

FAR-CRY SEEN FROM OLD TIME METHODS

Modern Speedometer Makes Car Accurate in Its Check on Use

The prehistoric cave man told time by a rope of burning grass, the strands twisted tightly together, with knots here and there by which the hours were computed.

If the knots were not made in the right place the "watch" was inaccurate, but that was the least of a caveman's troubles. In those days, time and distance were not important. He probably had no theatre appointments to keep, dinner engagements were not the social functions they are today.

With civilization, however, distance and time have taken more significant places in the social system. Appointments must be kept on time and the question of distance enters into our everyday life, so people carry watches and equip their automobiles with speedometers.

The accurate speedometer relieves the driver, and particularly the summer tourist on long trips from untold trouble in finding his way on strange highways," said Mr. Pulford, service manager for the De Soto division of Chrysler motors, in a recent interview on servicing the automobile for summer touring.

"With mileage on road maps set down in tenths of a mile, the speedometer must function accurately. Yet, many drivers forget this when leaving their cars at service stations for inspection before starting on long trips. The speedometer test should be one of the principal items of inspection. Tourists often are lead astray from important turns in the highway, the driver depending on the synchronization of a faulty speedometer and an accurate road map to find his way. If the speedometer is not giving correct reading, the chances of taking a wrong road are apparent and it may be some time before the tourist discovers he has made a mistake."

EARNINGS MOUNT IN RICHFIELD COMPANY

Net earnings of the Richfield Oil company of California for the first quarter of 1929 after depreciation, depletion, abandonments, drilling expenses, interest charges and allowance of \$150,000 for federal income tax totalled \$1,927,262, equal after preferred dividends to 91 cents per share on 1,917,386 common shares, outstanding at the end of the period in question. These earnings were an increase of \$726,769 or 60 per cent over the corresponding period of 1928 when \$1.02 per share was earned on 1,174,060 shares, according to report of James A. Talbot, chairman of the board to the stockholders. On the basis of common stock outstanding March 31, 1928, earnings for the first quarter of 1929 would have amounted to \$1.3 per share. The 743,326 share increase in outstanding common stock in the 12 months in question is the result of conversions of bonds into stock, the issuance of stock against common stock warrants, as well as the conversion of Pan American Western Petroleum Company's "B" stock into Richfield common.

Net operating income was \$3,390,968 or more than 31 per cent greater than the income for the three months ended March 31, 1928, with net sales amounting to \$14,545,281 against \$10,147,643, an extremely gratifying showing in view of a gasoline price war during February and March which seriously affected the earnings of all oil companies marketing on the Pacific Coast. Mr. Talbot pointed out. How much these disturbed market conditions affected Richfield's potential earnings is shown in a comparison of gasoline gallonage which totalled 98,592,000 gallons in the first quarter of this year compared with 50,102,075 gallons in the same period of 1928 and 31,609,128 gallons in 1927.

