

### LOCAL FIRM SAYS NO SUBSTITUTE FOR LOCAL ADVERTISING

Montgomery Ward & Co., nation-wide merchandising and chain store organization is running a series of national advertising campaigns in a leading weekly magazine that have created great interest in the advertising world.

The retail world recognizes this an important step, significant of the development of a retail expansion program, begun two years ago, when Montgomery Ward & Co. announced its intention of opening 1,500 stores within five years. They have already put into operation 400 stores, and the new national advertising program is a wise business move to develop additional business and customers where these stores are located.

Mr. Andrew, manager of the local Montgomery Ward & Co. store, says: "With our expansion into new retail fields, we recognize the importance of the development of the development of a retail expansion program, begun two years ago, when Montgomery Ward & Co. announced its intention of opening 1,500 stores within five years. They have already put into operation 400 stores, and the new national advertising program is a wise business move to develop additional business and customers where these stores are located.

"Our national advertising, will in no way change the local advertising program, but we will use more space than ever in the local newspapers—the profitable advertising media. Our advertising in the Mail Tribune will feature the same items described in the national series at the same time the magazine advertisement is released. Local papers are most essential to us for a complete advertising tie-up.

"We realize, as do all up-to-date merchants, that there is no substitute for timely messages concerning our merchandise in the local daily papers. From 37 years of experience we are firmly convinced that advertising pays when the merchandise and prices are right.

"The outstanding theme of the company's national advertising is quality, which, since the beginning, has been a foundation stone of its policy. Quality is deemed necessary to the universal guarantee of satisfaction, which has been given by Montgomery Ward & Co. throughout its entire existence."

### RADIO PHONES FOR TRAINS WHEN PUBLIC DEMANDS SERVICE

WASHINGTON (AP)—While business men on the do-luxe trains in this country some day will be able to telephone their wives as they speed to distant cities, there is no immediate prospect of this service.

Radio connection with the telephone lines from moving trains was found to be technically feasible in experiments conducted by the American Telephone and Telegraph company, but railroad officials decided that the service would be commercially unpractical. They took the position that it would be inadvisable to install radiophones before there was a popular demand for them.

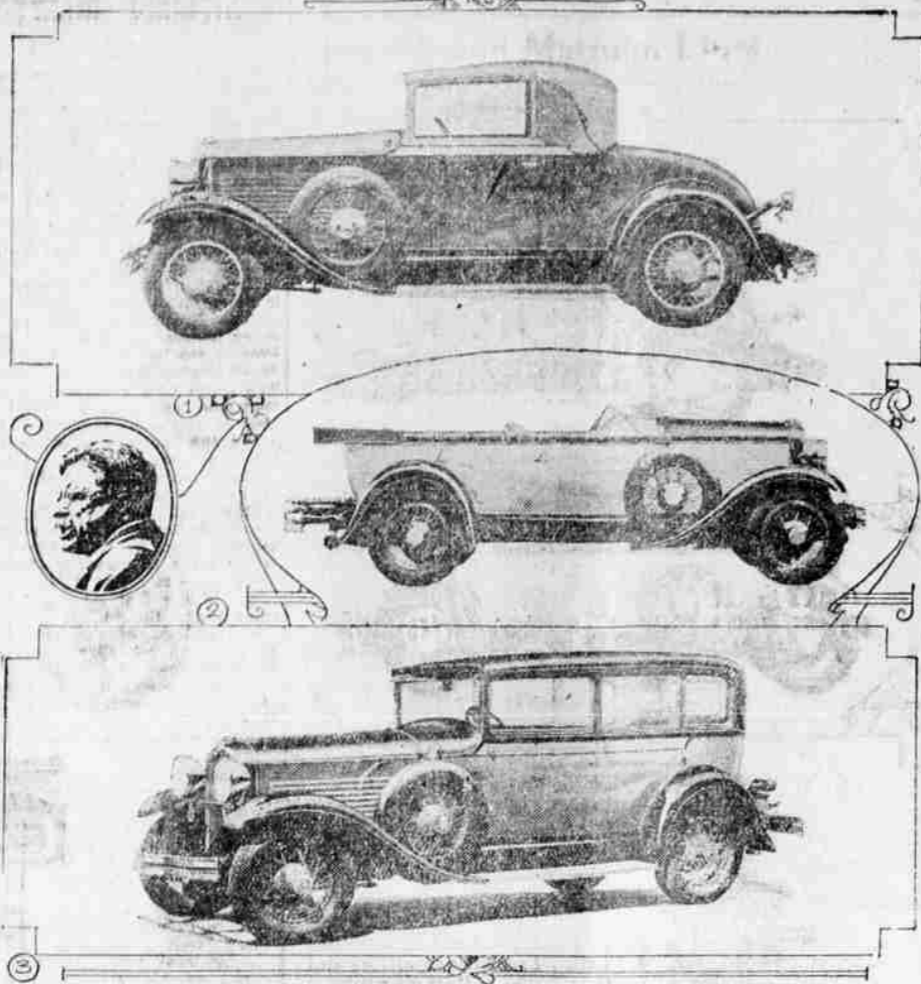
One barrier to the establishment of train radio communications is the lack of available wavelengths, say engineers of the federal radio commission. There is a shortage now of the short wave channels suitable for this service, they declare. If several railroad systems equipped their trains with radiophones, a large number of wavelengths would be needed to prevent interference.

