



### Why we buy from Western Electric

It is the aim of the Bell System, of which this company is a part, that anyone anywhere in the country may telephone to anyone anywhere else, clearly and without delay. This is the meaning of *universal service*. To provide it, the means of telephoning must be uniformly good.

All of the Bell System companies obtain most of their supplies from the Western Electric Company, which acts as the manufacturing and purchasing department of the system. The volume of business thus centralized, enables the Western Electric Company to secure great economies in manufacturing, purchasing and distributing, which economies are reflected in its prices to the Bell System—and consequently in a lower cost of telephone service to the public.

Western Electric Company's prices for telephone supplies to the Bell System are materially lower than those of other suppliers. As a result of its arrangement with the Western Electric Company, The Pacific Telephone and Telegraph Company saves in price and service at least \$3,000,000 a year. This is important in keeping down costs to customers.

As an added protection to the public, the Western Electric Company's main storerooms and distributing houses, placed at strategic shipping points throughout the United States, constantly carry upward of \$30,000,000 of supplies ready for shipment. These storerooms and stocks enable the Western Electric Company to meet the needs of the country at times of catastrophe regardless of the extent or location of the damage. In Oregon, Western Electric keeps an average of 85 people employed in furnishing and installing telephone equipment.

Our ideal is the same as that of the public we serve—the most telephone service and the best, at the least cost to the user.

D. J. BUTCHER, Manager

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

### New Metals Used

The new Model A Ford automobile contains some of the finest examples in the world of new metal treatments for resistance to wear and to the torsional strain imposed upon some of the parts of the modern internal combustion engine.

One of these is the crankshaft. In this latest Ford product the crankshaft is made of a special Ford carbon manganese steel, developed under processes of metal blending and heat treatment that are new to the industry.

These processes produce a crankshaft that is heavier than any previous Ford crankshaft, that is tougher to resist wear and stronger to resist the torsional strain of high speed performance. The weight of the shaft in itself makes for smoother operation and the static and dynamic balancing process to which it is subjected before

it is installed in the motor still further reduces the chances of vibration.

This special carbon manganese steel is only one of more than forty different kinds of steel, each representing a special treatment, which are used in the manufacture of the new Model A car.

### Seven Feet or Forty-Seven

Asked, "What is the answer to the traffic problems in the cities," an expert who has studied the matter in several of the metropolitan cities that on an average it requires but seven square feet of street space for a passenger in a street car, slightly more in a bus, but 47 square feet of space is demanded for each passenger in the automobiles that ply the streets. In other words, it requires seven times as much street space for automobile passengers as for those who travel by trolley, elevated or subway.

## Safety, silence and simplicity are features of the new Ford six-brake system



ONE of the first things you will notice when you drive the new Ford is the quick, effective, silent action of its six-brake system.

This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate emergency or parking brakes are all of the mechanical, internal expanding type, with braking surfaces fully enclosed for protection against mud, water, sand, etc.

The many advantages of this type of braking system have long been recognized. They are brought to you in the new Ford through a series of mechanical improvements embodying much that is new in design and manufacture. A particularly unique feature is the simple way by which a special drum has been constructed to permit the use of two sets of internal brakes on the rear wheels.

A further improvement in braking performance is effected by the self-centering feature of the four-wheel brakes—an exclusive Ford development. Through

this construction, the entire surface of the shoe is brought in steady, uniform contact with the drum the instant you press your foot on the brake pedal. This prevents screeching and howling and makes the Ford brakes unusually silent in operation.

Another feature of the Ford brakes is the ease of adjustment.

The four-wheel brakes are adjusted by turning a screw conveniently located on the outside of each brake plate. This screw is so notched that all four brakes can be set alike simply by listening to the "clicks."

The emergency or parking brakes on the new Ford require little attention. However, should they need adjustment at any time, consult your Ford dealer for prompt, courteous, and economical service. He works under close factory supervision and he has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.



