

DURANT MOTORS PLANS FOR BIG PRODUCTION '29

By SYLVESTER CLAYTON
(Consolidated News Service)
NEW YORK, Jan. 23.—(Special)—Durant Motors, Inc., under its new management will become an even more important factor in the automotive industry than it is today, according to the unanimous opinion expressed here today by men high in the ranks of motor car manufacturing.

The advent into the Durant executive personnel of a group of outstanding executives who formerly managed one of America's largest automobile plants, promises almost instantly a great increase in sales volume for Durant products, although in 1928 Durant broke all previous sales records.

Stockholders of the Durant Motor company of California as well as approximately 600 Durant dealers of the Pacific coast region will benefit financially by this change in managerial personnel of the eastern Durant organization, according to Norman De Vaux, vice president and general manager of the Durant Motor company of California, who is now in New York conferring with W. C. Durant and members of the new group of executives of Durant Motors, Inc.

Immediately the western Durant chieftain arrived in New York he went into a conference which lasted all day, after which, in company with W. C. Durant and others, De Vaux attended the automobile show to view the display of new

Durant models.

"The incoming Durant executives, whose identity and ability are to be officially announced within the next few days, are rated among the foremost leaders in the motor car industry," said De Vaux here tonight to a large group of Pacific Coast newspaper men who are in New York attending the automobile show. "These men already have made an outstanding success of one of America's most popular cars and the Durant Motor company of California will be stronger than ever because of the addition of these able executives to the personnel of Durant Motors, Inc. Advising our new executives will be a board of directors composed of members of all the subsidiaries of Durant Motors, Inc. This board will include the heads of the Hayes-Hunt Body Corp., Warner Gear Co., New Process Gear company, and the American Plate Glass Co.

"Supplementing the aggressive manufacturing and sales program, the new managers of Durant Motors, Inc., are immediately initiating a strong national newspaper and magazine advertising campaign. This will be the largest advertising drive in Durant history and will reach out to every corner of America, carrying the Durant sales message to millions of homes in every city, town, hamlet and village in America.

"At the request of the San Francisco office of the Associated Press, New York representatives of the Associated Press have queried me regarding a rumor of a possible merger of the Durant Motor company of California—our western organization—with Durant Motors, Inc.," continued De Vaux, "but there is nothing to this rumor and you can quote me as denying it. The management of our Pacific Coast Durant plant will continue as at present.

"We have planned a production

schedule of 30,000 cars in our large, modern Pacific coast factory during 1929. Our plant has just been materially enlarged in order that we may take care of an increased production reaching 50 per cent over our record-breaking 1928 output, when we built approximately 20,000 cars in Oakland.

"Our Pacific coast advertising campaign, which is to be principally concentrated in newspapers, will be the largest in our history. Our advertising campaign is already in course of preparation and the first ads of our new series will be released on the Pacific coast within the next ten days or two weeks."

In continuing his interview with the newspapers, De Vaux declared that prospects were never brighter than they are for 1929. Not only is the automobile industry to enjoy the greatest year that it has ever known, according to De Vaux, but all industries are on the threshold of the greatest era of prosperity they have ever known.

GRANDSON OF THOS. F. RYAN WEDS DIVORCEE, SAME AGE

NEW YORK, Jan. 22.—Thomas Fortune Ryan, 2nd, grandson of the late Thomas Fortune Ryan, financier, and the former Mrs. Margaret Moorhead Ryan were on a secret honeymoon today after a surprise marriage at the municipal building.

Mr. Ryan, who gave his age as 29, and his occupation as rancher, is a member of an old and prominent Roman Catholic family. His father, John Barry Ryan, inherited approximately one-fifth of the estate left by Thomas Fortune Ryan, estimated from \$100,000,000 to \$500,000,000.

The bridegroom's uncle, Allan A. Ryan, was cut off with the bequest of a pair of cuff links.

The bride is the daughter of the late John Moorhead, Jr., and member of a family that has figured in the steel industry. Her marriage to Henry O. Ryan, son of the former president of the Pennsylvania railroad, was a social event in Pittsburgh in 1922. She obtained a divorce from Ryan in Pittsburgh last year. In her license she gave her age as 29.

OUTLOOK FOR 1929 MOST PROMISING

LOS ANGELES, Jan. 23.—The outlook for 1929 in the automotive industry, promises continued success and development, according to views expressed today by George Pepperdine, president of the Western Auto Supply company, said to be the largest retail distributors of automobile supplies in the world.

