

EXPERTS MAP OUT THIS YEAR'S WAR ON CORN BORERS

WASHINGTON (AP)—Convinced that the American corn belt is doomed to complete invasion, the joint committee on the European corn borer...

Dr. W. H. Larrimer, entomologist in charge of the government's work with the insect, says it is spreading south as rapidly as west and that by the end of the year the boundary line of invasion likely will extend from southern Indiana up through eastern Illinois to the Wisconsin border.

Recognizing the eventuality, members of the joint committee, in formulating plans for 1929, stressed the importance of continued research, quarantine, and farm clean-up.

Because of the break in the continuity of the 1928 clean-up campaign, occasioned by the failure of congress to make additional appropriations in time to protect the 1929 crop...

Dr. Larrimer, one of the government's "four horsemen" of corn borer control, with whom the joint committee conferred, placed special importance on destruction of borer breeding places—some 200 plants and weeds in addition to corn stalks.

They are eager that the present acreage be maintained despite the borer, and declare that by prompt methods profitable crops can be grown in the midst of infestation.

Areas in Canada, once abandoned now growing mature corn, are not as ample proof that farmers are learning to cope effectively with the pest.

The joint committee views the pest as "one of the most alarming of the pests ever produced" and says that while it presents the possibility of a national calamity it may be circumvented by continued cooperation of the farmer, the scientist, the educator, and all state and federal administrative officials.

DURANT MOTORS IMPORTANT FACTOR IN AUTO INDUSTRY

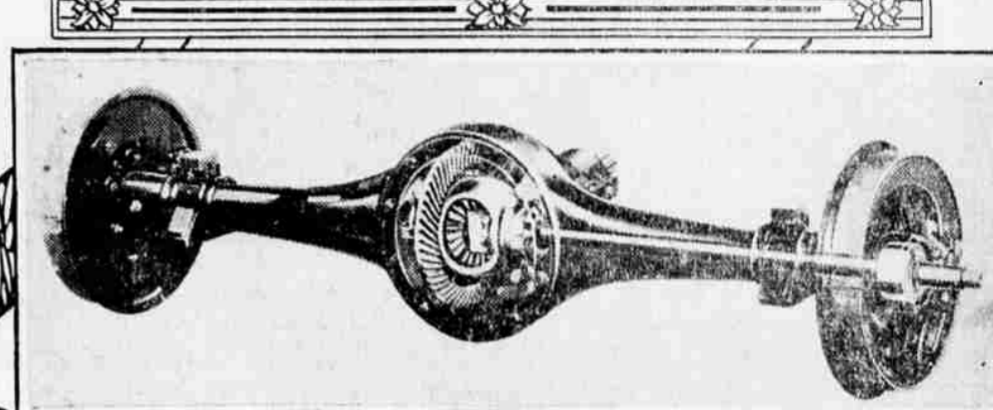
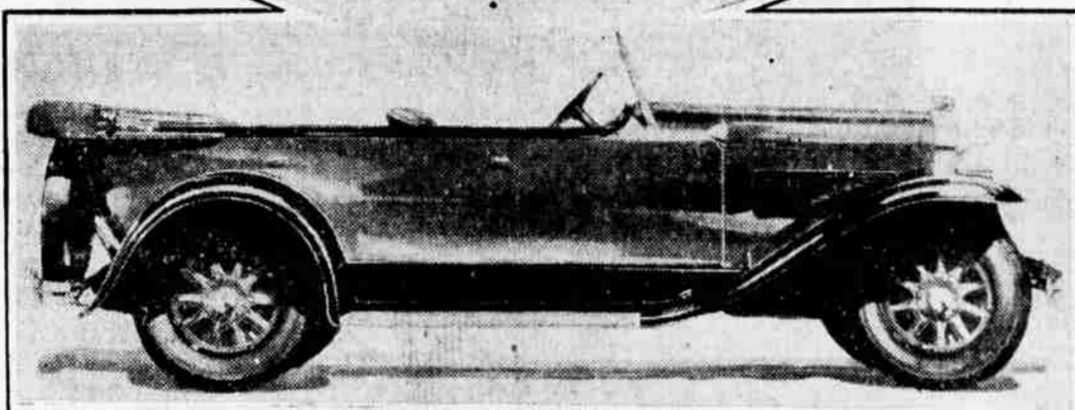
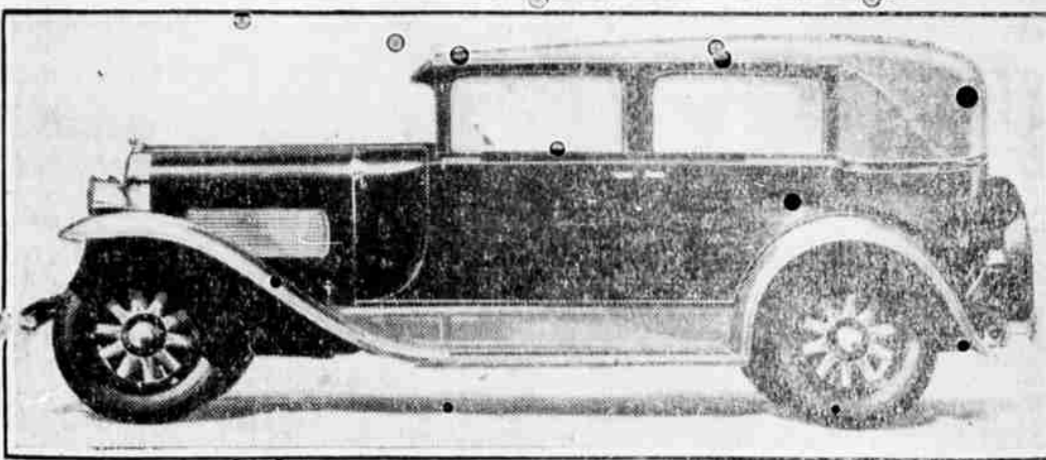
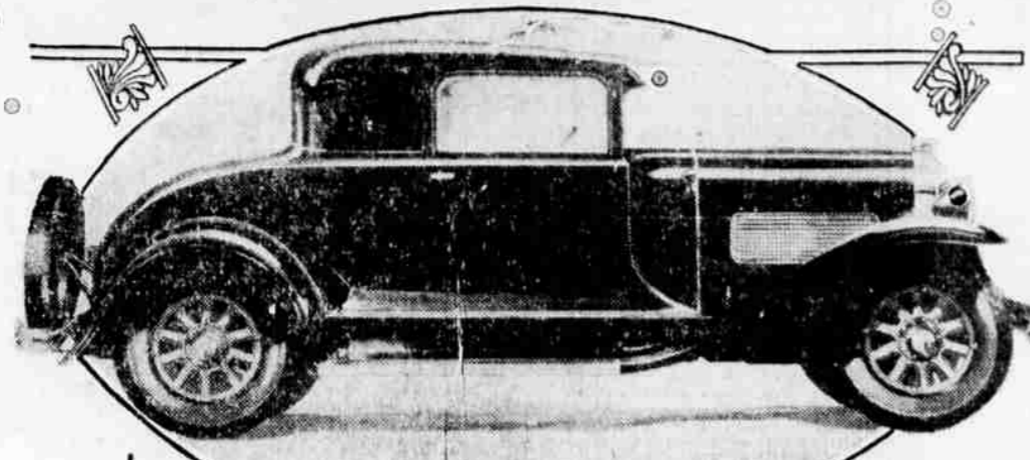
Durant Motors, Inc., under its new management will become an even more important factor in the automotive industry than it is today, according to the unanimous opinion of men high in the ranks of motor car manufacturing.

