

### "Bill" Dollar Is Coming Help Him Circulate

The Medford Mail Tribune today takes pleasure in announcing the inception of the "Bill" Dollar campaign as its contribution to the welfare of the city's business houses and public as well.

"Bill" Dollar is a great fellow. He's one of the thousands of dollar bills in Medford, but he is segregated from his brothers and attached to a flying roll of honor, so that his travels about the city may be recorded. "Bill" Dollar says "I want to stay in Medford," and such is the message he carries to all concerning himself and his dollar-brothers.

"Bill" Dollar helps to aid the people of Medford in visualizing the result of keeping home money at home. Wherever he calls he will confer some benefit, but if he or his brother "Bill" are sent away from the city, Medford will lose all the benefits which this moving dollar carries with it.

Let the people of Medford put "Bill" Dollar and his brothers to work within the city, and keep them working here and soon they will see the results of such multiplied effort. Every industry, every commercial enterprise and every institution in the city—except the jails—will record the stimulus. The whole city will gather new financial strength through the concentration of resources. It is the absent dollar which slows down business and prosperity.

The future growth of Medford depends entirely on the part that its citizens play in everyday life. A high spirit of loyalty to home enterprise must be developed and maintained. Cooperation from within for the benefit of Medford will bring the Greater Medford into reality far sooner than we have expected.

Two factors will determine Medford's future—citizens and money. The loyalty of both to Medford will determine its expansion. Every dollar earned in Medford should

be spent in Medford. Each should be kept here to circulate for the benefit of all, piling up the penny profits here and there with each change of hands.

When a Medford dollar is sent to another city to purchase goods which could and should have been purchased here, the resources of Medford have been weakened to the value of that dollar, plus the profits its movement represents. Likewise it gives the other city the advantage that the purchasing price of the dollar shows.

Benefits that citizens of Medford enjoy in the matter of good streets, good schools, fire and police protection, street lighting—as well as the comforts and pleasures of life—are contributed to in a large way by Medford merchants in the form of taxes, payrolls, credits and a thousand-and-one factors which the merchant in another city is not obligated to—and cannot—give us. When we spend money in another community we simply provide funds for the merchants of that city to give benefits to their home town.

Putting "Bill" Dollar and all of his kind at work in Medford is the most practical and fruitful method of manifesting loyalty to the home city. Patriotism consists of something more than waving the flag and civic loyalty consists of something more than mere verbal boasting. The loyalty which counts for most is that loyalty expressed with the use of one's substance for the common good.

The Medford Mail Tribune is a thorough believer in the policy of civic loyalty which expresses itself in home support of all worthy local enterprises. No commodity should be bought elsewhere that can be bought in Medford. Hence the advent of "Bill" Dollar and his pre-Medford emanation.

With the story of his progress through the city's stores and institutions.

### Romance, Pathos, Stirring Action in 'The Luxury Husband'



Barbara Landon, beautiful heiress, marries Ray Lowther, but the barrier of her fortune threatens their romance—a heart-gripping story of modern youths, peopled with realistic characters, experiencing pathos, action and dramatic climaxes. "The Luxury Husband" starts in the Mail-Tribune, Tuesday, October 1.

creation of about \$6,000,000 over last year, due to larger expenditures by the Veterans' bureau.

### SINCLAIR BACK AT DESK NEXT MONTH FROM JAIL EXILE

WASHINGTON, Sept. 28.—(AP)—The first of the 1931 budget estimates were made public at the White House today and showed that the total for the executive office and independent establishments approved for 1931, amounted to \$55,571,234, while the total available for 1930 was \$39,639,122, including \$121,500,000 for the farm board.

After an enforced exile that began May 6, Sinclair will return to rule his oil kingdom probably on October 6, when the doors of the Washington district jail are expected to swing open to the man who defied the United States senate and the country's courts.

Undergoing with stoical good nature and an uniform reticence a humiliating experience such as has befallen few men of equal rank in the business world, Sinclair has written his name upon the records of the oil institution as a "model prisoner."

Those words largely sum up the estimation of Sinclair's boss. That boss has been Maj. W. E. Peak, humanitarian ruler of the world in which the oil man has walked

humbly since last May. The judgment of Major Peak has earned for Sinclair a month's credit for good behavior, so he may gain his freedom in October.

Through the eyes of Major Peak the world is given a glimpse of the life that Sinclair has endured, and the courteous superintending of the institution says it is that of any prisoner in the jail.

