

### Aero Digest Tells About Vern Gorst Former Resident, Aviation Pioneer

The last issue of the "Aero Digest" contained the following article concerning Vern C. Gorst, a former well known resident of this city. It tells of his rise in the aviation world, and is as follows:

I asked Vern Gorst for a few words about himself, and all he wrote about was his airline—and not a word about himself. So I simply checked his letter in the waste basket, along with one from a girl who said she'd be willing to love me like anything if I'd teach her to fly for nothing, since she wanted to be the first woman to cross the Pacific—and what a credit that would be to me, she said! Yes, wouldn't it! Well, I never would have got that biography of Vern Gorst, only he happened to get married some years ago, and now has a very charming young daughter with the pleasing name of Myrtle, who is a co-ed at the University of Oregon. Myrtle saw my letter to dad, and said right down and wrote his biography in a very dignified and scholarly manner which does credit to her expensive education. And I'd print it just as she wrote it, only it would be above the heads of you six roughnecks and much too good for you. Besides, I don't want you to read good literature or you'd get dissatisfied with the pidgin English I purvey each month—and then where would I get the money I put into the North German Lloyd common at 13, so I could have the exquisite agony of watching it float gently to 57 as soon as I got aboard? (And it still hurts a little, doctor).

Vern C. Gorst is president of Seattle Flying Service, vice president of Pacific Air Transport, and president of Barnes and Gorst Airlines, which are operating the air mail line between Seattle and Victoria, B. C. And now he heads Gorst Air Transport, which will open a passenger route between Seattle and Juneau, Alaska, with a fleet of ten plane amphibians.

And how did he get that way when he started for Alaska at the age of 13 with a capital of 25 cents? Well, he had been clever enough to learn, at the age of 12, that nobody gets far by working himself to death; and that while there may be a certain amount of dignity to labor, the returns (outside of a tired feeling) are slight, almost negligible. The way he made this valuable discovery was as follows: His father told him to row across Port Orchard bay to deliver loads of poultry and other farm produce. Vern obediently started to row, row, row—and collected the usual crop of water blisters. If he hadn't been bright, he would have kept on rowing until he raised callouses on his hands and his pants. But, realizing that a labor-dogger is the only fellow who gets far in this world, he rigged up a sail and let the wind blow him across, while he sat there figuring out what other work he could avoid.

He went to Alaska and did mining for a time, but it was too hard work, so he returned to the states, and started a transportation business at Wonder, Nev. Since there was little at Wonder, Gorst transported water in five-gallon cans from a valley several miles away. That is to say, a flock of burros transported the water while Vern saw to it that they transported it. He didn't carry a single gallon himself.

Still, he had to do some walking, which tired him, so he returned to boating at Port Orchard and simply sat in the boat while an engine did the work. The engine worked so hard that Vern soon had seven boats, which he

### MODERN WHALERS MAKE RICH HAUL IN SOUTH SEAS

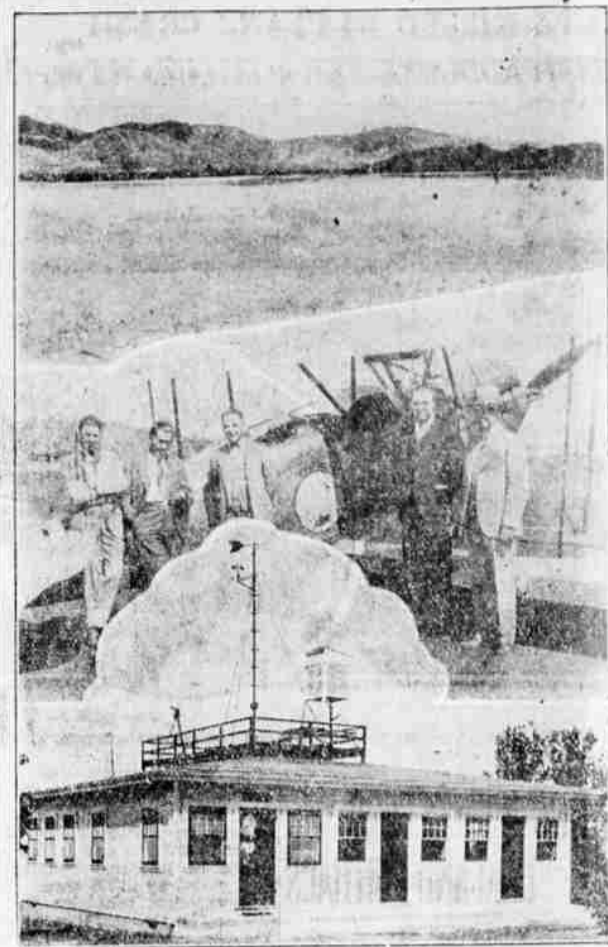
SYDNEY, Australia.—(AP)—It is estimated that 6500 whales have been killed in the last six years in the Ross sea by three whale factory ships and their attendant crews.

