



## Federation

"TO form a more perfect union" was the animating thought of the statesmen who met to draft America's constitution. Their problem was to weld the sections they represented into a political entity that would function most efficiently and enduringly in the service of the people.

A similar problem was presented nearly a century later to the organizers of America's telephone service. Licenses under the first patents were being granted to isolated companies that were

forming to introduce local service. "A more perfect union" of these companies seemed, from the beginning of the telephone's adoption by the people, to be essential, and so the structure of the Bell System was planned.

This organization exists today substantially as it was then conceived—a group of companies, each preserving its individuality and applying local knowledge to local needs, but all federated into a single cohesive union in order that nation-wide, universal service may be provided.



The Pacific Telephone and Telegraph Company

BELL SYSTEM

One Policy - One System - Universal Service

### U. S. Rubber Co. Has Anniversary

Tenth Year of Advertising in "Home Town" Newspapers Celebrated

In 1915 there were 2,445,666 automobiles in this country.

It seems a tremendous number. Some people were already talking about "the saturation point" being not far ahead.

But if there were some men who couldn't see the woods for the trees, there were others whose faith never faltered.

It took a lot of vision for them to see that the true market for the automobile had hardly been touched.

It took a lot of courage for them to bank on the ultimate success of the automobile in that market.

They had both. Back in 1915, the United States Rubber Company said "The real future of the automobile is not in the big cities but away from them."

It is not in short runs on city streets, but in mile after mile on country roads."

So back in 1915 the United States Rubber Company began to prepare for this movement—and to help it.

In 1915—ten years ago—the first U. S. Tire advertising began to appear in the "home town" papers.

Few people saw these papers in their true dimension.

Few realized the influence they had on what the people thought and did and wore and bought. Because few people realized the place they filled in the minds and lives of their readers.

The United States Rubber Company saw.

As clearly as it saw that the development of the automobile would be in the smaller communities, it saw that the people in these communities would have to have tires to measure up to the service and tire merchants to sell them.

And it saw that the "home town" newspapers it had, ready to hand, the medium to help it put tire merchandising where it would have to be in the new era of the automobile.

So ten years ago people began to read the first U. S. Tire Advertising in their "home town" paper—over the name of their "home town" dealer.

They have been reading it ever since.

They have seen these home dealers develop their little "side line of tires" into real business—always with the support of "U. S." Advertising in these local papers.

Co-incident with the tenth anniversary of "home town" advertising by the United States Rubber Company, this company announces another long step forward in the perfection of automobile tires—the greatest since the introduction of the cord itself—in its perfected Latex treated—Web Cord Royal Balloon Tire with the flat low pressure tread.

Today there are 16,000,000 automobiles in this country.

80% of them are owned by men and women on the farms and in the smaller communities.

Where there was one U. S. Tire dealer in the small towns then there are hundreds today—real merchants.

What was only a vision in 1915 has come true in 1925.

### TOKYO'S RECONSTRUCTION WORK HAMPERED BY SOFT GROUND

TOKYO.—(P)—The softness of the ground upon which Tokyo is built is interfering considerably with the reconstruction work now under way. Recently Dr. Kishi of the Reconstruction Bureau, recommended that all work on paved streets in the districts where the new subway is to be built be delayed until after the underground project has been completed. He based his recommendation upon observations made during the recent sewer construction.

In some places, it was found, the sewer excavations have caused the streets to sink more than a foot. Many houses and paved roads, Dr. Kishi discovered, have been seriously damaged because of the settling of the earth.

The modern girl who doesn't kiss is dangerous. She is trying to get married.

### DARROW OBJECTS TO ANY PRAYER

DAYTON, Tenn., July 14. (P)—As court was about to open for the John T. Scopes trial today Clarence Darrow filed formal objection with the court to opening the court with prayer in the presence of the jury.

Mr. Darrow said: "I do not object to any one praying in private, but I do object to this court being turned into a meeting house."

Judge Raulston responded: "I don't want to be unreasonable about anything, but I am responsible for the conduct of the court. I overrule this objection."

Dudley Field Malone followed with a statement of his objection to the objection, saying as one of the members of counsel who is not an Agnostic. "I desire to file my objection. I respect Mr. Darrow's right to his unbelief which is sincere as my belief. But the prayers so far have been argumentative and should be excluded."

Attorney General Stewart declared that the same religious atmosphere was prevailing in this court now that has prevailed before.

Judge Raulston said that he had uniformly followed his custom of opening court with prayer when a minister was available. He held cautioned minister called upon to pray here, he said, again referring to this case in their prayer.

"I believe in prayer," said Judge Raulston. "I pray myself and often invoke the blessing of God on my endeavors. I practice it on the bench and off. I therefore overrule the objection."

The Rev. Mr. A. C. Stribling, pastor of the Dayton Cumberland Presbyterian church, then offered the prayer after Mr. Darrow had entered an exception.

The formal opening of the court followed.

Judge Raulston announced that he would have to ask indulgence in announcing his decision on the motion to quash. A matter of several hours, he said, might be needed for him to get his opinion in shape, lack of lights in Dayton last night having interfered with his work.

### SEAMEN ON STRIKE

MELBOURNE, Australia, July 14. (P)—The shipping strike ordered by the Seamen's Union began here today as scheduled and stopped all movements of vessels. The Herald reports the cabinet has agreed on a tentative plan for maintenance of essential services.