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.

"The incoming Durant executives, whose identity and ability is to be officially announced within the next few days, are rated among the foremost leaders in the motor car industry," said Norman de Vaux to a large group of Pacific coast newspapermen in New York who are attending the automobile show.

"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."

STRIKING IMPROVEMENTS MARK NEW MODEL OF "BIG 6" PONTIAC



Upper left: New Pontiac "Big 6" Coupe. Lower left: The new Phaeton.

Upper right: Pontiac convertible Landau. Lower right: Showing sturdy construction of the new rear axle assembly.

The new Pontiac "Big 6," shown for the first time at the New York national automobile show and which will be placed on display in dealers' showrooms throughout the country next week, more than fulfills the advance promises of big car performance, big car appearance and big car value made in the preliminary news announcement in December.

All the bodies are entirely new, the line including a 2-door sedan, 4-door sedan, coupe, sport roadster with folding rumble seat, sport phaeton, convertible cabriolet with rumble seat, and a landau sedan with folding rear top quarter. The last two are innovations in the Pontiac line, having the appearance of custom built bodies.

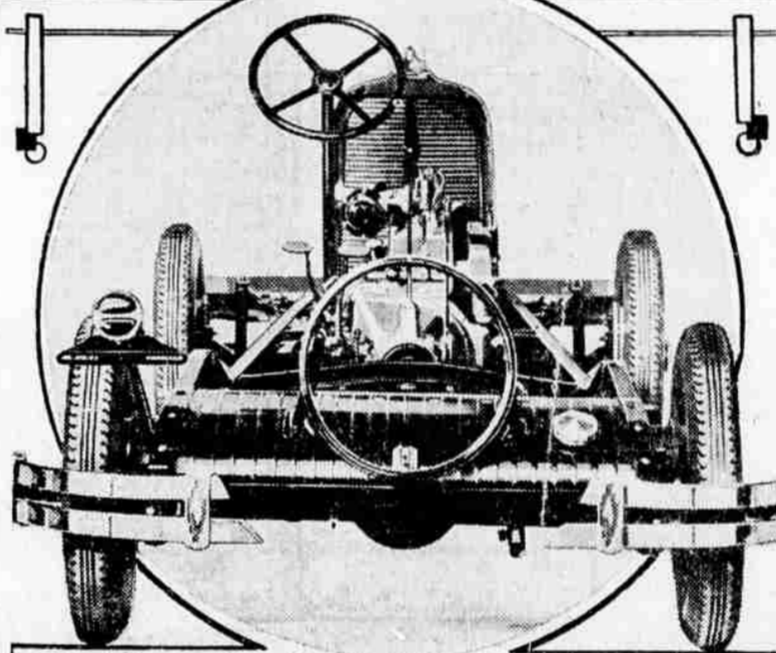
Outstanding features are a larger and more powerful engine, new counter-weighted crankshaft, new transmission, larger carburetor, intake manifold and valve, wider springs with new shackles, self-adjusting for wear, increased valve lift and new Hotchkiss drive.

The shell of the radiator gives to the front the appearance of power and fitness borne out by the performance of the car. No emblem or nameplate marks the front of the radiator shell, but the

arranged by Durant factory officials for a busy two days for the dealers who will assemble from all sections of the eight western states, western Mexico, and islands of the Pacific to Oakland for this general dealer gathering, January 28 and 29.

authorizes the secretary of the interior to make necessary studies to determine the lands that should be embraced and report his findings by December 16, 1931.

Once in operation the basin project would be the greatest irrigation and reclamation enterprise in the world. Its area has been estimated from 1,056,000 acres of irrigable land to 1,853,000, depending on plans for supplying water.



Rear end of chassis, showing lowered frame; new type spare tire and license supports, and specially-designed bumper tips.

The Farm Week in Washington

By Frank L. Weller (Associated Press Farm Editor) WASHINGTON (AP)—Federal reclamation officials, at loggerheads with department of agriculture economists over the opening of new farm land, say they have not been hindered in the proposed development of the Columbia river basin as the result of a slight advantage congress has given their opponents.

Senator Jones of Washington, in which state the project lies, admitting opposition from farm interests, particularly the National Grange, which believes no new land should be opened while agriculture suffers from over-production, struck out all except the enacting clause of the Columbia basin bill to get it past the senate.

In the amended form the bill authorizes the secretary of the interior to make necessary studies to determine the lands that should be embraced and report his findings by December 16, 1931.

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If they could see the bargains at SCHERER MOTOR CO.

BEST VALUES THIS WEEK

Table listing car models and prices: 1928 Buick Coupe \$1150, 1925 Flint Enc. Tour. \$ 475, 1927 Buick Sedan \$ 990, 1924 Willys-Knight Se. \$375, 1927 Buick Sport Rd. \$ 950, 1923 Jewett Touring \$290, 1926 Buick Sedan \$ 825, 1923 Ford Touring \$ 35, 1924 Buick Roadster \$ 525, 1921 Studebaker \$175, 1922 Buick Sedan \$ 375, 1920 Hubmobile \$195

SCHERER MOTOR CO.

38-40 North Riverside Open Evenings

HISTORY repeats itself again

ON January 7, 1926, the Pontiac Six came into existence. It had bodies by Fisher. It sold for \$825. It introduced real luxury and beauty to buyers in the low-priced field.

the price again. Now Pontiac sold for \$745.

Came 1928, and with it a still finer Pontiac. Even then the price remained only \$745. And after six months, Pontiac was made faster, more powerful and more attractive than ever.

But Pontiac's builders did not rest content with their early triumph. They knew that American people are constantly on the lookout for new and finer things. So in February, 1927, they introduced the New and Finer Pontiac Six. And it was lower in price than ever, selling for \$775. Then, in July, greatly increased production enabled Pontiac's builders to reduce

This brief review gives you an idea of something that is coming. Automobile history is repeating itself again. Soon Oakland will present a brand new Pontiac Six, an even greater advancement over other low-priced cars available today than the original Pontiac represented in 1926.

NEW PONTIAC BIG 6 at \$745 f. o. b. factory