Conditions appear most promising for the west, during the coming year, predicted Mr. Pepperdine, who stated that business is sound, all lines of industry are moving smoothly, crop conditions in the west, as a whole, are excellent and the extended growth of the foreign market is still another factor that will aid continued prosperity.

"In automotive lines, payrolls and employment have been mounting steadily during the past year," said Western Auto's president. "Most of the major automotive equipment manufacturers have entered 1929 with plants operating at an active rate and the end of the past year saw all lines of motor cars with an increased production schedule over the same 1927 period."

"Excellent values will be the keynote of all automotive offerings this year, whether they be automobiles, accessories or tires. Improved methods of production and distribution indicate that prices will be lower and quality will be better than ever before in the history of the industry."

"With competition so keen in all branches, the automotive distributor or dealer who can offer the best values and the most efficient service will be rewarded with the bulk of business. Public approval is the surest proof that a business is being conducted along proper lines. Because of the steady increase in sales in our own business, we have reason to believe that the values offered by the

Western Auto stores and the service we give, have merited the unqualified approval of the automobile owners in the western states.

"The confidence placed in our company by the public, and support by their patronage has enabled us to increase our business and number of stores. This in turn, has increased our buying power with consequent price reductions which are passed on to the buying public."

"During 1929, motorists of the west may expect that at all times, Western Auto will strive to render even more efficient service, give the best values possible for the money and continue to back every sale with the positive guarantee of satisfaction."

A PLACE IN THE SUN

Mount Nebo, off I've looked at you, Then turned away and said: "All a poet could say of you 'Would surely not be read."

But always I returned again, And though I looked and smiled You somehow held my interest, Like a homely, quiet child.

I wanted to explore you, But someone promptly spoke And said: "You'd there no beauty find And bring back poison oak."

In daily life it's just like that— The child of homely mien Is too oft wished by those he serves To be neither heard nor seen.

But, O, Mount Nebo, I've just heard, Like the homely child you've won— In silence and great dignity— Your own place in the sun;

That you're to hold on high a torch To light up well the sky And safely guide the birdmen Who o'er our city fly.

And, somehow, I feel happy— Like a mother, I am sure, Whose child who gave small promise Has found a place secure. —XX

HIGH SCHOOL TEAM PLAYS COQUILLE HERE FRIDAY NIGHT

The Roseburg senior high school basketball team will play its next conference game on Friday night at the local gymnasium against Coquille. The local boys, after winning their first game, played with North Bend, dropped the next two conference games and a game to Grants Pass, the latter contest being outside the conference. Roseburg was beaten by both Marshfield and North Bend at Coos Bay, the local players having been badly handicapped in the last game because of the absence of Jackson, center, who sustained minor injuries in the Marshfield game that prevented him from playing at North Bend. Jackson, however, will be back on the squad Friday night, it is expected, so that the boys will be able to show their original strength.

Under the present arrangement the conference games do not have so much effect on the district championship as when Roseburg was connected with the southern Oregon district. Under the plan followed by the coast league, to which Roseburg is now attached, the championship is decided by a tournament, which will be played at Marshfield in March and the winner there represents the district regardless of the games won or lost previously. This affords an opportunity for the teams that are late in starting to secure the title and the right to represent the conference at the state tournament in Salem. Roseburg teams in the past have shown steady improvement throughout the season and in their last games have been playing excellent ball. If this year's squad can do the same it will still be a strong contender for the honor, even though two defeats have already been chalked up.

Coquille has a strong and fast team that will make the local boys step lively on Friday night and fans are looking forward to an interesting game.

New Rubber Mounted Hudson Power Plant Gives 85 Miles Plus

In outward aspect, the new rubber-mounted power plant of the greater Hudson—as the new car is called—remains the 345 F-head motor developed by the company. In its different performance, however, the engine betokens the adoption of a number of refinements. These become evident, first of all, in the circumstance that the actual delivered power output is increased from 80 to 85 horsepower, with speed, hill-climbing ability, and other operating features correspondingly bettered.

Among the engineering features affecting the engine are a newly perfected "moose horn" type manifold through which a thoroughly equalized fuel mixture is delivered to all cylinders. The valve lift has been increased and there is a

new fuel system incorporating two-jet carburetor, a double fuel preheating method and an air cleaner. The gasoline system is also combined with automatic choke and primer and with a two fold adjustment for seasonal or climatic temperature changes.

Main and connecting rod bearings are of a new type, providing copious lubrication with a closer bearing fit than is customary. The gas-cooled valve principle is further improved by a modified cylinder head and marked gasoline economy is said to be a feature of this latest Hudson motor.