FORD MOTOR COMPANY

### Oregon State News

The Del Rio orchards, two miles below Gold Hill, are planting 300 English walnut trees on a 400-acre pear tract.

Fire, of undetermined origin, completely destroyed the Sterns Furniture Manufacturing company's plant in Oregon City.

A boat building factory is to be established at Reedsport, a company having recently been organized with \$30,000 capital.

The Dalles Packing corporation during the past season handled approximately 6000 tons of apples, with 410 persons on the payroll.

The city of West Salem leads all Polk county towns in the amount of its 1928 tax levy, 80.8 mills. Monmouth is second with 69.9 mills.

Haines is said to have the smallest indebtedness of any city in the state. A \$1000 bond was paid off recently, leaving only \$2650 against the municipality.

Fire damage during 1928 amounted to \$10,467.50 in Lakeview to property valued at more than \$75,000. Chief Arner of the volunteer fire department reports.

The house passed the McNary bill authorizing appropriation of \$25,000 for cleaning, electric lights and other improvements at the Oregon caves in Josephine county.

Establishment of several new industries at Marshfield, including operation of the old pulp plant now owned by the Coos Bay Lumber company, is expected in the near future.

Contracts for 2600 of the 4500 acres of flax to be handled at the state flax plant during 1929 have been signed, according to Henry Myers, superintendent of the state penitentiary.

The Anderson & Middleton Lumber company will build a sawmill at a shipping station to be known as Fir Crest, near Bedrock, Lane county, having a capacity of 150,000 feet daily.

The largest crop of children ever reared in Wallowa county belongs to Mr. and Mrs. C. P. Carper, the first couple ever married in Promise. There are 14 of them, ranging from 3 years to maturity.

The Clatsop county court will request the United States department of agriculture to make a soil survey of Clatsop county. The survey can be made by the government at no cost to the county.

Three carloads of Douglas county turkeys shipped recently from Oakland and Yoncalla will go into cold storage for the holiday trade next season. The birds brought 25 to 35 cents a pound.

There is more snow in the mountains than at this time in any previous year, according to Allen Wilcoxson, proprietor of resorts at Elk and Odell lakes. Forty-nine inches of snow is reported at the lakes.

A report just completed by forest officials shows that at the close of 1928 there were 10,860 deer in the Umatilla national forest, an increase of 1000 over the year before. During the season 700 were killed.

Eric Van Aalstyn Hauser, 64, Portland capitalist and owner of the Multnomah hotel, died in Portland last week. Death resulted from complications arising in an attack of influenza, suffered seven weeks ago.

Directors of the Union Fishermen's Cooperative Packing company at Astoria have adopted a resolution asking the legislature to advance the date for the opening of the salmon fishing season from May 1 to April 15.

"Not guilty" was the verdict returned by the jury which tried Fred R. Asher, former Enterprise town marshal, accused of second degree murder for shooting William Litch, early on the morning of September 29.

Stating that he was voted upon and elected without his consent, G. W. Vandervall refuses to qualify for the position of mayor of Haines and Walter Heard will retain the office until a new officer is elected.

Robbers who entered the Athens school building a few nights ago, breaking the locks on all the doors and rummaging the desks, gained little for their trouble, only \$2 and a few postage stamps being missing.

H. Von Hovenburg, who is said to own the largest pear orchard in southern Oregon, has purchased an additional 80-acre tract adjoining his present holdings at Gold Hill and will plant 9000 new pear trees in the spring.

The sawmill of the Owen-Oregon company plant at Medford, after a shut-down since December 22, resumed operations on a four-day basis, which will be increased to a five-day and six-day basis as soon as conditions warrant.

W. S. Nelson, executive manager of The Dalles-Wasco county chamber of commerce, left recently for Washington, D. C., where he will represent Wasco county cherry growers at the hearing on tariff rates, as applied to fruit imported in brine for maraschino purposes.

Two new bridges and approximately 10 miles of resurfacing are included in the highway improvement program to be considered by the state highway improvement program to be considered by the state highway commission at its next meeting in Portland on January 29.

