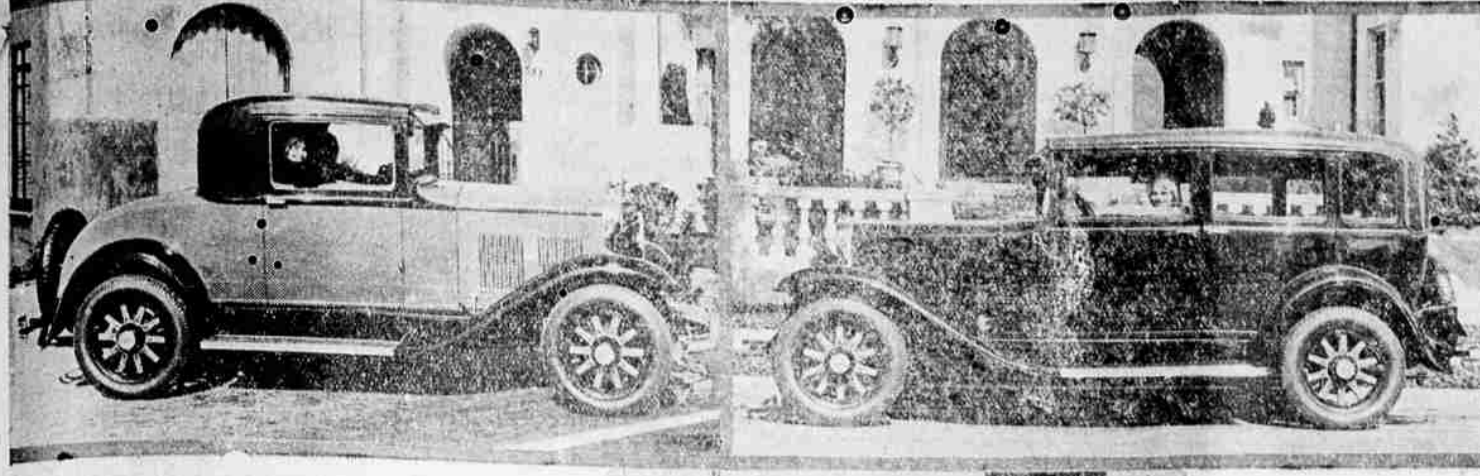


The Durant New Low Priced Four on the Market



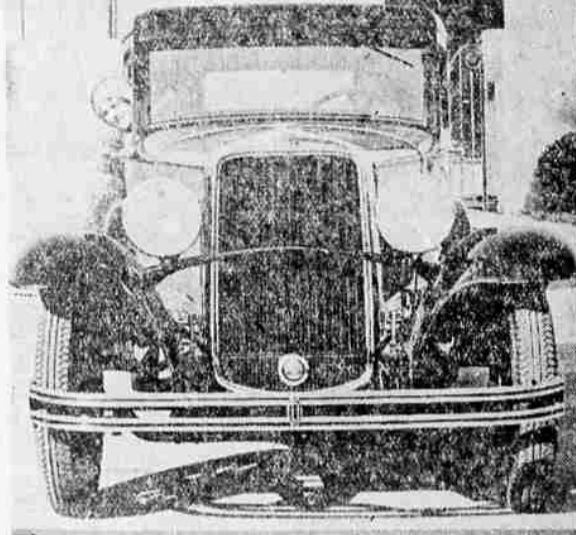
Upper left, the business coupe; upper right, the sedan; below, head-on view of the new car showing its fleet and graceful lines.

claiming the largest, longest and roomiest four cylinder car now on the market, the western Durant dealer organization today announces the new Durant model 407. This new Durant, according to Norman De Vaux, head of the Durant organization throughout the west, is priced so low it is considered a sensational value.

The new Durant, according to factory executives, is the answer to the popular demand for a low-priced four as evidenced by the fact that more than 40 per cent of all cars sold in the United States today are fours.

The new Durant has a 299 cubic inch Red Seal Continental motor which provides ample power for 70 miles an hour and for climbing hills with ease. The new steering gear has a high ratio which eliminates the fatigue of driving long distances over winding roads. The car has exceptional riding qualities and remarkable silence," says Nick Rindt, local dealer.

The most striking feature of this new car is its appearance. Its lines are racy, with horizontals emphasized and verticals minimized. Color schemes are attractive and varied. The car is bigger than



is provided with two all-metal enclosed universal joints. The rear axle is of the semi-floating eight-bearing type, car has the aluminum alloy pistons pioneered by Durant some time ago; a heavy,

bumpers and other bright exterior fittings are chromium plated over nickel. Hubcaps are bright-finished aluminum alloy. The dash is indirectly lighted and is trimmed in nickel. Under a glass panel are electric fuel gauge, engine temperature indicator, ammeter, oil pressure gauge and speedometer. Hand throttle spark control, choke and carburetor adjustment also are on the dash.

