

FIVE LOST WHEN GERMAN FLYING BOAT CAPSIZES

Two Americans Victims of Forced Landing On Sea — Three Rescued By Danish Vessel.

BERLIN, July 10.—(P)—The American victims of the German flying boat which capsized near Bornholm yesterday, today were stated to be Ruth Patricia Northrop, 25, of Philadelphia, and John L. Burkholder, 42, of Mount Pleasant, Pa.

The plane was forced to make an emergency landing in the sea when a gale came up and crumpled the left wing.

The pilot, mechanic and one passenger were rescued by the Danish ship *Maja* which had taken the plane in tow, but the other five passengers disappeared in the sea when the plane capsized. Efforts to rescue them were made by several other boats which had rushed to the assistance of the plane, but so far as could be determined none of the five still missing was picked up, although Miss Northrop was reported to have missed rescue only by a narrow margin when her life belt failed as efforts were being made to hoist her aboard the steamer *space*.

AMERICAN TOBACCO CO. SHOWS NET INCREASE OF 100 PER CENT

George W. Hill, president of the American Tobacco company, has sent a letter to stockholders announcing a proposal, approved by the board of directors, to split up the company's common stock and to raise the annual dividend rate on the split-up stock to \$5 a share from the present rate of \$4. The action fulfills Mr. Hill's promise of a year ago, the realization of which was made possible by a 100 per cent increase in net profits for the first five months of this year.

A special meeting of the stockholders will be held in the office of the company, 75 Montgomery street, Jersey City, N. J., on July 28th, to consider the directors' proposals.

In a letter to stockholders dated August 28, 1929, Mr. Hill said: "Your board of directors is considering for the year 1930: first, the desirability of raising the present dividend rate; second, recommending such changes in the company's charter as will permit the splitting of the stock on such basis as may be beneficial to the company's stockholders."

In his letter just issued, Mr. Hill says the net profits of the company for the first five months of 1930, after allowing for bond interest, and preferred dividends, showed an increase of more than 100 per cent over the corresponding period of 1929, and that the outlook for the remainder of the year 1930 is very encouraging.

The split-up of the present common stock and common B stock is on the basis of two new shares for each present share, the new shares to be one-half the par value of the old, and each of the new shares to be entitled to one vote.

To preserve the relative voting power of the preferred stock, the resolution provides for the increase of the voting power of preferred stock from two votes per share to four votes per share.

At the same meeting stockholders will vote on a plan or the issuance and sale of common B stock of the company to employees and persons actively engaged in the conduct of the company's business.

On September 1, 1930, the company will pay the 100th consecutive quarterly dividend on its common stock. The board of directors expect, if the program set forth in the notices to stockholders is approved, to declare an extra dividend of \$4 per share on the common stock and common B stock now outstanding (the old stock), payable simultaneously with the 100th quarterly dividend.

Commencing with the 101st quarterly dividend, the board expects to institute regular quarterly dividends on the newly authorized shares of common stock and common B stock at the annual rate of \$5 per share.

The American Tobacco company is well known among the cigarette manufacturing companies for its aggressive advertising of the "Reach for a Lucky" slogan.

The company made an unusual investment in newspaper advertising and the 100 per cent increase in the net profits for the first five months of 1930 is a result, the company states. Under Mr. Hill's leadership, the company has adopted a novel advertising policy which seeks to get real news and editorial interest into its advertising copy and to follow in this respect the success newspapers have attained in their presentation of regular news and editorial matter.

BITING CAP FROM POP BOTTLE IS DANGEROUS

EAST HAMPTON, Conn.—(P)—Better not bite the cap off a bottle of pop. Joseph Garrus did so. The gas forced the cap down his throat and surgery was necessary.

OFFICER SLAYS FARMER DURING RAID ON HOME

BARBOURVILLE, Ky., July 10.—(P)—Sheriff's deputies today had a murder warrant for Nat Helton, deputy constable of Wilton, following the fatal shooting yesterday of Omer Mackey, 35-year old farmer, during a raid on the farm of Mackey's father-in-law.

The warrant was sworn to last night by Joe Jackey, a relative of the slain man, according to Mrs. B. P. Walker, Knox county sheriff.

Helton, accompanied by one federal prohibition agent and three deputy sheriffs, staged the raid from two sides of the house, he said. Mackey ran from the house, fell, and reached for his pocket. He drew forth a bottle of whisky and started to run again, according to Helton. Helton said he then fired to frighten the man.

FORESTERS TEST PORTABLE RADIO AT DIAMOND LAKE

DIAMOND LAKE, Ore., July 10.—(Special)—P. V. Horton, assistant regional forester, from Portland, and V. V. Harpham, forest supervisor of Umpqua national forest from Roseburg, are spending several days at Diamond Lake on a general inspection of the Diamond Lake region, particularly the recreational areas.