The smallest school in Jackson county, if not in the state, had a perfect attendance record last month, according to figures at the Jackson county school superintendent's office at Medford. It is located at Thompson creek in the Applegate district and has only one pupil.

Seaside's road district levy for 1929 has been canceled in the interest of economy. Last year's levy was \$3500.

The Medford council, at the request of the airport committee of the chamber of commerce, voted to call a special election April 1 to submit to the people the question of voting a \$120,000 bond issue for a new, modernly equipped airport.

An order was issued by the circuit court at Salem authorizing A. A. Schramm, state superintendent of banks, to pay a fourth dividend to depositors in the defunct Oregon State bank at Jefferson. The dividend is 18 per cent, or \$12,290.33.

The 1929 eastern Oregon livestock show will be held June 5, 6 and 7, at Union. This was decided at the annual meeting of the stock show association in the Union city hall. Plans were made for a better show than ever before, in anticipation of state aid.

A number of Umatilla county ranchers now have the benefit of electric power on their places. A line out into the Mission district east of Pendleton and on in the Adams district have been completed, giving several wheat growers opportunity to electrify their places.

Out of 11,865 cattle tested in Multnomah county in 1928, only 252, or 2.1 per cent, reacted to the tuberculin test, according to a report of Dr. Thomas B. Carter, county herd inspector, filed with the county commissioners. A total of 1546 herds was tested.

The Oregon State Motor association at its 12th annual meeting recently adopted a resolution opposing enactment of any automobile license or gasoline tax that will reduce highway revenue, or any law diverting such fees to any other use than highway construction and maintenance in the state.

A "human chain," composed of skaters, rescued Mr. and Mrs. Daniel Dacey of Bend from the icy water of Houston lake, Crook county, after the couple fell through a weak place in the ice. Mr. and Mrs. Dacey were pulled out of the lake only after the skaters formed a chain which led to firm ice.

Industries in all parts of Coos county report an unusual number of persons seeking work. Mills, veneer plants and allied industries all turn in reports saying many are being attracted that way in the expectation of obtaining employment, when, as a matter of fact, there is a surplus of working men throughout the county.

Ashland's first pipe organ was as sured when subscriptions of more than seven thousand dollars were pledged to purchase an organ for the Methodist church. Mr. and Mrs. G. S. Butler, of that city, donated the chimes for the organ, and the rest of the contributions came from business men and members of the church.

The man found frozen to death recently in the Blue mountains, 18 miles from Pilot Rock, has been identified as Frank Shabram, of Akron, Ohio. Shabram worked in a sawmill near Pilot Rock, besides running a trap line, and it was on his return from his line that he became lost and died in the snow about three-quarters of a mile from the mill.

A growing market for blacktail jack-rabbit hides is providing good salaries for a number of eastern Oregon hunters and ranchers, according to Ira N. Gabrielsen, in charge of rodent control for the United States biological survey. Hundreds of farmers east of The Dalles have killed thousands of the pests in the last few months. Large earnings are reported by some hunters, since buyers of the pelts pay 90 cents a pound for the skins, averaging about 12 cents a hide.

Work was started on the construction of the new \$16,000 fire station at Medford and the actual construction work on the new \$10,000 community house for the women's organization, the Greater Medford club, will be begun soon.

A branded mallard duck shot by a Pendleton man on McKay creek migrated there from Montana, according to information from the biological survey. By means of these bands the survey is enabled to study migration of wild fowl.

Those British physicians who say that crying is good for the complexion of course never had to put one on after a good hard cry.

Japanese flowering cherry trees can be grown in about the same areas in this country as peach trees or even somewhere farther north.

Recent statistics show that mothers who are thirty-five to thirty-nine years old are more likely to have twins than younger mothers.

The most pathetic case, perhaps, is that of the woman who is trying to reduce so she can get into the breakfast nook in the new home.

A person should walk at least a half mile each day, says a medical expert. Good! That's about the distance from a parked car to the office.

