

AIR TRANSPORT SHOWS BIG GAIN

100,000 Passengers Use Airplanes During Last Year, is Estimate

Approximately 100,000 passengers were carried in 1929, according to the Oregon State Motor association.

Passenger service over established airways in this country is only about three years old.

Reports to the Department of Commerce from 27 out of 40 scheduled air transport operators, indicate that 45,000 passengers were carried in the first six months of 1929.

It is estimated from reports received by the department that approximately 47,000,000 miles were flown by miscellaneous operators during the first six months of 1929.

GERMAN HELIUM IS FOUND TOO SCARCE

FRIEDRICHSHAFEN (AP)—German scientists have made the depressing discovery that it would take 400 years to fill the airship Graf Zeppelin with helium from the four known deposits of that gas in Germany.

The discovery was made by Dr. Friedrich A. Paneth, professor of inorganic chemistry at the university of Berlin, and Prof. Franz C. A. Peter, a widely known chemist.

By means of their method it has been discovered that Germany's richest natural gas deposit yields a daily helium content of only 6.5 cubic centimeters.

MADRID.—(AP)—An extraordinary percentage of deaths from pulmonary diseases in winter months has led to a campaign for a law to compel adequate heating of public buildings, especially theatres and other meeting places.

The World Famous Richfield Office Building Described

A View of the Super Service Station Garage That Is to Be Built on the Tract Where Is Now Located the Richfield Light Tower in Salem's Southern Suburbs

By R. J. HENDRICKS The newly erected home office building of the Richfield Oil company is located two blocks from the Savoy hotel, where the writer made his headquarters in Los Angeles on his recent hurried and busy visit there.

The Richfield building is one of the most remarkable, striking and unique of its kind in the world. There is no other just like it. The artistic person would call it modernistic.

The writer was so much attracted by what he saw and heard about the structure that he poked into the lower floor and asked one of the attendants what it was all about.

Mr. Berdie was glad to explain. He wanted to take the writer for an airplane ride over the city; asked him and his life partner to take dinner in the magnificent restaurant of the building, belonging to the company.

The dinner and building tour invitation was accepted and there was witnessed what one of the big electric equipment concerns of the country says is the finest dining room and kitchen service plant and arrangement in the United States west of Chicago.

The same may be said truthfully of the elevator service. There is a whole battery of elevators, and they operate so perfectly that one can scarcely either feel or see them run.

There are many features of this wonderful building that are interesting; and it would take a whole newspaper to adequately describe them all. Here is one: Say there is an important business deal on, and a committee goes from Salem to Los Angeles to see about it, and finds the president or a vice president or one of the managers in his office.

They are all hurried, and meal time comes. Presto, and a dining room door opens and a table is set, with all the necessities, from the upper floor, and a waiter—everything. And all well done. Time is saved, business expedited. Or say a train must be made: There are two floors below the street level, for 200 automobiles. You drive in and out from the street level; with ramps.

You are whisked to your train or your next appointment while you would be looking for your parked car otherwise. So it is with the whole service. Mr. Berdie says his company will save interest on \$200,000 a year, by such time saving devices alone.

Meals are served to employees at cost; about the average prices paid at good restaurants in Los Angeles; say the 60 cent meal for about 30 cents. And good. Reliably good. That's service for the employees. It's the same throughout. Modern. Modernistic.

Will Build in Salem Mr. Berdie gave the writer a photograph of the Norman style service station his company is getting ready to build on the property at its sign for the airplanes, on the Pacific highway, in the southern suburbs. Work will start soon. All such stations up this way will be Norman style. In the south they are all Spanish, or mission.

In Salem, the company has considerable acreage; the writer thinks five acres. A super station will be developed there. Something travelers will look forward to. The aim will be to do as much as possible for the motorist without interfering more than necessary with local business.

The Richfield concern is built on enduring lines—with oil reserves ahead for the far future, etc. It wants to do good to the communities where it operates. It wants to help build up prosperous communities.

There are 28 Richfield light towers up and down the coast, like the one at Salem, now, and will be more. There will be super service stations at all of them. They will all be unique; distinctive.

Had to Call Help The writer was not capable of giving the reader an adequate description of the famous new Richfield home office building. So he called on the architects for help. In that way, in the extremity of his ignorance of architecture, he secured an exclusive and original story; never before printed in just this way. Any one with an artistic bent or a flare for architecture will find it very interesting. Following is the story:

The new Richfield building, recently completed at the corner of Sixth and Flower streets in Los Angeles, is of particular interest as an expression of modern art and thought. Of limit height class "A" construction, this building embodies many features which satisfy the present day demands of the occupants of first class office buildings.

