

HALF STANDING SOFTWOOD TIMBER IN THREE STATES

(By WINFIELD SCOTT, National Lumber Manufacturers' Association)

About half of the standing softwood timber in the United States is in California, Oregon and Washington. In these three states are the last great reserves of softwood in America. Seventy-five per cent of the softwood timber is west of the longitude of Denver.

American Forest Week possibly will lead to a better understanding of the economic and even the ornamental value of trees. Possibly it will stimulate wood land planting in the east and roadside planting everywhere. He forestry questions of three states, however, are pressing and will, by and by, be dominant, especially in Oregon and in Washington.

Immense areas in California, Oregon and Washington are fit for nothing else but forest, and there should be a continuance of tree growth on these lands. Any system of forestry worth mentioning must include this imperative requirement—that as trees are taken for the needs of civilization, steps should be taken to replace them on all lands properly classified as suitable for forests only. It may be by Nature's own methods of planting nursery stock. That depends on circumstances.

Reforestation is not a political question; it is not to be settled by the whims of sentimentalists. It is to be solved by the judgment of public and private interest in mind. Obviously the first question that will arise in the minds of the city dweller and the agriculturist is "What is being done?" This series of short papers, to be published once a day during forest week, seeks to tell in non-technical language what progress has been made in California, Oregon and Washington, with the redwood, the pines, Douglas fir, spruce and the cedars in the regions where these valuable commercial trees are now found and are being logged.

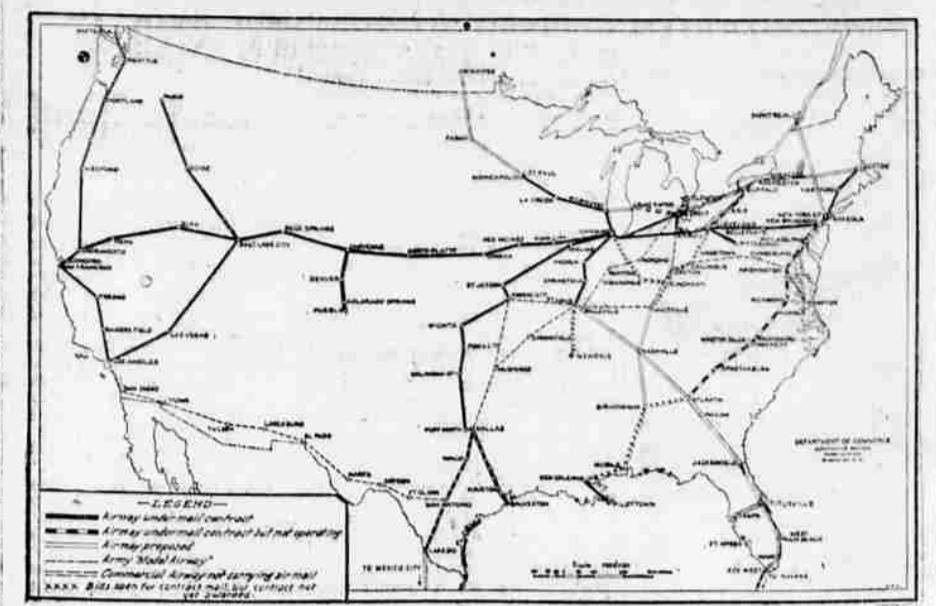
When You Lose You Win. If you race the train for the crossing and it's a tie, you lose. If you race the train for the crossing and the train gets there first and has passed before you reach the track, you win.

Dr. Meadows drove up to a small town garage and asked if he could get a puncture fixed there. The young mechanic looked at him closely a minute and then asked: "Ain't you the guy that took care of my wife last year?" "I am sir, but what has that to do with my tire trouble?" "Nuthin'. Only you ain't diagnosed it proper. You got a violent case of circumferential flatulency of the perimotor, and it will cost you five bucks."

The modern woman is a marvel. She can drive an automobile for years and years and never touch a steering wheel. A modern definition of a hick town is a place that does not have over a dozen filling stations. Gladys tentfully confesses that some girls accept automobile rides and others have just as much fun squeezing in a street car. Hiram—What became of that hired man you had? Farmer Ezra—Ain't he used to work in a garage in town and yesterday the idiot crawled under a mule to see why it wouldn't go. When the motorist stops, looks and listens, there's something wrong with his engine. A hick town is a place where you can buy a stamp when the postmaster finishes examining the new Ford that stopped in front. Go the wrong way on a one-way street and you will find yourself at the wrong end of a one-way argument with a traffic cop. There are too many pencils, with the stowed articles in the driver's seat. As any pedestrian will tell you, it's cheaper to move than to pay hospital rent. A Tail Mary had a little dog. With pedigree quite tony; It tried to cross the street one day; Honk, honk, belongs.

