

TRANSOCEAN HOPS BRING FAME FOR LANDING PLACES

Seven relatively unknown places in the Old World have flared to fame as a result of the unscheduled landings of transoceanic airplanes from America, according to a compilation made by the National Geographic Society. The places, the flyers, and the dates of landing are as follows:

Florida, Azores Islands, Comander A. C. Read, U. S. N., piloting the U. S. Navy seaplane (Gilpin) "G-C 4", from Triplessey, Newfoundland, landed May 17, 1919. (After a delay the plane flew on to Lisbon, Portugal.)

Clifden, Ireland, Captain John Alcock, British Army, and Lieutenant Arthur W. Brown, U. S. A., flying a biplane from St. Johns, Newfoundland, landed June 15, 1919.

Ver-Sur-Mer, north coast of France near Havre, Commander Richard K. Byrd with Noville, Acosta and Balchen, flying from New York in the monoplane "America," landed July 1, 1927.

Kielcien, central Germany (Prussian Saxony), Clarence D. Chamberlain and Charles A. Levine, flying the monoplane "Columbia," from New York, landed June 9, 1927.

Dead Man's Island, Spitsbergen, Captain George H. Wilkins and Lieutenant Carl Ben Eilson, flying from Point Barrow, Alaska, landed April 16, 1928.

Hurry Port and Llanelli, south coast of Wales near Swansea, America's Earhart with Wilmer Stultz and Louis E. Gordon, flying from Triplessey, Newfoundland in the monoplane "Friendship," (seaplane) landed June 18, 1928.

Comillas, north coast of Spain near Santander, Jean Alcock, Rene LeFevre, Armando Lotti and Arthur Schreffe, flying from Old Orchard, Maine, in the monoplane "Yellow Bird," landed June 14, 1929.

In addition to these transoceanic flights to out-of-the-way places, two flights from North America to Europe have gone directly to their original objectives; Lindbergh when he flew from New York to Paris, landing his "Spirit of St. Louis" on May 21, 1927, at Le Bourget flying field; and William S. Brock and Edward Schlee when they flew from Harold Grace, Newfoundland, to London, landing their "Pride of Detroit" at Croydon Airfield, August 28, 1927.

Yenne has fallen from the sky upon New World communities much less frequently. Port Natal, Brazil has had the news spotlight played upon it twice as the result of landings of transatlantic flights.

On October 15, 1927, the French flyers, Costes and Le Bris, landed there on a non-stop flight from St. Louis, Senegal, Africa. On July 5, the Italian flyers, Ferrarin and Delprete came to earth near Port Natal after a non-stop flight from Rome.

Greenly Island, between Labrador and Newfoundland, is the spot in North America made famous by the only east-west non-top airplane flight over the north Atlantic. It was the landing place of "The Bremen," April 13, 1928. The ship, carrying Captain Herman Koehl, Commandant James Fitzmaurice, and Baron von Heunfeld, flew from Dublin.

CHILDREN BOOST PARADE IN LYNN TERCENTENARY

LYNN, Mass. (AP)—An annual method for building up the wave of civic pride that is backing the tercentenary of the founding of Lynn, June 20-July 4, was evolved here.

More than 6,000 school boys and girls will take part in the floral and historical parade July 1 with 20 floats.

This result was achieved by 20,000 hours of work on the part of parents and friends of the students and the contribution of 50 cents, each by the children for the costumes they are to wear.

The parade also will include 12,000 members of military, fraternal and civic orders.

HOUSEHOLDER ADVISED HOW MUCH TO SPEND

TAMPA, Fla. (AP)—The Tampa real estate board has answered the question, "How much should be spent for a home?"

The answer is not more than two and one-half times the yearly income. Thus a man earning \$2,500 annually should spend \$5,000.

If living quarters are rented, the board says the rent should not be more than one-fourth, and if owned, one-fifth, of the income should go for rent.

THE CLIFT

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GEARY at TAYLOR ST.

A selected hotel for those who appreciate the best without extravagance

540 rooms with bath

Single, from \$3
Double, from \$5

OREGON AUTOMOTIVE ENGINEERING SCHOOL INVESTIGATES DODGE

Recognition of the Dodge Brothers mono-piece body as an advanced step in modern car body design has been given added significance by experimental and research work conducted by automotive engineering students of the Oregon Institute of Technology at Portland. To carry on the investigations, sections of the mono-piece bodies were sent from the factory at Detroit.

