

NEW CAR IN BUICK LINE COMING SOON

Rumors current in national automotive circles during the past few weeks to the effect that Buick, for the past quarter of a century a dominant factor in the automobile producing field, would soon enter the low-priced field with a companion car have been confirmed in an announcement just issued by E. T. Strong, president of the Buick Motor company, and received today by M. Scherer of the Scherer Motor company, local Buick dealer.



E. T. Strong

"In response to an increasing world demand for motor cars, the Buick Motor company will shortly augment its line of automobiles by the addition of a new car in the lower priced field," commenced the Buick executive's announcement.

"New from the ground up, new even in name, this car will bring to the public a degree of performance, stamina, smoothness and comfort which Buick's quarter century of fine car engineering and fine car production alone makes possible at such a price." President Strong's statement continues.

"The new product will have an effect on the future design and quality of the Buick car. In type, it will be an L-head six. It will be sold through the Buick retail sales organization.

"In the preparation of this new automobile, it has been the aim of the Buick Motor company to design a car of unusual appeal, a car that will be within the reach of millions and yet deliver quality car performance. Realizing that having two or even three cars in a single family is fast becoming common practice in America, the Buick Motor company believes that the high quality and moderate price of its new product will be a determining influence in supplying the demand of the new motor-conscious American family.

"Buick's new companion car—the name of which is as yet unannounced—is expected to sell in or under the \$1000 class."

Scientific Notes

More extensive and more effective measures to prevent erosion of the soil by rivers are urgently needed, a department of agriculture investigators report, to reduce the annual destruction to fertile farms and valleys. More than 513,000,000 tons of soil are being washed out to the seas every year, they declare. The Mississippi river system alone is responsible for some 428,000,000 tons of this loss. Terracing fields, contour plowing and cultivation, wire fencing, management and the further conservation of forests, are partial remedies, and the most complete co-operation on the part of farmers and engineers is all-important.

By introducing a small quantity of a specially prepared silver compound, a German chemist is reported to have developed a method for purifying large amounts of water at a relatively low cost. He simply injects the compound into the water, one and one-half grams of the chemical being sufficient to disinfect about 2,500,000 gallons of water, it is said. Scientists who have investigated, declare that the effects also are lasting. Reductions of as much as forty per cent on premiums of aviation insurance policies have been ordered since 1922 as a result of the constantly improving safety factor in flying, according to a copyrighted dispatch in the Daily News of New York. Many companies are omitting the clauses in life insurance policies that make the policy void in case of an aviation accident, and are substituting specific provisions that cover such accidents. According to an official of a company specializing in this kind of insurance, the amount of aviation insurance written has increased more than 400 per cent during the last year. Men experienced in aviation, many of them pilots or ex-pilots, are handling the business for the companies.

One of the most interesting indications of the rapid development of applied electricity in this country, is the spread of transmission lines to hundreds of small towns and villages that now enjoy the same twenty-four-hour service afforded the larger cities. Since 1923, more than 4000 such rural centers have been supplied with electricity for the first time. Light and power are now available to every city and town in the United States with a population of 5000 or more; ninety-seven per cent of the communities with populations of 1000 to 5000 are supplied, and twenty-five per cent of all hamlets with less than 250 population are reached by wires that furnish light and power.—Popular Mechanics Magazine.



An Added Safety Factor

Double Windshield Wipers, standard equipment on the new Studebaker President Eight and Commander models provide greater visibility for the driver and also offer a clear view ahead for passengers in the car. The double windshield wiper is typical of the attention given to details by Studebaker engineers in designing the new line of Studebaker cars.

Sulu Glorified by Comic Opera

WASHINGTON, D. C.—Aviation has a new regal enthusiast. The Sultan of Sulu is taking to the air. Sulu, known officially as Jolo, and also as Yolo, is one of the larger islands of the Sulu (Jolo) Archipelago which form a series of oceanic stepping stones from the major cluster of the Philippine Islands toward the northwest coast of British Borneo.

"Many a poem and many a song have made obscure places popular," known, and were it not for the George Ade light opera, the Sulu islands possibly would be as unfamiliar to other groups with queer sounding names—the Siam, the Tawi-Tawi, or the Samates—which are in the same archipelago.

"Sultan a Native Potentate." "The Sultan of Sulu recognized the sovereignty of the United States just thirty years ago, but locally he still is a potentate to the native Moros. He lives in a small settlement, Maibun, on the southern coast of the island, which nowhere is longer than 30 miles or more than 12 miles wide. The former Spanish governors, stripped him of most of his temporal power, but he is the spiritual head of the Moro, or Mohammedan Malay, population.

"American travelers usually make their headquarters at Jolo city, where the United States army maintains a garrison. The city lies at the head of a beautiful bay, dotted here and there with picturesque islands. The small native settlements of the island consist, for the most part, of flimsy, thatch-roof houses grouped in wicker-stake fashion. Some are adorned with interesting bits of native carving.

