

Four 1929 Latest Durant Models

GREAT RICHFIELD WAY BEACONS ARE IN THE BUILDING

LOS ANGELES, Jan. 30.—With nine of the projected 26 huge Richfield-Neon beacon towers completed—actually a fourth of the luminous chain which will interlink with light the Pacific coast, Mexican and Canadian international borders—work is to be started at once on three more. It was announced here today by Bert Heinly, general manager of Highway Communities, Inc.

These three new locations are Visalia, Santa Paula, and Castroville, the latter a Ridge route community at the intersection of the state highway and Santa Paula boulevard.

At Visalia the tower will rise at the municipal airport. This is the first of the three new ones which will be finished.

During the last week, it was announced, Max Gordon, property owner for the interests involved (Highway Communities, Inc., Richfield Oil company, and Electrical Products corporation) obtained sites at Grants Pass, Roseburg and Eugene, all in Oregon. These are the first sites acquired outside of California.

Ideal service stations, catering to the comfort of the motorist, have been completed at the base of the Neon beacons in Capistrano, Palm City and Beaumont. Similar stations, beautifully designed in Spanish mission style, are under construction at Santa Rosa, Chular and Livermore.

The next stations planned, according to William Cotrel of the Richfield Oil company, will be at Merced, Santa Maria and Paso Robles.

The "Great Richfield Way" between the two borders will represent in its entirety—including ideal roadside hotels, service and comfort stations, and beacon towers—an expenditure for 24 roadside motor villages of approximately \$10,000,000.

Plans for the hotels are being completed by Merrill & Wilson architects. No announcement has yet been made as to when the first of these will be started.

Aviation experts of the interests involved, assisted by George A. Miller, representing the U. S. department of Commerce in charge of aviation, are now giving careful consideration to various types of aerial beacon guides. They are seeking the best type to place



Above are shown four of the latest Durant motor cars: Upper left, the two-door sedan; upper right, the coupe cabriolet; lower left, the two-door sedan; lower right, the sport roadster de luxe. Insets show the new speedway-type steering wheel and neatly clustered instruments in the driver's section, and the comfortable and beautifully appointed interiors and wide doors.

stop each Neon tower so that night fliers will always have one or more of these blazing beacons within sight.

YOU WIN, JAWN

Judge: What do you say your name is?
Witness: John Awkins.
Judge: Do you spell it with or without the "h"?
Witness: With, sir; J-O-H-N;—Tilt-Bits.

A FAST THINKER

"Lend me ten dollars, I have left my purse at home."
"Here's a dime, take the street car and go and fetch it."—Pat, Constantino.

FOR A CHANGE

Radio Announcer: The Harmony Trio will now sing "Together."
Fan: It's about time.—Judge.

Florida's Furs Complete With the Northland.

Output Prolific But Quality Not High Because of Short Hair in Tropical Climate.

ARCADIA, Fla., Jan. 24.—Florida, wintertime haven of the wealthy, boasts an industry normally attributed to the far north in a fur trade that brings revenue to hundreds of trappers in this section.

Florida furs—raccoon, opossum, bobcat, skunk and fox—are to be found in many New York markets. Of lesser value than the skins of the same animals taken in the north because of short hair, Florida pelts are converted into cheaper class fur pieces and coats for women of moderate means.

Aradia, a south Florida center of the fur industry and long employing cheap labor.—Life.

focal point for cattlemen, is the chief trading post of the fur and hide industry in the section.

Here is provided an outlet for the fur catches of the Seminoles in the deep Everglades as well as for those of white trappers and hunters. Fur buyers with headquarters here estimate the annual income of the trappers who market skins and pelts for 50 cents to \$1 each at nearly \$15,000.

Alligator skins, for many years the mark of the traveler who carried smart luggage, made up a large part of the trade in pelts. The potential bags and overnight cases provide but a small return for the trapper. Good skins generally bring about \$3, with no greater price to the seller for a 15-foot skin than for one seven feet in length.

A POOR JOB

Brown: I'm a self-made man.
Jones: That's what comes of the citrus industry and long employing cheap labor.—Life.

MEANING THE TREE

Doris: I hear that the people who have taken The Hall are frightful swells.