While they are here they are testing a light weight portable radio sending and receiving set. The set weighs about 40 pounds and is well under the capacity of a pack horse. The forest service plans to use such sets to supplement the telephone system in remote places, especially in case of fires. This is the first time such a radio set has been used in southern Oregon by the forest service. Extensive radio tests have been carried on by them in the Columbia national forest of Washington.

EAGLE POINT FOLK SCATTER FOR 4TH

EAGLE POINT, July 10.—(Spl.)—Among the Eagle Point people spending a safe and sane Fourth of July at Ashland were Mrs. S. E. Howlett, Hattie Howlett, Mrs. Grant Shaw, Miss Zelma Shaw and Gene McQuaghey, Mr. and Mrs. Sam Coy and children, Mr. and Mrs. Bill Holman and children, Mr. and Mrs. Floyd Pearce, Dorothy and Vance, Mr. and Mrs. S. K. Barnes and daughter Frances, E. B. Shaw, Mr. and Mrs. Otto Caster, Mr. and Mrs. Tom Caster and children, Mr. and Mrs. Hankins and daughter Sylvia.

A party enjoyed a picnic at Cascade Gorge, including Mr. and Mrs. William Perry, Mr. and Mrs. Mitchell, Mr. and Mrs. Roy Smith and children, Mr. and Mrs. H. W. Ward and daughter Edith, Edith Huson, Mr. and Mrs. Ivan Hatfield, Mrs. Holloway, Nettie Grover and Donald Whetstone.

Spending the Fourth at Crescent City were Mr. and Mrs. J. G. Hancock, Phillip Hanaford, Mr. and Mrs. Fred Loveland and daughter Elsie.

Mr. and Mrs. George Holmes and daughter Johanne spent the holiday at the ranch home of Mrs. Holmes' parents, Mr. and Mrs. Thomas Riley at Antelope.

GOLD HILL HIRES TEACHING STAFF

GOLD HILL, July 10.—(Spl.)—The following teachers have been employed for the coming term in the Gold Hill schools:

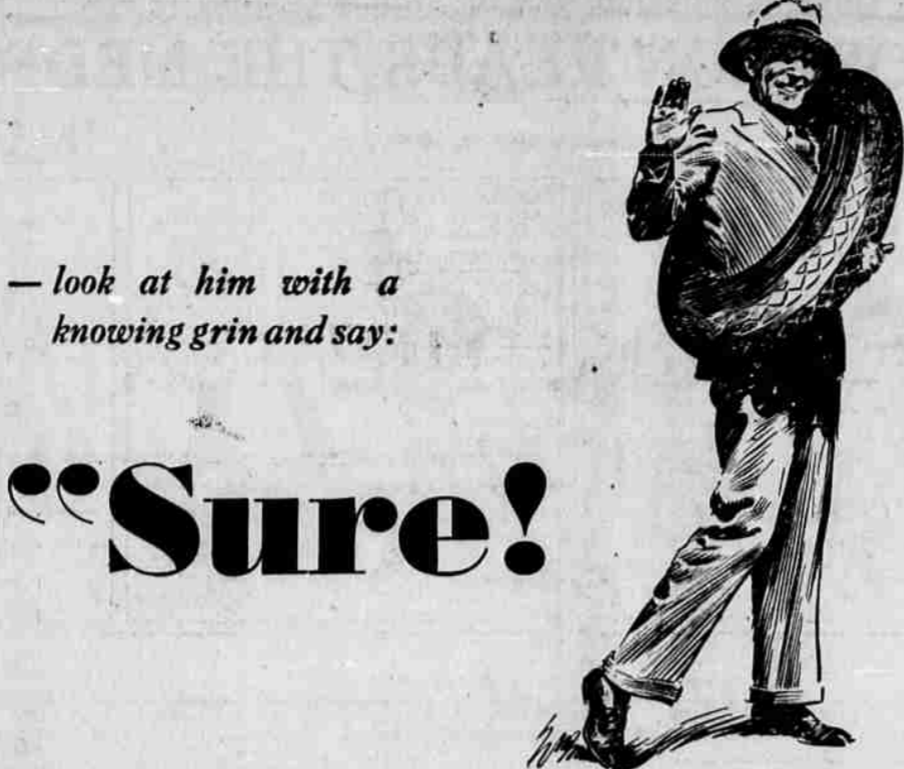
High school: George Meisinger, Paul Angstead, Mildred Orr, Joy Ingalls, and R. A. Botts for orchestra.

Grades: Maude Robinson, Mabel Moore, Minnie Sargent, Ethel Hedgcock, Mrs. Minnie Guy rehired for music.

All these teachers were here last year with the exception of Joy Ingalls (commercial) of Eugene, Mabel Moore (fifth and sixth) of Medford and Ethel Hedgcock (second) of Central Point.

SEVERAL OFFENDERS IN GOLD HILL COURT

GOLD HILL, Ore., July 10.—(Spl.)—The past week was a busy one in the justice court. Fred Knotts of Medford was fined \$100 and given 10 days in jail for liquor possession; State Officer S. O. Herr made the arrest. Victor Wood of Ashland was fined \$100 and given 15 days in jail for transporting liquor; Officer Herb Moore made the arrest; and F. J. Johnson was fined \$10 for speeding with truck and trailer; Officer Talent made the arrest.