Meanwhile, the Canadian National railways is planning to equip its crack trains running between Toronto and Montreal with long distance telephone facilities. The system is based on a combination of radio, carrier current telegraphy and the regular telephone lines.

A passenger desiring to use the service informs the train operator who calls the nearest telephone exchange, his voice being carried by a radio transmitter to the carrier current telegraph lines beside the railroad tracks. The exchange operator answers the train operator and gets the number in the distant city. Then the regular telephone connection is made.

The carrier current method of telegraphy allows ten channels on each wire for message transmission. The Canadian service will enable passengers to talk with any city on the North American continent, it is said.

### The Roosevelt and Marmon Lines



1. Having the snugness of the standard coupe with its top in position, or the freedom of the roadster when the top is folded, the new Roosevelt Eight Collapsible Coupe combines double utility with the beauty of its lines.
2. A seating capacity for six passengers is provided in the New Series Marmon 68 Touring Speedster by means of an unusually wide front seat. The New Series 68 is powered with a straight-eight motor, Marmon having devoted its entire resources to the manufacture of this type of engine exclusively.
3. In addition to the two price fields covered by the Roosevelt and the New Series 68, Marmon also offers a car in the \$2,000 class. This car, the New Series 78, has features of performance and comfort which are unexcelled by automobiles selling at much higher prices.

is applied to stains containing protein, such as milk, blood, eggs or meat juices, it coagulates the albumin and makes it difficult to remove the stain.

"The kind of fabric which has been stained should be known and a method chosen which will not affect the fabric in question. On silk and cotton mixtures no chemical should be used which would injure the more delicate silk fibres.

**Delicate Materials—(Silk, Satin, Crepe)—**Brush the material, place face down on a pad of cloth.

Evenly but lightly moisten a clean cloth with Oronite cleaning fluid, do not saturate cloth, apply

fluid to the reverse side of fabric, working toward the outer edges of the spot toward the center, change the cloth pad as it soils and finish up wiping motion from left to right, lightening the pressure at the ends of the stroke.

**Heavy Materials—(Serge, Cheviot, homespun, broadcloth)—**Brush the material first, dampen a clean white cloth with Oronite cleaning fluid and rub lightly but thoroughly into the spot.

**Gloves—(Silk or fabric)—**Put some Oronite in a bowl and immerse gloves several times hanging up to dry, strain through cloth and pour back into bottle or can to use again.

Kid or suede gloves—Put gloves on hands, wet a clean cloth with Oronite and apply to both gloves.

**Satin or Suede Slippers—**Brush cloth moistened with Oronite and free of dust, take a clean white run thoroughly over entire slipper, rubbing spotted part until all trace of soil has disappeared.

**Satin, Silk, Felt Hats—**Thoroughly brush hat first, lightly moisten a clean cloth with Oronite and wipe over entire hat.

**Ties—**Renew your old ties, make them clean as new with Oronite cleaning fluid. Lay ties flat, lightly moisten a clean rag with Oronite and go over entire tie. When dry, press.

