

CHEVROLET CAR AT GAME RANCH

California Releases 10,000 Wild Birds — Farm Four Years Old.

Added insurance for the future glory of the sportsman's paradise—the hunting grounds—is evident with the news that more than ten thousand wild game birds will be released this year throughout the state of California, according to August Bide, director of the California state game farm.

Illustrating the manner in which the rest of the United States looks to California in leadership in many activities, a Chevrolet dealer in Florida, interested in the protection of wild game life in this state, and knowing of the vast activities of the General Motors research department, requested the home office at Detroit to obtain for him data on the manner in which the California state fish and game commission goes about the propagation of wild bird life. The research department of General Motors promptly instructed Chevrolet headquarters in San Francisco to proceed with the collection of the requested information and a scout car was dispatched to the game farm in Napa county.

Four Years Old. Four years ago the state game farm was instituted. A mere handful of wild birds peopled the game farm in those days, but scientific breeding methods and excellent care—coupled with co-operation on the part of the state and sportsman—has made it possible for the game farm to achieve an almost miraculous growth.

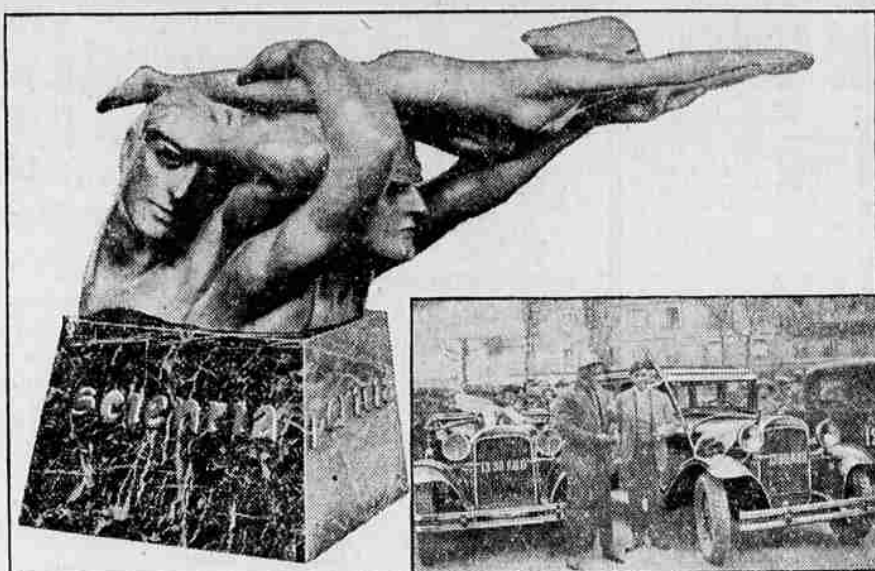
The main output of the farm is the ring-necked pheasant, the most highly prized game bird, from a sportsman's point of view, in the entire west. Thousands of these wary fowl have been released and reports are that they are increasing rapidly. While there is no open season yet, the time is not far distant when it will be possible to permit pheasant hunting.

The second most prolific crop of the state game farm is the valley quail, plentiful in many sections of the west, but extremely scarce in others.

The farm has undertaken the rearing of parent stock of the great American national game bird, the wild turkey, and these wonderful birds are growing and maturing at the state game farm.

The California state game farm is now the largest producer of wild game birds in the world, and its capacity will be augmented Southern California, near Chico, shortly by two other farms, one in and the other in the San Joaquin

Essex the Challenger Wins Coveted Trophy.



Andre Morel, noted French driver, won the beautiful Ansaldo trophy, most coveted prize in the French tests, when he finished with his Essex—the Challenger without penalties. Second prize also went to an Essex which also finished the long grind and grueling tests without a single mark against it.

valley near Fresno. Practically all the modern facilities of poultry are being used at the great state farm to hatch the eggs and to rear the young of these wild birds.

The eggs are hatched in the most modern incubators and the young fowl are reared under brooders, devised on the farm by Mr. Bide. Certain authorities have claimed that wild birds reared this way would lose their instinctive ability to provide for themselves after they were released in the wilds of the state.

Rapid Increase of Wild Life. The rapid increase of wild life, following the stocking of various areas from the farm raised parent stock, has proven this to be an unfounded belief.

Even when they are reared in brooders, the young birds are well able to take care of themselves, when left to their own resources. "We know of ring-necked pheasants which have been reared in captivity for one hundred generations without losing their instinctive gameness and their ability to take care of themselves," explained Bide.

Parent stock of the pheasant, which we are releasing, came from Asia, the home of the pheasant. The birds quickly adapt themselves to natural conditions here and thrive in the western climate.

Wonderland Of California Is Visited By Car

Motorists who love their West and wish to know more about its early history should not let another season go by without touring California's Sierra wonderland, famed for its association with Mark Twain and Bret Harte in the days when gold was to be had for the digging, one enthusiast declares.

Ghost cities now dot the landscape, but the old timers are loyal to the scenes of former glories and towns like Mokelumne Hill still continue their active existence.

The motorist interested in seeing this historic country can turn back the pages of history as was done recently by a party in a Durant Six-Sixty-Six sedan—one of the latest Durant creations recently introduced with four forward speeds. Starting from the Western Durant plant in Oakland, Cal., the scout party selected the Tunnel Road in Berkeley and the Borden highway to Stockton.