Cora: Oh, yes. They're the sort of people whose family tree goes right back to the time when they lived in it.—Tilt-Bits.

A GENTLE RAZZ

Persistent Customer: I don't think you've properly fixed this muffler yet. It keeps on going "phut, phut, phut, phut."

Garage Man: I'll have another look and see what I can do. Is there anything particular you'd like it to say instead?—London Opinion.

Conscience Fund of U. S. Treasury \$568,604

Contributions Accompanied by Anonymous Notes Admitting Fraud or Oversight.

(Associated Press Special Wire)
WASHINGTON, Jan. 25.—Treasury officials are confronted with many difficult problems, but one that never has been solved is just how much ease is given the troubled consciences of thousands of contributors to the conscience fund, which now aggregates \$568,604.61.

Back in 1911 when Albert Gallatin of Pennsylvania was fourth secretary, serving the longest term any secretary has had as financial head of the government, a person whose name was never divulged sent \$50 to the treasury to pay for some wrong done the government. Whether it was for failure to pay taxes, for theft or for something else never was learned, but the money was put in a fund, marked as having come from unidentified persons.

Since then thousands of contributors of a similar nature have been received.

Donors Not Revealed

Generally contributions are accompanied by unsigned statements to the effect that it is for payment for defrauding the government or for oversight in failing to make proper payment. Occasionally, however, the anonymous writer will admit it is for a minor theft.

A New Yorker sent \$500 to the treasury and to make certain that it would reach the proper fund he took five \$100 bills and cut them exactly in the center, sending one-half of each to Secretary Mellon and the other half to the collector of internal revenue. Neither half could have been redeemed by the treasury without the other half as the treasury requires two-thirds of a mutilated bill for redemption.

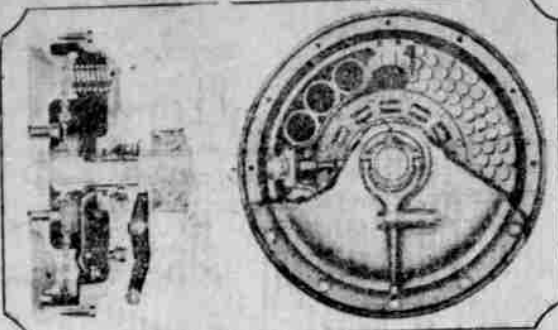
Since 1927 there never has been a year in which some sort of an increase in the fund has not been received.

THE SILENT VOTE

Doctor: When you take your wife's temperature she must place the thermometer under her tongue and keep her mouth shut for two minutes.

Mr. Henspeck: Haven't you one that takes half an hour?—Passing Show.

Greater Hudson Has Exclusive Clutch



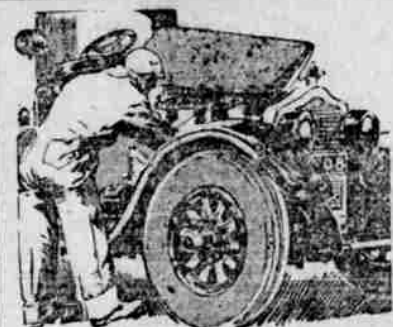
Cork studs and small spiral springs in the 1929 Greater Hudson clutch plate absorb the shocks of starting and sudden stopping. This exclusive Hudson-Essex clutch construction is an important factor in producing the valuable performance feature, "cushioned power flow".

Although Hudson engineers have for years paid special attention to smoothing out the flow of power as it issues from the engine and is passed through flywheel, clutch, drive shaft, universal joints, etc., to the rear drive they have this year contrived to crown their efforts with a device that removes the last remaining tendency to unevenness that might develop in long continued driving.

The new contrivance is incorporated in the cork-studded clutch plate and is, rather aptly, called a "torsion neutralizer." The neutralizer gives the clutch plate a two-unit construction, the two units being made intersecting through the medium of small spiral springs which not only absorb the shocks of starting and sudden stopping, but in addition smooth out such torsional or power impulses, ordinarily communicated to the transmission and final drive.

THE EYES HAVE IT

"Is your boy-friend sophisticated?"
"Sophisticated? Listen, kid—he's a window-cleaner!"—Judge.



PERCY CROFT

MAIN AND DOUGLAS STS.

ROSEBURG, ORE.

