

VIRGINIA LINDLEY HAS PRIZE ESSAY IN CHEST CONTEST

First prize essay in group one of the Community Chest contest was won by Virginia Lindley, 6-B grade of the Roosevelt school. Her essay follows:

"Why One In Medford Should Contribute to the Community Chest"

"I think everyone would contribute to the community chest if they only knew how much good the Red Cross, Boy and Girl Scouts, Salvation Army, Y. W. C. A. and Health Unit do."

"At the close of the World war fourteen cities had community chests. Ten years later three hundred cities had adopted the plan. Now out of eight-one large American cities seventy have community chests. These cities have a population of ten thousand or more. In large cities an average of \$2 a person is paid to the community chest."

"Some of the things that the Red Cross does is helping in disasters, employment, emergencies and sickness, relief work, and creates good will."

"Boy and Girl Scouts teach and train for citizenship and help in relief in times of trouble. Salvation Army helps in relief and religion."

"Y. W. C. A. gives work and rooms for strangers."

"We can't realize what good these five organizations do. If you give money to the community chest now you will not have to give to each organization separately. This money is to be divided between the Red Cross, Boy and Girl Scouts, Salvation Army, Y. W. C. A., Health Unit and Humane Society."

"Don't all the people in Medford have a population of 12,000? If everyone would give a dollar that would be \$12,000. Medford is only asking \$20,000 for her community chest. Can't we get it?"

INCREASE OREGON AUTOS IS SHOWN

Motor vehicle registration in Oregon has increased from 52,000 in 1917 to 256,000 in 1928—a gain of more than 400 per cent, according to the Oregon State Motor association. Highways of 1917, built to carry traffic volume of 52,000 have proven inadequate to carry the increased volume of traffic, and improved specifications have been put into effect each year so that the modern highways now being built cost several times more per mile than did the highways of 1917.

Following is a list showing the growth of automobile registration by years from 1905 to 1928:

| | |
|------|---------|
| 1905 | 218 |
| 1906 | 142 |
| 1907 | 236 |
| 1908 | 701 |
| 1909 | 1,271 |
| 1910 | 2,493 |
| 1911 | 6,428 |
| 1912 | 10,165 |
| 1913 | 13,957 |
| 1914 | 19,245 |
| 1915 | 26,743 |
| 1916 | 37,185 |
| 1917 | 52,000 |
| 1918 | 66,826 |
| 1919 | 88,902 |
| 1920 | 107,307 |
| 1921 | 121,779 |
| 1922 | 137,772 |
| 1923 | 169,552 |
| 1924 | 195,394 |
| 1925 | 219,100 |
| 1926 | 236,349 |
| 1927 | 247,735 |
| 1928 | 256,427 |

College Talkie Now at Fox Craterian

The sheer exuberance of youth upon the screen spreads to the audience in most satisfying fashion during the opening of "College Love," the feature-length talking collegian picture at the Craterian theater.

"College Love," the "graduation" of the justly popular series of collegiate pictures, is the first feature-length production to be made with the familiar characterizations of college life and the first to be synchronized in sound.

That the feature-length film will even excel the exceptionally high mark of popular favor attained by its shorter predecessors, is a foregone conclusion. It has all the "Collegiate" appeal which can possibly be packed into one picture, a crackerjack story and a stimulating "punch."

"Stolen Kisses" Hit Showing at Rialto

"Stolen Kisses," the talking picture, now showing at the Rialto theater, was greeted with applause at its first showing here last night. May McAvoy is starred, with Hallam Cooley, Claude Gillingwater, Edna Murphy Reed Hoxey, Arthur Ross, Agnes Franzy and Phyllis Haver in support.

With a sprightly dialogue—all sound—and a symphonic accompaniment of insistent and tantalizing gaiety.

"Stolen Kisses" has to do with the adventures, amatory and otherwise of an American bride and groom—the groom's grouchy father and mouse-like male secretary—a male and a female home-wrecker—and a flock of night club beauties de luxe.

Radio Program KMED

- Mail Tribune-Virgin Station
- 228.9 Meters 1310 Key.
 - Thursday, November 7
 - P. M.—
 - 6 to 6:15—Pensley's, Photographers.
 - 6:15 to 6:30—News and Market Reports by the Mail Tribune.
 - 6:30 to 7—Trowbridge Lumber Co.
 - Friday, November 8
 - A. M.—
 - 9 to 9:30—Monarch Seed & Feed Co.
 - 9:30 to 10—Schilling & Co.
 - 10 to 10:30—Southern Oregon Electric Co.
 - 10:30 to 11—Marsh Grocery.
 - 11 to 11:30—M. M. Department Store.
 - 11:30 to 12—Jacque Lenox, Milliner.
 - 12 Noon—News Flashes by Mail Tribune.
 - 12 to 1—The Palmer Music House.
 - 1 to 1:30—Medford Electric.
 - 1:30 to 2—Lewis Super Service.
 - 2 to 2:30—Mann's Department Store.
 - 2:30 to 3—Brophy's.
 - 3 to 6:15—Pensley's, Photographers.
 - 6:15 to 6:30—News and Market Reports by the Mail Tribune.
 - 6:30 to 7—Medford Business College.

