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Over Hundred Lives Lost in Fires Last Year in This State

More than one hundred lives were lost as the result of fires in Illinois last year, according to a proclamation issued by Gov. Louis L. Emmerson, in which he calls on the people of the state to co-operate to cut down fires and sets the week of October 6-12 as Fire Prevention week. The proclamation was made public today. Property loss from the fires in 1928 were placed at above \$20,000,000.

The proclamation points out that property loss in 1928 was less than in 1927 and that the "people of the state are to be congratulated on this record."

"Ninety per cent of our life losses are due to carelessness, and should be avoided."

"I appeal to every individual to lend his co-operation to the end that fire losses in the state shall be materially reduced, I ask all mayors, fire chiefs, chambers of commerce, schools and civic organizations to unite in a program of education in their respective communities in order that the state in general may be advised of proper methods to remove fire hazards and lessen fire losses."

Most Furs Come from Populated Districts; Fewer in Wild Regions

Strange as it may seem, it is not comparatively wild regions of the west but the more densely populated states that are now producing the greater part of the \$100,000,000 annual American fur crop.

This interesting fact is revealed by C. M. Woolworth, president of the country's largest animal trap company, in an article written for Sales Management magazine. For example, populous New York state, with its 11,000,000 people, is now yielding \$2,000,000 worth of furs a year, or approximately twice as much as sparsely populated Texas.

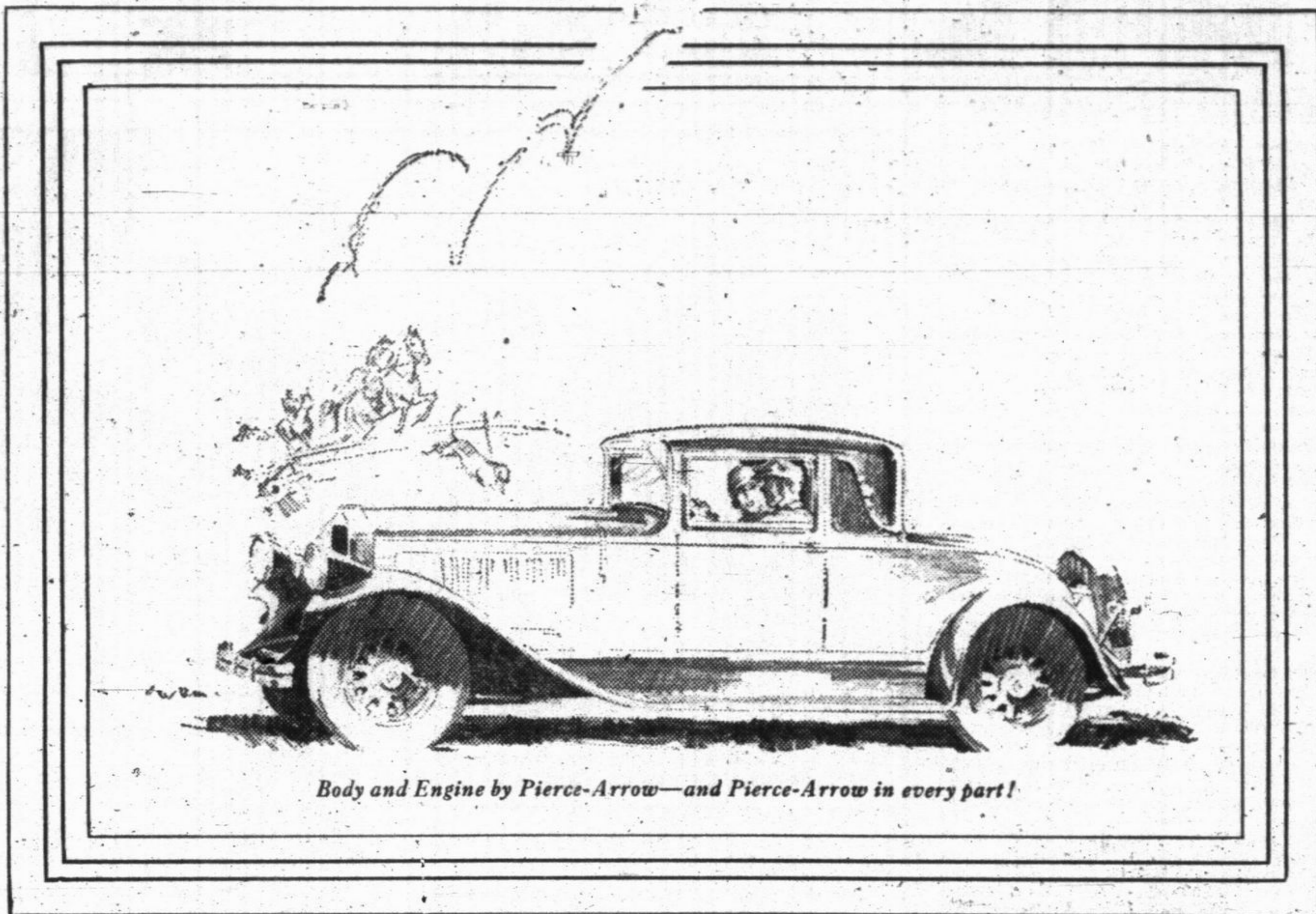
The raising of foxes, muskrats and other fur-bearers in captivity is important, but not the most important factor in this situation, Mr. Woolworth says.

"Eighty per cent of the American raw fur is now procured by men and boys on the farms, not professional trappers," he points out, "but strangely enough the intensive trapping in well populated rural regions does not decrease to any appreciable degree the amount of raw fur available. This is accounted for by the fact that the trapper, with his catch of muskrats, skunks, raccoons and opossums, will also gather in many wildcats, foxes, weasels, coyotes and other predatory animals—which, in wilder regions, kill off big proportion of the vegetarian fur-bearers."

Kidding the Engineer
"God must be an engineer," grumbled the third mate. "There's always something leaking up there." — The American Magazine.

It is said that the larder of the Graf Zeppelin was loaded with sirloin steak and Virginia ham before it left Lakehurst. We can't see why it was in such a hurry to get back home.

It took greatness to Sustain This Waiting Demand



Body and Engine by Pierce-Arrow—and Pierce-Arrow in every part!

PIERCE-ARROW builded better than it knew when it produced the new Straight Eight. For this ultra-modern creation revolutionized the fashion in fine cars—and established a demand almost overnight which took months to meet.

Before the new Straight Eight's arrival, bulkiness was accepted as a necessary attribute of bigness in automobiles. But Pierce-Arrow created a long, slender, low-slung car that combines grace with every essential to capacious comfort. Besides, it has the added distinction of being the car for which America was willing to wait.

No one could have foreseen the demand for the new Straight Eight—and it took nothing less than a great automobile to sustain it. Today, however, the chances for early deliveries are excellent—including a number of the most favored models in the new Straight Eight line.

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