"We regard the mono-piece body, found exclusively on the new Dodge Brothers six models, as one of the most significant contributions to modern motor car design," said C. E. Spencer, principal of the automotive division of the school. "Our aim in obtaining sections of this body from the factory was to acquaint our students with this latest development in automotive body engineering. Rigidity and strength in construction, freedom from body noises and ease of repair were found to be outstanding advantages in the construction."

The mono-piece construction introduced with the announcement of the New Dodge Brothers six models is an all-metal, seamless body that incorporates strength, safety, roominess and improved appearance. Four major sections are welded into one piece, and horizontal-vertical bolting to the chassis frame eliminates the conventional all separating the body and chassis in other forms of construction.

Light, this lowering of the mass-center had makes for lower center of gravity and perfect balance under all driving conditions without sacrificing head room.

The mono-piece body adapts itself to the trend in modern body styles by its longer and lower appearance. Exterior finish without seams or joints affords a smooth, unbroken surface, for the distinctive lacquers and color combinations features on each of the eight models.

DE SOTO POPULAR WITH CAMPUS YOUTHS

The allegorized, ramshackle, collegiate automobile with its grotesque notions and exhibitions of art on every available inch of space from radiator to gas tank is fast disappearing, according to reports from university campuses and automobile companies.

Instead, the spirit of youth in motor car demand is turning to cars embodying characteristics of youthful beauty and performance," says Mr. Furch of the Mead-Furch Motor Co., local distributors.

"Rumor says the same fair coeds who refused to accompany battle-strewn students through the streets of college towns also issued an ultimatum against the front automobile mode of personal transportation which swept the campuses.

"The open type of automobile is in high standing now, according to a national survey made not long ago by the well-known collegiate magazine. Modern youth demands the freedom—the speed—the dash of the open car.

"The first manufacturer to sense this spirit was Walter P. Chrysler. The first car to carry an outstanding appeal to youth and to men of youthful spirit, was a Chrysler-built product. More recently this appeal was carried out to a greater extent in the De Soto six, latest product of this organization.

Of 2585 cars found packed in the corners of six of the country's leading universities during a single visitation hour recently, the De Soto six was well up with the leaders and numerically far in the lead over models in the low priced field.

"It is this appeal to youth, contained in the long, sweeping graceful lines and sparkling performance of the De Soto six, that has made it so popular with the younger generation and with their elders who enjoy retaining their youthful outlook on life."

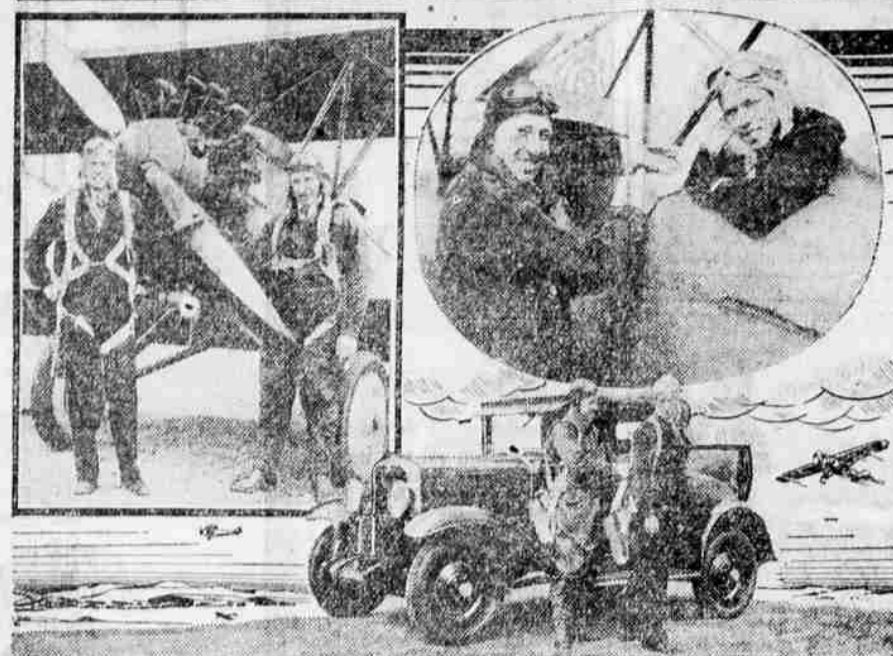
CONVENIENCE OF ELECTROL IN HOME

The Southern Oregon Electric is agent for the Electrol oil burners.

