

YEAR'S OUTLOOK BRIGHTER SAYS BUICK OFFICIAL

By E. T. Strong. President, Buick Motor Company. Although the industrial horizon at this moment is somewhat obscure there is more than a little evidence that indicates a promising outlook for the new year. Certainly the automotive industry has a better perspective of its surroundings and the road ahead than it had at this time last year.

While it is beyond the ability of any individual to accurately forecast the future, especially in the field of modern competitive business, yet we know from past experience that certain signs mean certain definite turns in the road ahead. And as the year develops we will find, I believe, more and more of these signs indicating an up-turn.

The automobile has become a fundamental necessity in this country. It ranks with food, shelter and clothing. When it is expanded it must be replaced, just as we replace an outworn suit of clothes with a new one. This replacement market is of constantly increasing importance to the automobile business; in fact, it is the major factor in automobile merchandising.

For the past fifteen months the motoring public has been wearing out automobiles faster than it has been replacing them. There are hundreds of thousands of cars on the highways today that have outworn their usefulness, that are no longer economical to operate and constitute a possible hazard to other vehicles.

This can have but one result—with the improvement in general business conditions, the automotive industry will probably face a tremendous demand for new cars. The American Automobile Assn. recently made an exclusive survey of the 23,000,000 automobiles that are operated on our highways today, and from this survey, estimated that approximately 8,000,000 of these cars are outworn.

Sooner or later, this demand must make itself felt, and since it is increasing every day, it is reasonable to assume that the suppression of automobile buying cannot be sustained much longer. Actual need for new transportation, if no other reason—and there are many apparent and other reasons—should improve the automobile market within the very near future.

That there is money available for new cars is evidenced by the fact that the total savings deposits in this country at close of the last fiscal year stood at about \$28,485,000,000 made up of approximately 62,769,000 depositors.

Considering these figures in their relation to the 8,000,000 worn out cars that are still in service, the automobile industry finds one of the signs pointing to an upturn within the coming year. And, since the automobile industry is one of the keystones in our national economic structure, every increase in its activities will be profitably reflected in other lines of business.

There is no reliable way of figuring export sales, but these will, no doubt, add substantially to the total production of the coming twelve months.

The automobile industry itself has contributed much to this year's increasing demand for new cars by offering the public the biggest dollar's worth of automobile value it has ever received. This is true of our company, and undoubtedly true of many others.

One of the most definite impressions the observant visitor gathers at this 1931 automobile show is an impression of value, a realization that the motor car of this year is incomparably better than the automobile of any preceding year.

There are many sound reasons for the increased value of the automobile dollar this year. The first, of course, is the naturally progressive spirit of the industry. Its employment of scientific, chemical, metallurgical and research engineers who are on the payroll for the sole purpose of devising ways and means to build better automobiles.

But, in addition to the successful efforts of these men, there are other factors that have played a major part in adding more cents to the automobile dollar. The reduced tempo of business during the past year has given the industry time to stop and take stock; it has permitted a weeding out of everything that was not essential to the economical production of good automobiles with a consequent saving that is reflected in the better cars displayed at this year's show. And a readjustment of distribution and sales methods contributed additional savings that have been passed on to the car buyer.

The new Buick straight eight has held 40 to 60 per cent of its price class business since it was introduced, and we enter the new year confident of maintaining this leadership in an increasingly active market.

Curiosity 'Sold' LONDON, Jan. 24.—(AP)—An English railway has managed to sell its passengers' curiosity. Since January 1 it has used a trick tick with a little red stub stick out with one word on it: "Pull." The passenger pulls the tab out and finds an advertisement.

France Buys Soviet Oil MOSCOW, Jan. 24.—(AP)—An agreement has been signed in Paris for the purchase by French interests of 200,000 tons of Soviet benzine yearly, an increase of 40 percent over the old contract. Agreements have also been renewed with French importers of Russian lubricants.

Mail Tribune classified ads reach 20,000 people or more every day. If

Clara Bow in Fox Craterian Talkie



The headline heroine, Clara Bow, steps on to the screen at the Fox Craterian theatre today in "No Limit." The title of Miss Bow's latest comedy romance suggests her recent adventure at a Nevada gambling resort.

