

CURIOUS LITTLE DESIGNS STAMPED ON FORD PARTS IN METROPOLITAN

An important to Ford car or truck owners as the hallmark of the silversmith on sterling plate are the curious little designs—squares, triangles, fish, silk hats, crowns, keys and myriad other signs—stamped into Ford parts. So small that they are seldom seen by the average owner, these signs not only attest the genuineness of the parts as well as the accuracy and precision of their manufacture but they also thwart the counterfeit.

Every working day, in addition to the hundred of thousands of marks affixed by inspectors to certify that the parts have measured exactly to specification, the name "Ford" in the universally familiar script goes onto more than 2,000,000 car or truck parts.

No fewer than 3,450 standard inspection and special stamps are constantly in use in Ford plants and an engraving department of more than a score of men is employed in the making of the necessary dies.

A master die of the Ford car or any one of the many other designs is placed on a machine—there are only five such machines in the United States—and as the operator traces the master die the machine cuts the same design on the head of a steel matrix. The machine may be adjusted to reduce the design 250 or more times if necessary and although in such cases the result may be read only through a powerful microscope it is proportionately perfect.

Parts of the Ford car and truck are subjected to the most minute and painstaking inspection. As in the course of manufacture a part passes him, an inspector, having tested it, certifies its perfection by stamping the part with his own die. Spring leaves are marked when the steel is being rolled at the mill; drop-fored or cold-headed steel parts are marked by stencils cut into the dies while other parts such as the crankshaft, piston parts and the rear axle ring gear, because of the multiplicity of operations and the precision required in their manufacture, are stamped in separate operations.

UNIVERSITY WILL GIVE TWO DEGREES EDUCATION WORK

Teachers of Jackson county, many of whom are graduates of the University of Oregon will be interested to learn that two professional degrees, that of master of education and doctor of education, will henceforth be granted by the school of education of the University of Oregon, according to an announcement received from the institution, following favorable action on the proposal by the faculty.

These degrees will be conferred upon men and women who pass rigid examinations and requirements in the field of school administration, a more highly specialized field than is required for the ordinary master of arts or master of philosophy degree. Holders of the degrees are expected to find them of high professional value, since they will stamp the graduate as one specialized in the field of education. The University of Oregon has been recognized for some time as a leader in the field of education, and many of its researches and other projects have won national acclaim. Graduates are now teaching in all parts of Oregon and in many places throughout the world.

INSURANCE SHOWS TREMENDOUS GAIN ON FORD PARTS IN METROPOLITAN

Production of \$3,265,927 of life insurance during 1930—an amount that eclipsed the total written during the prosperous year 1928 and which was but 2 per cent below the record production of 1929—has been reported to the board of directors of the Metropolitan Life Insurance company by Frederick H. Ecker, president of the company. Mr. Ecker reported that of last year's production, \$1,626,568.166 was ordinary insurance; \$1,459,329,993 industrial, and \$309,128,858 group. The total insurance in force in the Metropolitan at the close of business for the year was \$18,810,946,884, which is more than one-sixth of the total life insurance in force in all United States companies combined. The company's 1929 production was also more than one-sixth of the combined 1929 production of all the companies.

With assets of \$3,310,018,181, Mr. Ecker said, the Metropolitan Life continues to hold its place as the largest financial institution in the world. The increase in assets in 1930 was \$297,461,787.

The amount paid to policyholders during the year, according to the report, was \$388,919,422; \$144,419,743 of the total being in death benefits, while \$244,499,699 was paid to living policyholders.

Another high spot of the report was the daily average of business done by the Metropolitan during the year. These, as pointed out by Mr. Ecker, were as follows: "The daily average of the company's business during the year was 2,144 a day in number of claims paid; 19,659 a day in number of life insurance policies issued and revived; \$10,967,716 a day in life insurance issued, received and increased; \$2,923,529 a day in payments to policyholders and in addition to reserve and \$988,223 a day in increase of assets. The company's income for the year amounted to \$862,230,955.