"This burner is quiet, all-electric and the inventor holds the basic patents on the master control—an electric device that automatically controls the operation of the oil burner. It was the first systematic oil burner to develop the two vital essentials of scientific fuel atomization," says Morris B. Leonard, of the local distributors, who continues: "The convenience of the Electrol in the home cannot be estimated and at the same time it heats the home evenly at all times. It is simple to operate and the winding of a clock once a week is all that is necessary. The Electrol eliminates the dirt usually found in the basement when coal or wood is used and the dust that comes from the removal of ashes.

"One Electrol owner, who with his wife lives in a small five-room house, recently stated that he hesitated for a long time before installing an oil burner, but due to the fact that he was gone so much of the time, the operation of the furnace by his wife was a constant worry to him. Since the Electrol was installed he claims it has saved him, in fuel costs and the worry of his wife having to attend the furnace say nothing of the convenience and cleanliness."

Fire Fighters of the Air



An added protection to the great forests of the West are these flyers, who maintain a constant vigil for signs of fire. Immediately on locating a forest blaze, they notify the fire fighters, who lose no time in getting to the scene. Many of the cars used to transport the men and fire equipment are Chevrolet six-cylinder models.

Speed Verses Life

Picturing a quiet, tree-lined residence street at sundown. It is the hour of home-coming, relaxation, peace, contentment—when labor looses its harness and draws an easy breath.

The street is not deserted as it usually is during the supper hour. Little groups of men and women stand in front of the houses and talk in low tones or whispers. Some of the women are sobbing and the men are white-faced and grim.

In the center of the street, wholly oblivious to his surroundings, a man stumbles back and forth carrying a burden. His face is gray and his eyes have the meaningless stare of madness. He moans and talks incoherently to the burden in his arms.

The burden does not hear. It is lifeless.

It is the broken body of a four-year-old boy—the only child of the man who carries it. The boy's hands where it shouldn't. The face is white except where the dirt of the street, like powder horns, has been crushed into one temple and cheek. The hair is matted on one side, and blood from the mouth and one ear is turning dark as it dries.

Half an hour ago a young man driving a heavy car turned into this street. It seemed deserted, except for a grocer's truck parked against the curb.

The young man was driving at an ordinary speed and saw no reason to slow down. The way seemed clear. But as he drew alongside the parked truck, a small boy darted from behind it and started to run across the street thoughtlessly without looking, as children will.

The young man was a good driver. He pushed his brakes down hard and jerked frantically at the steering wheel. He did his best. The coroner's jury heard his story and that of one woman who saw the tragedy and called it an unavoidable accident.

Unavoidable accident! How mercifully those words reveal the hardening of our hearts! How clearly they reveal the change in values that has occurred in twenty years.

It must be called an unavoidable accident if we begin by assuming that the young man was making thirty miles an hour of right and necessity and could not have driven more slowly.

But since that speed endangered life, why couldn't he have driven at the rate of fifteen miles an hour—the law-of-five?

If speed had, undoubtedly, then the tragedy would be unavoidable. But, you say it would be silly to creep along at five miles an hour in this age. We never would get anywhere. This is a fast age, requiring speed.

Requiring the slaughter of children, would you say? That is the point. We have to decide whether speed or life is worth more.

Tragically, proof of recklessness. Where ten miles an hour endangers life, ten miles an hour is criminal carelessness.

We must acquire sufficient intelligence to recognize that truth before the slaughter can be stopped.—(Fountain Inn Tribune.)

The vicar of Romford, who dedicated a bathing pool at Romford, used bath salts instead of champagne for the ceremony. The high price of champagne was given as the reason.

A French company is reclaiming the junkies of the Marquesas Islands for the growing of coconuts.

Ranger, Tex., is planning a wellhead and jerked frantically at the equipped airport.

WOULD SHOOT MAN TO MOON IN GAS ROCKET

PARIS.—(AP)—A tourist from the earth might arrive on the moon within one year, it was calculated by members of the Aeronautic society of France at a meeting here after they had examined the plans of a German scientist, Prof. Hermann Oberth, for shooting a man to the moon in a rocket.

The French savants had offered a prize of \$200 for the best solution to this problem of interplanetary communication, and they were so enthusiastic about Prof. Oberth's scheme that they gave him a prize of \$400 instead.

Prof. Oberth's plan called for a rocket machine, to be propelled at a rate of 4000 yards a second by ejections of hydrogen gas.

Scientists from many countries submitted papers. An American, Noel Jacob of Washington, was awarded honorable mention for a plan to supply interplanetary voyagers with oxygen on route.

