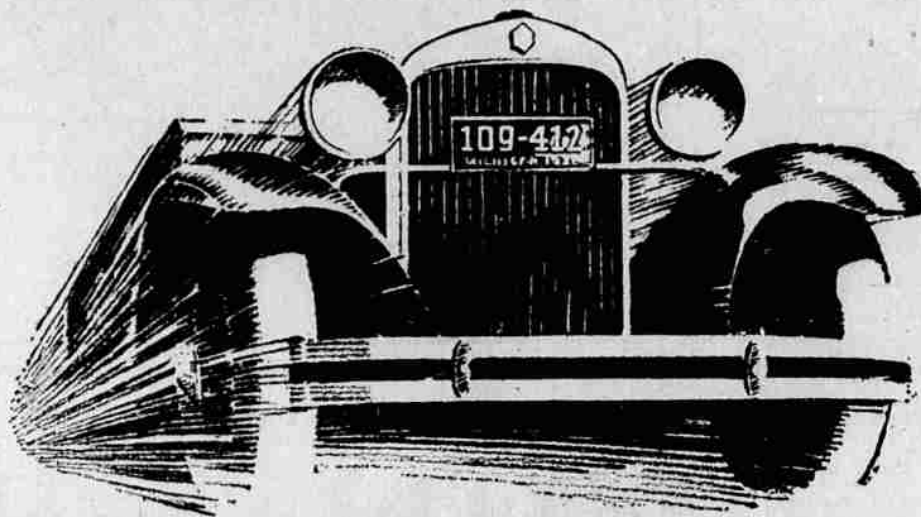
Another successful production of the Woman's club play, "An Old-Fashioned Mother" was given at Imbler Wednesday night to a fairly large and very appreciative audience. As Mrs. Ellis Hess was unable to make the trip owing to illness, Miss Nellie Geertsen substituted for her. As special numbers Malcolm Conner gave a tap dance, Louene Hutchinson furnished a special dance number and Messrs. Max Jensen, Clelan Harp, John Geertsen, and Ferris Gutes furnished a couple of vocal quartets. Music was furnished by the Union band assisted by a few of the Imbler band boys.

Outstanding present trends in motor car design are largely due to feminine influence, according to Ernest W. Seesholtz, chief engineer of the Cadillac Motor Car company. This applies to the luxury, comfort, style and beauty of this season's cars equally as much as to their mechanical features of safety, performance and ease of handling.

TOERNISBERG, Germany (AP)—This little Rhine village is the healthiest place in Germany if statistics mean anything. Of 72 inhabitants 20 are over 80 years old. During the last year there were 21 births and only 8 deaths.

BEZERS France (AP)—Watering wine comes higher than watering milk in France. Joseph Lacaze, a local vineyard owner, was fined \$16,000 for using a pump to increase his profits.

You never see a bridegroom's picture in the papers, but there must be such a person.



This is Nation-wide CHALLENGER WEEK

Wide Choice of Colors
at No Extra Cost

\$695
AND UP... At Factory

Coach	695
2-Pass. Coupe	695
Phaeton	695
Coupe	725
(with rumble seat)	
Standard Sedan	795
Town Sedan	850
Roadster	850
Convertible Coupe	895

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gas and oil gauge—radiator shutters—saddle lamps—windshield wiper—rear view mirror—electro-lock—controls on steering wheel—starter on dash—all bright parts chromium-plated.

Everywhere in every way

ESSEX the Challenger is put to the proof
...under official newspaper observers

In Fast Getaway—no car is excepted.

In Speed—anything the road offers up to 70 miles an hour.

In Hill Climbing—the hardest hills in this community—and in America.

In Reliability—60 miles an hour all day.

In Economy—better than 20 miles to the gallon.

IN THIS CITY under official newspaper observation, Essex the Challenger will demonstrate its right to challenge the best that motordom offers. It is dramatic revelation of an all round quality Six—big, fast, roomy, powerful—now available at the lowest price for which Essex ever sold and but little more than the cost of the smallest, lightest and lowest-priced cars on the market. Watch the announcement of results in this newspaper. And remember,

as you see it out perform, not only all cars of its price class, but cars costing twice as much, that exactly the same performance ability, quality, economy and riding ease are characteristic in the Essex the Challenger which you buy.

And in Value—compare it part for part in every quality particular of appearance, finish, comfort and easy riding to those costly cars in which you pay the higher price for those very things.

Watch ESSEX the CHALLENGER

Ledbetter Garage

Adams Ave.

DRAIN OIL

Piston Rings

Have

Slanting

oil slots

An exclusive patented feature which insures positive oil control PLUS proper lubrication. Let us prove superiority and reasons for better performance.

The Accepted Standard for FORDS AND CHEVROLETS



Eight Quality and four Drain-oil piston rings in each package for complete installation. Only \$3.50 per box.

Jack Allen Supply Co.