Veedol Advertising Stresses Importance Proper Lubrication

Used By Graf Zeppelin And Byrd Expedition Forms Background For Announcement Of Special Price.

MORE FREQUENT CRANKCASE DRAINS ABVOCATED

The Graf Zeppelin and the Byrd Expedition's choice and use of Veedol Motor Oil is being prominently featured in a big newspaper and poster advertising campaign inaugurated March 27th by the Tide Water Oil Sales Corporation.

The newspaper campaign is running in a large list of both daily and weekly newspapers. Big space is being used and dramatic illustrations and statements by Dr. Eckener and others as to Veedol's performance in the motors of the Graf Zeppelin and the Byrd planes form the background for the query—"Why pay more than Veedol's price for any motor oil?" A special drive is being made for more frequent crankcase drains through a special price in crankcase lots of 25c a quart—Veedol's price in single quarts being 30.

Mr. E. L. Shea, in commenting upon the Company's program for 1930, said:

"Two outstanding events in aviation history occurred in 1929, the circumnavigation of the globe by the Graf Zeppelin and Rear Admira Byrd's hazardous flight to the South Pole.

"The fact that our Veedol Motor Oil was chosen for these performances, after repeated tests by Dr. Eckener and the engineers of the Graf Zeppelin and Rear Admiral Byrd and his associates, we believe is deeply significant.

"In the case of the Graf Zeppelin, the safety of a four million dollar invesment, the lives of 60 people and the hopes of the German Nation were at stake. In the Antarctic Veedol shouldered an equal responsibility and in both instances, the flawless perfarmance of the Veedol lubricated motors brought success.

"We believe that there has been a tendency on the part of the American car owner to underestimate the importance of proper lubrication. It is a well-known fact that too few cars are lubricated in accordance with manufacturer's specifications. Some oil companies in the hope of impressing the motorist with the quality of their product have gone too far in recommending infrequent crankcase drains.

"We have placed in the hands of all our service stations and all our dealers, a complete lubrication guide that enables the service station attendant to lubricate an automobile exactly in accordance with the recommendations of the car manufacturer's engineering department.

"By making a special price on Veedol in crankcase lots, we hope to induce more motorists to lubricate and grease their cars when they should. This will effect a tremendous saving in upkeep and repairs. Incidentally, of course, it will increase the dealer's business in complete lubrication service, and bring back some of the oil business that has lost through the indifference of the public to this important element in successful car operation."

Coincident with the campaign on Veedol, the Tide Water Oil Sales Corporation has also inaugurated a similar advertising program on its Hi-test Tydol Gasoline. "Thrift" is the keynote of this campaign and a trade character, a Scotchman by the name of Sandy MacThrife, lends point to the arguments advanced for patronizing the dealer who sells the "great, green gas whose qualities of silence, instant starting and power carry no extra penalty."

PERSONAL NOTES FROM BETTERTON

Rev. Hopkins preached an inspiring Easter sermon on Sunday afternoon. The floral decorations and special music were much enjoyed.

Mrs. Frank Davis, who has been undergoing treatment in Baltimore, is spending sometime with her daughter, Mrs. William Owens.

Miss Ruth Brice, of Maryland State Normal School, Towson, spent last week with her parents, Mr. and Mrs. George Brice.

Master Earle Glenn, of near Still Pond, was a holiday guest of his grandmother, Mrs. Mary Myers.

Mr. and Mrs. Leroy Owens and son, Donald, were Easter guests of Mr. and Mrs. Arthur Newsome.

Miss Theresa Crew, of Baltimore, was a week-end guest of her parents.

Prof. Harold Crew, wife and daughter, of North East, were Sunday guests of his parents, Mr. and Mrs. Wm. Crew.

Mrs. Cornelius Crew is spending several days with relatives in Cape Charles, Va.

Isadore Wasserman, of Baltimore, spent the Easter vacation with his parents.

Miss Zada Storey was a holiday guest of her sister, Mrs. Harvey Brice.

Oscar Wilmer, of Lansdowne, Pa., and Arthur Wilmer, of Philadelphia, were week-end guests of their parents, Mr. and Mrs. Thomas Wilmer.

Miss Mary Taylor, of Wilmington, spent the holiday with her parents, Mr. and Mrs. P. H. Taylor.

Miss Elizabeth Brice, of Washington College, and Talbott Brice, of Maryland University, were Easter guests of their parents, Mr. and Mrs. Arthur Brice.

Mr. and Mrs. Frank Whitehouse, of Baltimore, were guests of her mother, Mrs. Mattie Tull.