Mokelumne Hill, which was a roaring metropolis in the early fifties. Shortly after gold was discovered in California in 1849, rich placer diggings were found near Mokelumne Hill and here was built one of California's earliest and richest mining communities. The town now boasts of having the oldest three-story building standing in California. It originally was a Wells-Fargo express office and still has solid iron doors and iron shutters on all three floors, this precaution being necessary in the early days to protect the gold that was stored there against robbers.

All around Mokelumne Hill are the remnants of the old placer workings which poured untold wealth into the pockets of miners more than half a century ago and which helped to make prosperous the thirty-four saloons and gambling halls which were an outstanding feature of the life of the old town.

On the road to the hill from Valley Springs the motorist passes one of California's greatest water development projects, the Borden Dam, which has just been completed and now is delivering mountain water to nine cities on the east side of San Francisco Bay, ninety-three miles away. The dam is 364 feet in height and creates a new artificial mountain lake in the Sierra Foothills, holding about

69,000,000,000 gallons of water, or approximately five years' supply of water for the cities which it will serve.

The mammoth dam weighs more than a million tons and required two and a half million sacks of cement to complete. It is the central feature of a \$29,000,000 water project, the second largest water program ever carried to completion in the state of California.

Motorists can view this great piece of engineering work by following signs from Valley Springs. Pursuing his way beyond Mokelumne Hill, the tourist in search of interesting historical material passes through many other small towns in which are found interesting ties to California's past. In the course of a few hours, it is possible to drive over the "back bone" of the Sierras and down the other slope to the city of Merced in the San Joaquin Valley, returning to the bay district over the San Francisco - Los Angeles highway.

The tour was made in one day in the Durant Six Sixty-Six, but the motorist who seeks to gain the most of such a tour will do well to spend at least two days in making the circle. By so doing, he will allow himself time to become more intimate with the fascinating historical atmosphere with which this Sierra country is permeated.

SEEK MEXICAN BORDER HIGHWAY

Big Bend Country Favors Proposed \$18,000,000 Military Road.

SAN ANTONIO, Tex. (AP)—The "Big Bend" country of southwestern Texas has organized in support of an \$18,000,000 military highway from Brownsville, Tex., to San Diego, Cal., the entire length of the United States-Mexico boundary.

The Military Highway association, representing 400 miles of the stretch, has been formed by four Texas border counties. Its purpose is to aid a bill introduced in congress by Rep. Claude Hudspeth, who has asked authority for the war department to construct such a road.

In his bill, Hudspeth urged that a border highway would be a means of enforcing prohibition, narcotic, customs and immigration laws. He characterizes it as "a purely military proposition of national defense," adds that much of this semi-arid border country would not otherwise be developed.

TIRE INDUSTRY PROGRESS IS POINTED OUT

Citizens living near the border, the bill points out, have suffered "many indignities and raids by lawless Mexican bandits, losing much property and a number of lives."

The swift progress made by the tire industry in the perfection of its product to meet the changing demands dictated by the automotive industry represents one of the most brilliant chapters of achievement in the manufacturing world, declares W. C. Perkins, of Perkins Motor Co., local Firestone distributor. A striking example of this remarkable progress is to be found in a display at the Western Firestone factory showing a wrapped tread fabric tire of the vintage of 1914 alongside one of the massive new Firestone Supreme Balloons, the latest and greatest achievement of the Firestone organization.

"The Supreme Balloon was designed and built not only to meet modern driving conditions, but to anticipate the future," explains Mr. Perkins. "Manufacturers of powerful, high speed automobiles, equipped with quick acting four-

wheel brakes, prompted the Firestone company, the pioneer manufacturer of balloon tires, to produce a tire with an extra margin of safety, strength and endurance that would meet the requirements of the automobile of tomorrow, as well as the automobile of today.

"The Firestone Supreme has 44 per cent increase in carcass strength. The carcass is the real backbone of the tire. When it fails the tire is useless, no matter how much wear may be left in the tread. The cord used in the Supreme is made from the very finest cotton available, is twisted for maximum strength, and is gum-dipped for longest life. To increase the margin of safety extra piles of this superior fabric are used. To make such a sturdy carcass more flexible and to increase its life extra rubber is placed between the piles. The carcass thus constructed readily resists road shocks, heat and tremendous strains."

"We had a wonderful trip. We saw snow-capped summits leaping toward the cerulean heavens; we saw foaming torrents raging through the bottoms of shadow canyons; we looked down from the beetling crags into the depths of limpid lakes—"

"How many miles to the gallon did you get?"

Advertisement for Chevrolet Six Cylinder cars. Includes the Chevrolet logo, a photo of a car, and the text 'Another Record! a Million SIX CYLINDER CHEVROLETS on the road in less than eight months!'.

Advertisement for Willard Batteries Service. Includes the Willard logo, the text 'Batteries Service Drive In Service Free Testing and Filling', and the name 'Automotive Electric Co.' with address '213 Greenwood St. — Phone M-520'.

Advertisement for Chevrolet Six Cylinder cars. Includes a price list for various models like 'The Coach \$595', 'The Roadster \$525', and 'The Sedan \$675'. Also includes the text 'Less than eight months have elapsed since the first Chevrolet Six was delivered...' and 'The Chevrolet Motor Company will present a special radio program...'.