

Inter-State Air Line Started



The above picture shows one of the huge Ryan monoplanes which will be used in the new Washington-Oregon passenger and express service, connecting Yakima and Portland.

Portland, Or.—(Special) — The first inter-state air express and passenger service in the Northwest was started June 2 between Portland and Yakima, linking the great inland territory of Washington with the Oregon seaport.

Portland at 7 o'clock in the morning and will arrive simultaneously in Portland and Yakima at 9 o'clock the same morning, passing on the way. The return trips of the two planes will be made at 3 o'clock arriving at their original starting points at 5 o'clock, allowing a six hour stop-over in the business hours of the day.

SPEED AND TIRE WEAR EXPLAINED

"The average car owner has no idea of the relation of car speed to tire wear," says Gus Nealy, who has a full line of Federal tires on display at LeMoore Service station.

Mr. Nealy goes on to say: "On the Indianapolis speedway, for instance, the rate of wear is such that tires hardly last for 500 miles, due to the terrific speed, at which they are driven. High road speeds reduce tire mileage just as high track speeds do. In a test recently made by one of the big tire companies, one set of tires ran 12,000 miles at an average speed of 35 miles an hour. While another set of identical quality gave only 6,000 miles at an average speed of 50 miles an hour under the same operating conditions. In other words, an increase of 15 miles per hour in the average speed, cuts tire mileage in half.

"Since the average speed on the open road is 10 to 15 miles per hour faster than it was three years ago, tire wear is much greater. The manufacturers are meeting this condition by giving the greatest tire values in the history of the industry, if the motorist will give his tires decent care—have his wheels checked for alignment at least once a month, his air pressure checked every week, and start and stop slowly, any good standard make tire, such as the Federal, will give him thousands of miles of service today, in spite of the higher average road speeds."

RUSSELL CELEBRATES FOURTH ANNIVERSARY

Russell's Department Store started their fourth anniversary sale yesterday, featuring bargains in every department. The event marks the fourth year of Russell's in Medford business circles, and a veritable feast of special prices greet the shoppers who attend their "party" this week. In 1924, J. D. Russell assumed the ownership and management of the Dept's Department store, coming here from Los Angeles, where he was a department store manager. Mr. Russell's up-to-the-minute merchandising policy and liberal advertising, connected with high-class merchandising and the best of service, has increased his business almost three-fold. During this time, under his management, the store has made hundreds of friends among southern Oregon and northern California shoppers. The anniversary sale will continue for two big weeks.

SYD CHAPLIN IN VITAPHONE SHOW

The latest Vitaphone picture of Syd Chaplin in "The Fortune Hunter" which is now playing at Hunt's Craterian is attractive to everyone.

Nearly all of the people in the big cities have come from the small towns and they like to have the old scenes and customs revived in their memories. Even people in the small towns like to see today for a run of one day. The

STAR ADMIRE'S TIRE



"Carrying a spare tire seems ridiculous when your car carries Fisks all around," says the charming Colleen Moore, piquant First National star. "But Fisks are so good looking that even a spare adds to the beauty of a car," she concluded.

Advertisement for Hotel St. James, located at Times Square, New York City. It features the text "HOTEL ST. JAMES" in large letters, "Much favored by women traveling without escort," and "Rooms \$2.50 up with Bath \$3.00 up". It also includes a small illustration of the hotel building and contact information for W. Johnson Quinn.

themselves reproduced in pictures, providing there is no caricature or that the things they hold dear are not held up to ridicule. Here is a picture that bristles with the life of a smart village up in Vermont. Rutville is one of these growing towns boasting a high school, a bank and a regular post office with combination lock-boxes and everything. The old people may be perturbed and slow-going, but the youngsters are up to the minute, for don't they get all the movie journals, and the magazines with the honest-to-goodness stories in them?

In "The Fortune Hunter," the charm lies in the wholesomeness of the story and the cleverness of the characterization of types that are sympathetic and human. Syd Chaplin is seen as a young fellow who takes up his home in the village in order that he may marry into one of the well-to-do families. Of course, he does not do anything of the kind.

