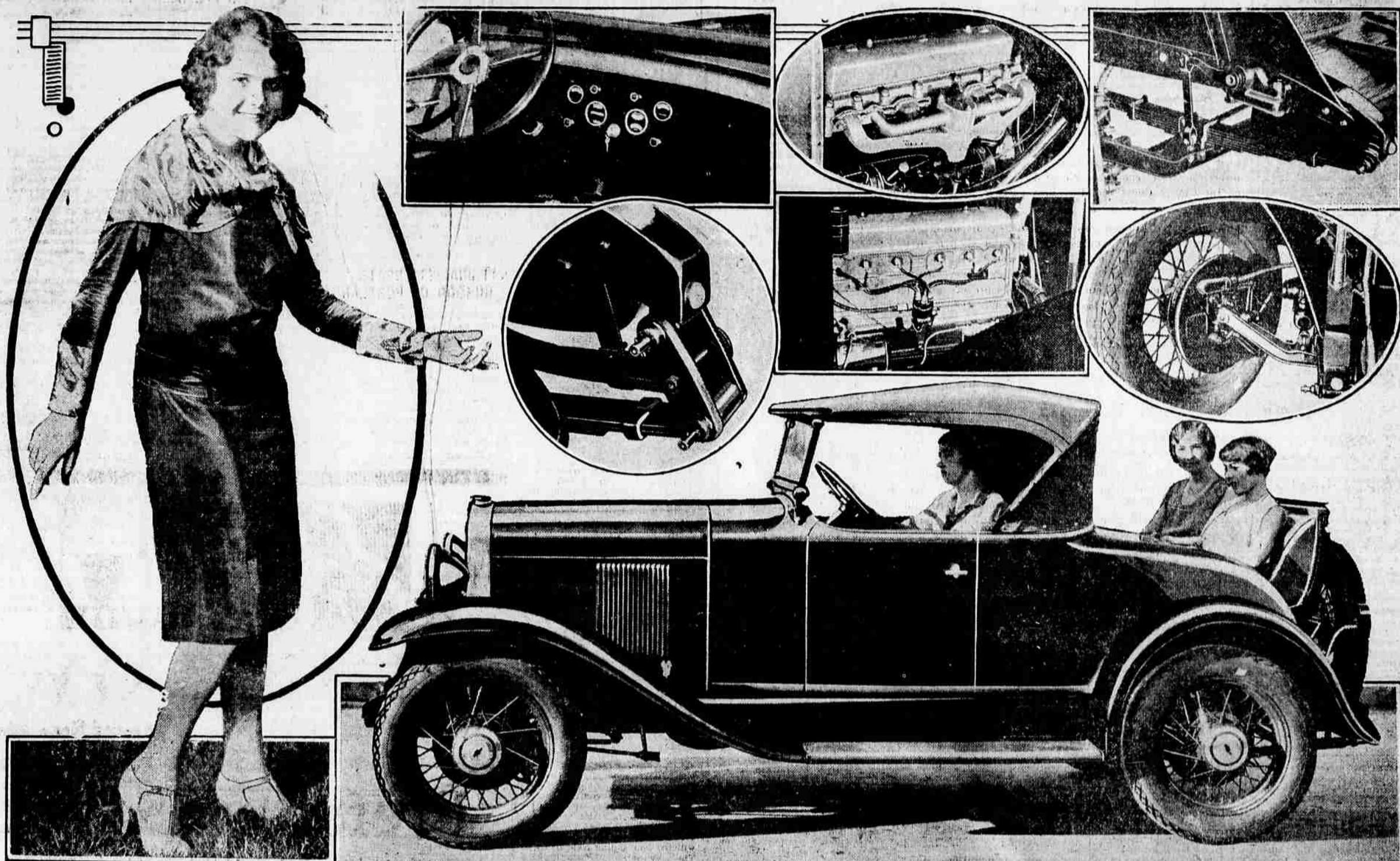


New Series 1930 Chevrolet Sixes Now on Display in Show Rooms of Pierce-Allen Motor Co.



"Smoother, Faster, Better," and proclaimed as the "greatest Chevrolet in Chevrolet's history," tells the story of the new series of 1930 Chevrolet sixes, which are presented to the motoring public today. The striking sport roadster, with top up, is shown here with insets of instrument board, motor, Lovejoy hydraulic shock absorbers, spring shackles, another view of motor, fully inclosed, internal expanding brakes and wire wheels.

"Smoother, faster better!" This tells the story of the new series of 1930 Chevrolet sixes which are now on display in the showrooms of the Pierce-Allen Motor Co., says Bill Allen.

Proclaimed as the "greatest Chevrolet in Chevrolet's history," the new series includes a sport roadster, standard roadster, sport coupe, standard coupé, phaeton, club sedan, standard sedan and coach.

