

Huge Longview Bridge to Link Coast Highways

Two giant steel arches, reaching toward each other more than 150 feet above the swirling waters of the Columbia river at Longview, Wash., soon will touch to form the new link in the great Pacific coast and inland highway system.

Marked by a celebration to be arranged by communities in Washington and Oregon, within a wide radius, this mammoth structure—the second highest over a navigable stream in the United States—will be open to travel about Feb. 15, according to information obtained by the Texaco travel service bureau, news department of the Texaco company, refiner and distributor of Texaco petroleum products.

One of the unique features of the dedicatory ceremonies will be a real wedding of a Washington girl and an Oregon youth, the Texaco bureau has been informed. The bridge forms an easy connection between the Pacific highway in Washington and the Hoosier or Oregon coast highway via Astoria.

Happy Thought

So many men seem to get joy out of finding a piece of money in one of their old discarded vests we have a notion to plant a quarter for experimental purposes. — Toledo Blade.

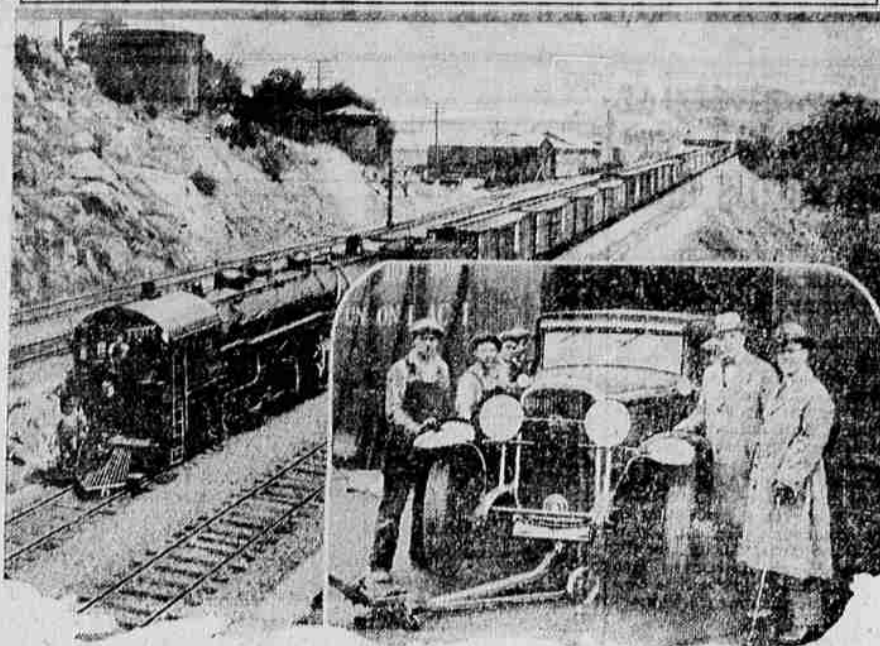
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Bill Bunch Garage

Drive Concern Orders Buicks By Trainload



So satisfactory have Buicks proven in the national service of the Hertz Drivervelf Stations that recently two entire trainloads of the 1930 models were ordered for service in the company's west coast division. Neal Begley, on extreme right, president and general manager of the Hertz Western Units, is pictured here in inset receiving first of the new cars to be rolled from the freight car. Next to him is J. R. Bradford of the Howard Automobile Company of San Francisco. The first trainload is also pictured as it neared the Golden Gate.

Insure Service By New Factory Training Course

Quality sells a car and service keeps it sold. To insure the highest standards of motor car service over the country, the Chrysler Institute for Service Education, a university within the factory at Detroit, has established. Here service managers, shop foremen and others employed by dealers in executive capacities, go to school again for short intensive courses to get a better understanding of the actual meaning of service and how to render it.

The institute was founded in 1926, and its positive results may be measured today in every section of the country. In beginning these courses, instructors carefully direct and analyze the Chrysler car, part by part, explaining precisely why each is designed as it is. The students are shown why the factory product is fundamentally correct, and the principles behind the Chrysler Motors policy of standardized quality.

Among the numerous subjects reviewed are distributor and dealer's service responsibilities, supervision of service station layout and personnel, parts department operation, preparation of new cars for delivery, correct trouble diagnosis, used car reconditioning, indirect establishment and accounting.

Hundreds of stereopticon slides and a number of films are used to illustrate the lectures as well as the actual working parts of Chrysler cars. The exhibits include practical set-ups of parts and modern tool equipment which the company recommends that dealers carry in stock.

Lessons are summarized in question periods; queries are exchanged and answers copied in note books. In these sessions, students are afforded opportunity to bring up individual problems that they have encountered.

An administration course penetrates a field that has heretofore been comparatively neglected. In effect, it teaches the men to organize and supervise, and trains them for the management of per-

sonnel and equipment of dealers' service departments. The result is quick service, more reliable work and lower costs that are bound to be passed on to the car owner.

Men schooled in the various classes of the Chrysler Institute carry back this training to their own local organizations, so that the influence of service experts finally reaches the public at every point of contact. It is this attainment that prompts complimentary reports from Chrysler owners over the country for the uniform quality and efficiency in service work.