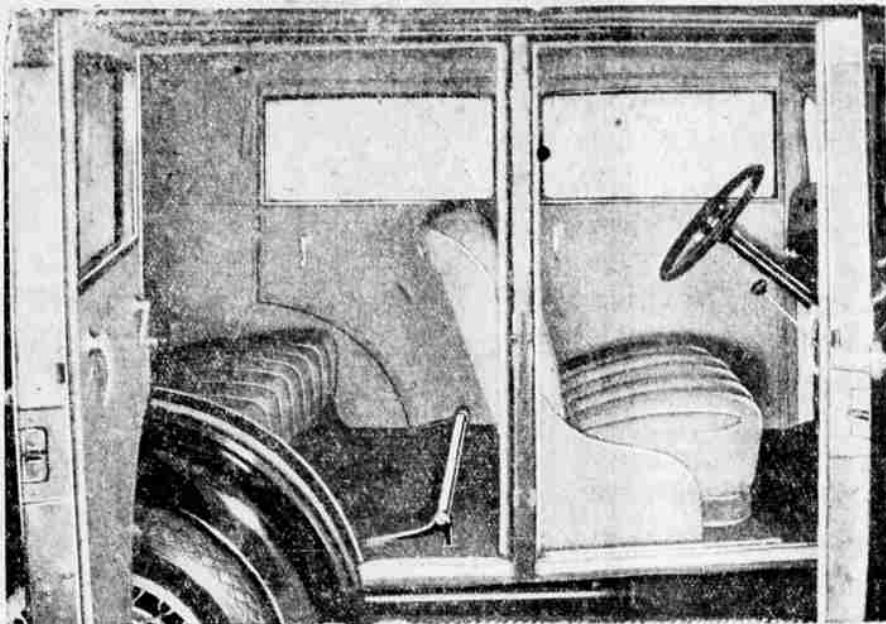
"There was a gain of 493,921 in the outstanding life policies during the year, bringing the total number of life insurance policies in force at the end of the year to 14,826,262."

The dividends declared for payment to policyholders during the current year are the largest ever declared by any life insurance company, totaling \$94,625,473, of which \$44,568,156 will be paid to industrial policyholders, \$48,028,167 to ordinary and \$2,029,150 to accident and health policyholders.

Mr. Ecker pointed out that the total of bonuses and dividends paid to its policyholders by the company, since its organization, including the declarations for 1931, now amounted to \$622,966,910, which were divided as follows: To industrial policyholders \$310,676,748; to ordinary policyholders \$205,756,513; and to accident and health policyholders \$6,583,649.

COAST METHODISTS SOUTH TO MEET IN SPOKANE FEB. 24
SPOKANE, Wash., Feb. 11.—Methodists of Washington and Oregon in the section covered by the Northwest conference of the Methodist Episcopal Church, South, are expected to participate in two events of major interest to the denomination when they attend the General Missionary Council which meets in New Orleans, La., Feb. 24-26, and the Woman's Missionary Council, which meets in Memphis, Tenn., March 11-16, for the 25th anniversary of the women's mission-

Comfort and Roominess in New Essex Sedan



Comfort and roominess are the keynotes of the interior of this New Essex Super-Six standard sedan. With its 114-inch wheelbase and wide rear tread there are extra inches of legroom and seat width. Doors much wider than formerly and a new method of interior trim make entrance and exit exceptionally easy.

movement in the denomination. Bishop Arthur J. Moore, of San Francisco, Calif., will head the delegation which will represent the Northwest conference in the gathering of 200 leaders from every section of the denomination, who plan to discuss the missionary outlook and program of the church.