Spectacular Film Now at Fox Rialto



HOBBARD BOSWORTH-GEORGIE RILLINGS-ANITA LOUISE-JAMES HALL in "THE THIRD ALARM" A Tiffany Production

Fire! Fire! An apartment house in flames. Heroic rescues by the firemen of men, women and children trapped in a flimsy structure while at their dinner. And when the walls crashed they buried beneath them only one person—one man who was the best liked member of the entire fire department and who has waiting at home for him a motherless young daughter and a baby son.

Dad Morton had gone into the smoke and flame time and again and brought out people unconscious from suffocation, but he went one time too many. He, who would one day go home, had laid it down in the line of duty—and left two children to be sent to a children's home!

The story of Dad's children, Milly turning into a beautiful young woman, and Jimmy, just a baby, is told in "The Third Alarm" against a spectacular background of fire and heroics.

How East Views Oregon Hysteria

Governor Meier was swept into office on a radical platform. He, himself, isn't radical. His message proves that. It contains no radical suggestions. There is nothing in it to cause sound business men to shiver in their boots. In very many ways, it is a good message.

If, in his executive acts, he lives up to the standard set by his message utterances, Oregon will have nothing to fear from Governor Meier. It may have much to gain from him.

Eric W. Allen, dean of the school of Journalism at the university, a good newspaper man, an able educator in his chosen line, and a clear thinker, has just returned after spending a month in the east—in Boston, in fact, which is the very essence of the east.

While there, a Boston friend said to him: "Well, I see by the election returns that Oregon has gone bolshevik again. What should people back here do, sell any Oregon bonds they possess?"

Oregon gone bolshevik AGAIN! Can you beat it?

Such is the power of the press. Years ago, when Oregon was experimenting with direct election of senators, a principle which has since been embodied in the constitution of the United States, an eastern newspaper, steeped in ultra-conservative tradition, characterized Oregon in a spirit of intolerant contempt as "the fool of the family."

That catchy phrase stuck. Easterners quote it to you to this day. It has done Oregon incalculable harm.—(Frank Jenkins in Roseburg News-Review.)

Abe Martin's Gone

I've been thinkin' all th' mornin', with my ol' eyes kind o' dim, 'Bout Brown County, Indiana—how they must be raisin' him. An' it seems that I kin see 'em, Plinky Kerr an' Thford Moots—Her a-puttin' on her bonnet, him a-shinin' up his boots.

An' th' both of 'em just kind o' seemin' gloomy-like an' sad. Like they'd lost a friend, an'—well, I wouldn't wonder if they had.

Down th' road I watch 'em goin' where th' meetin' house has been many years. Th' door is open an' there's people comin' in. An' nobody's sayin' nuthin'. Doctor Moppa an' o' Newt Plum an' Miss Tawney Apple—Lordy, it's th' last time they have come. Since th' meetin' house was builded. An' nobody even sees O' Tell Hinkley over yonder with his hat upon his knees.

Kind o' hesitatin', sort o' like he knew th' tag was some then he'd ever had 't tacked in his preachin' days before. Reverend Wiley Tanager rises on th' platform an' in front. An' his lips begin a movin' like a man that has 't hunt for a word 't say when there ain't nuthin' much that kin be said. 'Ceptin' jest one thing. An' then he says it: "Friends—Abe Martin's dead!"

An' there ain't no sound or nuthin'—you could hear 'em drop a pin. In his pew of Squire Swallow sets a-rubbin' at his chin. An' Fawn Lippincott is dabblin' with her kerchief at her eyes. An' he's sobbin'—oh! Lufe Bud is—like a little baby cries. "Way back yonder in th' corner no one's noticin', at all. How Stew Nugent's lips are tremblin' as his shoulders rise an' fall.

Well, there may have been a sermon, but I reckon few could say: Fer I low they were a-thinkin', now that Abe has gone away. That tomorrow disain' sassafras would be an empty chere. How th' job o' weavin' baskets didn't really count no more. An' I reckon they was thinkin', "What's th' use o' goin' on? What's th' use o' livin', lovin', laughin' now? Abe Martin's gone!"

—Publisher and Editor.

ROSEBURG, Ore., Jan. 24.—(AP)—Destruction of eagles and wolves in the Steamboat creek watershed has resulted in a great increase in the number of deer in that section, according to Charles Irwin, trapper, who during the past four years has taken 22 otters from his traps, and more than a dozen wolves. He said he recently counted 21 deer while covering four miles of trail. When he first went into the territory deer were very scarce.