BROKER IS ARRESTED

TORONTO, Feb. 1 (AP)—The last of the brokers, against whom charges of conspiracy to defraud have been laid, surrendered to police today. He was John W. Wray of the A. E. Moyses company, Ltd. Wray was understood to have been in Montreal yesterday. Bail was set at \$100,000.

Thirteen persons are now under arrest, three of them held as material witnesses, while warrants have also been issued for I. W. C. Solloway and Harvey Mills of Solloway-Mills and Company.

Bride's Recipe for Roast

Buy two pounds of veal loin. Trim carefully, season with salt and pepper and dredge with flour. Place in roasting pan and around it pour one cupful of tomato sauce. Roast in quick oven, basting frequently. When done forget until turned up—then open a can of salmon. —Pathfinder Magazine.

Horticultural Expert

The late John Davey has been designated the "Father of Tree Surgery." This Kent (Ohio) horticulturist, who died in 1923, advanced and proved the theory that trees that had been injured or had become diseased could be treated or operated upon and saved.

Illiteracy and Crime

A survey of prisons reveals the fact that the illiterate classes constitute the main body of these being punished for crimes of violence, while the educated classes were more fully represented by those serving time for crimes against property.

Bly Haven For Bootleggers, Is Neuner Charge

PORTLAND, Ore., Jan. 31 (AP)—George Neuner, United States district attorney Thursday branded the payment of fines of bootleggers in Bly, Ore., near Klamath Falls, as merely a "house system for bootleggers," and promised that long term sentences would be sought for six defendants arraigned today on liquor conspiracy charges.

The federal attorney said that reported arrests by state officials of Bly citizens have resulted only in fines and that "it is time the federal government stepped in and padlocked every place convicted of selling liquor near the Klamath reservation."

"Bly is an eyesore of the district," the attorney said. "It formerly was Clatskanie, but the government cleaned that out and all the bootleggers moved to Bly, an old stage coach town and now a railroad camp."

Those arraigned today included John Stella, Tony Bens, Jack Russell, M. Donald, all restaurant and pool hall proprietors, while James Jackson and Joe Robinson were pleaded in Klamath Falls where they are held in the county jail.

Senate Confirms Brodie Nomination

WASHINGTON, Feb. 1 (AP)—The senate Friday confirmed the nomination of Alexander P. Moore of Pennsylvania, to be ambassador to Poland.

The senate also confirmed the nomination of John J. Deane, to be comptroller of customs at San Francisco, Cal.

The senate also confirmed the nominations of Fred Morris Dearing of Missouri, to be ambassador to Peru, and Edward E. Brodie of Oregon, as minister to Finland.

Early Peace Movement

William Allen and Joseph Peto organized a peace society in London in 1816, and the first peace society on the European continent was established in Geneva in 1830.

Al in Florida



Al Smith may not have received much support in Florida in 1928, but he has plenty of support there now—in fact, he carries it with him. Here's Al as he appeared on the docks at Miami Beach the other day, introducing a golfing innovation in the form of a pair of bright red suspenders which he wore to support his golf knicker.

MILLIONS VIEW NEW FORD BODY

Dealer Establishments Draw Large Crowds Throughout Nation.

Approximately ten million persons saw the new body styles of the Model A line during the initial showing throughout the United States on December 31, New Year's Day and subsequent days. On the first day 3,551,612 persons visited the dealer establishments, and unanimous reports from the branches indicated complete approval and much enthusiasm.

Kansas City, Missouri, territory registered a total of 310,600, with the Detroit area second, 272,133, and Chicago third, 241,638. In total number of orders signed, Dearborn led, with Houston second and the Twin City territory third; on orders for immediate delivery, Dearborn again led, with Los Angeles second and Houston third.

In many branch territories weather conditions were unfavorable but did not stem the tide of visitors. Fargo reported eighty per cent of its area snowbound, nevertheless, the reception accorded the new body styles by the public was "very favorable."

In New York City a constant stream of people passed through the showroom on Broadway all day long. They were "enthusiastic and most interested," both in the improvements in body lines and in the variety of colors offered.

Memphis reported the new body types "received with enthusiasm throughout the entire territory by both dealers and public." Louisville wired: "Reports from all sections indicate public well pleased and in receptive mood for new body types." New Orleans described the public reception as most enthusiastic, "with a particularly favorable reaction in the metropolitan areas."

Similar reports came from Oklahoma City and Washington, D. C. In the latter city three of the four metropolitan newspapers covered the event as a news story and ran pictures on the first page. Pittsburgh wired: "Off to a fine start." In San Francisco, the presentation by the dealers was reported "most satisfactory, and the reaction from the public most favorable." Despite disagreeable weather, the dealers in the Seattle branch territory were "all enthusiastic."

OFFICE CAT

TRADE MARK REG.

By Junius

Tomorrow is ground hog day. The time hasn't quite arrived for the rook-hog to see his shadow.

A FELLOW THAT STARTS EARLY CAN DO A BIG MONTH'S WORK IN TWENTY EIGHT DAYS.