Others in the delegation going to New Orleans will be the Rev. H. Shankle, Milton, Ore., and the Rev. J. H. Dills, Spokane, Wash., missionary secretary and chairman of the board of missions, Northwest conference, and the Rev. W. H. Nelson, editor of the Pacific Methodist Advocate, organ of the Northwest conference. Mrs. E. J. Harper, Corvallis, Ore., and Mrs. J. B. Needham, Corvallis, president and corresponding secretary respectively of the Northwest conference missionary society, will carry a regional report of the missionary activities of Northwest conference women to Memphis, March 11-16, at which time the past year's work in the field of missions will be reviewed, and plans will be discussed for future enlargement.

Of the \$2,500,000 required annually to finance the missionary program of the Methodist Episcopal Church, South, approximately 200,000 women members of missionary societies raise over a million dollars to maintain work established by the Woman's Missionary Council in the United States, and in 11 foreign countries. Of the total amount, women of the Northwest conference contribute approximately \$2,000 annually.

Tourist Boom in Mexico
MEXICO CITY, Feb. 14.—(AP)—More than 20,000 American tourists visited Mexico last year, an increase of 5,000 over 1929. The boom is credited chiefly to the work of the Mexican Tourist Bureau.

More than 7,000 research projects are under way at the experimental stations of the department of agriculture.

Firestone Views Good Tire Trade



HARVEY S. FIRESTONE

Harvey S. Firestone, president of the Firestone Tire & Rubber company, strikes a note of sound optimism over the outlook for the tire industry in 1931. He says: "The tire industry has been greatly disturbed by the heavy declines in the prices of its two most important raw materials—rubber and cotton. This has brought about a good deal of disorganization and an unusual amount of financial trouble among the smaller and less well financed concerns. Some of them have been absorbed by the larger companies while others have simply closed their doors.

"It is likely that further readjustments will have to take place, but all of these will probably be finished by the first quarter of

the new year and I think that on the whole the tire industry goes into 1931 in a basically healthier condition than that in which it entered 1929, for it was then that the troubles of 1929 had their birth.

"The losses taken on raw materials have been as drastic as in 1931. Crude rubber dropped the same percentage in 1930 as it did in 1921—22 per cent. We inventoried our stocks in 1929 with rubber at 20 cents. This year we had to inventory at something less than 10 cents. In cotton the percentage drop was not so great, but it was a big percentage. But notwithstanding all these troubles with raw materials we have made enormous technical progress. What you pay one dollar for today, you had to pay about \$10.00 for in 1912, in tires and service. In 1913, or thereabouts, a man made about 10 tires in 10 hours. Today he will make 10 tires in one hour.

"The durability of the tires gave the public an opportunity during 1930 really to try to wear them out. The tire industry sold 70,000,000 tires in 1929 and probably sold only 55,000,000 in 1930. The gasoline consumption of 1930 was larger than in 1929, which means that automobiles traveled more miles and consumed more tire mileage in 1930 than they did in 1929. But the car owners used their spare tires and also they repaired their tires—they made them do. There is no question in my mind that in 1931 these consumers must come into the market not only for their normal tire requirements but also they will need to buy new spares. Thus, I believe that the tire industry will have a very large business in 1931."

Jan. Madrid Subways
MADRID, Feb. 14.—(AP)—Government statistics show that 30,200,000 passengers were carried on the Madrid subway last year while surface cars handled 200,000,000 more. Both systems showed an increase over the previous twelve months.

Rusty Meets Trouble

By Maude Pool

A tiny yellow kitten like Rusty seemed too small to get into any kind of trouble. But Rusty, with his brothers, who were called Tim and Mike, had just moved to the house to live. The only home they had known was the barn, where they lived with their mother. Mother Cat had taken them to a box on the porch to spend their first night away from their old home.

Rusty was awakened with a fight feeling around his body. He was still pretty sleepy, but he thought he was being lifted high in the air. He opened his eyes, and my goodness sakes! His tail became big and round, his claws shone in his little paws, and "Pat! pat! pat!" he warned.