His fare offered quite a contrast, naturally, to the excellent cuisine to which he has been accustomed. The "menu" for one day was: breakfast—hominy grits and bacon, bread and coffee; dinner—

Starks Disappear ST. LOUIS, Mo., Sept. 28.—(AP)—Starks are disappearing. This has nothing to do with the birth rate. The birds are decreasing on the Alsatian plain because of the reclaiming of swamps.

### AIR TRAFFIC RULES FOR ALL FLYERS

### DYNAMOMETER TESTS FOR DODGE ENGINES

How Dodge Brothers make sure of smooth and dependable engine performance can be readily appreciated by a visit to the engine test room of the company where rows of engines, running on blocks, are tested for hours before they are placed in the chassis of new cars.

In this test, a motor operates under the watchful eyes of men trained to observe the slightest deviation from perfect performance. The engines are powered by refined gas from city mains as a precaution against carbon formations. A central oil clarifier forces a constant flow of pure oil through the lubricating system of the motor.

After a protracted run under its own power, each engine is connected to a dynamometer and electrical meters so the energy developed can be measured and translated into horsepower generated at various speeds. Dials also indicate generator charging, oil pressure and revolutions per minute from successful idling to high speed.

Engines failing to pass the rigid standards are rejected and returned for corrections. Those proving their fitness are carried on conveyors to the final assembly lines where they are dropped into the chassis of the Dodge Brothers new six and senior six cars.

Only by these tests are assured the smoothness, flexibility and quietness which every owner has a right to expect from the engine of his new car. Guesswork is eliminated by these rigid standards applied to all engines, so every completed car rolls off the assembly line as mechanically perfect as it is possible to build it.

WASHINGTON, Sept. 28.—(AP)—George A. Paris of Colorado was nominated by President Hoover today for reappointment as governor of Alaska.

### By Erwin Greer President Greer College of Aviation, Chicago.

"Hey, you, pull over under that cloud! What do you mean by making whoopee in this air lane? Don't you know the aerial freight is due any minute now? Huh, you must come from ancestors that used to knock locomotives off the track."

It anything the aerial cop will be more sarcastic than ever the street traffic officer could possibly be. So, to prepare you for what is coming before you enter your 1930 model airplane, I'm passing on to you the latest in air traffic rules, just issued by the Aeronautical Chamber of Commerce.

First, you must have a pilot's license. Without it you can fly, of course, but you're liable to a fine of \$500. The private pilot's license is very easy to obtain. All you have to do is to know how to fly—take off, land, and circle two pylons in a figure 8. After this comes your written examination in which you are expected to set down your knowledge of airplane motors. Various other little "catches" are included, too—such as knowing what to do, say, bring off your very pistol at night if your plane is in distress; and using a fog horn if you land a seaplane in foggy waters. Still your test is far less severe than that of the fellow who wants to become a transport pilot. They make those hopefuls explain everything, down to the lost collection.

Now that you have your license you can fly. And there is only one thing left to remember: put into your log each time a brief outline of the day's flights and repairs, and each inspection. Every three months you send a duplicate of this log to the Secretary of Commerce at Washington. Thus he has on hand a record of the condition of your plane—and of every plane in the country.

As automobiles carry licenses, so must your plane have a number. These are painted on huge figures on the wings or rudder. A letter prefix identifies the airplane's class. "P" indicates a private craft, "C" indicates a commercial airplane, while aircraft owned by states or cities are marked with an "S." Uncle Sam's planes carry special lettering, according to the department's functions under.

Mail Tribune ads are read by 20,000 people every day.

### OREGON SINGERS RADIO AUDITION BROADCAST OCT. 5

While young singers in hundreds of communities are smoothing out their vocal cords in anticipation of the 1929 National Radio Audition, the young people of Oregon have taken time by the forelock and already have provided several candidates for the state audition to be held in October.

The first to qualify for the Oregon audition to be broadcast



MARVEL ARLENE LARSON mezzo soprano, of Albany, Oregon, and LLOYD W. HALVERSON bass baritone, also of Albany.

from the studios of KGW, Portland on Saturday, October 5 from 9:30 to 11:30 p. m. are Marvel Arlene Larson, mezzo soprano, and Lloyd W. Halverson, bass baritone, both of Albany, Oregon. They were the winners of the Albany audition.