### Ford Truck Week To Be Observed

The coming week has been designated as National Ford Truck week and the Balsiger Motor company, local authorized dealer, has arranged for a complete showing of Ford built truck bodies.

Entrance of the Ford Motor company into the manufacture of commercial bodies indicates a new and important advancement in this division of motor transportation since it shows that Ford is bringing into delivery and hauling services the same low cost and high value that has made the Ford passenger car the most popular in the world. The Ford truck chassis has long held the lead among light commercial vehicles and at present approximately 75 per cent of the one-ton trucks in use are Fords.

The business man or farmer who is interested in reducing hauling costs will have the opportunity this week of becoming fully acquainted with these Ford built truck bodies which, because of the economies of Ford quantity production, are offered at low prices.

Announcement is also made that the Balsiger organization will be prepared to give demonstrations of any of the units and those interested are invited to enter their requests for the demonstration as early as possible.

The Ford-built combination for the famous Ford one-ton truck chassis include the open express type, the express type with either screen sides and canopy top or with top alone, and the stake and platform body. This latter body also is of particular interest for it is adaptable to every gardener, for it is adaptable to every agricultural hauling requirement as it may be used with either grain or cattle sides. With stakes it provides unusual space for carting garden produce.

A closed cab, adaptable for use with any of these bodies, also is provided and has grown greatly in popularity since its introduction. It is of all-steel construction, roomy, with removable panels in the back and affords complete protection for the driver in inclement weather, with ample ventilating facilities.

The displays also will include the new pick-up body, which is mounted on the rear of the Ford runabout, providing a light delivery car which meets a variety of requirements where quick delivery is an important factor.

### MARKETS

PORTLAND, Ore., July 14.—Cattle, slow; bidding lower; receipts, 50. Steers, medium, \$7.25 @ 8.

Hogs, nominally steady; no receipts. Sheep, nominally steady; no receipts.

Eggs, pullets, 1c lower. Current receipts, 31 1-2c; pullets, 28 @ 28 1-2c; firsts, 29 @ 29 1-2c; extras, 30 1-2 @ 31c delivered Portland.

Butter, steady. Extra cubes, city, 46 1-2c; standards, 45c; prime firsts, 44c; firsts, 42 1-2c; undergrades, nominal; prints, 47c; cartons, 48c.

Butterfat, steady. Best churning cream, 45c net shippers' track in zone 1.

Poultry, steady. Heavy hens, 24 @ 25c; light, 18 @ 19c; springs, 19 @ 20c; young white ducks, 20c. Potatoes, 25c higher; new, \$2.50 @ 2.75.

Onions, steady, \$4 @ \$4.50.

Nuts—Walnuts, easier; Brazils and almonds, higher. Walnuts, No. 1, 28 @ 30c; filberts, nominal; almonds, 25 @ 27c; Brazil nuts, 18 @ 20c; Italian chestnuts, 21c.

Hops, steady, 1924 crop, 16 @ 17c; 1923 crop, nominal.

Cascara bark, quiet. Nominal at 5 @ 6c; Oregon grape root, 3 1-2c.

### COMMISSION URGES SELECTED IMMIGRATION FOR QUEENSLAND

BRISBANE.—(P)—The need for the selection of immigrants, deportation of convicted aliens and the keeping of a record of all aliens in the commonwealth is stressed in a report by T. A. Ferry, under-chief secretary and commissioner of prices, who was recently appointed head of a Royal Commission to inquire into the social and economic effect of the increase in number of aliens in North Queensland.

Mr. Ferry suggests a stricter medical examination and expresses the view that the existence of foreign clubs is undesirable. The present alien influx is largely from Sicily and Northern Italy, the emigrants going into the sugar industry.

### BALANCE SHOWN

WASHINGTON, July 14.—(P)—A favorable balance of \$1,042,681.497 resulted from the foreign trade of the United States for the fiscal year ended June 30.

# Be PREPARED

There is more adventure in the average auto trip today than in all the books of romance, so see that your car is equipped with the tire that will eliminate the worry and fatigue of rough roads and save car depreciation. You will find their initial cost more than justified by final results. Let us put Seiberling Cords on your car, then you can "step on the gas."

### SEIBERLING CORDS

30x3½ 4-ply	\$14.50
30x3½ 6-ply	\$19.25
29x4.40 Balloon	\$58.00
32x4½ 8-ply	\$42.25
30x5 8-ply	\$54.50
32x6 8-ply	\$81.35

### PORTAGE CORDS

30x3 Portage Cord	\$10.00
30x3½ Portage Cord	\$11.00
Utility Cord, Firestone Built	\$9.50

## BALSIGER MOTOR CO.

Authorized Ford Sales and Service

OAKLAND

NASH

# CAR NEED WASHING?

Just call 212 this evening and we will call and get your car—wash it and return it to your front door by the time you are ready for it in the morning.

CALL TONIGHT

## R. R. R. GARAGE

Three Regular Fellows—Rex, Ray and Roy  
831 Klamath Ave.

NASH

OAKLAND

### NOTICE THE MOVIE STARS!

Next time you visit your favorite moving picture show, note that in one respect the actors are alike—they all have good teeth. For they can get along with snub noses or freckles—but to meet the exacting demands of stardom their teeth must be perfect. The same thing applies to you. To meet the exacting demands of modern existence YOUR teeth must be in good condition—or you soon fall by the wayside. A free examination will tell you just where you stand.

### R. D. COE, DENTISTS

(Painless of course)

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