A new clutch incorporates an interesting "torison neutralizer," which absorbs not only the shocks due to starting and stopping, but also the drive irregularities incident to travel over rough roads.

And what do you call your new today?" asked a fond aunt.

"Oh," said Winnie, "his name is 'Gladly'—same as the one in the old hymn."

Her aunt was puzzled.

"But what on earth do you mean, child? What hymn?"

"Why, you know the one I mean," explained Winnie bravely. "Gladly, my cross-eyed bear."

Answers.

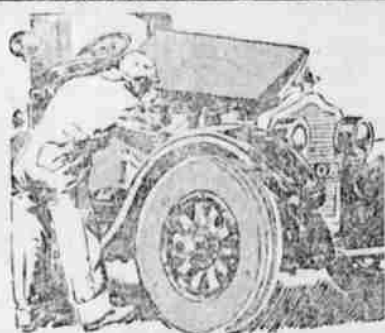
WINNIE WINS

It was Winnie's eighth birthday, and her parents had given her a teddy bear whose boot-button eyes were so placed as to give the im-

pression of a pronounced squint.

Watch
Sunday's papers --
ANNOUNCING
MOST SENSATIONAL
SIX EVER BUILT

ROSEBURG STAR GARAGE
Douglas County Distributors
Roseburg, Oregon



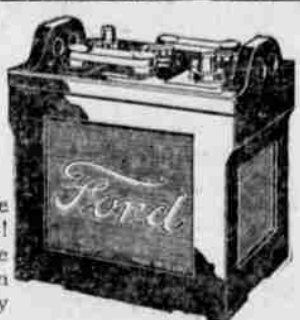
PERCY CROFT

MAIN AND DOUGLAS STS.

ROSEBURG, ORE.

CRANK!
CRANK!
CRANK!

That's what you'll be
doing these cold days!
And it's only because
your battery is worn
out! Come in today
and get a new



