

FIK ENGINEER EXPLAINS FUNCTION OF INNER TUBES

To many persons the inner tube of a tire is just something which must be inflated. Few motorists appreciate the important work done by the inner tube, according to engineers of the Fisk Tire Company, Inc., who explain the function of this most necessary part of the pneumatic tire.

"The inner tube is an air container," the Fisk engineers point out. "The work done in propelling the automobile is transmitted from the engine, to the tire, to the road. The work done by the inner tube is the adjustment of itself as the rotation of the wheel forces movement of the air, and that amount of work done as the medium when a blow against the tire is counterbalanced by the cushion of air. The inner tube, the enclosed air and the tire act in unison. The tire does not undergo a single distortion or vibration, is not subjected to a single blow which is not reflected against the air cushion through the medium of the inner tube.

"In the new Air-Flight Principle Tires of Fisk, the inner tube is subjected to less strain by the use of the larger air chamber and certain other factors subject the tube to less heat action, all of which make the inner tube last longer and perform more satisfactorily."

EQUI-FRACTIONATED ASSOCIATED GASOLINE

Just as performance in a motor car implies not simply a preponderance of a single element such as power or speed or pickup, but a perfect blending of all of these and still other elements, just so must the fuel which gives most satisfactory performance be designed to deliver all of the desirable elements in perfect balance.

It was with this fundamental premise in mind that the Associated Oil company developed the new equi-fractionated gasoline, according to B. I. Graves, general sales manager of the organization.

"For many years, various gasolines have been advertised for their quick starting, greater mileage per gallon, additional power or other outstanding features," Graves declared. "That was sufficient before the present era, in which performance has become paramount.

"Now Associated is first to meet the demand for all-around performance with equi-fractionated gasoline, which combines the five essential qualities in a single, perfectly balanced product. These qualities are quick starting, pickup, power, speed and mileage, and Associated has them all.

"In the production of equi-fractionated Associated gasoline, light or fractions—the gasoline in vaporized form that comes from the crude at relatively low temperatures—is used to provide quick starting and pickup. Because of their volatility, the lighter fractions ignite at once, even in a cold motor.

"But, equally important, heavier fractions—those that distill from the crude at higher boiling points—are the ones that assure power, speed and long mileage. They burn completely away in the motor, but they burn more slowly.

"Thus, the term equi-fractionated means that in Associated gasoline are combined all of these vital properties, assembled in exactly the correct proportion to provide all that a gasoline motor requires for finest performance."

Lawrence's well known jewelers of Medford, today announced that word has been received from the Virgin Diamond Syndicate of Amsterdam, Holland, confirming their appointment as the local authorized dealer in Virgin Diamonds.

"Virgin Diamonds," said Mr. Lawrence, upon being interviewed by a representative of this paper, "ply of such previously owned stones before been individually owned or worn, direct from South African mines.

"There has always been a supply of second-hand diamonds on the market, some of them, of course, with none too savory a reputation. Coming through accepted channels it was impossible to distinguish such stones, although many jewelers have long attempted to handle only diamonds of known history. Since the war, moreover, the supply of such previously owned stones has substantially increased.

"Realizing that the discriminating diamond buyer—unless, of course, he was interested in a rare stone because of its historic background—much preferred to be the first to own and wear the diamond he purchased. I welcomed the opportunity to affiliate my store with the Virgin Diamond Syndicate who, for some years, have specialized exclusively on selected rough, direct from the mines.

"Not only are Virgin Diamonds of the finest quality, in all sizes and in a wide range of distinctive mountings, but their prices are standard all over the world."

In addition, says Mr. Lawrence, with every Virgin Diamond, the purchaser receives a Certificate of Title which guarantees the origin and previous history of the stone.