WIDER TREAD ON WILLYS LINE IS BIG ADVANTAGE

While cars with wider than normal treads has been a practice in the field of high priced models, the announcement that the entire 1931 Willys line includes among its constructional features a tread increased to 5 3/4 inches is seen as a conspicuous advancement, especially in the low price classification.

In this important move, Willys-Overland is the first car manufacturer to increase the tread to 5 3/4 inches on low priced cars. This feature is now numbered among other advantages first introduced by Willys-Overland in the low priced field, such as four-wheel brakes, full force feed lubrication, low center of gravity and many others.

This increased tread has given the designer greater freedom in providing wider seats and has also resulted in a more stylish tailoring of the rear quarters. The advantage of the new tread is immediately noticeable when three adults in overcoats sit comfortably in the rear seat of any model.

In addition to the new tread providing roomier rear seats, the front seats on the Willys sixes and eights are also wider than formerly. The width across the windshield is three inches greater than in the previous models, and the shoulder width, which is the main dimension of comfort, is two and one-half inches wider.

It is also pointed out that the greater tread is equivalent to several inches longer wheelbase.

A survey of the chassis throughout the entire line is also interesting, showing a splendid provision for length and roominess. The Willys Six, (97), has a wheelbase of 110 inches and an overall length of 152 inches. The Willys Six (98-D) has a wheelbase of 113 inches and an overall length of 155 inches; the Willys Eight and the Willys-Knight Six have the same wheelbase—121 inches and overall length of 167 1/2 inches.

Two Cents Too High CANBERRA, Jan. 24.—(AP)—There is much disappointment in government circles because an Argentine firm underbid Australian producers on a big contract for furnishing meat to the Italian army. The South Americans saved the Australian prices by two cents a pound.

LONDON.—(AP) Dazzling jeweled armor and plate from the royal treasury of the Shah of Persia is being shown here at the International Exhibition of Persian Art.

The jewels regularly were part of the loot of Nadir Shah when he invaded India in 1739. One piece is a golden lovel with an emerald an inch and half in diameter in the bottom. Another is a necklace of solid diamonds with pendants of rubies and emeralds.

A ceremonial shield, heavily encrusted with rubies, emeralds and vari-colored enamel, is another treasure. In addition a vase solidly encrusted with diamonds on a bright enameled background is shown.

These have never been seen before outside Persia. They are not, however, used by the present Shah, who does not care for splendors of monarchs who preceded him.

George Arliss Star of Holly Talkie



A most distinguished staff of collaborators worked on the production of "Old English," the Warner Brothers and Vitaphone production starring George Arliss, which opens at the Holly theatre today for a two days showing. This staff was headed by none other than John Galsworthy, the famous English playwright, author of both the play and the book from which the play was taken.

"Old English" was the greatest stage success of Mr. Arliss, and promises to be even more popular as a Vitaphone picture than was his record-setting "Disraeli."

The cast of "Old English" includes Ivan Simpson, Doris Lloyd, and Betty Lawford.

Aged Treasures Of Persian Shah Get First Display

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Ye Poet's Corner

Moonlight On The Rogue River. Oh! how I'd love to be with you tonight To take our place, among the banks In the moonlight, on the river Along the Rogue.

Down in memories lane Over hill and glade Thru the valley to-night Back to Oregon's "spotlight."

Back with you, to sit by the light of the moon And watch the evening shadows fall. Hear the rattle in the trees, Of the summer breeze, Murmuring, what matters all.

Oh! how I long to be with you On the banks of the River Rogue To watch the moon in its golden glow On the breast of the glimmering stream below.

Moonlight on the River Rogue I've drifted back in memories to you To hear the waters, rushing over the rocks below And watch the winding of your Silvery Stream Down thru the valley in heavy Serene.

How I long to dwell again In the valley of the Rogue To be with you and view again Mother Nature's hand tinted pictures From the banks of the River Rogue.

And when dreams come true I'll be there with you We'll take our place, among the banks In the moonlight, on the river Along the Rogue.

—By Edith Cleven, Medford, Ore.

Scanning New Books

By Richard Massock NEW YORK—Joseph Hergesheimer has an indisputable fondness for the south as a literary subject.