Announcing Substantial Reductions in the prices of the DODGE BROTHERS SENIOR

WHEN THE NEW Dodge Brothers Six was announced, at the beginning of the new year, at prices so low as to overshadow any previous Dodge Brothers accomplishment, its universal public acceptance marked a new peak of popularity even for Dodge Brothers cars.

Public recognition was quickly translated into an unprecedented sales volume with an attendant increase in manufacturing efficiency and economy which now favorably affects its companion car—the Dodge Brothers Senior—and permits substantial reductions in the prices of all Dodge Brothers Senior models.

The new lower prices at which the Dodge Brothers Senior henceforth will be sold are directly traceable to the established Chrysler policy of giving the public im-

mediate benefit of every economy due to more efficient manufacturing methods, lower overhead costs and savings effected by the great unified purchasing power of Chrysler Motors.

Not only are these savings now passed on to the public in the form of much lower prices of all Dodge Brothers Senior models, but the cars themselves have been made still better.

Examine the Dodge Brothers Senior in your most critical mood. Scrutinize each small detail. Be most exacting in your inspection. For once you have subjected the Chrysler-built Dodge Brothers Senior to your most diligent and careful inspection you are certain to realize that never before has a car so large, so handsome and so fine been available at so low a price.

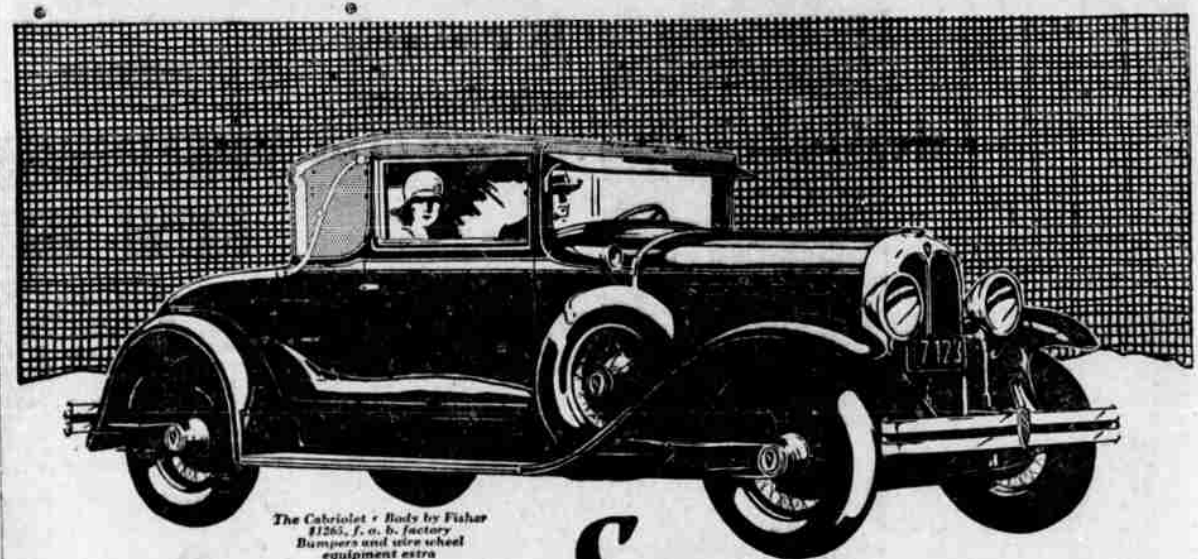
NEW LOWER PRICES: NOW \$1495 to \$1595, F. O. B. DETROIT

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Cass and Stephens Streets

Roseburg, Oregon



The Cabriolet • Made by Fisher
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What a revelation in brilliant performance. In smoothness . . . in silence . . . in flashing change of pace. In the safety provided by its squeakless internal-expanding four-wheel brakes. In the power produced by a big, smooth, silent engine . . . with its dynamically balanced, counter-weighted crankshaft . . . its exclusive patented rubber cushioned

mountings . . . its Harmonic Balancer . . . its G-M-R cylinder head.

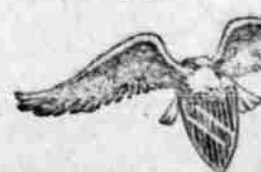
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PRODUCT OF
GENERAL MOTORS