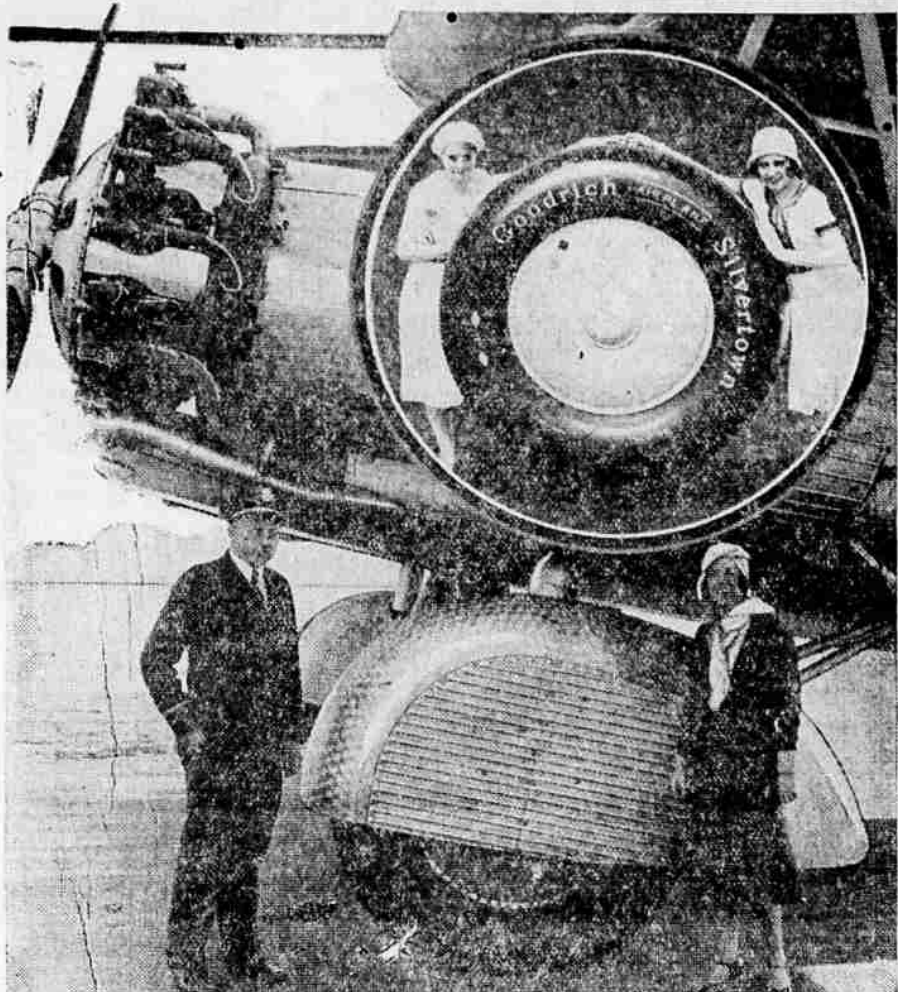
A Napa, Calif., dairy is expressing its milk to San Francisco by airplane. It saves time and the cooler atmosphere benefits the milk.

Lawrence Secure Representation For Virgin Diamonds

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Movie Stars Greet New Passenger Plane



Blanche Sweet, famous motion picture star, greeting pilot Silas Morehouse upon his arrival in Los Angeles from New York in new thirty passenger F-32 Fokker monoplane equipped with Goodrich 58x14 12-ply Silvertown tires, largest airplane tires manufactured. Inset: Sally O'Neil, vivacious movietone star, and her sister, Molly O'Day, shown with one of the mammoth tires.

A Twelve Million City

(Portland Journal)

One of the prime factors in the remarkable growth of Medford from 5756 in 1926 to 11,095 in 1929, an increase of 92.7 per cent, is the great fruit industry of the Rogue River valley. Soil, climate, irrigation facilities and all other conditions are peculiarly favorable to fruit culture. Led by the Southern Oregon experiment station, with F. C. Reimer, an accomplished scientist, at its head, the Medford orchardists are progressive, advanced and always searching for the best, and the results appear in the marvelous growth of the fruit industry in the valley.

Although the Medford district produced in 1929 one of the largest crops of pears in its history and received the highest prices paid for several years, the crop for 1930 promises to exceed that of last year by 10 to 15 per cent, and while the prices will probably not be as large as last year's, owing to other sections of the country having larger crops, it is predicted by those in a position to know that the financial return will equal if not exceed that of 1929.

