

GIANT AIRLINES WAGING BATTLE FOR SUPREMACY

Struggle Reminiscent of Railroad War of 1890's —
Luxury and Speed Being
Used to Lure Business

KANSAS CITY, Mo. (UP)—A battle for aerial supremacy in transcontinental transportation, reminiscent of the struggle between railroad barons of the 90s, is being waged today, with modern, luxurious high speed airlines competing for the coast to coast traffic.

The current rivalry is between the two transcontinental airline operators, the United Air Lines and Transcontinental-Western Air Express, successors to TAT.

Costly Battle
A few minutes in making the coast country flight, the pitch of the propeller, a new design in craft and personnel service are factors affecting the bid for patronage. Entire fleets of costly planes are retired as first one company, then the other, jockeys into position of leadership.

When air mail contracts were cancelled last February, airline companies were confronted with the problem of maintaining huge investments chiefly from passenger and express revenues. They began expanding their operations. The TWA route was from New York to Los Angeles, via St. Louis, Kansas City, Albuquerque, United's route from New York was through the midcontinent, via Cleveland, Chicago, Omaha and Salt Lake City to San Francisco.

Territory "Invaded"
TWA with its new fleet of Douglas planes recently started an aggressive campaign to take United's business by invading the Chicago terminal from Kansas City-Chicago-New York business. Previously, this had been United's "exclusive" territory. Into what had been TWA's exclusive field, United ran a schedule into Philadelphia. The next sector in this battle may be in the coast division. It is reported that TWA will invade the San Francisco route from Window, Arizona.

Officials anticipate that this battle will develop fully before the Interstate Commerce Commission, acting under authority granted by the last congress to regulate air-lines, intercedes. Hearings have been scheduled in Washington next month, but control over these two companies is several months in the future.

Mammoth Resources
The resources of the two antagonists are huge. TWA is controlled by General Motors corporation headed by the aggressive Alfred P. Sloan. Richard W. Robbins is president of Transcontinental-Western-Air-Express. Behind United is the National City Bank interests and W. A. Patterson, himself a banker, is president.

None cares to predict the outcome of this rivalry but aviation leaders are certain it will mean progress in the industry. In Chicago, for instance, Wiley Post, the globe flier, tested equipment for stratosphere flights by heavier-than-air craft. Some believe the next step will be stratosphere air transport routes maintained at altitudes over 50,000 feet with air-tight passenger cabins and at high speed. Meanwhile, competition to clip minutes from the schedules between ships, continues at an amazing pace.

DRY UP WASHINGTON BY DEGREES, IS AIM

OLYMPIA, Wash.—(UP) With state control of liquor sales less than five months old, dry forces, led by Supt. B. N. Hicks of the Anti-Saloon league, have launched a campaign to "dry up" the state by degrees.

Under the local option clause of state liquor law, cities, or rural areas outside cities, may vote dry. Residents, however, can import liquor from west areas. If 30 per cent of the voters who cast a ballot the last election, sign

ILLINOIS UTILITY USERS PROTECTED

SPRINGFIELD, Ill. (UP)—Approximately ten million dollars per year has been effected for Illinois users of public utility service through action of the Illinois Commerce Commission since January 1, 1933, according to figures compiled by the commission.

Reductions in electric service rates during 1933 and up to Aug. 1, 1934, totaled \$6,528,000, according to the commission's report, while other rate cuts included: Gas, \$2,252,000; water, \$7,000; heat, \$31,000; and telephone, \$652,000.

Slashes in electric rates followed citation by the commission of 27 utility companies serving 99 per cent of all electricity users in the state, for them to show cause why their rates should not be reduced.

GIRL HAS COLLECTION OF WHITE ELEPHANTS

PITTSBURGH, —(UP)—Eleven-year-old Verna Wagner has a "non-competitive" hobby—collecting white elephants.

The little girl, whose ambition is to be an elephant trainer, has 78 toy elephants she collected over a period of five years.

Her rarest prize in the collection is a small ivory elephant a savage presented her at a circus. Noticing her interest in elephants, the man obtained the ivory one and gave it to her.

Her collection, exhibited several times, contains miniatures of ivory, glass, bronze and other metals.

NAVY RADIO STATIONS. SAVE U. S. MILLIONS

WASHINGTON, —(UP)—Naval radio stations saved the government more than \$3,300,000 in the last year. More than half the savings, according to the navy department, was on communications handled for departments other than the navy.

Thirty-six shore radio stations and 43 radio direction finding stations are maintained by the navy at a total cost of \$795,684.34. It was said that during the past fiscal year naval communications have been operated at less cost and with fewer men than ever before.

BUILDING IN CITY HITS NEW STRIDE AS WINTER NEARS

With seven building permits issued from the city building department during the last three days, the clang of hammer and nail in Medford reaches a new high for the season in a building spurt evidently started from the local building campaign under the National Housing administration.

Edith B. Moore of 243 South Holly has filed a notice at the city hall for construction work amounting to \$100, in repairs to a roof.

Earl Gaddis of 809 East Main has obtained a permit for erection of an office building and shed at 134 North Riverside, with the cost of construction amounting to \$1200.

The remodeling of the building at 310 East Main for Al Piche's new hardware store, under the contract of Elmer Childers, has been made official with a permit from the city, second floor at a cost of \$350.

J. H. Butler of 916 East Main has secured a permit for remodeling a second floor at a cost of \$350.

The Fidelity Building and Loan will remodel a building at 1807 West Main at a cost of \$500.

