

AIR MAIL PORTERS BUSIEST WORKERS THE WORLD KNOWS

NEW YORK (AP)—The trans-conti- nental air-rail lines, three of which are now in operation, besides marking an epoch in the history of transportation, may do something toward enriching the language with a few smiles and such.

It may become a commonplace, for instance, to speak of a man of many duties as being "as busy as a trans-conti- nental plane courier."

These couriers—there is one on each plane—are combination conductors, porters, waiters, newsboys, counselors and guides. They are young fellows of education and fine upbringing who are starting at the bottom and working their way up, which ought to be easy for them, as they go up a long way from the bottom, as represented by the ground, four to six times a day.

The couriers see that the passengers' baggage is stowed away, big pieces in the wing and small ones in the overhead racks; hand out newspapers and magazines; put up the individual tables, set them, and serve lunch; collect tickets; point out spots of interest in the scenery; distribute cotton for the travelers' ears, and on occasion offer their ministrations to those who find the currents of the air as disturbing as the billows of the deep.

There also are plenty of problems not on the schedule that must be met as encountered. On the recently completed inaugural journey of the trans-conti- nental, at transport, the plane-train line with which Col. Charles A. Lindbergh is connected, the courier, who is the son of a railroad vice-president discovered that the gilded aluminum cups in which he apparently was expected to serve coffee, had absolutely no bottoms at all.

It was noticed puzzling over the phenomenon by a passenger who had learned resourcefulness by such things as running a flying school and crossing the Atlantic in a dory and by a reporter who had been here and there, and the three went into consultation.

As the plane whirled along 3,000 feet over the painted desert of the southwest they pondered the complexities of modern life and the passengers gave it up, declining even to try to drink coffee out of a cup without a bottom. Then the courier discovered that his lunch kit also contained china cups which fitted neatly inside the gilded ones, and the problem was solved.

At Kansas City, on the way eastward, a herd of very lively and impudic flies stowed away on the plane, announcing their presence when the ship was on its way to St. Louis. The windows were opened and throughout the two-hour journey, the courier, the son of a captain in the navy, stalked up and down the aisle lunging at flies with a folded magazine. His attack was so remorseless that most of the flies decided to walk home; the others being swept out by the courier at St. Louis.

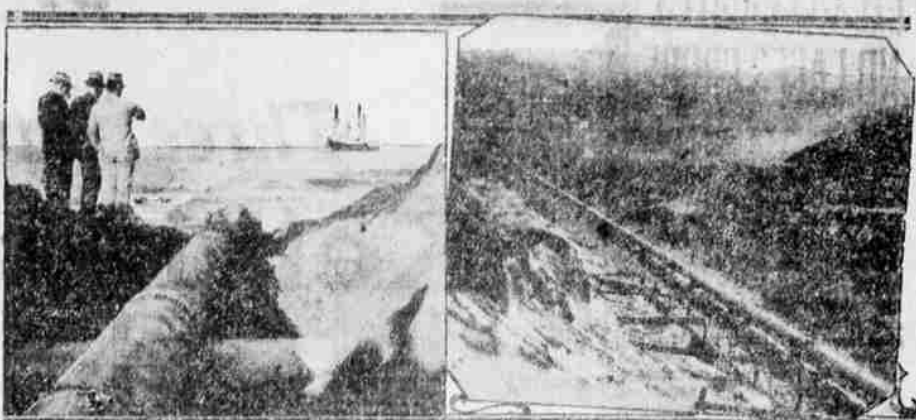
And so it goes with the couriers, who thus presumably gain experience and an ability to meet emergencies which will make them in all good time, officials of the line.

CHEVROLET COMPANY PRODUCED 845,469 SIX CYLINDER CARS

Reflecting the ever-widening appeal of the low priced six cylinder automobile, the Chevrolet Motor Company, on July first, had produced 845,469 six cylinder cars. June was a heavy contributor to the achievement. Output for the month was 151,297 cars and trucks, nearly 20,000 units greater than the best previous June on record.