Three thousand six hundred and sixty-six cars of pears shipped from Medford in 1929 brought more than \$6,000,000, and this year's crop is estimated at over 4,000 cars. The estimate for apples and other fruits to be shipped this year is 750 to 800 cars.

Some idea of the importance of the fruit industry to the Rogue River valley can be gained from the fact that during the peak season of pear shipping over 5,000 people are employed in connection with the industry and the payroll is over \$200,000 a month.

There are 21 fruit packing and exporting firms in Medford, 43 fruit storage houses and five modern cold storage plants with a capacity of 800 cars. There are two large ice plants, one with the largest ice storage in Oregon, used for icing the refrigerator cars in which the fruit is shipped. Two canneries are located in the county, packing 100,000 cases of fruit and vegetables yearly. There is also a catsup factory in Medford.

In the center of a picturesque landscape, with the Cascade and Siskiyou and Coast range mountains in the distance and abundance of predial nature, Medford town is one of Oregon's prize cities.

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BIG INCREASE SALES CHRYSLER CARS MAY

Shipments of all divisions of Chrysler Motors for the month of May totaled 46,644 cars, an increase of 3,153 or 8.5 per cent over April, 1929.

May shipments this year were 74 per cent of the same month last year, the best relative showing made this year to date. April shipments being 63 per cent of April last year. It is also significant to note that May shipments this year exceeded the shipments in May, 1928, by 1,040.

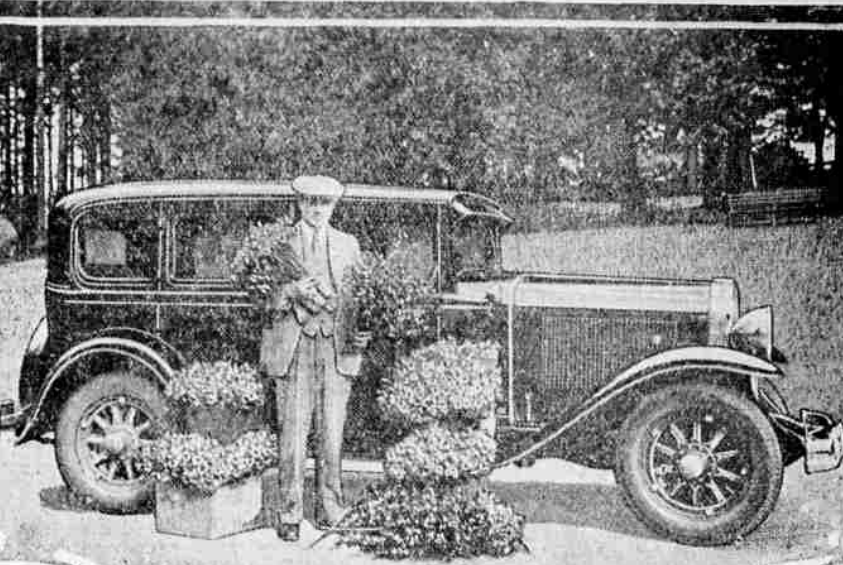
Outstanding among the Chrysler divisions during the month just passed was the record of the new low-cost Plymouth, whose shipments of 14,677 showed an increase over April of 5,205 cars, or 58 per cent. DeSoto, with shipments of 6,247, also represents a marked increase of 39 per cent. Shipments of cars bearing the Chrysler name totaled 9,386, and the Dodge passenger cars, 8,736. Of commercial vehicles, Dodge shipped 1,806 and Fargo, 292.

Reflected in these increased factory shipments is the continued consistent improvement in retail sales. All divisions of the Chrysler Corporation delivered 9 per cent more cars at retail in May than in April, the low-priced Plymouth showing the most remarkable increase of 38 per cent. During the past two weeks retail deliveries to the public have averaged 78 per cent of last year, which is relatively the best showing made this year to date for a corresponding period.

Field stocks in the hands of dealers of all divisions are materially lower as of June 1st than they were at the same period a year ago, the reduction being more than 28 per cent.