According to reports received from New Zealand, the Norwegian factory ship C. A. Larsen had represented a catch of 786 whales, and valued at approximately \$2,500,000 in the United States. The Sir James Clark Ross, when she left New Zealand for Europe, had on board 49,000 barrels of oil, representing a catch of 543 whales. This made a total of 1329 whales for the two ships in four months.

The N. T. Nielson Atanoo, which returned to Hobart from the Ross sea recently, was reported to have treated 232 whales, which yielded 63,500 barrels of oil. This the three whalers, representing only two catches, have accounted for 2061 whales this season.

Adding this season's reported catches to the official figures for previous years published by the New Zealand marine department, the three factory ships have accounted for more than 8500 whales in six years.

### PORT NAMED FOR PAN-AMERICA HERO



Redding, Cal., new air field is dedicated to the memory of Lieut. John Benton, killed in an airplane collision while on a good will tour of South America. Top shows a portion of the airport while officials of the project are grouped about the airplane and the administration building at the bottom.

### Home Town of Premier MacDonald

WASHINGTON.—(AP) Ambassador Davies found Ramsay MacDonald resting from the fatigue of a British election in the new premier's Loyalist home town of Looe, Scotland.

To reach Looe, the world important conference on disarmament, the American ambassador traveled to Edinburgh, transferred, and rode on the Inverness line 221 miles farther north to a fishing port and summer resort.

The North sea cuts two generous pie-shaped pieces out of Scotland's shore that faces Europe. Edinburgh stands near the head of the southern bay which is the Firth of Forth; Inverness, near the head of the northern bay, Moray Firth, Looe, mouth of the "south shore" of Moray Firth, about 40 miles down from Inverness.

It was the son of a Looe miller who built the new party which, for the second time, has taken control of the British government. But Ramsay MacDonald is not the only great man the region has known, the record of the National Geographic society show. The late Premier Asquith had a summer home at Hopeman, next door neighbor to Looe mouth. James Gordon Bennett, founder of the New York Herald, was born at Newmill.

Three famous figures, their names will dwindle down the ages beside that of a man who ruled the region 900 years ago. Shakespeare has given a greener youth to Macbeth, ancient king of Morayshire, than politics or journalism can give Asquith, MacDonald or Bennett.

"He saw some of the beauties of Morayshire," he heard some of its historical stories," said Mr. MacDonald, in an address after Ambassador Davies' visit.

Under a cliff stand the ruins of the castle-monastery of the bishops of Moray for whose possession young Ramsay MacDonald's boyhood gang fought another gang, inland in the school like premier revisits, but the 13 trees are gone. At Drainie school no new boy was accepted by his fellows until he had swung through the 13 tree tops, never touching the ground.

Not far from Looe mouth, Premier MacDonald tells, is a sand dune country. Beneath the dunes is a mansion, buried at Looe, as Pompeii. The owner would play cards on the Sabbath, even were the devil his partner. A stranger came and while they played the winds rose and the sand blew. In Looe mouth they say when the gales come down from the north-west you may still hear the clink of the passing coin as the game proceeds.

Living on the Texas-Arkansas line, Mrs. F. E. Pharr of Texas, who played in the state golf tournaments in both states and now has two titles.

### BILLION BOTTLES A YEAR INCREASE GINGER ALE SALES

A billion-bottle-a-year increase in consumption of soft drinks is being accomplished by constantly enlarged use of newspaper space by syrup makers and bottlers.

Many millions of square lines of space in 745 newspaper advertising Canada Dry ginger ale this year. In 1927, this product, now the largest selling ginger ale in the world, was unusual and almost wholly unknown. In 1922, when newspaper advertising was begun, 4,000,000 bottles were sold. Last year the company's output totaled 20,000,000 bottles—better than a 12-fold increase in five years.

The first newspaper advertisement the company ever published was headlined "Down From Canada Come Taste of a Wonderful Beverage." Of this, P. D. Saylor, president of Canada Dry Ginger Ale, Inc., recently said:

"The 'Down from Canada' advertisement most effectively introduced Canada Dry to the American market in 1922. Each year we re-run this advertisement once in every medium we use, partly perhaps for sentimental reasons, but mainly because it is one of the finest and most interesting pieces of copy ever written about our product.