COUNTY WILL GET BIG SUM IN 1930 FROM AUTO FEES

SALEM, Ore., Nov. 7.—(Special) —Approximately \$8,750,000 will accrue to the state of Oregon during the period from October 1, 1929 to December 31, 1930, from motor vehicle fees, according to a projection of receipts from such sources made by Hal E. Hoss, secretary of state.

"A break in the registration year and a change in the license fees, both authorized by the 1929 legislature, have made the estimation of probable receipts from automobile fees difficult and the department has been conservative in outlining its anticipated revenues," says Mr. Hoss. "The state will receive during 1930 fees for licenses covering a year and a half, as the motorist will be required to take out a half-year license on January 1, and at the expiration of this license on June 30, 1930, payment will be due for a year's license to run until June 30, 1931. Adding to the collection of eight-months' revenue within a 12-month period will be the income from the normal increase in the number of motor vehicles registered in the state bringing a total of collections for the 12 months starting October 1, 1929, of \$8,750,323, according to the statistics compiled. Of this total, administrative expense will require \$350,332, leaving a net revenue of \$8,400,000 to be distributed to the

Mystery Clouds Disappearance of Southern Oregon's Great Elk Herd

Legend has it in southern Oregon that there was once a large herd of elk on the Umpqua river, but few of those who believed the tale are now living. Medford sportsmen, discussing the legendary herd the other day, recalled the story told about them by the late Judge C. C. Gall of Sams valley.

BOWRING COMING FOR ARMISTICE DAY BALL

Local dance fans will welcome the good news that Jack Bowring and his famous dance band has been engaged to play here for the annual Armistice ball on Monday, November 11.

DAUGHTERS OF NILE TO MEET SATURDAY

Zulu Temple No. 12 Daughters of the Nile will meet in the Medford Masonic temple on Saturday, November 9 at two p. m. following luncheon at the hotel Medford at 12:30.

CONSTRUCTION OF ANKENY HILL BUENA VISTA ROAD, MORE THAN FOUR MILES IN LENGTH, COMPLETED

SALEM.—Construction of Ankeny Hill Buena Vista road, more than four miles in length, completed.

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DELICIOUS HEALTHFUL REFRESHING

LIPTON'S TEA

Awarded Gold Medals and First Prize, India and Ceylon, as Finest Tea Grown.

LEADS THE WORLD IN QUALITY AND SALES



See the Frosh-Rook Game Saturday

2 More Days OF OUR Anniversary Sale of MEN'S WEAR

Amazing Bargains in Suits, Overcoats, Sweaters, Shirts, Hats and Shoes

NO CHARGES—NO REFUNDS—NO EXCHANGES

McPHERSON'S Sixth and Central The Center of Town

ECONOMY Fish Market

Phone 46 206 E. Main

FRIDAY IS FISH DAY

We Have—

- Fresh Halibut
 - Salmon
 - Cod
 - Fresh Crabs
 - Olympia Oysters
 - Eastern Oysters
 - Kipperd Salmon
 - Kipperd Cod
 - Red Rock Cottage Cheese
- NICHOLS & ASHPOLE

Youth Has Found The Way! AN ANCIENT PREJUDICE HAS BEEN REMOVED

AMERICAN INTELLIGENCE has cultivated the fertile field of opportunity and invites everyone to roam in search of desired pursuits. Nothing remains of that ancient prejudice which bound the apprentice, without choice, to his career.



"toasting did it" —

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarette when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—"It's Toasted."

"TOASTING," the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1928 The American Tobacco Co. Mfrs.



"It's Toasted"—the phrase that describes the extra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 260°—maximum, 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan. "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

STEADFASTNESS

This bank, during its lifetime, has seen "bull markets" change into "bear markets," and vice versa. It has seen the nation pass through years of easy money and years of distress.

And throughout its years of service it has held steadfastly to its purpose of making sure that, come what might, every dollar entrusted to it by depositors would always be worth 100 cents.

That is still our purpose, pendulum may swing back and forth between depression and prosperity; stocks may rise and stocks may fall; but this bank will continue to provide, for the people of Medford and the surrounding territory a financial service of unchanging security—a service that remains staunchly dependable year after year!

First National Bank

"A Departmentized Bank"
Capital and Surplus \$150,000.00
Medford, Oregon

CLASSIFIED ADVERTISING GETS RESULTS