This voyage to the moon, it was commented, is one of the few dreams of Jules Verne which have not been realized.

Private Baseball Team
TULLAHOME, Tenn. (AP)—Lee Coombs left here in 1889 to go west, leaving the reputation of being the best "one-eyed cat" player in the community. Now he is returning with his nine sons, who have won fame as a family baseball team. Coombs settled on an Oklahoma farm and became the father of 11 boys and four girls.

Overnight lodging cost 12 1/2 cents in Chicago's first hotel, built in 1826 by Elijah Wentworth.

TWO FACTORS IN STABILITY OF MOTOR CARS

"Balance and a low center of gravity, both of which contribute to motor car stability, have become factors of major importance with the steady increase in engine power and touring speeds. When a driver must swerve suddenly, when a car is forced partly into the ditch on the roadside, or even when the driver swings around a turn without realizing he is traveling faster than he should, a low center of gravity and good car balance become vital to safety," says O. V. Myers, local dealer.

Thus the announcement by Studebaker that the new President eight and Commander sixes and eights are built with double drop frames reveals a noteworthy development in both safety and appearance, for the new frame construction contributes a low overall height as well as a low center of gravity.

The very real contribution made to driving safety by this new frame construction is illustrated by tests made on Studebaker's proving ground. The cars were tilted over on two wheels while engineers measured the angle at which they were tipped. It was found that every car in the line could be tipped more than 50 degrees from the horizontal before toppling over.

Dogs are dying by the thousands in an epidemic of canine typhoid in England.

Since Minnesota started a common barberry, more than 900,000 pairs 10 years ago to eradicate the 225 bushes have been destroyed.

Studebaker's world leadership in eight-cylinder sales provides the

World's Leading Value

in the new

Dictator Eight

ONE HUNDRED AND FIFTEEN (115) INCH WHEELBASE

\$1185

at the factory

The new Dictator Straight Eight now provides the supreme smoothness of Studebaker straight eight power, in a motor car of genuine beauty and generous size . . . and at a price which only the world's largest builder of eights could achieve. It offers further proof of the engineering genius that enables Studebaker to hold every official stock car record for speed and endurance.

No other car provides so fully every fine car quality at so low a price—as its specifications prove to engineer or layman.

- 115 inch wheelbase.
- Straight Eight motor of 221 cubic inch piston displacement. Abundant power, marvelous flexibility and smoothness plus economy which rivals the thriftiest of sixes.
- Oil filter, gasoline filter and crankcase ventilation system insure maximum engine efficiency.
- Fuel pump insures constant adequate flow of gasoline, regardless of speed or grade.
- Thermostatically controlled cooling system retards flow of water until motor has reached precisely correct temperature for highest operating efficiency.
- Double-drop frame of new compound design—far costlier but sturdier, safer and permitting graceful lowness of body lines.
- Hydraulic shock absorbers, front and rear.
- Genuine mohair upholstery.
- Upholstered arm rests at each side of rear seat, which is 46 inches wide.
- Hardware of soft Butler finish, further beautified by an etched design.
- Full-vision, full-ventilated bodies of steel over hardwood foundation—the accepted fine car coachcraft.
- Fully adjustable steering wheel and front seat.
- Amplified-action 4-wheel brakes which stop The Dictator Eight in half the distance accepted as standard.

State Board of Health

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do you shout the name of your car or whisper it?

When you have finished discussing politics and the home team's batting slump and the conversation turns to automobiles, you naturally would rather be an orator than an auditor. And when you are asked the name of your car, you want to shout it, not whisper it.

The driver of a Chrysler-built De Soto Six is proud to talk about his car in any company, for its quality is accepted as a badge of real quality. Although De Soto Six sells for as low as \$845, the price needs no apology from the owner. He found that he did not have to go higher to purchase complete motoring satisfaction.

Above all else, De Soto gives a real foundation for pride of ownership. This pride must be based on something more than mere transportation, nowadays. It can be inspired only by a car that conforms to every high standard of performance, appearance, comfort and safety.

People take it for granted that an automobile will get you there and back, that it started in life with a presentable coat of paint and that it has its quota of gimcracks and knickknacks. The test of its value is how much it exceeds these minimum requirements. The stricter the test, the more evident is De Soto's all-around superiority.

Ask for a demonstration and learn for yourself why De Soto Six owners like to "talk automobile" in any company.

SEVEN BODY STYLES
\$845
AND UP AT FACTORY
RIDE WHILE YOU PAY

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