In these days of ever-increasing traffic congestion, the inclusion of a large garage covering two entire floors of basement space is a necessity and a great convenience to tenants. The elevator service extends to these levels and enables one to go directly from his office to his car.

Wonderful Special Features Due to the fact that a large portion of this building is to be occupied by the executive and general offices of the Richfield Oil company, many special features will be found. On the 12th floor is located a commodious amusement room provided with

(Continued on page 16.)

FOOLPROOF AIR TRAVEL ASKED

New Prosperity Era Likely In United States Says Noted Economist

By DEMING SEYMOUR (AP Feature Service Writer) NEW YORK.—(AP)—The prosperity wave which has swept across the country in the last ten years—leaving a few arid spots but drenching many communities with comforts and luxuries never known before—has been founded on the automobile, in the belief of Stuart Chase, economist.

"Four previous prosperity eras in America," Chase asserts, "were due chiefly to an influx of gold, which sent prices rising and caused business to boom as money changed hands rapidly.

"The prosperity era after the world war was of another sort. There was no marked influx of gold nor increase of prices. The wave was created by the automobile and by the popular desire to have one.

"The installment plan created six billion dollars in new purchasing power—and most of this was automobile power. Some, of course, but not a major part went for such purchases as radios, vacuum cleaners and electric refrigerators.

"The motor car created four million jobs, and stimulated tremendously the production of oil, glass and steel, the business of railroads and the development of power."

If automobile ownership has now reached the saturation point, which Chase regards as "very likely," the next era of American prosperity is not apt to arrive he thinks, until the United States takes to some new device comparable to the motor car.

If automobile owners are inclining—and he sees such a trend—to drive their cars for two or three or four years instead of trading them in for new ones, now that motor cars are fairly standardized and changing less from year to year in power and equipment, that circumstance will act as a depressing influence, Chase believes, upon American business as a whole.

"Business is making a desperate effort to find something with the popular interest and appeal of the automobile," he says. "It hopes the radio might serve, but radios don't cost enough. It is hoping now that the airplane will do it and that the airplane will become a popular toy just as the motor car has."

"Realization of such a hope, of course, is contingent upon the development of a fool-proof plane which the common man will regard as safe to ride in and to pilot; and, furthermore, upon getting airplane manufacture, which is now handicraft work, onto a mass production basis."

Mr. Chase summarized the nation's prosperity eras, including

Firm Organized to Handle Oakland-Pontiac Sales Here

Wood-Wheaton Motor Co. Takes Over Distribution of Cars at Former Location of Capital Motors



Tom Wood (above) and A. J. Wheaton.

the most recent one, in his last book, "Prosperity; Fact or Myth" but he ventured no prophecies as to the next decade.

Pressed to do so, he forecasts more competition for American business, during the 1930's, from European nations adopting American methods of mass production and cutting down our margin of profit.

He sees industry tending to supplant the buying and selling type of mind, which has predominated in executive positions in the last decade or longer, with the engineering type of mind.

"President Hoover's idea of an economic general staff is significant," Chase says. "We shall see an increasing accent put on conning tower control, and a development of trade associations and monopolies. We will see monopolies sanctioned."

RUSSIAN TARS NOT ALLOWED TO LAND

By GEORGE HALADJIAN (Associated Press Correspondent) LISBON (AP)—Portugal, one of the greatest cork producing countries of the world, is working up a brisk export trade in that product with soviet Russia. But she is keeping her own frontiers tightly stoppered against importation of communistic propaganda.

Recently the first Russian vessel to visit this country in many years came to Lisbon to get the first cargo of a big shipment of cork destined for use in cold-proof cottages of Siberia. But while the ship itself was welcome, the crew was not permitted any shore liberty by the port authorities and had to remain cooped up on their ship while she took on the buoyant cargo.

The ship, in fact, was not allowed even to tie up to a dock but was kept well out in the Tagos while Portuguese police boats watched day and night to be sure that no propagandist of the third international slipped ashore to spread the political doctrines of his school of political thought.

One Russian sailor who somehow managed to get ashore, was found after the vessel sailed and was clapped into jail.

The government has received representations on this subject from the foreign commissariat at Moscow but has refused to let down the bars. Syndicalists caused considerable trouble to General Carmona in the early days of his dictatorship and while he differentiated between those who were little better than common gangsters, and communists, he takes no chances of having the rough element reform its ranks.