MUD AND FISH FALL IN AUSTRALIAN RAIN

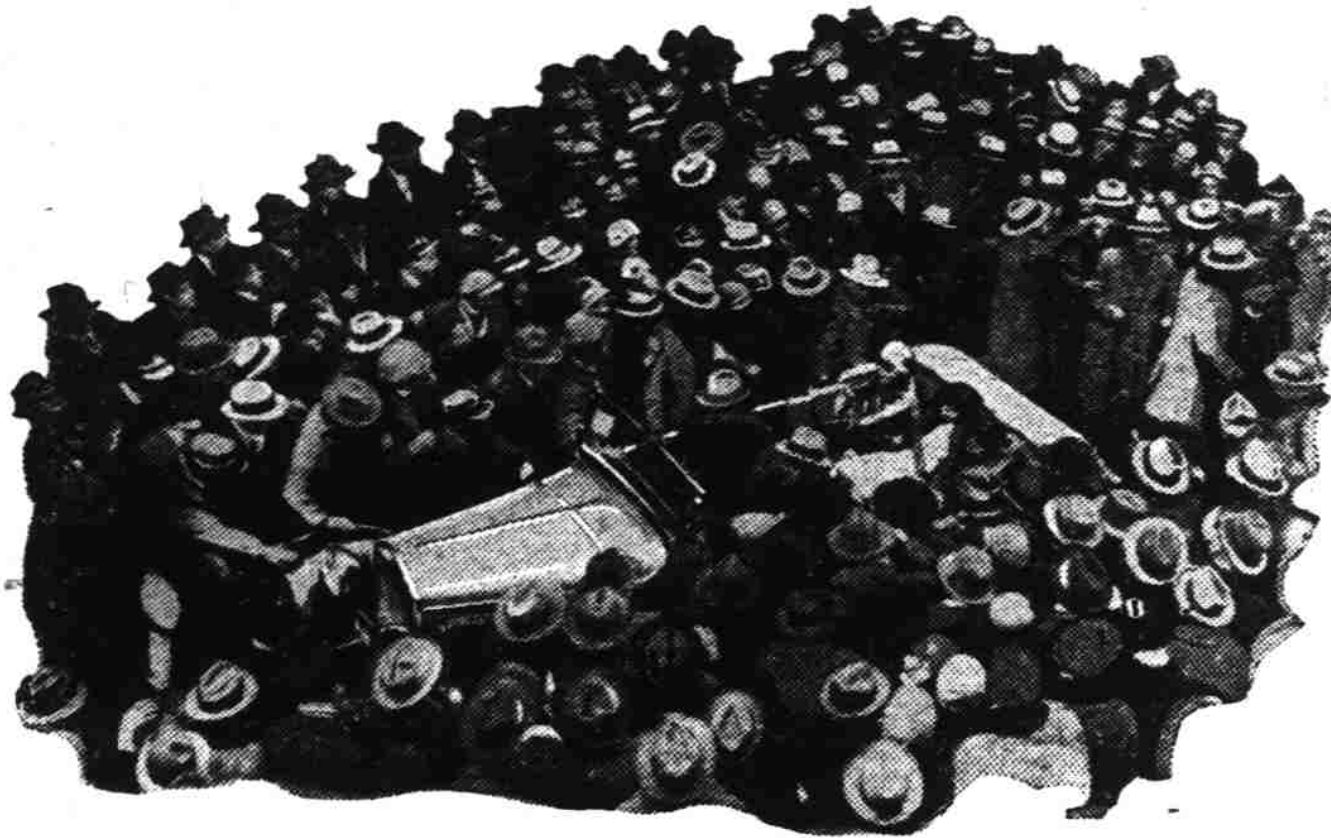
SYDNEY, Australia (AP)—An apparently authentic report from an inland township in New South Wales says thousands of small fish fell from the clouds during a heavy rain storm.

The place sending this report is about 400 miles from the seacoast. The story has it that a waterspout drew the fish up, and it is asserted that the fish still were alive.

Another story of Australian winds, better authenticated and more remarkable, was a fall of red mud in various parts of southern New Zealand. The rival teams in a football match became indistinguishable because the muddy rain coated their costumes all the same color.

The origin of this mud is given as central Australia, about 2,000 miles distant, and Dr. Kidson, New Zealand government meteorologist, explains the phenomenon. He thinks the mud originally was picked up as dust. He says that occasions when it has been carried long distances overseas have been recorded frequently in many ocean waters adjoining desert regions.

Beauty Chooses DeSoto Six



A COUPLE OF WINNERS! The best looking girl in Roumania, Magda Demetresch, 18 years old, winner of the beauty contest recently held in that country, selected a DeSoto Six touring car for her triumphant ride through the streets of Bucarest after the judges chose her from many thousands of contestants. High dignitaries of state, distinguished leaders in art and letters, and royalty were represented on the board of judges.

Making Your Car Look Like New

By HOWARD KETCHAM
Director, Duco Color Advisory Service

COLOR has always been an important part of the style for both men's and women's clothes but never so much so as at the present time when beautiful new shades and tints are being brought out every year. In dress fabrics in particular, every year sees the introduction of new color ideas and harmonies. Now, the newest colors for automobiles have begun to keep pace with these fashions and so the refinishing of your car, if you are the sort of person who wants to be abreast of the style, is more important this year than ever before. For, just as the Paris gown of this year is in the newest color, so the automobile may keep in touch with the newest mode as dictated by fashion.