"We are optimistic about the future of the beverage industry. More and more people are drinking ginger ale and other carbonated beverages because of a growing appreciation of the fact that modern methods of manufacture and of sanitary control assure a pure, wholesome and delicious product.

"Our 1929 newspaper program includes schedules in 745 daily newspapers. Most of these schedules cover the entire 12 months of the year, since we and the public no longer consider ginger ale a seasonal item."

Quality advertising on a steady, consistent scale has insulated Canada Dry into national leadership in a market which is a babel of many brands. Sound "reason why" arguments, prepared by N. W. Azer & Son, Philadelphia, have characterized all the company's messages. Aggressive selling and careful management have contributed.

### What Lightning May Do to Us

When Mark Twain, busy with his essay on political economy, was interrupted repeatedly by the lightning rod agent, he finally told the man in some impatience to go ahead and put the rods all over the house, and put them on the barn and a few on the cow. Nothing more was thought of the matter until the next thunder storm came up, when it was discovered that neighbors had ringed themselves around the place, at a safe distance, and were staring in amazement at the greatest electrical display in the history of man. The rods had done the work of "drawing" the lightning and protecting property and human life.

The lightning rod agent was a fixed institution a generation or so ago in perhaps every rural district of the country. A dwelling that wasn't "rod-d" was gazed on with interest and awe by the neighbors. The protection simply must be had. "It was criminal to leave a building so exposed, when out of the sky any day might come a sudden flash that would demolish it and send its inmates to destruction. The line of talk usually won, the rods went up, with the shining brass balls near their tips, and security was the new order. Perhaps the lightning has become less

... less faith in what the lightning will, or won't, do.

People who ride on the streets or highways and get killed off at the rate of 37,500 a year or better need not trouble their minds deeply in the matter. For the number of deaths from lightning in the United States is around 500 annually, compared with total fatalities from all kinds of accidents of more than 90,000. Figure it out, and take your chance, or seek protection according to the recipe.

But there is one thing the bureau of standards overlooked. It is the protection against lightning of a good feather bed. Nowhere is that mentioned in the report, which follows an extensive study. What has the bureau been about? Doesn't it know that all the notions in Israel in the good old days had one infallible resort when the skies began to rumble and the flashes began menacingly about the back door and tapped around the swaying trees? They ran and wrapped themselves in the heavy folds of a feather bed, these to remain secure till peace again had settled over the earth and only faint drippings could be heard from the eaves. Protection against lightning? Ask grand-mother about it. She knows, and she may have a feather bed— (Kansas City Star).

Mail Tribune ads are read by 20,000 people every day.

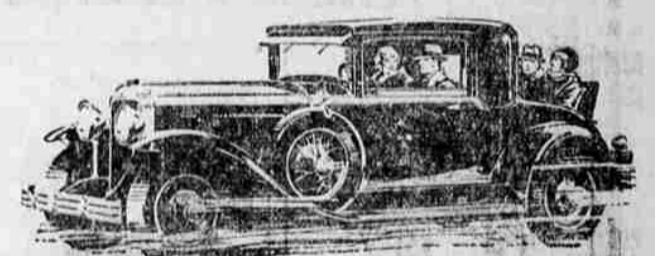
# NEW CAR BUYERS

## 1929 Silver Anniversary

# BUICKS

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Now on sale—the smartest looking models from the most beautiful line of cars on today's market—1929 Buick demonstrators and floor models, with full new car guarantee, offered at special prices to sell them quickly. Carefully driven but a few thousand miles by our company executives, these cars look just as trim and beautiful and perform just as superbly as brand new cars. You can hardly tell they have been driven, and they are priced amazingly low. See these cars the first thing today, while the variety of models is complete.



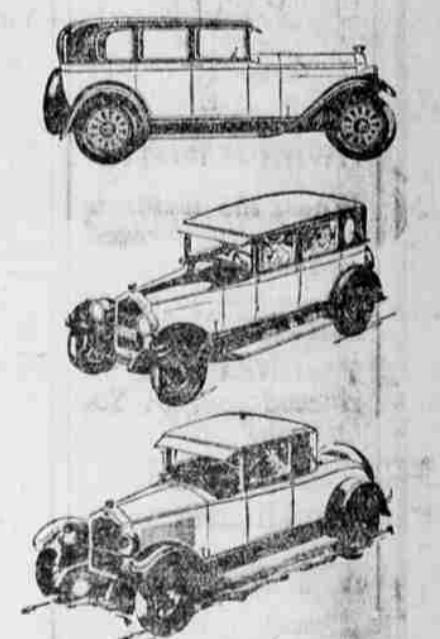
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- AND MANY OTHER BIG CAR ADVANCEMENTS . . . . .

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