Standard equipment includes rear view mirror, windshield wiper, Simplex shock absorbers, bumpers front and rear and extra tire tube and tire cover.

War Declared

Firing has begun. War on the Hoover farm relief has been declared by the United States Chamber of Commerce. It demands repeal of the federal farm board's authority to use federal money to finance farm cooperatives and carry on stabilization operations. Fifteen hundred members, representing business and industry, voted for the resolution and only 25 voices were raised against it.

The chamber's action is probably the most significant and little dividing line ever drawn across the hills and valleys of America. With the exception of the slavery issue and that of secession it is probably the deepest gulf with which the mighty mass of American groups have been split.

The epithets and denunciations that the 1500 members hurled at the farm relief plan were vehement and bitter. "A fantastic dream of stabilization," shouted one member.

At the same time Julius Barnes told the chamber that the farm board was "not above sound lines" and that it was "trying to undermine private initiative." What Mr. Barnes meant was that the farmers in trying through the federal farm board to market their own wheat, were "undermining private initiative," meaning the grain dealers.

The denunciations by the members threw light on why the Republican party pleaded farm relief in its national platforms three times before it finally dared to pass a farm marketing act.

One member, Harrison Jones,

representing Chicago poultry, butter and egg merchants marketing \$4,000,000 of such products annually, was uncompromising. He urged a policy of modification whereby American citizens may remain in business without government interference. In what business did he mean? Of course, he meant in his business marketing the farmer's butter, poultry and eggs. But what if the farmer wants to do his own marketing, assisted by the federal farm board under the Hoover farm relief act?

Another irate speaker told the chamber that the federal farm board's activities were an "interference with the law of economic supply and demand."

It is almost amusing to hear that type of men talk. After being beneficiaries through nearly 150 years of the tariff by setting aside all economic laws to raise prices, they howl like coyotes on the hills of Jerich the moment economic law is violated in behalf of farmers. It would be laughable were it not a tragedy. Behind the audacity of men who merge, consolidate and enter into gigantic combinations and control markets and prices but weep because the farmers who feed and clothe the country enter cooperatives to do their own selling!

"The independent grain merchant cannot hope to meet the situation," roared a grain dealer from Duluth. "It is the ruin of his business, and we demand that the marketing act be modified," he thundered.

And in that he says that the farmer must not be allowed, with the assistance of government, to be the final marketer of his own products. He must sell his wheat, for instance, to the grain dealer, as the grain dealer can "meet the situation." He demands that the "marketing act be modified" so that the farmer shall not do his own marketing but will have to sell his wheat to the grain dealer. And as this grain dealer demands that the marketing act be modified in order that the grain dealer do the marketing of the farmer's wheat, which in turn is to say that the grain dealer insists that the farmer owe him a living.

Why does the farmer owe anybody a living? He owns or pays rent for his farm. He and his family work like dogs, and hire others to help them, in planting the crop. He assumes all the hazards of the weather. He has to meet all the risks of the pests. He has to take all the chances on whether from overproduction the market is so bad that the price is below the cost of production. Any of these factors that the farmer must meet not infrequently wreck his plans and his work.

What does the Duluth grain dealer do for the farmer that makes them owe him a living?

Shirred Long Glove Uppers
PARIS (AP)—Long gloves with shirred uppers are new. They are put out in washable silk and wash kid.

Every room in the house should be open to the child and with his own corner, and a little training, it will not be necessary to exclude even a young child in order to have quiet.

Scanning New Books

By Richard Massock
NEW YORK, May 16.—American culture is being corrupted by blatant book publicity that panics the public, cries the newest critic of hallyhoos.

Whoever he is, he writes under the pseudonym of Frank K. Notch and his book is entitled "King Mob."

It was perhaps inevitable that the murmur of protest against the book clubs, the popularizers and others who influence what Notch calls the mob should itself find expression in a book.

"A mob is made up," the author says, "of a group of persons unable to think straight because they are affected by the consciousness of their own numbers."

Persons are drawn into it because of panic, the terror of being left outside.

"Panicking the Mob?"

"Everybody is discussing 'One-Syllable Philosophy,'" advertises the publisher. "Ex-Lady" is the fastest selling book in America," shouted another. "A swell Epic—Oscar Umlaut, the Great Critic," quip a third, referring to one of his titles.