FEBRUARY (The Stepchild of the Year). The bottled-in, usually rides in on a cat-schinker, blue nose, big deal. This is the time when warriors are wondering about the coal supply and women wish they were in Me-ah-ne or My-ama.

For all its brevity, this is the natal month of our national heroes, Washington, Lincoln, Edison, Lindbergh and others, and it contains the feast of St. Valentine, who has been the patron saint of all of us one time or another, bless his heart.

But modern youth has turned from his love tokens. Where are the paper lace epistles of yesterday? Poor St. Valentine, times have changed!

That ancient salinity cellmate Would be surprised to see The sheiks, upon his holy date Giving their sweeties hosiery.

In the old days a skirt that hung down behind was a home-made mess instead of an evening gown.

Caller—Please, madam, would you give us a donation for the Inebriates home? Housewife—Sure, come around tonight and get my husband.

FEBRUARY IS THE MONTH IN WHICH WOMEN TALK THE LEAST.

Wallace—Who gave you that black eye? Clark—The fireless cooker. Wallace—Impossible! Clark—That's what I thought until I tried to fire her this morning.

THE NEW FORD TOWN SEDAN



The new Ford town sedan takes on new beauty through body changes that extend from radiator to the gracefully sloping rear.

New Erskine Is Received With Much Enthusiasm

Supplementing the enthusiastic reception accorded the Dynamic new Erskine during its debut at the Studebaker factory daily from dealers all over the country, according to Paul G. Hoffman, vice president of the Studebaker corporation of America.

"From the opening of the New York show January 4 to its close a week later, the exhibit of Dynamic new Erskine models was the focal point for thousands of visitors eager to get a first hand view and first hand knowledge of the new car."

"Observers at the show report that spectators' comments disclosed surprise at the unusually large dimensions of the new car on its 114 inch wheelbase, while its beauty of appearance inside and out, and the quality of the materials used in its manufacture came in for generous praise. Favorable comment centered, however, in the exceptional value represented by the Dynamic new Erskine."

All Sections Respond "That this favorable reaction was not limited to any one section of the country is emphasized by the flood of 'enthusiastic' messages which have been pouring in from north, south, east and west ever since the car made its first official appearance."

"Typical of the telegrams received by Studebaker from its dealers is one from the Bowen-Sims Motor company, distributors at Tucson, Ariz., which reads as follows: 'The Dynamic new Erskine is without a doubt the best performing, most distinctive piece of merchandise, and more automobile for the money than has ever been offered the buying public before.'"

"The same opinion motivates the Shorelaker Motor Co., distributors at Knoxville, Tenn., to the following expressions of approval: 'After seeing and driving the Dynamic new Erskine we believe it is the greatest value ever turned out by any car manufacturer. As to performance and appearance no one could ask for more.'"

"It is my sincere opinion that the Dynamic new Erskine offers the greatest value for the dollar in an automobile that I have ever seen," says Ira C. Jones company.

distributors at Newark, N. J. The Baxter company, distributors at Indianapolis, Ind., has this to say: 'We believe that Dynamic new Erskine satisfies the public desire for a medium price car that looks, acts and feels like a thoroughbred. We have never seen a thousand dollar car before which was actually a big car.'"

"The Dynamic new Erskine's beauty also merits a goodly share of praise. 'We consider the Dynamic new Erskine the best looking car for the money ever built by Studebaker or any other manufacturer,' wires the Studebaker Sales company, distributors at Louisville, Ky. 'The Dynamic new Erskine in performance and appearance far beyond anything we had ever imagined,' says the Chester N. Weaver company, distributors at San Francisco, Cal.

"Other comments which provide an adequate cross section of the dealer reception of the new car were received."

"American settlers did not make maple sugar until the early part of the Eighteenth century."

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Across from L. W. Week's, Chrysler Dealer

Always a Good Joke
The story about the Irishman who exclaimed: "I don't like lettuce, and I'm glad I don't like it, for if I liked it I'd eat it, and I hate the don't stuff." is apparently based on an entry in the "Intimate Diary" of George Sand—made nearly 100 years ago—which reads: "I'm glad I don't care for spinach, for if I liked it I should eat it, and I cannot bear spinach."—Boston Globe.

Destructive Bears
All species of bears are fond of honey. They frequently climb trees in search of their favorite food. It is said that in Siberia much damage is done to telegraph and telephone poles by bears climbing up in search of honey. The animals are misled by the humming of the wires and suppose the noise to be caused by colonies of bees. —Pathfinder Magazine.

Memories of "Blind Tom"
"Blind Tom's" vocal imitations were almost as astonishing as his instrumental ones. One of his feats was to stand with his back to the piano while he played the "Fisher's Hornpipe" with one hand and "Yankee Doodle" with the other, while he sang "Tramp, Tramp, Tramp, the Boys Are Marching." He had an absolute pitch of unflinching accuracy.

Silver Luster
Adams Tunstall of England and Greenates and Greenfield potteries made silver luster. They have been manufactured for almost 500 years. The Josiah Wedgwoods were tenants of the Greenates potteries. They made good silver luster. Established in 1657.

Neglected Confection
American settlers did not make maple sugar until the early part of the Eighteenth century.

A NEW 6

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