## New Advantages



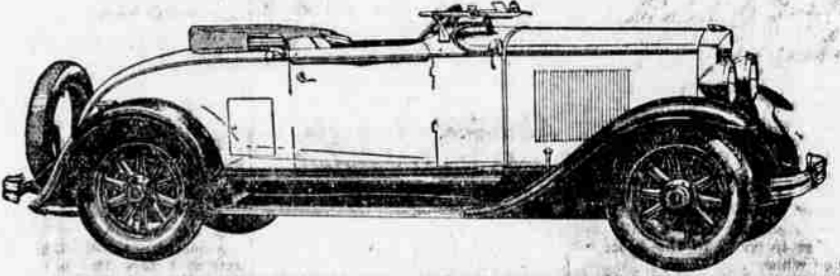
- 1 Smoother Operation at High Speeds
- 2 Rapid Acceleration — a New Silence and Swiftiness in Traffic and Up Steep Hills
- 3 Easier and Less Frequent Gear Shifting
- 4 Reduced Wear on Moving Parts—Longer Life
- 5 Easier Handling—Restful Relaxation After Long Drives

—with Two Quiet High Speeds

With two quiet high speeds at their instant disposal, Graham-Paige owners possess advantages in traffic, on hills and the open highway that materially increase motoring ease and enjoyment. You are cordially invited to drive a four speed Graham-Paige and discover the real importance of these advantages.

FIVE CHASSIS—SIXES and EIGHTS  
**\$1135 to \$2905**  
 Delivered in Medford Fully Equipped

Joseph B. Graham  
 Robert C. Graham  
 Ray A. Graham



A Car is Ready for You to Drive

CRATER LAKE AUTOMOTIVE CO.

103 South Riverside—Phone 202  
 J. O. GREY— GRAHAM-PAIGE DEALERS —H. D. GREY

**Today's Greatest Values**

**A special selection Good Will Medcats**

reconditioned—low priced

Prospective purchasers of new or used cars—follow the example of scores of other motor-wise buyers. Select your car from our widely varied stock of guaranteed "Good Will" Used Cars. You will save money and be fully satisfied. These fine automobiles are reconditioned in our well-equipped shops. Each one is backed by a written Guaranty and is fully equal to any service you may require. Today we are displaying a big selection at special low prices. Get the biggest value on the market—select your car here today!

**Savings if you act today**

- 1926 Chevrolet Sedan. This car has had the best of care, looks nice and runs fine; you will be satisfied with this little sedan. A **\$300**
- 1925 Chevrolet Sedan. One of the best values we have had in months—Come in and see this four door sedan, its condition and the way it runs. **\$275**
- Chevrolet sedan, has new rubber, new paint, lots of extra equipment, runs like a top, and you can buy it for **\$175**
- 1926 Oldsmobile Coupe. This car has been reconditioned and is in splendid shape; will give you the service you desire. **\$450**
- 1927 Pontiac Coupe. Excellent mechanical condition, nicely equipped. Has leather upholstery; an unmatched value. A bargain at **\$575**

Ask about our 48 hour delivery privilege

Small down payment—Easy G. M. A. C. Terms. See our daily bargains in the Classified Section

**SANDERSON MOTOR CO.**  
 SOUTH BARTLETT AND 8th STS. PHONE 1335

**GOOD WILL USED CARS**

### EX-WAR LORD IS RICHEST GERMAN, AS ALL PROSPER

By John A. Bouman (Associated Press Staff Writer)

BERLIN, (AP)—In the midst of the discussion of Germany's capacity to pay the reparations recommended at Paris, Rudolf Martin, writing in Westerman's Monthly, a widely read periodical, emphasizes that in the five years just past the wealth of the rich people has increased as perhaps never before in a similar period.

Just before the World war there were, he says, 15,547 mark millionaires in Germany. In 1923, after the inflation period, the number had dwindled to 2917. But in 1928 that number had been doubled, and he predicted that if no catastrophic occurs, the millionaires would be as numerous in 1933 as they were before the war.

These conclusions followed a survey of big individual fortunes which revealed the former emperor, Wilhelm, Hohenzollern, as what he was in 1914, the wealthiest man in the fatherland. Not being allowed to reside in his own country, he maintains a Hohenzollern family administration in Berlin to manage his fortune.

The ex-kaiser's wealth today is placed at 430,000,000 marks (about \$165,200,000) of which roughly 200 million marks is represented by landed property. This category includes 81 castles, situated in Pomerania, Saxony, Silesia, West Prussia and Schleswig-Holstein.