A local citizen stopped to change tires in a desolate region in the far west. "I suppose," he remarked to a native onlooker, "that even in these parts of the country the bare necessities of life have risen tremendously in price." "You're right, stranger," replied the native gloomily, "and it ain't worth drinking when you get it." Copyright, Moss Feature Syndicate, 1627 K St., N. W., Washington, D. C.

FUTURE AIR COMMERCE TO FOLLOW TRAIL OF PERMANENTLY BUILT FIELDS



(By William P. MacCracken, Jr., Assistant Secretary of Commerce for Aeronautics.)

Recent achievements in flying have brought about a heightened public interest in commercial aviation. Airways, airports, air mail service and other phases of our growing air commerce have come to be topics of discussion throughout the United States. Most writers and speakers on aviation have emphasized air scheduled air transport service, represented by the mail, passenger and express lines operating over established airways. Most of these lines are maintained by companies holding air mail contracts from the post office department. The airways they cover now total about 8,000 miles in length, over which 18,000 miles are flown daily on schedules as fixed as those of the railroads. The distance traveled over these routes has increased from 4,318,987 miles for 1925 to about 8,300,000 miles for the year 1927. By the spring of 1928 an increase of 40 per cent will probably be made in these figures.

The accompanying map shows the sections covered by this system, together with the proposed routes for the immediate future, 5,560 miles of these airways are now lighted for night flying, and other routes are being lighted. Intermediate fields, weather reporting service, navigational aids and other facilities furnished by the government help to make operations on these lines safe, efficient, and dependable.

Nine of the regular routes are carrying passengers on schedule, and probably twelve will be giving this service early in 1928. Express service is now available between Boston and New York, Chicago and Dallas, Chicago and San Francisco, Salt Lake City and Los Angeles, Seattle and San Francisco via Medford, and Chicago and New York by an arrangement with the American Railway Express and the Colonial Air Transport, Boeing Air Transport, Western Air Express, Pacific Air Transport and the National Air Transport. This is only the beginning of a rapid air express service which eventually will connect all important cities.

Air mail patronage has increased to a gratifying extent, especially during the latter half of 1927. This has been a permanent growth, and not the temporary result of the spectacular flight of this unusual year. The post office department reports show an increase of about 62 per cent in mail carried during July, August, September and October of 1927, over the same period in 1926.

These statistics covering scheduled flying are impressive, when compared with those of the preceding period. But here is something which has received little consideration: This is only one-tenth of all the commercial aviation in the United States. The remaining 90 per cent consists of non-scheduled flying, such as aerial photography, taxi work, surveying and mapping, sightseeing trips, crop dusting, advertising, police and fire patrols, national tours, rescue and relief flights, instruction of students and operations by private owners and flying clubs for sport and recreation.

Each airport will have to be constructed under conditions peculiar to its own locality, but in general it should be large enough for safety and the accommodation of extensive traffic easy of approach from all directions and in close proximity to the city. It should be planned to take care of future expansions in air commerce. The availability of light, power and water should also be considered in choosing a site, as well as the direction of the prevailing wind in laying out the field.

At first, the municipal hangars may be used for housing public planes. Then, when traffic is too heavy for this, the municipal airport may become a place for the mere taking on and discharging of passengers, mail and cargo. It will be to the airport what the railroad terminal is to the railway.

It is well to restrict the erection of high buildings nearby through an ordinance or zoning rule, otherwise, within a comparatively short time the airport may become entirely unsuitable for operation. The efforts of the General Motors Corporation to offer its various divisions every possible support in the handling of their business is indicated in the formation of the Motor Accounting company as a division of the corporation for the purpose of installing uniform accounting systems and their servicing from time to time as may be necessary, according to L. M. Dreyes, regional sales manager of the Oakland Motor Car company with headquarters in San Francisco, who says:

"This new division of General Motors has just opened its first branch in San Francisco. Its headquarters is in the General Motors building in Detroit. Other branches will be opened from time to time as necessity arises at other key city points throughout the country. We of Oakland Motor Car company are especially interested in this new division because probably a majority of the personnel have been taken from our own organization. They are thoroughly versed in the policies and system followed by Oakland and other General Motors divisions and are sure to be in a position to help very much in the furtherance of business interests of retail dealers handling the different lines of cars manufactured by the divisions."

"The San Francisco branch office is in charge of C. E. Colvos, with a staff of six expert accountants under him. It is a strictly non-profit organization and was organized solely to aid in placing Oakland in a better position to avoid mistakes and to understand the financial operations of their new business to better advantage."