Commenting on the succession of records that Chevrolet has been establishing since the introduction of the new six January first, W. S. Knudsen, president and general manager, says: "From a manufacturing standpoint, Chevrolet has not constantly aiming at new records; production is governed at all times by demand. Recent public acceptance of the new six has made necessary record performance on the part of our sixteen factories. The automobile buying public has been the dictator of our manufacturing pace."

Service Conquers Ocean Hazard



The photo cover incidental features of the actual laying of an ocean pipe line, which was towed to sea by the steamer "Pescoc," which is seen in the distance, after having been welded into a single piece on shore. A cable line was made fast to the nose of the pipe line by a special bridge. The pipe line rested on a long runway, which was heavily greased. Slides under the pipe gave the pipe its half mile "ride" down to disappear in the ocean, and were cut away as the pipeline slid into the water. The operation was engineered by the General Petroleum Corporation.

SANTA CRUZ, July 19.—A "pipe ultra" in sales service through the medium of unique engineering, has developed here in the completion of a marine delivery unit of the General Petroleum Corporation of California to supply all fuel requirements of the giant Santa Cruz Portland Cement Company's plant at Davenport, ten miles north of this city.

The major problem overcome was in the laying of a half mile pipe line, solidly welded into a single line, on the floor of the Pacific Ocean through which tanker cargoes will be discharged to a shore pumping station which, in several different storage tanks, will provide a total galloance of fuel of all kinds of 1,431,900 gallons.

To lay the pipe line on the ocean floor it was necessary to build it

entirely on shore, on a long runway, mount it on slides and, over a heavily greased runway, tow it to sea with the fifteen hundred horsepower engines of the big steam tug "Pescoc." The pipe line complete weighed a total of 52 tons. It was made fast to the tug by a bridge attached to its end. The operation, performed at early dawn, occupied less than an hour.

Cost of the entire operation, including construction of the shore pumping station and storage facilities, was set at approximately \$200,000. The unique project is believed to be the only one of its kind on the North American continent. It involved many diving operations, including those to fabricate the pipe line on the ocean floor, and to arrange mooring for tank-

ers that will discharge cargo a half mile from shore into the pipe line. Showing how carefully engineering plans were laid, the pipe line, hauled to sea, was less than three feet away from the spot picked for it by the most exacting calculations.

Mooring adjoin its resting place at the very end, and the first delivery of fuel is expected within the next few days.

General Petroleum Corporation is known chiefly to the general public for its production of Violet Ray gasoline, Farmhouse motor oils, and kindred automotive lubrication products. These, it has been announced, are included among the supplies ordered by the cement company in conjunction with delivery of other General Petroleum products.

Norwegian City to Change Its Name

WASHINGTON, D. C., July 27.—Tromsø, Norway, which lies but three degrees from the Arctic Circle and is familiar to geography students as one of the most northerly cities in the world, is to change its name. Recent press dispatches say that after January, 1930, the city will resume its ancient name of Narvik, by which it was known until the middle of the sixteenth century.

Modern Tromsø is built on a peninsula formed by the River Nis and the Tromsøfjord, and which includes Norway's west-

ernmost point, and is famous for its woolen goods, embroideries, carved wood souveniers, and silver carved in old Norse designs are popular with tourists. Many of the larger shops are on Olaf Trygvasson Street, which was named after the town's founder.

A City of Wood "Tromsø has survived fifteen fires and to prevent future conflagrations town spreading the principal streets have been widened to 100 feet or more. These wide streets give the place a spacious air. Tromsø is a city of wood. With the exceptions of the Cathedral and some modern business buildings, the houses and warehouses are all frame.

Tourists Shop for Furs "The shops have many unusual wares for visitors. Furs are sold and there is a demand for blue and silver fox, polar bear and ermine. Elder-down quilts, bear

"Although it lies in the same latitude as southern Iceland, Tromsø has summers like those of England, and its winters are no more severe than those of Germany. The river on the coast is seldom frozen. In summer numerous trees and shrubs give the town a semi-tropical appearance which the visitor had not expected.