And the mob is thus panicked, says Notch, into reading the books because it is the momentarily fashionable thing to do. Within a month the shouting is renewed in favor of other books.

The same pressure is exerted in the mass-selling of clothes, candy, toothpaste, he adds. The desire for public applause and the mob's will to applaud" also forms the dubious foundations of political life.

"The word 'popularizer' comes from the old Latin 'popa,' a butcher," Notch says. And turning upon the "popularizers" of science, philosophy and the like he attempts to show that they succeed only in butchering their subject, creating culture by distorting the public can "have" as it has radios and telephones, but something it must "be."

Notch's plea is for self-sufficiency and self-reliance of the individual soul.

Former Medford Resident Writes Of Life and Sights of New Zealand

A further installment of the lengthy letter received here a short time ago from J. J. Duhamel, former Medford man now residing in New Zealand, describing conditions in that island country is as follows:

But the long grass is growing there and there is no lava in it. You can see all over Auckland from here and the thousands of neat, red-roofed houses, rising and falling with the undulating country, and all set in a perfect, freshly-washed, jade appearing landscape form one of the most pleasing sights that the eye could roam over.

You can see two great bays at the same time, streets, hospitals and hundreds of yachts floating lazily on Waitemata harbor. To the west one can see the beautiful Waitakere mountains, which are a great rendezvous for hikers, picnickers and pleasure parties. It was of Auckland that Rudyard Kipling wrote:

"Last, loneliest, loveliest, exquisite, apart—
On us, on us, the unswerving
—sensation smiles,
Who wander 'midst our fern why
men depart."

To seek the Happy Isles?"

About 56 per cent of the people of New Zealand have savings accounts; 785,000 out of 1,400,000 people, and their average is about \$250.00 apiece. And Australia about the same proportion except in New South Wales where 63 per cent of the people have savings accounts. The railroads in New Zealand are government owned and you can take a seven weeks' trip over the 3000 miles of government owned railway, round trip, travel every hour of the day and night on both North and South Island for only \$80.00.

This also includes a trip by steamer across Cook Strait and back, 172 miles and no extra charge for that. It also includes a trip across Lake Waikaitipu and back in South Island and the ticket includes this. Lake Waikaitipu is eighty miles long but very narrow. There was here recently from here to Hamilton (88 miles from here) and back, and included a 24-mile steamer trip on the Waikaitu river, all for \$14.40.

The telephones, telegraph and post offices are all government-owned and the telephones and telegraphs have their headquarters in the post office. This saves duplication and expense. I sent a 29-word telegram from Wellington to Auckland, 700 miles (not night message) 42¢, for 32 cents. This will give you some idea of the charges.

New Zealand and Denmark were the first two countries to inaugurate old age pensions and thirty-nine countries now have this beneficial legislation enacted for their old people.

In the United States, India, China and the only three important nations left, who have denied their old people this boon. In New Zealand the old age pension is not large, only \$10.00 about \$200 to \$250 a year, but you must remember that the cost of living in New Zealand is much cheaper than in the United States and that makes a big difference. Nevertheless it has eased the declining years of tens of thousands of people in New Zealand.

The old age pensions are also paid in the post office. The government maintains telephone booths all over Auckland and the larger cities of New Zealand and you can step in one at every five blocks, and telephone anywhere

TRAPSHOOTERS OF OREGON TO MEET SALEM ON JUNE 5

SALEM, Ore., May 16.—(AP)—Trapshooters from all sections of the state of Oregon will assemble in Salem June 5 for the annual Oregon state trapshoot to be held under the auspices of the Salem Trapshooters club, June 5, Thursday, will be practice day and the actual competition will take place Friday, Saturday and Sunday.

At least 28 trophies, many of them of unusual attractiveness, will be competed for in addition to more than \$1,500 added money. Besides the usual events of the state shoot, the finals of the Oregonian telegraphic shoot will be contested here Saturday, June 7.

On Thursday in addition to the general practice period, one hundred 16-yard targets will be shot for the Lambert trophy, according to the tentative program which has been prepared.

Friday's events will be 100 targets at 16 yards and 100 handicaps. On Saturday the first 100 targets in the state championship event at 16 yards and the first 100 in the championship handicap will be shot. The 100 birds from scratch on this day will also decide the telegraphic shoot finals for teams which qualified and the W. E. Lamb trophy in connection with the telegraphic shoot will also be at stake.