At present browns, beiges, red browns, and blues are at the top of the style and represent the colors fashion has sealed with its approval for 1929. Motor car manufacturers have been quick to sense the importance of this color style trend and have been showing cars lacquered in colors to match the latest Paris color creations particularly where, as is true in many cases, the color is a name of the silk has been taken over by the lacquer manufacturer and the perfect lacquer color made to correspond. As an example, the Sun-tan idea in women's gowns, sponsored by the leaders in the silk and textile industry, has popularized colors that heighten the effect and harmonize with sunburned complexions which have been so modish recently.

Modern color contrast was first introduced in women's gowns by Madeline Paquin and from that start has spread through the motor world. These Paris couturiers

have, in fact, extended the scope of their color creations more widely during the last two years and this year several of them, from their perfect knowledge of the Paris color trends, have sponsored extremely interesting color combinations for automobiles making use of the tone that they are using in silk and rayon every day.

Paquin, for instance, gives this as a usable color contrast scheme for a sport roadster: Body and wheels in Chartreuse; moudings and fenders, in Brocattelle Green; car to be upholstered to match the green of the fenders and moudings. That color scheme is not at all eccentric nor is it loud and riotous to the eye. But it has a note of something different to it. It is, in other words, in perfect taste.

Gabrielle Chanel, who is responsible for the new-tri-color note in sports dress, sponsors another delightful harmony for a convertible cabriolet. She would have the tire body done in Mais, the fenders in Cobalt Blue, moudings and wire wheels in Dante Red, (dark brilliant red) top and upholstery in Cobalt Blue, the moudings to be touched with a pale gold bronze stripe.

Drecoill, who is a leader in color or creations has this idea for a coupe: Entire body and fenders Pandora Blue, with the window reveals, moudings and wire wheels in Whittier Green. This is simplicity itself.

Paul Poiret has been credited with much that is exotic in color harmony and has designed a darling color treatment for the popular convertible phaeton. Poiret's scheme calls for the entire body and wire wheels in Old Gold; fenders and moudings in Leaf Brown; a stripe of white on moudings and canvas top of brown represents a new accent note in decoration as well as

something new for the automobile.

Lucien Lelong has conceived a new idea for color treatment of a sedan. In this case the entire body of the coupe, including the fenders, is to be lacquered Rust Gold with moudings and wire wheels in Borgia Wine, window reveals in Crater Smoke, and a silver stripe on the moudings. The above color harmonies show that there is little danger of having one's car too individual in its coloring. These couturiers are not afraid to be different although it will be noticed that in every case the color harmony is retained and, whether we think we would like the particular color scheme or not, they are always in perfect taste. The use of Blue Green and Old Gold is another thing worth noticing and Poiret's use of a white stripe on a brown mouding may have in it an idea that is worth experimenting with.

New Quake Affair To Record Storms

NEW YORK (AP)—Recording of storms at sea on extremely delicate seismographs is reported by S. K. Banerji of the Bombay observatory.

Some of these storms were 500 or more miles distant in the Bay of Bengal.

Mr. Banerji says the instruments recorded three distinct types of ground tremors, identified as coming from the storms, presumably the pounding of waves. These were the south-west monsoon, storms in the Bay of Bengal or the Arabian sea, and local disturbances.

Banerji, in writing to the British scientific journal, Nature, predicts that this use of earthquake recording instruments will open to meteorologists a new method of forecasting storms.

He says the vibrations appear as soon as a storm forms, and do not cease until it has passed completely inland.

ESSEX SPEEDSTER HAS VARIED GEARING

Three-Speed Transmission Substitutes Over-Drive Idea

An interesting deviation from common practice is found in the transmission of the speedster model of the 1929 Essex line, just introduced. Since this model has a somewhat lower weight and considerably less head resistance than standard closed models, for which the regular Essex transmission is designed, the Hudson Motor Car Co. according to the engineers, has provided a higher top-speed with relatively lower engine revolutions per mile.