"The long Arctic summer daylight has its effect on the farms lands surrounding Tromsø. Often there are two crops a year of produce which yields but one crop in the temperate climate.

Market for Salted Herring "Tromsø is the coronation place of ancient Norse kings and the present king, Håkon VII, was crowned there in 1906, when the union of Sweden and Norway was dissolved. The city has a population of some 25,000. Much of its life centers about the water front. The ship building industry is brisk and there is a boat service between Tromsø and Bergen and the North Cape. Numerous fishing boats come in with their cargoes of salted herring to be deposited in the tall, quaint gabled warehouse which line the quays.

"The tall Gothic spire of Tromsø Cathedral rises above the surrounding low buildings of purely Norse architecture in striking contrast to them. The Cathedral looks like a transplanted English church in a Norse setting. Its Gothic style may be attributed to Norsemen, living in England when the Gothic architecture was attaining its vogue, who preferred it to the simpler Norse style and incorporated it into the Cathedral. The structure was begun during the reign of Olaf the Quiet, between 1047 and 1092. It has been restored many

GASOLINE PRICES BELOW AVERAGE ELEVEN YEARS

NEW YORK.—Gasoline not only has maintained its position as the cheapest commodity in universal use on the market, but the average filling station today is lower than the average of the past 11 years, a survey by the American Petroleum Institute indicates.

First of the month prices of gasoline at filling stations of the major marketing companies in 50 representative cities during the period from 1918 to 1928 averaged 22.82 cents a gallon, it was found. Prices in the same cities and at the same filling stations on May 1 of this year averaged 17.52 cents a gallon. The average price of gasoline is lower despite a 200 per cent increase in gasoline taxes. Where from 1918 to 1928 the gasoline tax averaged 1.22 cents a gallon, making the average cost per gallon to the motorist 24.64 cents, on May 1 the tax averaged 2.50 cents a gallon, making the average cost per gallon to the motorist 21.02 cents.

The Institute points out that gasoline is unique among commodities in that its price has declined despite an enormous gain in demand. Each in 1918 there were less than 10,000,000 motor vehicles registered in this country. Today there are more than 25,000,000. There are 75,000,000 gallons of gasoline consumed annually and other motor vehicles are used, as well as a number of industries which employ it other than as a fuel. The demand for gasoline has increased and consequently the demand. There have also been wide fluctuations in the cost of production and in distribution.

The cities in which prices were obtained were scattered from Portland, Me., to Portland, Ore., as near the oil fields as possible, and as far away.

Of the 53 species of mammals which once roamed the Chicago district, 14 have disappeared completely.

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

"I'll take your car, sir" "It Is Cool in San Francisco" Service, Quality, Hospitality. The MANX HOTEL SAN FRANCISCO

RIVERSIDES The first choice of millions of motorists throughout America

YOU hear a lot of talk and read many statements nowadays, about how many millions of this or that tire have been sold... and why. These statements fail to point out, however, that a large percentage of all these tires are sold as "factory equipment" on popular makes of automobiles. In other words, the motorist himself has had very little to say about selecting the tire equipment of the new car he buys.