The 1930 Chevrolet six, with scores of improvements, is the offering Chevrolet Motor company makes to the new year: an offering made possible by the fact that in 1929 Chevrolet built and sold over a million, three hundred thousand six-cylinder automobiles. This enormous volume production has made possible many savings in the Chevrolet factories, especially in the cost of raw materials and various production processes. In

keeping with Chevrolet's policy these improvements represent increased dollar-per-dollar value with no appreciable increase in price of any of the models.

The 1930 Chevrolet six embodies scores of vital improvements which affect phases of comfort, performance, endurance and safety.

Lighter cast-iron pistons, with bronze bushings, new motor head design; fully-enclosed, internal-expanding brakes, four Lovejoy

hydraulic shock absorbers, sturdier transmission, heavier clutch—these are typical of the improvements found throughout the design of the car.

Other advancements include a heavier rear axle; larger tires; new self-adjusting spring shackles; new electric gasoline gauge; new alloy glass windshield; new instrument panel; new and richer upholstery.

These improvements evidence themselves in the car proper. Striking colors add beauty, dignity and smartness to the body lines. To those discriminating buyers who desire a car in the low-priced field—a car which embraces everything that is modern, yet powerful and fast—the new Chevrolet is proclaimed by its designers and builders as being the embodiment of all these attributes.

These combined creative talents of Chevrolet and Fisher designers, in

offering these eight beautiful new models, have been put to full play, and the four Delco-Lovejoy hydraulic shock absorbers on all models eliminate road shocks and greatly increase comfort.

They also declare that the improved 30-horsepower six-cylinder motor gives smoother, quieter operation with increased power.

In traffic, the new automotive acceleration pump provides the flapping pick-up which is to be desired so much. And fully-enclosed,

internal expanding weather-proof brakes assure positive brake action at all times.

New, larger, full-balloon tires balloon tires with smaller wheels improve roadability, comfort and appearance.

For night driving the two-beam headlamps controlled by a foot button permit courtesy, without dimming the lights.

And of course all closed models have the distinct Chevrolet feature, the adjustable driver's seat.

Chevrolet engineers point out that the four Delco-Lovejoy hydraulic shock absorbers on all models eliminate road shocks and greatly increase comfort.

They also declare that the improved 30-horsepower six-cylinder motor gives smoother, quieter operation with increased power.

In traffic, the new automotive acceleration pump provides the flapping pick-up which is to be desired so much. And fully-enclosed,

internal expanding weather-proof brakes assure positive brake action at all times.

New, larger, full-balloon tires balloon tires with smaller wheels improve roadability, comfort and appearance.

For night driving the two-beam headlamps controlled by a foot button permit courtesy, without dimming the lights.

And of course all closed models have the distinct Chevrolet feature, the adjustable driver's seat.

Long Skirts vs. Silk Stockings

Long skirts are decreed by fashion. Ocular evidence convinces us that they have not arrived. When they arrive there will be the turmoil that ever accompanies change in the affairs of men—for it must be admitted that men have their concern in the matter. This turmoil, like all others of the really great problems, has its foundation in economics. The world is not big enough to hold silk stockings in anything like the recent volume of production, and the long skirt. There will be competition between them.

Silk stockings are made to be exhibited with appropriate and attractive fillings. The result of their use in conjunction with skirts short enough to afford an unobstructed view has been satisfying to all concerned. It has not, of course, been gratifying to the manufacturers of dress goods who feel that their products are much more decorative to the landscape than silk-clad legs. But their long brooding in defeat has its star of hope at last. Fashion has been won over to their side.

The skirts are to be longer, so fashion says, and if fashion speaks truly, there will not be the demand for silk stockings as has been manifested in the past. The Silk Association of America says that approximately 22 million dozen pairs of silk hose were purchased by women last year, an increase of two million dozen pairs over the preceding year. It is of course possible that the American women will continue to wear silk stockings even though comparatively unseasonable, but it must be admitted that the demand loses its supreme urge when the skirts are lengthened.

Much as mere man may be partial to silk stockings in this war for commercial ascendancy against the long skirts, it is not so certain that women are agreed among themselves as to which side to take. There is reason to suspect that some women prefer long skirts to short. At any rate there are some who have tangible reasons for preferring them, and have found it necessary to show a great deal of interest in embroidery work during the siege of short skirts.

The lineup in the warfare will be, as nearly as may be judged, on one side, the possessors of shapely feminine legs, men in general, and the hosiery makers; on the other, the powerful dress

goods makers, women who, whether justly or not, do not have confidence in their legs, and fashion dictators who have done their dictating and are determined not to establish a precedent for defeat.

And, too, the long-skirt cohorts should be able to enlist the burlesque shows on their side. While it is true that these shows still enjoy more patronage than is to the liking of the great moral forces which recently have become especially active in Kansas City, they do not cater to full houses. There still is room for expansion. Bald-headed men still spend their money for front-row seats. It is true, but not for the same reasons that used to take them there.