The customary way to achieve this end is to provide a lower axle gear ratio. While in the Essex speedster the final reduction has been dropped from 5.6 to 5.09, it was felt that the top-gear reduction could be decreased even further, and with this end in view a three-speed transmission was developed in which an over-drive is substituted for the usual intermediate set of gears.

Standard Parts Used

In the production of this new transmission all the parts of the standard transmission are used, with the exception of the constant mesh gears (the countershaft unit of which includes the second speed drive gear) and the gear unit on the main shaft composed of the direct drive and second-speed driven gear. For these gears have been substituted for others of an inverse ratio. With this design the countershaft gears have a higher relative speed than the mainshaft. The gear normally used for second-speed drive on the countershaft is also larger than its mating gear on the main shaft, so that a still higher main shaft speed is obtained, the ratio in this speed being 0.7796 to 1.

GRAHAM-PAIGE IS BREAKER OF RECORDS

Graham-Paige production in April broke all records for one month's output with a total of 11,550 cars. Production for the first four months of the year puts Graham-Paige 72 per cent ahead of the same period last year, with a total of 36,834 cars, a gain of 15,434.

As compared with March, the April production showed an increase of 1940 cars, or 20 per cent.

Orders already on hand for May shipment total 13,500.

"Graham-Paige is now reaping the benefits of its improved position in the industry," says a statement issued to dealers by F. R. Valpey, general sales manager, announcing the record-breaking production. "The high total attained last month, and the fact that there are already on file at the factory orders for 13,500 cars for shipment in May, reflect the combined effects of constantly increasing demand, larger manufacturing capacity, and a greater dealer organization. "In the last thirty days, we have added 220 dealers in the

United States and Canada. For the first time in its history, the company has over 2500 distributors and dealers, domestic and foreign, or more than three times as many as there were when the Graham-Paige was introduced. "Of significance equal to that of this increase in dealers are the gains in sales and the improved position in registration standings reported by long established dealers in important buying centers.

Read the Classified Ads.

Texas Area Is Put Into Farms

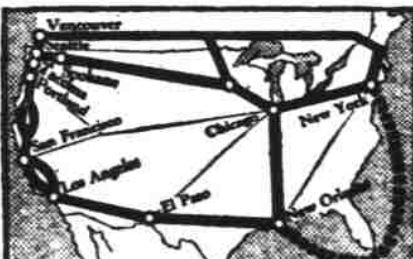
LUBBOCK, Tex.—(AP)—Vast ranches of the Texas panhandle, once the subject of ballad and story, are disappearing as railroads invade the treeless plains. Last year 370 miles of newly constructed railroad lines brought hundreds of midwestern farmers to the panhandle. Nearly 200 miles of railroads may be built this year. Increased colonization has split up many ranches.

SOUTHERN PACIFIC CIRCLE TRIPS

Greatest summer travel bargains

... back east excursion fares make these trips surprisingly low in cost

SUNSET CIRCLE



California, the Southwest, San Antonio, New Orleans, by boat to New York, if you wish.

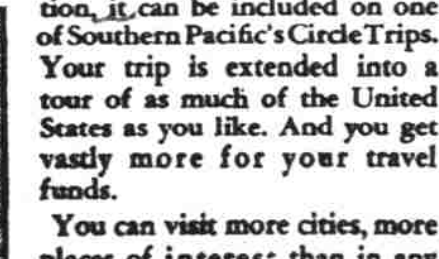
This trip has a greater appeal and value than any trip you can plan. You skirt the border of the entire United States; you may visit Old Mexico on the south and Canada on the north.

The Sunset Circle takes you down the entire Pacific Coast to San Francisco, Los Angeles, Hollywood, San Diego. Then east on the SUNSET ROUTE via El Paso. San Antonio, with her historic Alamo, and thru the Old South to romantic New Orleans.

From New Orleans you can continue by rail, or, at no added cost, enjoy a delightful Atlantic cruise to New York. Meals and accommodations on the steamer are included in your fare. Return trip may be made on northern United States or Canadian lines.



GOLDEN STATE CIRCLE



San Francisco, Southern California, Chicago and other mid-west points.