Mr. and Mrs. Harvey Moore had as Easter guests their nephews, Harvey and Keene Gooding.

Mrs. Clara Crownhart, who has been spending several months in Baltimore, is visiting her grandson, Floyd Crownhart, Jr.

Service will be held at St. John's Chapel on Sunday, April 27th at 9 A. M., at which time Holy Communion will be celebrated and the rector will preach.

Miss Elizabeth Brice, of Washington College, is spending the Easter vacation with her parents, Mr. and Mrs. Arthur Brice.

Miss Catherine Wheeler and Prof. Horace Wheeler, both of near Baltimore, were holiday guests of their parents, Mr. and Mrs. Wm. Wheeler.

Members and friends of the M. E. Church gave a reception in honor of the newly appointed minister, Rev. Hopkins and wife, on Wednesday evening. An interesting entertainment and addresses of welcome were followed by a social hour and refreshments.

Prof. Horace Wheeler, of Reistertown, was a week-end guest of his parents, Mr. and Mrs. Wm. Wheeler.

Mrs. Oscar Wilmer and son, of Lansdowne, Pa., are spending the week with home folks.

Mr. and Mrs. John Bramble, of Millington, were week-end guests of Mr. and Mrs. Elwood Gramble.

Prof. Harold Crew, wife and daughter, Thelma, of North East, were Sunday guests of his parents, Mr. and Mrs. William Crew.

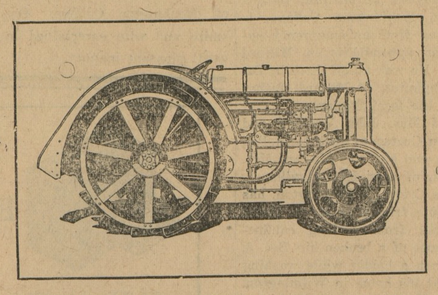
Mr. and Mrs. Leroy Owens and son, of Middletown, spent the week-end with her parents, Mr. and Mrs. Harry Owens.

Mrs. Bessie Peregoy, of Wilmington, has been spending several days with her parents, Mr. and Mrs. P. H. Taylor. Mr. and Mrs. Walter Anthony and son, of near Kennedyville, were Sunday guests.

The man with a vision and no task is a dreamer. The man with a task and no vision is a drudge. The man with both task and vision is a hero.—W. C. Poole.

KENT NEWS $1.50 PER YEAR

The Improved Fordson Agricultural Tractor develops more power, and starts easily . . . .



A 30-HORSE-POWER engine makes sure of ample power for the field work, for the belt, for every farm job that requires pulling, pushing or stationary power.

A high-tension magneto with enclosed starter coupling insures easy starting. It makes no difference how snappy the morning, the starting system on the new Fordson will operate easily.

Come in and see the Fordson Agricultural Tractor. We want to show you its new features. There are 16 altogether. We want to show you how easy it starts and how the motor sounds. We want to give you a booklet that describes in detail this farm tractor. Ask for a demonstration.

ELIASON MOTORS INC.
PHONES 184 AND 231
CHESTERTOWN, MARYLAND.

ONE-Stop CAR SERVICE

With the inauguration of our one-stop service plan we are in a better position than ever before to save you money on the services listed below which add many miles to the life of your car and tires.

You Save when Everything is Done at Once

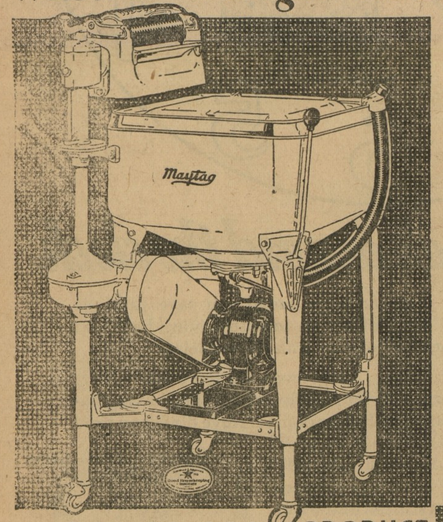
You save the cost of repair bills that come from the neglect of little things. You save time and you save by getting *more* for your money.

For example, our lines of U.S. Royal and U. S. Peerless Tires are *Guaranteed for Life!* They're built by the world's largest producer of rubber.

Also the low-priced, dependable Traxion.