Larry Schade has secured permission from the city to reneigh his residence at 989 South Oakdale, with cost estimated at \$350.

Col. W. H. Paine of 56 North Orange will erect new steps on the front porch of his residence, at a cost of \$40.

Probe License Plate Cache
COBCKTON, O.—(UP)—A cache of dismantled automobiles and fake Illinois license plates, discovered in a Cobckton county cemetery, was investigated by Ohio and Illinois authorities. Daniel D. Fryer, Cleveland, found the cache while hunting. More than 30 pairs of counterfeit plates in the 711-000 series were hidden under one of the dismantled autos.

SAVE ON FOODS

Specials for Saturday and Monday

SAFEGWAY QUALITY FOOD STORES

FLOUR BUY NOW!

LION BRAND
Milled in Southern Oregon. For every kitchen use.
49 lb. Bag **\$1.63**

CRATER LAKE
Highest Grade Hard Wheat. Guaranteed.
49 lb. Bag **\$1.89**

SUGAR
Pure Cane. 10 Lbs. **54c**

CHEESE
Brookfield, Oregon Made. LB. **15c**

QUALITY VALUES

RAISINS
Fancy Seedless Fresh Stock 4 Lbs. **25c**

FANCY TOMATOES
Josephine Solid Pack. No. 2 1/2 Can. (Case 24 Cans \$2.69) 3 for **35c**

MAXIMUM SYRUP
A cane and Maple Blend You Will Enjoy. Qt. Jug **33c**

PEANUT BUTTER
Max-I-Mum. Fresh Ground. In Bulk. 2 Lbs. **23c**

KERNS' CATSUP
From Ripe Tomatoes 6 bottles 55c 12 oz. bottle **10c**

BUY a SUPPLY!

RICE 3 lbs. **14c**
Broken, Quick Cooking. 7 lbs. 29c

\$10,000 in Cash Prizes!
Win one of 618 cash prizes in Pillsbury's contest! Name Bob Crane's favorite dessert. Ask us for details.

Pillsbury's Best Flour 49 lb. bag **\$2.09**

CORN
Silverbar Fancy White. No. 2 Can Case 24 cans **\$2.99** **13c**

OYSTERS
Biloxi Brand. Gulf Pack. 4 oz. Can **11c**

MILK
Max-I-Mum. Extra Quality. 6 Tall Cans Case **\$2.71** **34c**

NEW LOW PRICES

GRAPEFRUIT
Libby's Fancy Florida Pack. No. 2 Can **15c**

Mayonnaise
Or French Dressing. Best Foods. Pt. **22c**

JELL WELL
Or Jiffy Lou. Your Choice of Flavors. 3 pkgs. **14c**

CALUMET
Baking Powder. Double action. Lb. **24c**

Bran Flakes
Post's. Now you will like Bran. Pkg. **9c**

NATIONAL BRANDS

Biscuit Flour
Airy Fairy. Just add milk. 40 oz. Pkg. **23c**

FLOUR
Albers Flapjack, Pride of the west. 10 lb. bag **53c**

COCOA
Rockwood. 2 lb. Can **19c**

OVALTINE
Swiss Food Drink lets you sleep. \$1.00 size **55c**

MAZOLA OIL
High Grade Cooking Oil. 1/2 Gal. Cans **54c**

BEANS
Fancy Small Whites, in 5 and 10 lb. bags. Lb. **5c**

Yellow Soap
Giant size, extra good for hard water. 4 Bars **15c**

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Hansco Durable Mop and Handle Complete. Each **29c**

CORNED BEEF
Swift's Premium. Serve with cabbage. 12 oz. Can 2 for **27c**

FRESH QUALITY PRODUCE

BANANAS
Extra Select Golden Yellow Fruit LB. **5c**

POTATOES
Klamath Gems. U. S. No. 2. Good size. 50 Lb. bags **46c**

SWEET POTATOES
Sweet Jerseys. 5 LBS. **13c**

CELERY
Oregon Celery. The Relish Supreme. BUNCH **5c**

5 Tons of Cabbage
Fancy Quality. Medium Size Heads. Pound or Ton. LB. **1 1/2c**

Quality FRESH MEATS

SALMON
Fancy Red, sliced or piece. lb. **12 1/2c**

SAUSAGE
country style. 2 lbs. **29c**

MINCE MEAT
Brandy Flavor 2 lbs. **25c**

BEEF TENDERLOIN
Fancy lb. **19c**

Fancy Steer Beef Pot Roast
9c to 12c lb.

BACON
Lean Eastern Corn Fed. lb. **27c**

OYSTERS
Fancy select, new pack. pt. **35c**

Sweet Mixed Pickles
Quart **10c**

WELL-IMAGINE THAT!

AMAZING FACTS about **LESIE SALT**

'PENG-TZAO-KAN-MU'
WRITTEN 2700 B.C., THIS CHINESE BOOK CONTAINS THE FIRST SCIENTIFIC DISCUSSION OF SALT

but have you heard this?

If an ordinary undersized package of salt lasts you 3 weeks, LESIE SALT in full 2 pound packages, will last you 3 weeks—and 4 days more. (A difference amounting to 2 months' "free salt" a year)

LESIE SALT
IN FULL 2 POUND ROUND, RED PACKAGES
Plain or Iodized

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FAMOUS COOKIE ENGAGED TO FAMOUS DESSERT



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America's favorite cookie and America's favorite dessert plight their delicious truth! Sunshine Hydrox vows to make ice-cream taste better than ever before.

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