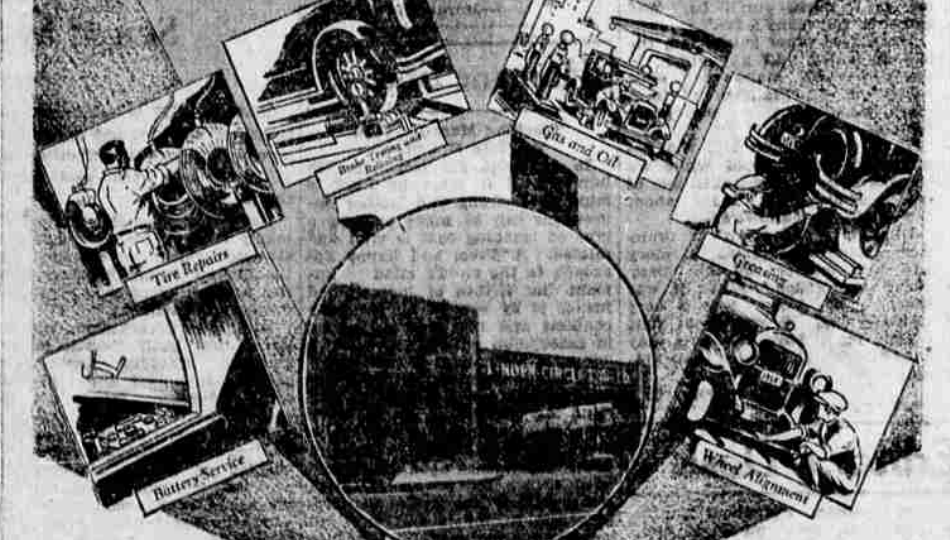
A total of eighteen singers have already qualified for the state audition. Among them Miss Elsie Mae Wilson, soprano, Medford; George F. Peckham, bass, Medford, under supervision of James Stevens, chairman.

The contest for singers in Oregon is being conducted under the direction of Mrs. Laane Lee Patterson, state audition chairman, and Paul R. Heilmeyer, production manager of KGW, Portland, state audition manager, sponsored by the Alwater Kent Foundation, offers a total of \$25,000 in cash and ten musical scholarships to the best young singers in the country.

### BUDGET ESTIMATE SHOWS INCREASE

WASHINGTON, Sept. 28.—(AP)—The first of the 1931 budget estimates were made public at the White House today and showed that the total for the executive office and independent establishments approved for 1931, amounted to \$55,571,234, while the total available for 1930 was \$39,639,122, including \$121,500,000 for the farm board.

The amount available for this year after the farm board appropriation was taken showed an in-



### ONE STOP SERVICE SAVE TIME and MONEY

THINK of having your car serviced in one place! Maybe you've dreamed of getting gas and oil, washing and greasing, tires and tubes, batteries and brakes attended to without wasting a lot of time—unsatisfactory running from one place to another.

Then your dreams have come true! For we've installed Firestone One-Stop Service. And we don't hesitate to say it's the greatest forward stride ever undertaken by any tire service station.

We provide everything your car needs except mechanical repairs—do it better

than it's ever been done before. We have the latest, most efficient Firestone equipment, and our men are specially trained.

Our costs are moderate. You couldn't find better service if you searched the town or paid double. These are strong statements—as strong as we know how to make them, but drive your car in and see for yourself how true they are.

And when you need tires, remember we sell the greatest of them all—Firestone—the sturdy, reliable tires that hold all world records for safety, speed, endurance and mileage.

## Firestone TIRES

BATTERIES - BRAKE SERVICE - GAS - OIL - GREASE

### Older Tire Service, Inc.

9th and Riverside Phone 520

# ECONOMY

## is more than "miles per gallon"

Owners tell you the Dodge Six is unusually economical on gas and oil. They emphasize, too, that this constitutes only one item in its economy. Big, durable, oversize tires mean higher mileage. Body construction is such that utmost strength and rigidity are secured with a minimum of weight. The extra-large clutch—massive 7-bearing crankshaft—8-bearing rear axle—8-inch frame—permanently efficient internal-expanding 4-wheel hydraulic brakes—together with a score of unseen but all-important mechanical superiorities, insure that never-failing dependability which is the foundation of Dodge Six economy.

## DODGE BROTHERS SIX

NINE BODY STYLES, \$925 TO \$1065 F. O. B. DETROIT CHRYSLER MOTORS PRODUCT

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