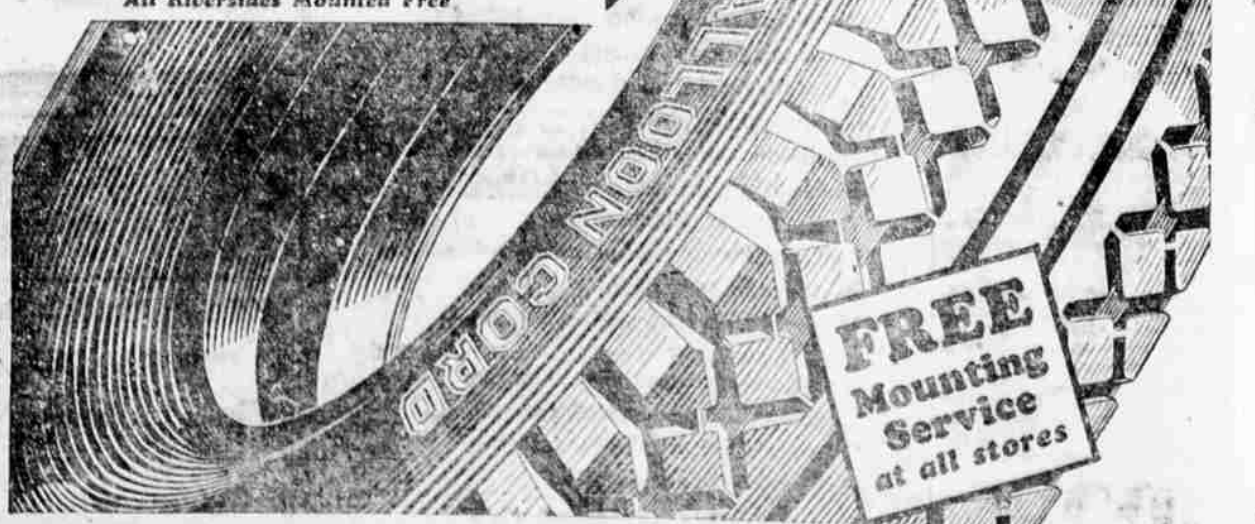
When these same motorists, however, have an opportunity to study tire quality and tire values for themselves, the story becomes somewhat different...

Take, for example, the popularity of RIVERSIDES among car-owners. This famous tire was introduced to the American public 18 years ago. Since that time RIVERSIDES have been sold to many millions of motorists throughout America. A great majority of these tires have been sold on merit alone—without any high-pressure salesmanship. And they were bought on just three points: the splendid reputation of Montgomery Ward & Co., the definite mileage guarantees under which RIVERSIDE Tires have always been sold—and the recommendation of millions of satisfied users.

Facts like these cannot be disputed or ignored. They explain why RIVERSIDE Tires occupy a place among the leaders of the industry—and it is because of these facts that we make the claim, and back it with our guarantees, that RIVERSIDES are THE EQUAL OF ANY TIRE MADE, regardless of price. This statement we are anxious to have you prove to your own satisfaction—on your own car—the next time you are in the market for tires.

In the matter of price, RIVERSIDES, of course, save you money. Compared with the five or six other leading makes of equal quality, for example, your savings on a RIVERSIDE range from about \$2 per tire (on the 29x4.40 RIVERSIDE Balloon) to \$5 to \$10 on larger sizes. Surely such savings merit your most careful consideration... particularly in view of the fact that when you purchase a RIVERSIDE you are protected by definite guarantees of 16,000 and 30,000 miles of service! No other make of tire in America today, backed by an organization with the responsibility of Montgomery Ward & Co., is sold under such definite mileage guarantees.

Visit our store today and see these RIVERSIDES for yourself. Note their quality construction, low price, iron-clad mileage guarantees... and buy on FACTS, not "talk."



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Ajax Silverware 89c each. Colored Brooms 89c each. 60c Size O'CEDAR 36c. For everyday use. For your cabin. For your camp outfit.

Table with 2 columns of silverware items and prices: Tea Spoons, Dinner Forks, Dessert Forks, Ice Tea Spoons, Salad Forks, Cocktail Forks, Butter Knives, Butter Spreaders, Sugar Spoons, Soup Spoons, Table Spoons, Berry Spoons, Meat Forks, Gravy Ladles.

SILK FLOSS MATTRESSES. 35-lb. size; regular \$23.50, special \$19.67. 40-lb. size; regular \$27.50, special \$22.35.

Fish Eggs, Star and Tyeo 29c. 6-cup Percolator; 1 lb. Golden West Coffee both for \$1.00. Whirling Fairy Lawn Sprinklers \$1.95, special \$1.49.

Table with 2 columns of household items and prices: Coaster Wagons, Morning Glory Dinnerware, O' Cedar Duster, Bottle Caps, Decorated Bowls, TABLE OILCLOTH.

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