— look at him with a knowing grin and say:

“Sure! We know— You’re Napoleon!”

LEADERSHIP is the coveted prize in every industry, and the rubber industry is no exception.

So it is only human that our aspiring friends occasionally indulge in the thrill of talking about Leadership, whether they have it or not.

We mention this in all good humor, and merely to explain the somewhat confusing advertising you see now and again, in which one rubber company or another blithely forgets its definitions and shoots the works.

The justification for such a fling is that the use of the term Leadership in most cases is qualified, even if obscurely, by being based on some subordinate phase of the business in which the advertiser claims to excel.

BUT what's all the shootin' for—is Leadership really an important matter?

We think it is, as the most dependable indorsement of a product that the public can find upon which to rely.

When a plurality of the world's motorists, for example, year after year singles out one make of tire as the highest representative of value and merit, that is tremendously important.

It affords the average buyer the finest and safest possible guidance in his purchasing—and for his good and our own we desire to keep that guidance clear.

DISPENSING, then, with equivocal claims, evasions, qualifications and adroit expression, what company actually holds Leadership in the rubber industry?

The public has decisively answered that question in concrete terms of dollars and cents, and has conferred the award upon Goodyear.

Goodyear in turn submits to you the solid facts which support its Leadership.

It does this in no spirit of boastfulness; on the contrary with a privileged sense of the responsibility which its outstanding position entails:

In both volume and value of annual sales, Goodyear is the largest rubber company in the world.

Goodyear consumes 1/6 of all the crude rubber used annually in the world—approximately 50% more than any other manufacturer.

Goodyear builds more than 1/4 of all the tires sold in America, the remainder being divided among some forty manufacturers.

For years Goodyear has factory-equipped between 1/4 and 1/3 of all the new motor cars manufactured.

Goodyear exports approximately 40% of all the tires exported from the United States and Canada for other parts of the world.

Goodyear maintains the largest development laboratories and corps of experimental engineers of any rubber company in the world.

In the last seven years Goodyear's annual production

of pneumatic tires has increased 172%, as against an increase of approximately 75% for the industry as a whole.

WITH special reference to tires, Goodyear holds Leadership because:

Goodyear has made more tires for motor vehicles than any other manufacturer—by millions.

Goodyear is making, today, more tires than any other manufacturer in the world—by millions.

Goodyear's tire business has increased faster in the last five years than any other manufacturer's—by millions.

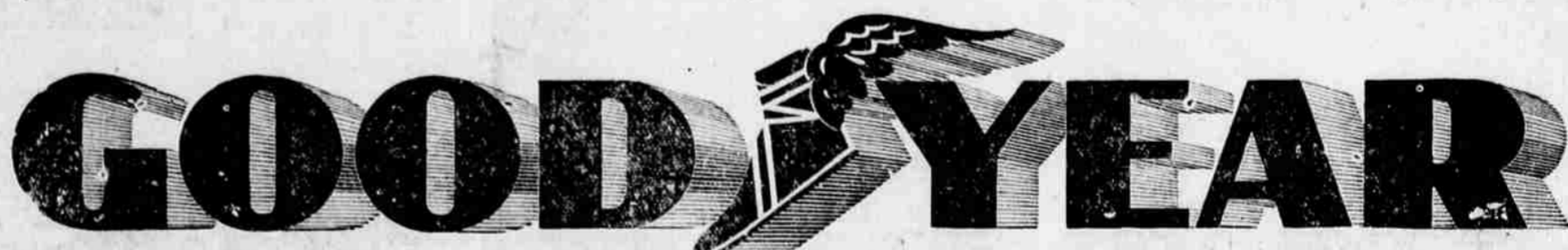
More people ride on Goodyear Tires than on any other kind—by millions.

THERE'S the story, good people, figure it out for yourselves.

Certainly it means that in Goodyear Tires the average user finds a quality and a value which he cannot equal elsewhere.

Certainly it means that when you buy a Goodyear Tire you buy something good enough, *outstandingly good enough*, to have won a special and unrivalled place in the confidence of the public.

And when any other rubber company confuses you with talk about Leadership, just treat yourself to a knowing grin and say: "Sure! We know — You're Napoleon!"



THE GREATEST NAME IN RUBBER

Medford Service Station

Pacific Highway at Sixth "YOUR TIRE SHOP" Phone 14

GUARANTEED TIRE REPAIRING AT MODERATE PRICES

A GENEROUS ALLOWANCE FOR THE UNUSED MILEAGE IN YOUR OLD TIRES

LOW PRICES ON GOODYEAR Pathfinder Tires

29 x 4.40	\$5.55
29 x 4.50	6.30
29 x 5.00	7.98
30 x 5.25	9.40
32 x 6 Heavy Duty, 10-ply Truck Tires	34.10