Yet his new novel, "The Limestone Tree," is a vigorous, vivid saga of a single state, rather than a section. That state is Kentucky and the story is that of a pioneer family, neither southern, nor entirely northern, but Ken-

tuckian, with the north predominating. And because of its very setting on the dark and bloody ground of the mountain forests and the bluegrass meadows, the story is one of fights and feuds out of which grows a family as staunch and upright as a tree of native limestone.

Kentucky Lore The family history begins with Gabriel Sash, a lone hunter, and runs a bloody trail past the war between the states. Gabriel Sash married Nancy Abel, then disappeared into the forests, never to return to see his son, James. Early in the story there is Indian fighting and the pioneers are as handy with the knife as the hostile savages, James showing his blade into his Indian guide when necessity required.

It was a family experience that trouble came from the south. There was Laure, cousin of Nancy, who brought a slave woman from New Orleans and whose culture rankled her fierce kinswoman until finally Nancy killed her because she thought Laure had put an evil spell on little James.

Then generations later there was Fauche Brimage, a stranger who came in and pulled a race. Gabriel the second, grandson of the first, would have killed him, too, had not Fauche revealed a secret marriage to Gabriel's sister.

Gabriel kept the family honor intact by making good all the losses resulting from the outsider's fraud.

He was a family honor to be avenged by the life-for-a-life code. When Jarrot Bensalem murdered James Sash, Mannah Abel had shot down Jarrot, even though it cost him marriage with another Nancy Sash.

And when Bland Hazel betrayed Gabriel Sash to the night riders after the civil war, in which the men of the family were divided on the battlefield, a kinswoman puts a bullet through Bland's head.

In the end, the youngest generation, represented by John Dixon Wilkes, a young man reared in Paris and conscious of it, is introduced into the family tradition by the dying Gabriel, who retells the lore of the Abels and the Sashes.

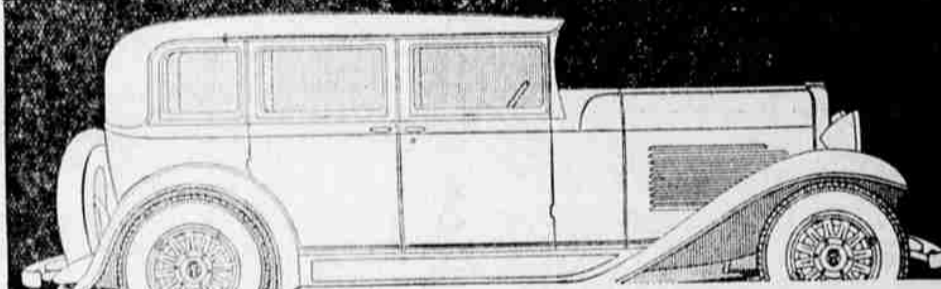
It is Hergesheimer at his best and he may well enjoy his holiday this winter in Florida, the new south.

Prefer Camels to Freight PEEKING, Jan. 24.—(AP)—Merchants of Sulyan province have returned to the use of camels to transport goods from the interior to this city, explaining that freight rates on the railroads eat away all their profits.

3 new WILLYS cars

A BIG SIX, priced like a four A POWERFUL EIGHT . . . A BRILLIANT KNIGHT . . .

BE THRIFTY—BUY QUALITY



Finer Quality with impressive savings

For 1931, Willys-Overland presents the finest cars in all its 24-year history—cars distinguished by more than 100 new points of superiority . . . Safety glass is available on all models—all windows and windshields—at only slight extra cost . . . The new 58 1/4-inch tread, widest of all low-priced cars, affords more spacious interiors . . . Plenty of room for three full-sized men on the wider rear seat . . . Plenty of head room and leg room . . . The front seat

is adjustable, and the back of the seat may be inclined at the angle that suits you best . . . New duo-servo internal expanding 4-wheel brakes . . . Four hydraulic shock eliminators; longer, more flexible springs . . . Improved transmissions, quieter in operation . . . Speed between 70 and 80 miles an hour; second gear speed as high as 50 . . . And impressive price savings; on some models, prices are \$700 lower than last year's similar types.

\$495

and up. The Six \$495 to \$850; 1/2 ton delivery chassis, \$395; 1 1/2 ton truck chassis, \$595; the Eight, \$995 to \$1095; the Knight, \$1095 to \$1195. All prices f. o. b. Toledo, Ohio.

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