Scanning New Books

By Hildard Massock
NEW YORK—W. R. Burnett, who is barely past 30, has written his second novel and, like the first, it is almost surely headed for success. It is a book club's choice.

The author of "Little Caesar" was, until a few months ago, unknown to the book readers. His story of a Chicago gang-leader introduced him.

Now it appears that in his school days he considered successively boxing, vaudeville and jazz music as likely vocations. Boxing gave him headaches, however, and besides he yearned to write, too. The latter, apparently proved the more congenial occupation.

Fighter

At any rate, Burnett's latest novel, "Iron Man," is about professional fighters and fighting.

In the objective style so well suited to action stories of simple characters, he presents Coke Mason, a mechanic's helper who loved to fight and who finally became the middle-weight champion under the moniker, "Iron Man" Mason.

Underlying this, though, is an insight into a dumb, simple, yet honorable soul whose affection for his fighty wife was his weakness, giving him two titles to de-

fund, that of husband as well as champion.

Fight Reporter

In the field of sports falls, too, "Young Man of Manhattan" by Katherine Brush, whose reputation already has been made by her short stories, especially "Night Club."

Miss Brush's hero is Toby McLean, sports writer, who almost loses his wife, Ann.

Ann, a motion picture critic who curms more than her husband, realizes that he has a talent for fiction, but he is one of those who never can bring themselves to the actual task of writing. Good times forever beckoned and his salary slipped away, while Ann worked harder than ever to pay the bills. It took the temporary loss of Ann's sight to start Toby on the way to successful fictioneering.

Aristocracy and War

Among the other newcomers of 1930 are "Coronet" by Manuel Konroff and "All Our Yesterdays" by H. M. Tomlinson.

Both deal, in a way, with serfdom, although the former is mainly a satirical description of aristocracy's decline, through the story of a coronet that was made in Renaissance Florence when a

descendant of its original owner married the daughter of a pork-packer.

Tomlinson's story is about war and its madness, in which he suggests the fighters are serfs of machinery and science. His novel is distinguished by its subjective prose treatment of the English soldier, Jim Maynard, who observes the "funny" of enforcing "national obligations."

ARTISTIC TOWER OF BRICK MORTAR SELLS PAINTING

DENVER, Colo., Jan. 3. (UP)—Twenty years ago a broad and rugged westerner took a stub-pencil from his pocket, leaned over the counter of a frontier saloon, and reproduced from memory a scene he had witnessed years before in a theater in Cincinnati.

It was Michael Edward O'Brien, standing alone inspired by his first creative mood, while laughter and the fumes of whiskey filled the room.

In a little while the sketch was finished—even to the bridge across the Thames. His comrades crowded around, praising his work, tho they didn't understand.

Today, "Viewing the Oaks," painted by O'Brien hangs in the Denver Art Museum among an exhibit of the work of native Colorado artists. It was the first picture of the exhibit to be sold.

Behind that picture lies the story of an ordinary hod-carrier with a family to support, who never shirked his responsibility

and never became discouraged.

Those few words of approbation which his comrades had spoken to him of his drawing on the bar spurred him on. His wife encouraged him, although she was busy with the household.

At nights the hod-carrier, noted for feats of strength when he was a young man, would go to his home in Denver's most unpretentious residential district and for hours residential district and for hours than his work-worn hands would yield to the imaginative power of his inner self.

Because he was forced to work at nights many of the tints were not what they should be, and daylight found his work done in vain. He worked on them, however, un-

HAVE THOSE FENDERS REPAIRED HERE!

See Brill for Body Work
Fender, Door and Radiator Repairing
All Work Neatly and Cheaply Done
Estimates Cheerfully Given

BRILL SHEET METAL WORKS
PHONE 418
109 EAST 11th ST.
MEDFORD, ORE

WE USE HAWKISON
ULCANIZING SYSTEM
All Work Guaranteed

Phipps Auto Park
Highway at Jackson
Phone 1037-R

GOOD OIL IN YOUR MOTOR

SAVES WEAR AND TEAR due to friction —
SAVES REPAIR BILLS due to overheated parts —
SAVES MILEAGE otherwise lost through the higher consumption of gasoline —
SAVES DAMAGE due to rust —
SAVES TROUBLE generally, AND
SAVES MONEY

Handling as we do only the four best known oils on the market,
VEEDOL—PENNZOIL—QUAKER STATE—RICHLUBE
 with men who know oil and trained in the Firestone Lubrication Schools we can be relied upon to give you the proper oil for your particular type motor — which means
MORE MILES PER DOLLAR

Firestone
 Service Car Always Ready
ONE STOP SERVICE

Older Tire Service, Inc.
 9th & Riverside

Mail Tribune ads are read by 20,000 people every day.