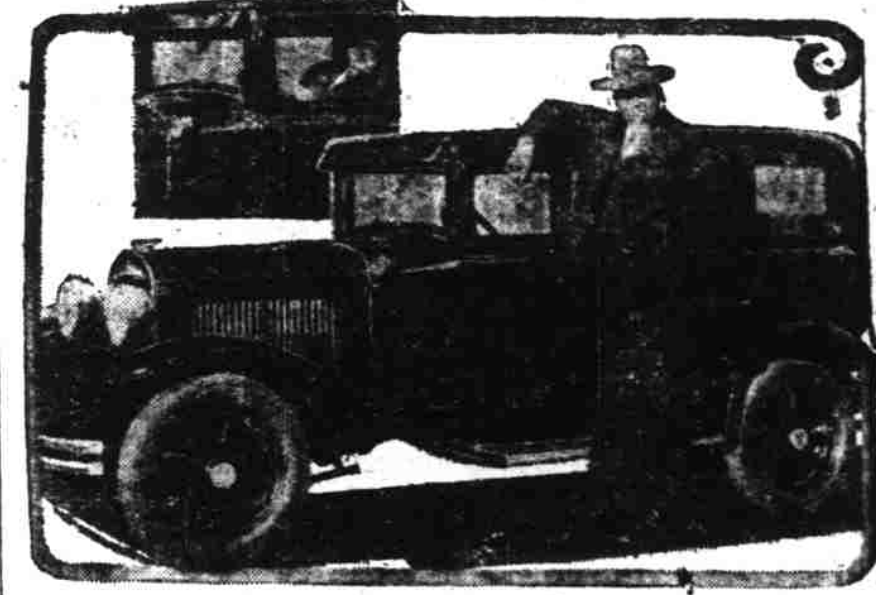
HORSES OUTWIT ALL PURSUIT ATTEMPTS

PINE GROVE, Ore. (AP)—A tale of how a band of outlaw horses, which preferred to take their chances in a raging eastern Oregon blizzard rather than in civilized pastures and outwitted three seasoned range riders, was told here by John Davis, George Davis and George Beebe.

Led by a branded stallion that escaped from Indian herds of the Warm Springs reservation, a band of saddle horses left other herds and struck off for the open country. They were discovered on the south slope of the northern rough element reform its ranks.

They were discovered on the south slope of the northern rough element reform its ranks.

They Never Come Too Big for Plymouth



The gentleman in the five-gallon chapeau leaning his elbow lightly on the roof of his Plymouth sedan is 6 feet 8 inches tall and weighs 425 pounds. He is Fred Wiese, of Glendale, Cal. It's a full-size country—meadows, mountains—and so is partial to the full-size car. In the insert the giant has entered his castle, so to speak, and is finding it roomy and comfortable.

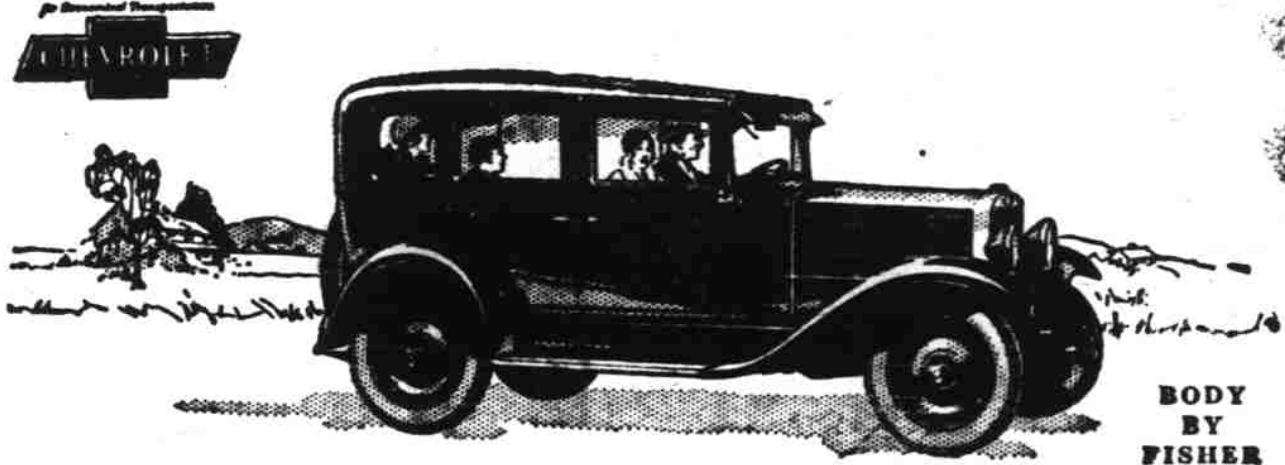
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