

**JEWETT CATERS TO SEVERAL MARKETS IN AUTO METHODS**

Recognition of three separate and distinct markets is made by the Paige-Detroit Motor Car company, controlling to a large extent its policy of manufacture, according to Crater Lake Automotive company from Harry M. Jewett, president.

Mr. Jewett, in several addresses before dealer bodies, at the time of the announcing of a new Jewett six, dwelt at length on the distinction between these three markets. The Paige company which was started in 1909 with less than a quarter million dollars capital invested, has grown until today it has assets of more than \$15,000,000.

**Position Is Strong.**  
The genuinely strong financial position all through these years could not have been maintained, in the belief of the officials of the company, unless the various classes of purchasers were definitely grouped and the dealings of the company carried on with those groups which it had products for.

The Paige president told of many conferences held by the executives over these buying classes. He said in part:

"First, we consider the purely transportation class. This includes the buyer who purchases the cheapest form of transportation. It was obvious that entering this price class would be like butting our

heads against a stone wall. The 'liver' rules there.

"Second, we investigated the next class: Those who want good comfortable semi-luxurious cars, willing to pay a fair price. The result was that a car within the reach of the pocketbook of these people as well as one that would be good enough to entice purchasers of an even greater degree of wealth. History made in the 'teens of the 20th century tells of our success. In 1921, we felt that the time was ripe for something sensational in that price class.

**Car Is Sensation**  
"We gave it to the public at the start of 1922, in the Jewett six, selling at \$1065 then. Saying that it was sensational is putting it mildly. It changed the course of the automobile industry. Look at the sixes on the market in that class now!

"Third, we felt that the rest of the purchasing market included all the rest of the people, under a heading of 'those that want real luxury.'

"Those are figures that speak for themselves."

Cover crops will be turned under soon. Though it is a little early yet, the Oregon grower is burning the brush and getting the orchard ready. He does not wait for the cover crop to mature, but gets it under at least two or three weeks before the blossoming season, says the experiment station.

**FARM POINTERS**

Wet mash, fed with the regular grain ration, causes rapid development in growing out broilers for an early market, according to the O. A. C. poultry department. The wet mash should be fed two or three times a day. Ordinary dry mash mixed with milk is satisfactory. The birds are confined in small crates during the last two weeks and fed a fattening ration consisting of 69 parts corn meal and 40 parts shorts mixed with buttermilk to make a batter.

The planting season in Oregon will soon be over, and growers are getting their trees into the ground in order to avoid late plantings. Broken or bruised roots are cut off clean, and the tree set two inches deeper than it was in the nursery. The dirt is sifted well around the roots and tramped firmly as the hole is filled, says the experiment station. If this is not done air pockets will be left which will injure the roots. After the tree is planted the top is headed back to balance the root system.

Oregon growers are overhauling their spraying apparatus now, if they have not already done so. The time for the dormant spray will soon be here, says the experiment station, and delays at a critical time will be avoided if the spraying outfits are ready.

**PAIGE**

"America's Most Beautiful Car"

**JEWETT**

"A Bear for Service"

**Real Power!**

**Economically Produced to Last!**

Power is the thing that makes automobiles go. More power more go. The thing that makes power is tiny drops of gasoline.

You can get power in two ways. A small motor worked to the limit or an ample-size motor that is never even taxed. Both will use the same gas if they produce the same power. But the small, overworked motor will wear out sooner.

**Engineering for Permanence**

Paige-Jewett engineers have produced in the New Paige and the New Jewett, cars of new ability, new smoothness with cost-ly balanced crankshafts and other refinements. Few cars can match—none outdo them. All this is done with motors that are never taxed, because of ample size.

These new perfected motors are typical of what you find in the New Paige and the New Jewett. Redesigning at every point—to make a better performing, longer-lived automobile, yet retaining features proved satisfactory. The result is Permanent Perfected Performance!

**Many Proved Features**

The New Paige and New Jewett have a silent chain with an automatic take-up to

drive pump and timing shafts. In two years' use of this chain in the Paige we have yet to be asked for one replacement. So now it's in the Jewett.

We have a saw-blade steel clutch and transmission which are the delight of lazy men and delicate women. You don't have to treat them gently. 100,000 of our cars have served so well with this clutch and transmission that we can find no way to better them.

There are twelve new bodies in new color combinations, with new appointments and equipment. Balloon tires with redesigned springs and steering add still further to your ease.