That was the nominal real estate value in 1925, when the final settlement as made by the Prussian state with the Hohenzollerns. But since much of the royal domain consists of well-wooded woodland and wood has gone up tremendously in price in the last few years, it is estimated that the estates, if sold today, would fetch at least 500,000,000 marks, or \$125,000,000.

Of the rest of the Hohenzollern family, the ex-crown prince, Wilhelm, alone is a big land owner in his own right. He possesses besides other realty, the 25,000-acre estate of Oels in Silesia, estimated to be worth \$6,720,000.

After the ex-kaiser came the late Hugo Stinnes, whose wealth estimated at 400,000,000 marks, is however, now scattered. His place is taken by Frau Hertha Krupp von Bohlen and Halbach, whose fortune is said to have again reached pre-war figures of more than \$72,000,000.

The prince of Thurn and Taxis is worth \$48,000,000, while fortune of around \$24,000,000 are those of Prince Hohenlohe-Oehringhausen, Prince Fuerstenberg and Prince Bruns von Linnichow.

Big land owners, bankers and industrialists have suffered less by the havoc of war and inflation, according to Martin. Brewers and big newspaper owners have lost little, if anything, while the chief proprietors of the big department stores of Weichman, Tietz and Karstadt are all richer than in 1914. The Bleichroders, Meyendorfs, Oppenheims, Warburgs and Rothschilds-Rothschilds have made more money in banking than they ever did in pre-war times.

As for the industrial magnates, Fritz Thyssen is said to be worth today as much as his father was

### Dainty Summer Costumes Must Stay Spotless

More subtle than delicate lace, more dainty feminine than sheerest organdie, is the spotless perfection of the frock whenever it's worn, and the removal of spots and stains is a very important feature," says Harriet Hurst, expert for the Standard Oil Co., manufacturers of Oronite cleaning fluid.

"Most spots and stains can be removed," she says if reliable methods are employed by prompt treatment.

"Whenever possible the nature of the spot or stain should be determined. The wrong treatment may set the spot so that its removal becomes difficult and sometimes impossible. For example, when boiling water (which easily removes most fresh fruit stains)

### DESIGN OF FLAG LOST TO HISTORY, 2 STATES CLAIM

WASHINGTON (AP)—Flag day June 14 will find Coe's Bridge, Del., in the limelight as the place where the Stars and Stripes first were unfurled in battle.

The war department has stepped officially into the controversy which was waged between New York and Delaware. It finds after investigation that there is nothing to substantiate the claims that a flag flown at Fort Schuyler, N. Y., August 3, 1777, was the Stars and Stripes. This flag is said to have been made of an officer's blue cape and a woman's red petticoat.

So Coe's Bridge, where the first skirmish preceding the battle of the Brandywine took place, again will be the scene for hundreds of tourists June 14. They will view the monument honoring the first unfurling of the flag. They will see the historic old brick house where Lord Howe stopped. He is said to have kept his horse in the room now used as a parlor.

Mrs. Edward Coe, whose husband is a direct descendant of the family living in the house at the time of the battle of Brandywine, now occupies the place. She is state regent of the Delaware D. A. B. It was largely due to her, assisted by Senator John G. Townsend of Delaware, that the war department investigated the claim of Fort Schuyler—or Fort Stanwix, as it once was known.

Historians who have investigated the claims of Coe's Bridge feel sure that Maxwell's corps carried the flag which was the first real Stars and Stripes unfurled in battle. This corps was formed by Washington to replace Morgan's regiment of 500 riflemen. They went into battle September 3, 1777.

It was on June 14, 1777, that congress resolved that "The flag of the 13 United States shall be 13 stripes, alternate red and white. That the union be 13 stars, white in a blue field representing a new constellation."

January 13, 1794, congress authorized the design changed to 15 stars and 13 stripes and April 4, 1818, it took its present form with 13 stripes and 20 stars.

When a new state is admitted to the union a star is added to the flag the fourth of July following the state's admission.

More than 11,500,000 trees were distributed in Ontario last year.

## Increased Facilities For Our Patrons

With the increase in our business we have added another building to our plant at 811 N. Central 20x30 and will move our finishing department to this new building. The demand for our cleaning and pressing work has been beyond our expectations, necessitating us to build this addition to our already modern plant.

Our office will still be at our present location at 20 S. Central where we will do pressing and hat renovating for those who wish quick service.

Let an Insured Cleaner Do Your Work

## UNIQUE CLEANERS

Plant 811 N. Central Phone 96 Office 20 S. Central