On the same program with "The Fortune Hunter" are two splendid acts of Vitaphone Vaudeville. The first is Eddie Peabody, well known banjo king in his great act "Banjo-mania." The other act is a comedy entitled "Tuning In" which is a radio talk quake for fun and music combined.

Another feature on the bill that will be classed by many as the most marvelous of all is first showing of the Movietone News Reel. You will now hear as well as see all the news.

News of the SCREEN



Monte Blue "Across the Atlantic"

Monte Blue in "Across the Atlantic," the Warner Bros. production, coming to the Rialto tomorrow. The picture is an aviation comedy, carrying its hero overseas to France in a captured plane. Thrilling, dramatic, humorous, the picture is made to order for the two-faced man who stars in it. The principals in the strong cast are Edna Murphy, Burr Mitchell and Robert Ober. "Across the Atlantic" shows some of the earlier types of planes as well as the latest, and the presentation is convincing and absorbing. Blue at his roughneck best, which is saying the proverbial "mountain."

"The Little Snob" Is Rialto Film Today

Audiences everywhere are reacting with high acclaim to "The Little Snob," starring May McAvoy, which comes to the Rialto Theatre today for a run of one day. The

"THE DOVE" AT HUNT'S CRATERIAN



NORMA TALMADGE

Norma Talmadge has been called "the screen's most versatile actress" by screen commentators of note. In "The Dove," according to her admirers, for her part has shades of anger, gentleness, love, wistfulness and fear—contrasts to challenge any dramatic actress. At Hunt's Craterian Theatre, Friday and Saturday.

"The Little Snob" is the ritzy romance of the Coney Island carnival girl. May McAvoy is cast as the daughter of a Coney Island showman. Out of the old man's savings he sends her to a fashionable boarding school, where she takes on airs and begins to consider arriving and the couch-neck head of Coney Island days quite beneath her notice. How the rough-neck thrashes the sad, how the little snob flares up in wrath, how the rich friends evaporate and a woe more serious makes the play one of the most amusing as well as most hummily gripping comedies of the season.

MOVIE TONE NEWS TO BEGIN TODAY

Hunt's Craterian theatre is presenting today for the first time of the Coney Island carnival girl.

Advertisement for Rialto Theatre, featuring "The Little Snob" today only. It includes the text "NOW RIALTO TODAY ONLY" and "Continuous Shows From 12:30 to 11 p. m." It also features a small illustration of a man and a woman.

Advertisement for May McAvoy in "The Little Snob" at the Rialto Theatre. It features the text "More Dainty—More Captivating Than Ever" and "May McAvoy IN 'THE LITTLE SNOB'". It also includes a small illustration of May McAvoy and the text "AS A Coney Island Carnival Girl May takes you through a ritzy, rollicking story of life and love in the world's greatest playground."

Advertisement for Monte Blue in "Across the Atlantic" at the Rialto Theatre. It features the text "3 DAYS STARTS Tomorrow MONTE BLUE IN 'Across the Atlantic'" and a small illustration of Monte Blue.

Large advertisement for Hunt's Craterian Theatre. It features the text "THE NEWS REEL NOW TALKS SEE AS WELL AS HEAR FOX MOVIE TONE HUNT'S CRATERIAN CENTRAL JURY OF MAIN Time: 1:30, 3, 7, 9 A GREAT SHOW STARTS TODAY A New Sensation Awaits You! In the Talking News Reel An All Vitaphone-Movietone Program Syd Chaplin". It also includes a small illustration of a man and a woman.

Advertisement for Champion Spark Plugs. It features the text "The Traffic Officer If every car owner used Champion Spark Plugs there would be fewer traffic jams due to cars stalling." It also includes a small illustration of a traffic officer and a Champion spark plug.

Advertisement for Home Telephone and Telegraph Co. It features the text "A COURTESY CALL MANY disappointments—and sometimes embarrassment—result from 'just dropping in' on folks. A telephone call is so quick and reassuring that most people think of it not only as a courtesy due others, but a real convenience to themselves—and it costs little. Anyone, anywhere, any time from your own telephone, or from public telephones conveniently located everywhere. Home Telephone and Telegraph Co. of Southern Oregon". It also includes a small illustration of a telephone booth.