**Extra Values**

Scores of other improvements have added much to the cost of these fine cars. Added quality means better value than ever before. Compared with other cars they are actually underpriced from \$150 to \$200.

Remember, Paige and Jewett are now alike in design, alike in quality. Jewett gives you convenience and moderate price. Paige a larger car of greater power and comfort.

Hydraulic four-wheel brakes (Lockheed type) optional on all models at slight extra cost.

**Crater Lake Automotive Company**

"The House of Satisfied Owners"

23 Main Street • Telephone 326

**PERMANENT • PERFECTED • PERFORMANCE**

**Warning!**

**Expect no style show here!**

L. L. Ryan

THE AUTO SHOW HAS OUR BEST WISHES, BUT WE SHALL PUT ON NO STYLE SHOW

THIS SHALL REMAIN THE WORKMAN'S STORE—PLAIN FIXTURES, LOW PRICES AND GOOD MERCHANDISE.

May I Serve you?

**L. L. Ryan**

Clothier

Ninth and Main

Where simplicity and low prices Go hand in hand

**The Screen**

**AT THE LIBERTY**

Mae Murray believes that jazz and dancing provide the "pop" that persons who are indoors a greater part of the day need. Miss Murray should know what she is talking about, for she is an expert in the modern dance herself.

"They may criticize jazz music as 'savage,'" she says, "but the fact remains that it stirs something 'inside of you that sort of peeps you all up and makes you feel good—you believe the world is a pretty good place after all."

Miss Murray does several novel dances in her newest picture, "Mademoiselle Midnight," coming to the Liberty Theatre Tuesday and Wednesday.

Although "St. Elmo," the famous novel by Augusta J. Evans, which has been adapted to the screen, was written in 1866, it was not until 1909, forty-three years later, that it made its appearance on the stage.

This fact is a good indication of the character of the noted author.

Following the sensational success of "St. Elmo" as a book, Miss Evans was beseeched by many theatrical producers to sell the stage rights to the novel. But Miss Evans wrote purely for the love of writing. The monetary side was secondary and she saw no reason why her masterpiece should be subjected to the rigorous revision necessary to stage the production. So, she steadfastly refused all offers. It was not until shortly before her death in 1909 that Miss Evans was prevailed upon to permit the rewriting of her book as a play.

The author collaborated with Willard Holcomb in the stage production and the play made its first appearance at the Academy of Music, New York, on December 13, 1909. Curiously enough, William Fox, who has produced the motion picture version of the book, which is to be shown at the Liberty Theatre Thursday now owns the Academy of Music.

**AT THE PINE TREE**

The picture unusual will be shown at the Pine Tree theatre today and tomorrow. It is an adaptation of A. S. M. Hutchinson's famous novel, "The Clean Heart," and is called "The

Clean Heart," or "The Cruelties of Life." The story tells the adventures of a man who has reached the pinnacle of success and just at the moment when he could enjoy the fruits of his labor suffers a mental breakdown. He flees from his office and falls in with a tramp and philosopher, who struggles with the man's illusions in an effort to put him on the right path. Though the tramp fails to see his work through, it is continued by a young girl, who succeeds in bringing sunshine into the life of the man and restoring him to health. Many comic sequences, interspersed with humorous situations and a queer love twist give "The Clean Heart," or "The Cruelties of Life," a perfect balance and make it one of those unusual pictures which come only once in a blue moon.

Percy Marmont has the principal male role; Marguerite de la Motte is cast as the heroine, and Otis Harlan portrays the tramp philosopher. The production was directed by J. Stuart Blackton for Vitagraph.

An expert of the United States department of agriculture has developed a method for quickly analyzing baled hay to determine its food value for animals.

**PLAN TO IMPROVE MILLER CRUSHER**

A comprehensive improvement of the W. D. Miller rock quarry north of Pelican City involving an investment of approximately \$40,000 will be projected within the next month, according to announcement made yesterday. The improvement will include electric power, new machinery and a spur line which will handle more cars for loading. Development of building in Klamath Falls and the consequent demand for building rock was given as the reason for the expansion of the rock crushing plant.

**AMMONIUM SULPHATE SPRAY**

Ammonium sulphate, a common commercial fertilizer which is available in crystalline form from any dealer in seeds or fertilizer, is a good spray for the control of moss and weeds in the lawn, reports the Oregon experiment station. It is also a good fertilizer and stimulates the growth of grass. It is dissolved at the rate of 22 ounces to a gallon of water. Straining the spray through cheese cloth will remove particles of dirt which would clog up the spray nozzle.