Factory shipments of Chrysler-built cars for the week ended May 31st exceeded the corresponding week of last year, and continued improvement in the retail demand for automobiles will naturally result in further increased shipments from the factory, as the stocks of cars in dealers' hands are at a

Cheer Spread By Flower Lover



R. B. Miller, Buick dealer of Tillamook, Oregon, as he arrived with his 1930 car in Portland on his annual pilgrimage to present bouquets of daffodils to his friends. Mr. Miller is widely known for his raising of prize daffodils, which he propagates solely to distribute as gifts among his friends.

very low point compared with the current rate of deliveries.

COPENHAGEN, June 14—(AP)—Decision of Denmark to send a scientific expedition on board a small cruiser to Greenland this summer has resulted in a heated protest by a body of Norwegian imperialists who are urging Norway also to send a cruiser north. Norway has refused to recognize Danish sovereignty over Greenland.

TORUN, Poland, June 14—(AP)—A peasant farmer tilling his soil near Torun recently found an ancient urn which led to the discovery of a prehistoric burial ground dating 2000 to 1000 B. C. A committee of archaeologists uncovered evidences of a high state of culture belonging to the iron age.

JERUSALEM, June 14—(AP)—Women lawyers, only recently admitted to practice in Palestine, have been barred from the religious courts. Those courts deal with marriage and inheritance matters.

In a clear blue ice berg, one of a large field encountered near South Island, the carcass of a large black bear was found embedded in the ice.

COPENHAGEN, June 14—(AP)—The Danish birth rate for 1929 is the lowest on record, and government statisticians have announced that if the decrease continues, the death rate will outdistance the birth rate in a few years.

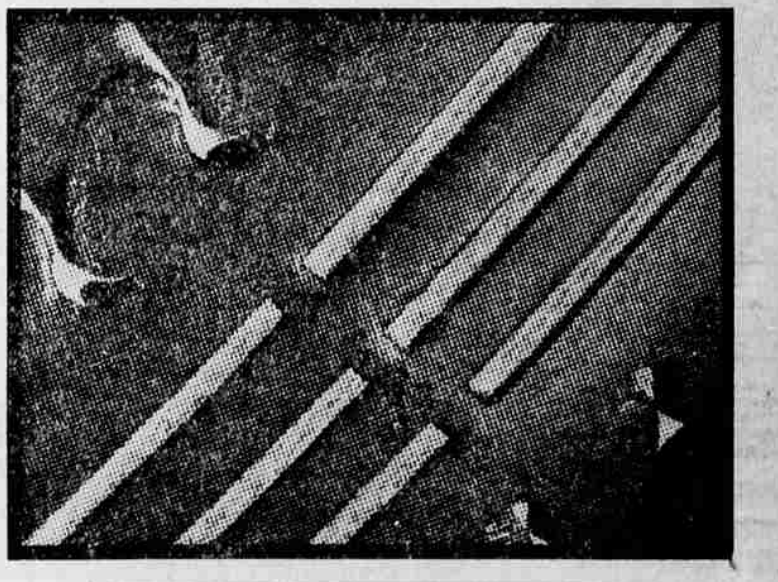
LONDON, June 14—(AP)—The Royal Geographical society will send a scientific expedition to east Greenland this summer under Dr. H. G. Watkins, on board Shackleton's steamer, "Quest." The party will survey possible landing stations for British air routes.

MELBOURNE, Australia, June 14—(AP)—Cares of office have turned the hair of Prime Minister Scullin snow white. When he took office six months ago he had coal black hair. His most harassing problem, he said, has been that of unemployment.

Look at this Silvertown..



after 22,517 miles!



You, too, Can Get Big Mileage on Goodrich Silvertowns

WHAT'S THIS? A worn-down tire in a tire advertisement? Yes, sir... exactly that! And with good reason. Any tire looks good when it's new. It's the way Silvertowns look after long punishment on the road that makes us proud of them!

This tire is one of the 62 that went out with the Silver Fleet. It made the whole 30,000 mile trip without a single difficulty. This picture shows it at the 22,517-mile mark. Shows how it looks after battling its way across two dozen states.

And look at it! Match it up with tires you know that have gone that far! Compare it with your own tires! Any question about Silvertown bring a better tire now?



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THE LOWEST PRICED OF ALL 4-DOOR SEDANS

The attractive means of comfortable, economical transportation for hundreds of thousands of motorists

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