What do you think frightened him? It was a little girl with big blue eyes and she was holding Rusty up in her hands. Rusty's heart beat so hard and fast it nearly broke through his ribs, and he kicked and scratched as hard as he could, but the little girl held him tight so he couldn't get away. Finally he saw his mother lying peacefully in their box and Tim and Mike were asleep. Of all things, how could they be so calm when he knew he would die the next minute! Mother cat blinked one eye and in a code that only cats can understand she told Rusty that he must not be scared and that the little girl was only trying to be friendly.

"Look, mother, see what I've found," the little girl said as she ran in the kitchen.

"A yellow kitten!" her mother exclaimed. "Where was he, Sue?"

"In that soot there, and there are two others in it, too." She put Rusty down on the floor, and before he had time to think, she had his brothers there beside him. They all knew they were really in no danger, for Mother Cat had told them that, but things were so strange to them that three little kittens stood in the middle of the floor and said, "Meow! Meow!"

Rusty knew why he had four

eyes as he made good use of them and ran under the cupboard. From his hiding place he could see many strange things. There was a big black thing with sharp spots like the sunshine, and little red darts shooting from it like stars at night. He heard something say "Tiek, tick," and "Splat, splash." Oh dear, what should he do?

Rusty heard his mother wailing because he was under the cupboard, and pretty soon he saw a soft white hand come toward him. It stretched his around the middle again and set him on the floor before a white dish. "What in the world could it be," Rusty thought. Then something came down on top of his head and pushed his nose into something soft and familiar (something) in the white dish. It seemed like the white soft substance got in his nose and made it hurt.

"Mew, mew, mew," Rusty cried. How he wished his mother was there. Pretty soon his nose quit hurting, and he had to wash his face clean after such a ducking as he had got. Then of all the wonders of the world! What was on his whiskers?

"It tastes good," Rusty said as he licked first one side of his mouth, then the other. "Maybe the white dish is good, too," he thought. He put his tongue on it but it didn't feel good to him. He kept biting the funny old dish anyway, and pretty soon his nose got in the soft liquid again. Rusty didn't know that Sue was sitting just behind him, closely watching every move. Sue didn't say anything, but she frowned terribly when Rusty kept biting the edge of the dish instead of drinking the milk she had put in it for him.

Just then it seemed to Rusty there was a terrible bang, crash, boom! Sue exclaimed "Goodness me!" and there was a sharp "Bow-wow!" that sent Rusty running as fast as he could. He ran through a doorway, then it seemed like he couldn't see very clearly and he couldn't run any more. He was all tangled up in some

purple and black yarn—yards and yards of it—and it kept getting tighter. Can you guess where Rusty was? He had run right into Grandma when she was sitting on a chair in her chair revolving out a sweater!

"Good lands!" Grandma shouted in a rage. "Another of those confounded cats! Didn't I always say I didn't want a cat around the house?" She picked Rusty up by the back of the neck, and skinned the yarn off him the best she could. "I'll teach you!" she stormed, as she shook Rusty's ears and tossed him out the window.

"Oh dear, dear, dear," Rusty wailed. "Never in all my life have I been treated like this. What have I done? Mew, mew." Rusty began to cry and rub his ears where Grandma had slapped them. Then somebody came and cuddled Rusty in a ball and put him in the box with his mother. Can you guess who it was that came to Rusty's rescue when he was in such deep trouble?

A Bouquet for Mrs. D. M. Lowe
When it comes to interesting city folks and farmers by an agricultural exhibit, it's hard to beat D. M. Lowe, Ashland farmer, who knows his Oregon and knows his onions and other varieties of plant life. Oregon will have to be represented at the great Chicago exposition in 1933. Lowe has the opportunity to attract and hold attention. He was the ace of human interest at the Oregon exhibit in the 1913 Chicago land show. No other exhibitor from any other state or province caught the fancy of visitors as did Lowe. He always had a crowd around the Oregon booth, and before they left they knew a lot about Oregon. It took a sizable vegetable exhibit, however, as Lowe has a healthy appetite, being especially fond of raw pumpkin.

A hunter near Wymore, Neb., recently shot a rare black squirrel.

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