GENUINE FORD BATTERY

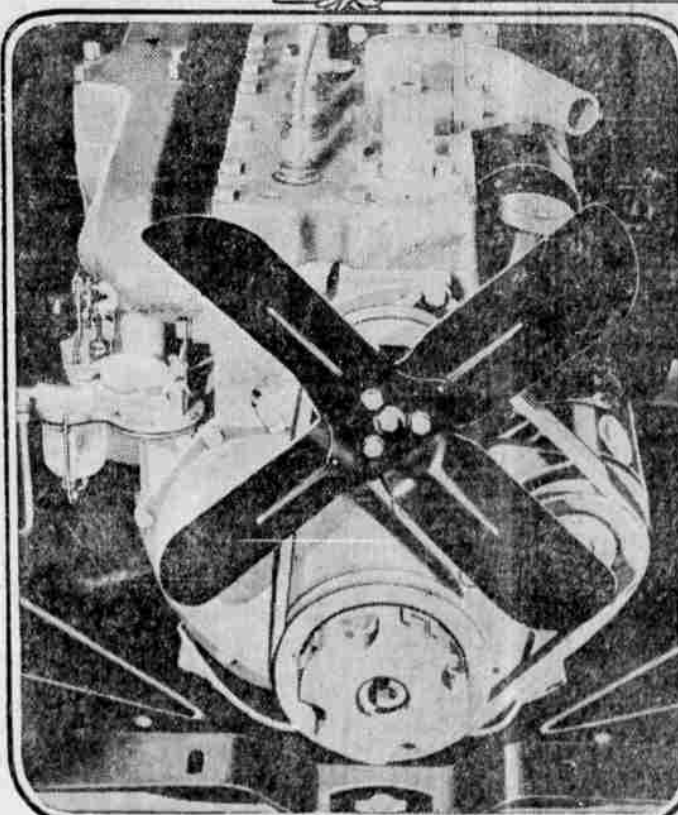
13-Plate Heavy Duty

Only \$7.95 and Your Old Battery

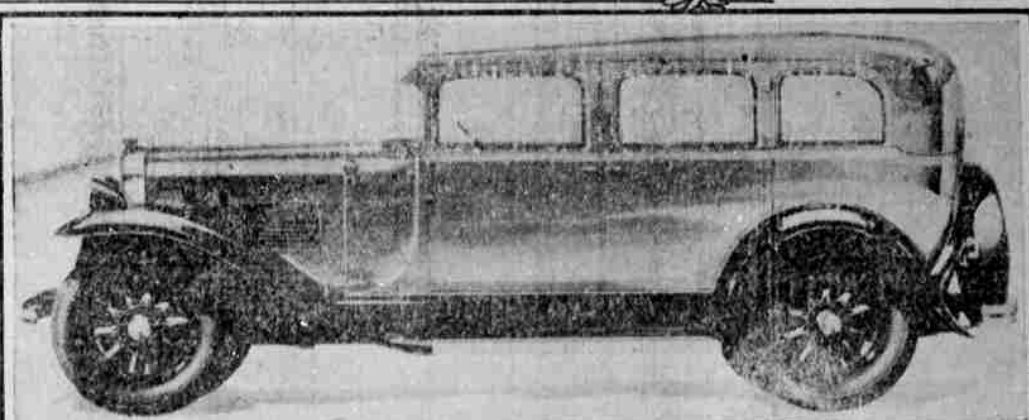
C. A. Lockwood Motor Co.

Ford Motor Cars.

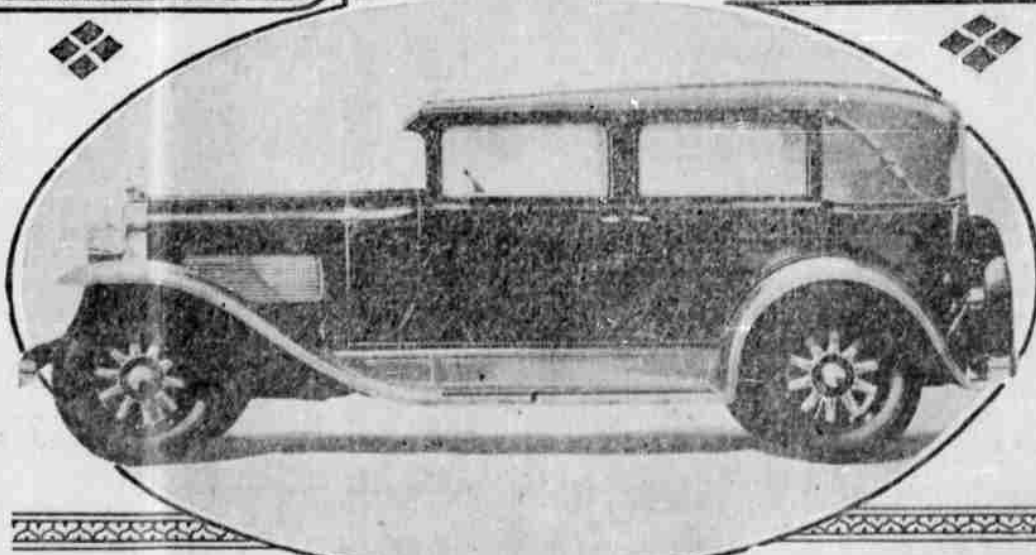
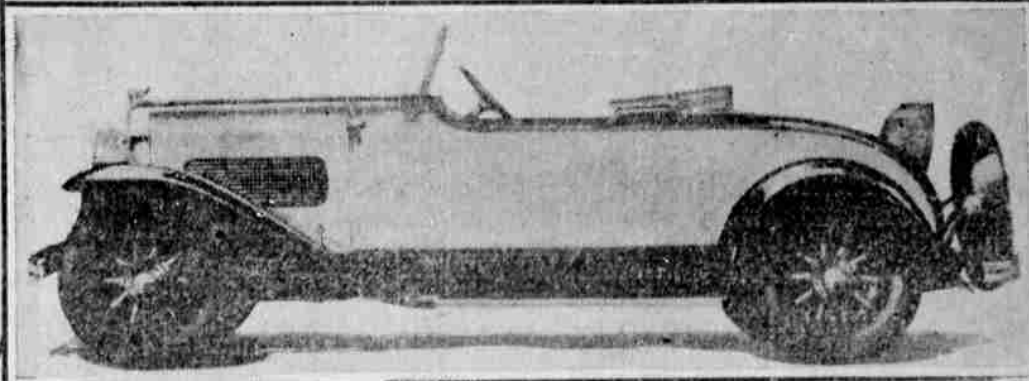
SMART BODY LINES FEATURE NEW MODEL "BIG 6" PONTIAC



Upper left: Front end of motor in new model Pontiac "Big 6" showing installation of Harmonic Balancer, fitted to car in this price class for the first time; also the new four-blade fan and neat arrangement of motor assembly.



Upper right: The new Pontiac sedan. Lower right: Pontiac Sport Roadster.



Below: New Convertible landau sedan