The location of the new firm is at 114 South Riverside and will be opened to the public today. The building was rearranged to suit the new railway and Mr. Ossenbrugg includes all layers of up-to-date motor cars to call and see the new Oldsmobiles.

The best way to park strawberries is to use the thumb and forefinger, pinching off the berry with about one-half inch of stem and plucking it carefully in the container. To keep the fruit from being crushed or crushed, avoid holding too many in the hand at a time or dropping them into the box.

General Motors Establishes a New Accounting System

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NEW DEALER FOR OLDSMOBILE CARS

H. S. O'Donnell of Portland, wholesale representative for the Oldsmobile Company of Oregon, was in Medford the last week mounting business with J. J. Ossenbrugg Motor Co., new local dealer.

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YOUR RADIO and MINE

A Department Devoted to Making Radio More Understandable and More Entertaining for Everybody By FREDERICK C. RUSSELL

Aerial Should Be Higher

A point to remember in constructing a set is that the aerial connection to a tuning coil always should be higher than the ground connection. This is just an extension of the familiar analogy between electricity and water.

The relationship between aerial and ground is likened to that between high and low points of a water pressure system. There is a flow of electrical energy from the aerial to the ground and this point must be considered in handling aerial and ground connections in the set.

The Trouble-Shooter Says

Occasionally I drop in to see someone who purchased a set from me just as a matter of maintaining contact. Frequently I can offer a suggestion or make a small change that works wonders in the final product. That's how I happen to get into contacts who are having

trouble without knowing it.

The other evening I found a customer sitting peacefully in front of a loudspeaker that was emitting what I would consider rather poor reception. It did not seem possible that the owner could have been satisfied with what his equipment was giving him, but there he was, enjoying every minute of it.

For a time I was puzzled. Then, suddenly, the truth came to me. He had not noticed the way his reception deteriorated for the simple reason that he was what we know as a "radio bug." Not an evening passed but what he spent at least a couple of hours with the set. That is why he had not noticed what was happening to his receiver. The deterioration was so gradual he was not at all aware of it.

The other type of radio user—the man who listens in when there are big features on the air—is more likely to note anything that can be done to improve his reception. That's how I happen to get into contacts who are having

about his set. Its stages of deterioration come in more pronounced breaks, with the result that he orders an investigation and finds out what's wrong.

I have found the poorest reception in those homes where the entire family is radio-enthusiast. This may come as a shock to the extensive radio user, but it is a fact. Such users become a little bit self-satisfied. They do not listen to other people's sets and, since most people own radios of their own, there is not so much chance of the outsider telling them what they are missing.

If I were an every-night radio fan, I would make it a point to have an outsider listen in and criticize. It would mean a lot and would help me keep my set up to date by pointing out the things that I would be sure to overlook because they had come upon me gradually.

All nails or broken boards by which an animal might cripple itself should be removed from cars before livestock are loaded for market. While each car should be filled, there should be no overcrowding. Last year more than 30,000 crippled hogs weighing nearly 7,000,000 pounds were sold at one market, most of them being injured before they arrived. The discount on cripples usually is from \$2 to \$2.50 per hundred-weight.

Classified advertising gets results.

Advertisement for Oldsmobile cars. Text includes: "WE ARE NOW LOCATED AT 114 So. Riverside", "Oldsmobile Models Now on Display in Our New Home", "Osenbrugge Motors", "OLDSMOBILE SALES and SERVICE", "Open Sundays".

Advertisement for used cars. Text includes: "\$ TO YOU FOR YOUR PRESENT CAR", "We Need More Used Cars", "Here are prices we can allow for cars in good condition", "1925 Chev. Tours. and Rdstrs. \$275", "1926 Chev. Tours. and Rdstrs. \$300", "1925 Chev. Coupes \$350", "1926 Chev. Coupes \$400", "1925 Chev. Coaches \$365", "1926 Chev. Coaches \$425", "1925 Chev. Sedans \$385", "1926 Chev. Sedans \$425", "Other Light Cars at Highest Market Value", "PIERCE-ALLEN MOTOR CO.", "Chevrolet Dealers Phone 150".

Advertisement for Firestone tires. Text includes: "We Use Firestone REPAIR EQUIPMENT AND METHODS", "Lost Mileage Is Restored by Our Tire Repairs and All Work Is Guaranteed", "A Stitch in Time", "BUY FIRESTONE TIRES FROM YOUR AUTHORIZED FIRESTONE DEALER. WE STAND BEHIND THEM.", "Exchange Fire Co.", "L. P. OLDER 28 North Riverside Phone 528".