"Jolo City a Tropical Gem. The Spanish general who founded it had an ambition to make it the finest city in the Spanish colonies. From a settlement of ramshackle huts, it has developed to a garden spot of the tropics, with wide streets, shaded from the hot sun by tall palms and flowering trees. Gardens, masses of foliage, and parks abound. A long main thoroughfare, the first floor usually is occupied by shops, while the merchant's children play on the balconies extending over the street from the second floor of the frame houses.

"Most of the Jolo inhabitants are Chinese, Malays and Filipinos. There are many Moros in the Jolo area, but most of them live outside the city wall. When the Spaniards first built the city, the Moros frequently attacked it and the natives were never allowed to enter the bamboo stockade, which was built around the town for protection. Later they were permitted to enter only on condition that they 'packed' their arms outside the walls. In those days every Moro man, woman and child carried a knife.

"Wall Protected Early City from Raiding Moros. Jolo now is surrounded by an eight-foot brick wall, with gates leading to the island interior. A drive over the island roads is like passing through a huge park. Many acres of the island are occupied by rice fields where turbaned natives play with carabao and small children sit in tiny towers, putting strings with streamers attached, to frighten hungry birds. The entire family works in hemp plantations and helps cut teak forests. At no point on Jolo is the traveler out of sight of mountains.

"Tumatangus, the 'mountain of tears' is the highest peak, so named because it afforded the last glimpse of their island home to natives who wept when they were deported in bygone days. "The durian tree, towering high above all others, interests visitors. Its fruit is highly prized by the Filipinos. It is about the size of a football, weighs from eight to ten pounds, and has a surface like the spiny back of a porcupine. The edible part of the durian clings to about two dozen seeds as large as bean's eyes. The substance tastes like bananas but its odor is not immediately pleasing to unaccustomed nostrils.

Bamboo Tube Is Jolo Water Bucket

"The Jolo highways are alive with men, women and children on their way to market. Now and then a boy trudges along under the weight of what appears to be a long bamboo pole, about four or five inches in diameter and six feet long. The traveler learns that this is the Jolo water bucket. The Moros like color, which sharply contrasts with their gingerbread-colored skin. Men wear red turbans, purple trousers, and shirts of other brilliant colors, while their barefooted, hatless wives wear long-sleeved jackets and voluminous skirts. The Moros women's teeth are usually black from chewing betel nut.

"The Bajalos, or sea gypsies of Jolo, live along the coast in huts, raised on high stilts, or in boats. The front steps of the Bajalos' huts is a notched log up which a woman can nimbly carry a small baby. The Bajalos stay on land only a few hours at a time, for even when a storm is raging on the sea they feel safer in their ocean-front abodes."

Price of Tax Lower Since Tax Placed on Gasoline

The Portland Cement association has assembled some interesting figures bearing on the gasoline tax and its results.

In Illinois, for example, the price of gasoline in 1920, before a gas tax was levied, was 25 cents. Now, with a three-cent tax, motorists in Illinois are paying less than 20 cents.

In California, which has a three-cent tax, the price of gasoline now is in the neighborhood of a half cent less per gallon than in 1920. In Louisiana, where gasoline sold in 1920 for 23 cents a gallon, it may now be purchased, including a four-cent tax, for less than 20 cents.

"The gasoline tax has made possible the building of more good roads. More good roads have resulted in the purchase of more automobiles.

More automobiles have increased the volume of gasoline sales, and increased volume of sales has brought down the price. Thus the good roads built with money raised by gasoline taxes have cost less than nothing at all.

It looks almost as if we are approximating that happy condition in the case of good roads built with gasoline tax.

A youth of Pennville, Mich., planted an acre of catnip and from the crop distilled seven pounds of oil. The oil is used as bait for catching lions and other felines, and brings \$75 a pound.

Strength in Numbers



The fact that the Western Auto Supply Company now has eight distinct types of tires is coincidental with the trend toward "eight" in motor car building. Eight Fanchon and Marco girls help to convey the "eight" idea.

CONTENTED DEALERS POLICY OF REO

C. E. Eldridge, sales manager of Reo Motor Car company, says: "Aside from a good car, the most prized possession any automobile factory can lay claim to is a contented dealer organization. Nothing is of greater importance to the car owner, for unless a factory's dealers, individually and collectively, are contented, (which means prosperous), the car owner suffers.

"It takes a lot more than merely a good car to make contented dealers. Engineering has advanced

to the point where the production of a good automobile is no particular problem. Experience has dictated the design features that combine sturdiness, utility, beauty and comfort. Materials have improved to make their combination practical. But no amount of engineering can take the place of sound sense in the administration of factory policies that make for the welding together of a dealer organization that has to worry over nothing but the welfare of its customers and their cars.