In Iceland there are drastic regulations against whistling, where it is regarded a breach of the divine law. No wonder polar nights are so popular.

Boys throughout the country are being urged to plant trees. A nice thing about setting out a tree is that it doesn't have to be hoed every now and then.

"The older biographers tell only half the story," complains a younger biographer, of the naked truth school, who then proceeds to tell only half the story.

### TO COACH AT U. OF O.



Chuck Jost, former Webfoot basketball star, has been selected assistant basketball coach at the University of Oregon. Jost played guard three years at Oregon, 1924, 1925 and 1926. The Webfoots won the northern conference championship in 1925 and Jost was instrumental in the Oregon victories. Jost took over his new duties December 1, assisting Billy Reinhart.

### EAST-WEST CONTEST SOUGHT FOR U. OF O.

University of Oregon, Eugene. — Final and enthusiastic permission for the University of Oregon to hold an inter-sectional football game either in Eugene or Portland next Thanksgiving is being sought today by Dr. Arnold Bennett Hall, president of the University, after a conference with Jack Benefiel, graduate manager. Oregon plays her final conference game next season November 16, thus leaving the schedule open for a game with an outside team.

Following the conference Mr. Benefiel immediately telegraphed to Joe McKeown, student body president, who is now in the East attending a student conference, to get in touch with as many prospective opponents as possible. Mr. Benefiel has also started negotiations with several Middle West and Eastern teams, and may take a trip East soon to make final arrangements for the contest.

"The University of Oregon has an excellent coast conference schedule, with five conference games," said Dr. Hall. "All we need to have a perfect schedule is a lively inter-sectional game. Our team is bound to be a leading contender for coast honors next season, and will be a worthy opponent for any team that will come out here."

A rich man may have enough money to visit all the "ideal" vacation spots, but nobody has that much leisure.

"Oh, fly with me!" is one of those fine romantic old phrases that have been sadly altered by modern progress.

A few old songs: "Yankee Doodle," "Just Before the Battle, Mother," "Old Black Joe," "Among My Souvenirs."

The California valley quail has been successfully introduced into such distant countries as Chile and New Zealand.

The United States produces a large part of the world supply of crude petroleum. And undoubtedly the crudest part.

Our preference in photographs of vocalists runs to the ones that show the mouth closed and in repose for the time being.

Friends who are really friends do not have to sign agreements not to fight. Why should it be different among nations?

Problems in Home Ethics No. 241: What to do, if one weighs 250 pounds and has been implored to get the family cat out of a tree.

NOTICE OF FINAL SETTLEMENT In the County Court of the State of Oregon for Sherman County. In the Matter of the Estate of Margaret McCallum, Deceased.

Notice is hereby given that the undersigned has filed in the above entitled court his final report and account of his administration of said estate and that Monday the 18th day of February, 1929, at the hour of 10:00 A. M. of said day has been by order of the court appointed as the time and the County Court room in the Court House at Moro, Oregon, as the place for the hearing of said report and account, the objections thereto, if any, and the settlement of the said estate.

Dated and first published at Moro, Oregon, January 18th, 1929. Last published February 15, 1929. J. F. Foss, Executor of said estate. W. C. Bryant, Attorney for Executor.

**We Are Weak Mortals**  
All know we are weak mortals; I think we should be less astonished at ourselves than we have been. I'm as tired of hearing mankind abused as I am of piano practicing.—E. W. Howe's Monthly.

**Gem of Colombia**  
Colombia yields more than 90 per cent of the world's production of emeralds. One of the largest of the mines is at Muzo, which is operated by the government, and a Paris concern has the contract for marketing the output.

Read and subscribe for the Observer.

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1925 Ford Pick-up. Completely overhauled	\$175.00
1925 Ford Roadster	125.00
1921 Ford Sedan. New motor last summer	65.00
1920 Studebaker Touring	75.00
1926 Ford Coupe. Good shape. Good paint	260.00
1923 Ford Roadster	65.00

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