The **NEW MAYTAG**

Surpasses all precedent with many NEW scientific principles of washer design and performance



A $4,500,000 PRODUCT

AFTER building the washer that for seven consecutive years held world leadership . . . a washer that more than a million and a half women chose in preference to all others . . . after originating the outstanding washer developments of all time, Maytag genius presents a NEW Maytag—a $4,500,000 product, excelling all previous achievements.

This latest Maytag gives you a NEW roller water remover with enclosed, positive-action, automatic drain; a NEW one-piece, cast-aluminum tub; a NEW quiet, lifetime, oil-packed drive, and many other notable new features.

PHONE FOR A TRIAL HOME WASHING
If the NEW Maytag doesn't sell itself, don't keep it. Divided payments you'll never miss.

THE MAYTAG COMPANY, Newton, Iowa
Founded 1893

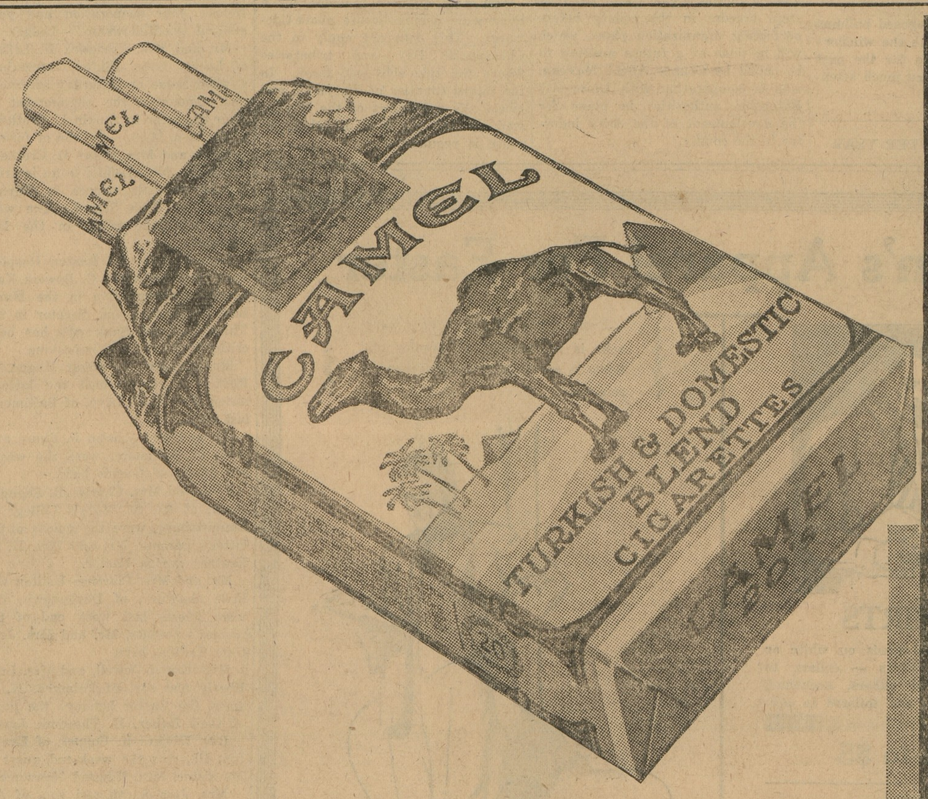
TUNE IN.... on Maytag Radio Programs over N.B.C. Coast to Coast Network MONDAY Evenings 9:00 E.S.T., 8:00 C.S.T., 7:00 M.T., 6:00 P.T. WJZ, New York; KDKA, Pittsburgh; KYW, Chicago; KSTP, St. Paul; WSM, Nashville; WREN, Kansas City; KOA, Denver; KSL, Salt Lake City; WKY, Oklahoma City; KPRC, Houston; KECA, Los Angeles; KGW, Portland; and 34 Associated Stations

30-4

Maytag Aluminum Washer

For homes without electricity, the Maytag is available with in-built gasoline motor

GEO. W. BALDWIN
Chestertown, Maryland.



Look at it this way

IF YOU MADE up your mind to produce the best cigarette ever smoked . . . wouldn't you begin by selecting the choicest tobaccos in all the world? . . . Wouldn't you spend time and money without stint to discover and develop the one most perfect blend? . . . Of course you would. And that's exactly what Camel did. That's why Camel so quickly became the most popular cigarette in America. That's why, no matter what you pay, you can't match it for mild, mellow fragrance and that smooth richness that makes the perfect smoke. . . . Experienced smokers will tell you. . . . It's a great cigarette!

Don't deny yourself the luxury of

CAMELS

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