"Motor car production is increasing. A new record appears imminent. The only cloud on the horizon is the ability of the public to absorb that production. Optimism is prevalent that the year will chalk up a new mark. The danger is that factories may permit optimism to obscure vision to

the point where, as was the case last fall, the lash was applied heavily to dealers. Price cuts, presumably sponsored by factories, in reality were saddled on dealers. "In consequence, dealers can't spread through the dealer structure. Car owners suffered through the inevitable changes among dealers that followed, to say nothing of the money loss they were forced to accept by reason of the lowered value of cars on which the list price had been dropped overnight.

"It is written into the Reo creed that Reo dealers must be prosperous, because their prosperity reflects the soundness of the company that stands behind them and the market stability of its products. Our dealers carried over no obsolete cars into 1929, and what they did carry over was current, salable stock and the smallest in

years. Reo does not have to work hard on its dealers by forcing old stocks upon them, for the simple reason that Reo does not suffer from over-production. The factory never ships cars that are not ordered. There is a liberal comprehensive policy for protecting distributors and dealers against price reduction of stocks on hand. In short, Reo's policy has resulted in intensely loyal distributors and dealers, so that its turnover of dealers, like Reo's labor turnover at the plant, has always been so small as to be negligible."

Air Mail Moved 225 Feet a Second

On a recent record flight of Boeing System with the air mail

between San Francisco Bay and Chicago, air mail was moved at the rate of 225 feet per second. The total flying time between the Golden Gate and Lake Michigan was twelve hours and forty-three minutes, a record held up by a fleet of five of the new model, high speed, large capacity Boeing transcontinental mail express planes. The following from the pilots' logs shows how fast the air mail moved on its record flight over three mountain ranges and at elevations ranging from sea level to 12,000 feet: Salt Lake to Chicago, 1,510 miles—480 minutes. Salt Lake to Cheyenne, 417 miles—134 minutes. Cheyenne to Omaha, 467 miles—150 minutes. Chicago to Omaha, 425 miles—164 minutes.

Our Fourth Annual

Trade-in Sale

Tires at lowest prices ever

Extended for a few days more

We are breaking all previous records in this sweeping value-giving Trade-in Sale. Car owners by the hundreds have traded in their old tires for new Generals. We are extending this sale because of the public enthusiasm that has been shown since it started.

You still have time to take advantage of this event

You'll never find things so favorable for trading in your old tires as now. With the price of crude rubber up 40%, tire prices are still based on the previous low cost of rubber.

By trading in now you can get Generals at the lowest prices ever offered. You protect yourself with the quality that will carry you through the next high-priced tire period.

Full-value allowances on all kinds and all makes

No matter what brand of tires you are using, bring them in today and cash in now on every unused mile left in them. In exchange you start off on brand-new Generals that will give you the safest, most comfortable and the longest mileage you have ever known.

With crude rubber going steadily up you need the protection against the kind of quality that is weakened by the reclaimed rubber users when rubber is high. General's policy of never tampering with quality, regardless of the cost of crude rubber, has won the confidence of car owners from coast to coast.

Now is the time to learn the true meaning of General's Top-Quality. A saving in first cost that will amaze you, plus the economy that is spread over many seasons of uninterrupted mileage.



Twenty Thousand
Forty Thousand
Sixty Thousand

The New GENERAL Dual-Balloon 8

Greater mileage at regular balloon low-pressure. It completely reverses the tendency of today toward high-pressure or moderate-pressure tires.

It introduces a new permanency of non-skid... far beyond the point where you expect to run on smooth rubber. It does away with the necessity of running on tires that wear prematurely "bald."

In puncture freedom, too, it is far ahead. Even the remote chance of a puncture is reduced to the vanishing point.

Our Trade-in Sale includes the new Dual-Balloon 8 and the regular super-lines of 4-ply, 6-ply and 8-ply Generals.

Trade in now for General's Top-Quality that means season after season of trouble-free driving and the economy of the longest, safest and most comfortable mileage you have ever known.

Special Bargains in Used Tires

The used tires go on sale as fast as we take them in. Many only slightly worn and many are brand-new tires of standard makes. All sizes, all makes, all kinds go on sale. Select yours early.

COME EARLY—BRING YOUR CAR!

LEWIS' SUPER SERVICE STATION SOUTHERN OREGON

Eighth and Front P. B. LOWD, Manager WE NEVER CLOSE Phone 1300

U. S. L. BATTERIES FOR ALL CARS



EXCLUSIVE DISTRIBUTORS OF The GENERAL TIRE

— goes a long way to make friends

General Tire Company PAYMENT PLAN It eliminates installment interest and extra.

Let Us Tell You HOW TO GET GENERALS ON YOUR NEW CAR