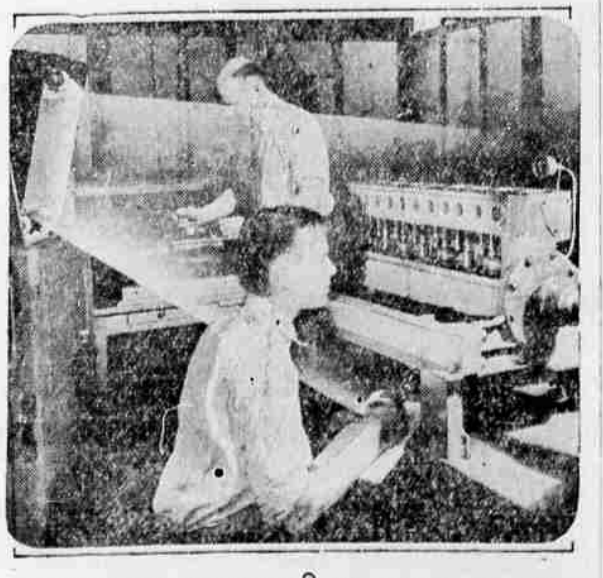
Officers of the trapshooting club here are: C. A. Eldridge, president; Guyley Van Datten, vice president; Clifford Parker, secretary and Carl Bahlbarg, treasurer.

VETERAN OREGON EDITOR RETIRES FROM BUSINESS

LA GRANDE, Ore., May 17.—(AP)—George Seibert, dean of east-oregon newspaper editors, today announced the sale of the Weekly Republican at Union, Ore., to Mr. and Mrs. W. C. Lewis of Goldfield, Nev.

Seibert started newspaper work in 1865 in Bloomington, Ill. He will retire.

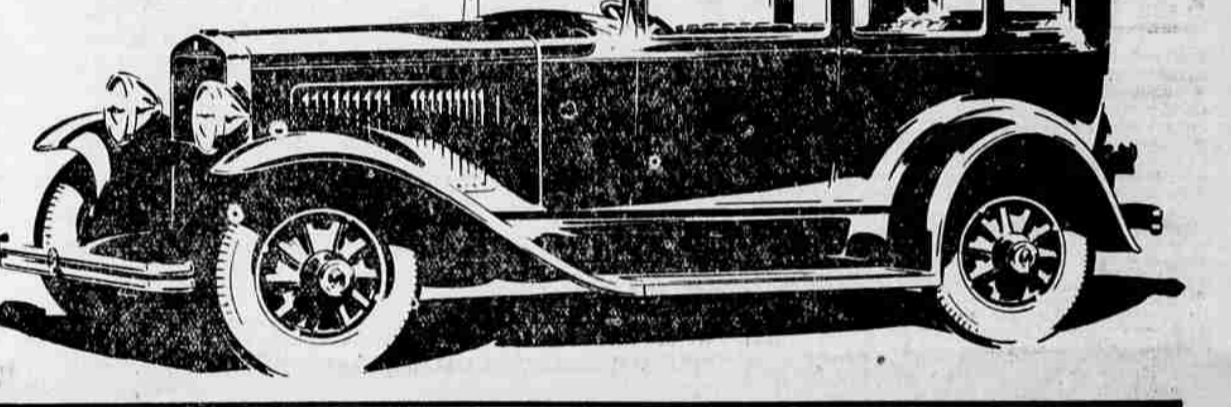
Ingenious Device Permits Study of Fast Moving Parts



In order to study the action of rapidly moving parts such as fans, valves, wheels, etc., Stroboscopia engineers use an ingenious device called the Stroboscopia. The Stroboscopia works somewhat on the principle of a slow motion movie camera. Its principal element is a tube of Neon gas which gives instantaneous flashes of brilliant light synchronized with the speed of the object under observation. Because of the rapidity with which the flashes occur, the object seems to be standing still, even when moving at terrific speed.

AND NOW

FIRST DISPLAY TODAY



THE NEW DURANT FOUR MODEL 407

A GREAT BIG, powerful, roomy, comfortable car for the whole family... 70 miles an hour and free from vibration... Longer, roomier and larger than any car ever offered in the low-price class... Easily paid for through Durant's low-rate time payment plan. The greatest value ever created by any manufacturer of four cylinder cars. See it today.

Famous Red Seal Continental Motor ♦ ♦ Midland Steeldraulic Four-Wheel Brakes

THE DURANT LINE ALSO INCLUDES... DURANT

The 6-14, popular leader in the field of quality low-cost sixes; the 6-66, with 4 forward speeds at the world's lowest price; the 6-60, outstanding light six that has won fame for Durant throughout the world and the 4-40, offering dependability & quality at a sensationally low price.

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