See the entire Pacific Coast, visiting San Francisco enroute if you wish. Southern California with its Hollywood, Los Angeles beaches and resorts, and San Diego.

Continuing east you travel thru the picturesque Southwest and the Imperial and Salt River Valleys where the desert has sprung into verdant gardens and orchards.

Tucson, Phoenix and El Paso. Then your route follows the "Long Hom Trail" to Topeka, Kansas City, St. Louis, Chicago. Coming home you have a choice of routes—northern United States lines, or you can return thru the Canadian Rockies.

On these Circle Trips you have choice of 12 fine Southern Pacific transcontinental trains, including the famous standard bearers: "Cascade", "San Francisco Overland Limited", "Golden State Limited", "Sunset Limited".

Southern Pacific

City ticket office 124 N. Liberty street. Phone 40. Passenger Station 13th and Oak streets. Phone 41.

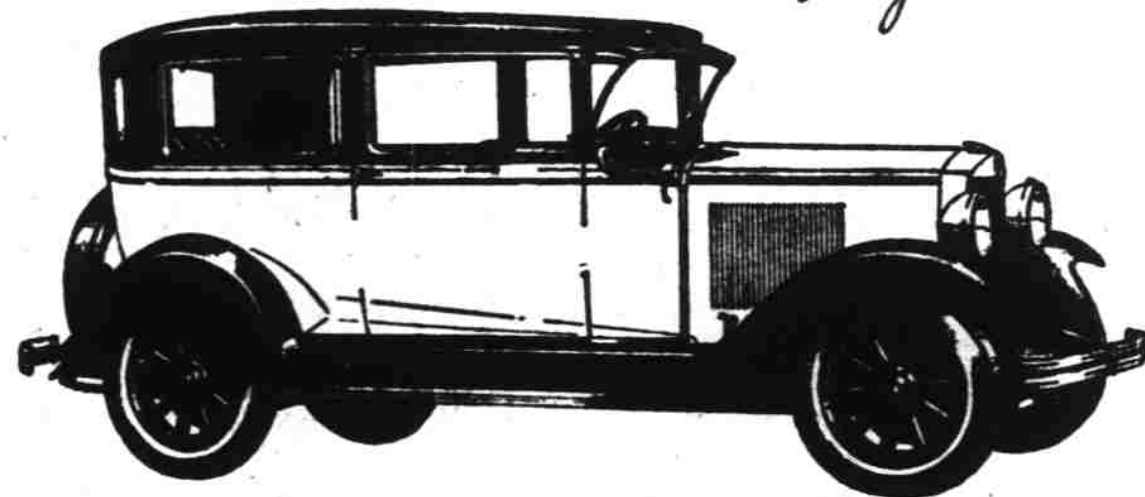
Advanced Engineering in the New 612



You will find the same principles of modern design and advanced engineering in the new Model 612 that distinguish the larger Graham-Paige sixes and eights. We invite you to examine the 612 for surplus value, and to make your own comparisons.

Car illustrated is Model 612, six cylinder, five passenger, two door Sedan
\$895 at factory, special equipment extra.

Joseph D. Graham
Robert C. Graham
Ray A. Graham



LODER BROS.

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MORE Smartness and Style



MORE Power and Speed

At a record low price for so large and so beautiful a Knight-engined car the new style Willys-Knight "70-B" is bringing the superiorities of the patented double sleeve-valve motor to thousands of added owners.

In each cylinder of this simplest and most efficient of power plants, two metal sleeves combine with the dome-shaped cylinder head to form a perfectly sealed combustion chamber. The full force of the explosion is directed straight downward against the piston, making the most efficient use of the highly compressed gas.

In the Willys-Knight "70-B" a rugged seven-bearing crankshaft reduces vibration to a minimum, while the car's improved frame construction gives extra strength and rigidity.

The Knight engine gives high uniform compression at all times, at all speeds, and with any gas—and it is the only type of engine that keeps growing smoother and quieter with use.

COACH
\$1045

Coupe \$1045, Sedan \$1145, Roadster \$1045, Touring \$1045. Wire wheels included. Prices f. o. b. Toledo, Ohio, and specifications subject to change without notice. Equipment, other than standard, extra.

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