

Read the ads every week. You will profit from it.

**JUST ARRIVED**  
**New Fall Suits**  
**\$25 to 45**

**Selz & Booth Shoes**  
**\$5 to \$10**

**SCHOOL CLOTHES FOR BOYS and YOUNG MEN**

**Campbell Clothing Co.**  
Main Street Near Front  
MEDFORD

**Famous Navigator**  
John Cabot, navigator, who discovered the continent of North America, is considered a Venetian. He was an Italian navigator in the employ of the English king, Henry VII, but the time and place of his birth and death are not known.

When California contractors bid on California public work they do so with full knowledge that they must patronize California industries for materials and supplies that are manufactured in California.

A contractor who takes a chance

**\$15 to \$28**  
**San Francisco to Los Angeles**

These extremely low fares are available every day. By train you enjoy greater comfort and speed. Tickets are good in coaches on the "Oregonian" and "Shasta" and in Tourist Sleepers on the "Oregonian." The coach fare and tourist ticket save nearly half the regular travel cost.

**Southern Pacific**  
J. S. PRIME, Agent

of using materials manufactured outside of California usually discovers he has made a mistake.

Administrative, engineering and inspection forces are saturated with determination to build up California industries. They avail themselves of various opportunities to remind the contractor. There are many contracts, before and afterwards, and while work is being done. An obstinate contractor finds it irksome, perhaps severely expensive, while the work is going on, and also has considerable trouble on future bids.

What this means to California manufacturers is that they get much more business than they would get if the California spirit was only a ghost. Getting more business, they are able to expand. Establishment of new industrial plants is encouraged by the prosperity of those already there and by the knowledge that exuberant loyalty to home industry manifests itself in practical ways. Competition between old and new industries keeps prices down to production costs plus expectation of a reasonable profit. Hence, the public treasury suffers no loss in the long run. The difference in price between California and outside materials if any, is more than made up in taxes paid by expanding home industry and by the pay roll circulation of home-industry dollars.

We need more of that assertiveness in Oregon. Our people are intensely loyal in spirit, proud of their state, but not as practical as are our enterprising neighbors to the south. The latter make it their business to encourage their home industry by more than words.

In Washington there is more of that enterprising practicality in support of home industries than is found here in Oregon.

Sandwiched in between the two states, we become a dumping ground for their surplus. They cut prices as low as is necessary to get Oregon business in competition with our home industries. With meekness we let them get the business, and our home industries suffer. Instead of expanding and paying more taxes, they often have to lay off pay roll. Within sight of some of their plants, idle employees may see California products being laid on our highways or built into our bridges and public buildings. From a taxpayers standpoint as well as from a prosperity standpoint, this is a mistake for Oregon, a cost-well by mistake.

From state highway commission on down to our smallest municipalities, we need a wake-up of Oregon enterprise, so that Oregon manufacturers will know they will not have to cut prices below cost in order to compete with outside dumping. Also, our engineers and architects might give a little more thought to the broad economics of the situation. In their specifications there is plenty of opportunity to turn business to Oregon industry, to the real benefit of the public and private clients.

Under our federal constitution, it is impossible for one state to do what Canada does in the interest of building up manufacture, but it is possible to do what California is doing. Our leaders, by their example, can point the way.

**Gentle Treatment**

"Whuffo' you rubberin' at me lak at foah, boy?"

"Ah's justa lookin' you ovah foah a grand slam, partner."

"Well, jess don't try any of yo' tricks bub 'cause I'll club you down, trump all ofah y'da daid body, spade you under, an' bury you wid simple honors."

**THAT WELCOME SOUND**

Two negro soldiers were discussing the relative merits of their company buglers.

Said one, "Fellah, when dat boy of ouahs plays pay call, it sounds like the Boston Symphony playin' de Rosary."

The second colored boy snorted. "Brothah, you ain't got no bugler at all. When Snowball Jones wraps his lips around dat bugle of his, an plays mess call, I looks down at mah beans, an I sez: 'Strawberries, behave! You is kickin' de whipped cream out of de plate.'"

**Listen Please**

When the colored couple were married by the clergyman and the words, "Love, honor and obey" were spoken, the bridegroom interrupted: "Read that again, sub! Read it once moh, so's de lady kin ketch de full solemnity ob de meaning. Ise been married befoh."

**Prayer Delayed**

"Am dere anybody in de congregation what wishes prayer for their fallins?" asked the colored preacher.

"Yassuh," responded Brother Jones, "Ah's a spen-thrift, an' Ah throws mah money 'round reckless like."

"Very well, we will join in prayer fo' Brothah Jones—Jes afteh de collection plate has been passed."

Anepidemic among the trout of Elk lake near Bend is killin' many

of the fish in that body of water with the result that the state fish commission has closed it to fishing. It is said that the lake shores are strewn with dead fish from 2 inches to two feet in length.

**666**

is a Prescription for  
**Colds, Grippe, Flu, Dengue, Bilious Fever and Malaria**  
It is the most speedy remedy known

**Here's Your Car**

Just what you have wanted for a long time. A Snappy, six cylinder roadster with splendid lines, plenty of power, and at a price that will surprise you.

**1929 Whippet Roadster**

The Sport roadsters are the popular cars these days and in order to keep in step you need a car like this one. Come into our garage and look over this car or phone for a demonstration.

Good Used Car Offerings

**Treichler Motor Co.**

OLD FIRE HALL

MEDFORD, OREGON

**Dodge Brothers Motor Cars**  
**Dodge Brothers Trucks**  
**Plymouth Motor Cars**

ALSO

**Dependable Used Cars And Trucks**

**Eakin Motor Co. Dodge Dealer.**

MEDFORD

**J.C. PENNEY Co.**  
**School Apparel**  
**For Boys and Girls**

You will find bigger Variety and Better Values at this store Because the Buying Power of 1,400 Stores enables us to Purchase Merchandise for Less. These Savings are passed on to you.

- Girls School Dresses ..... 98c to \$2.98
- Girls Lisle Stockings, Pair ..... 25c
- Girls School Shoes Pair ..... \$2.98
- Girls Coats for Fall ..... \$4.98 to \$9.90
- Misses Felt Hats ..... 98c
- Boy's Pullover Sweaters ..... \$1.49 to \$2.98
- Boys Sweaters, Heavy Knit Roll Collar ..... \$4.98
- Boy's Shirts All Sizes ..... 79c
- Boy's Overalls Sizes 6 to 16 ..... 69c
- Boy's Caps ..... 49c
- Boy's Union Suits All Sizes ..... 49c
- Boys Woolen Knickers ..... \$1.98, 2.98
- Boy's Long Pants ..... \$1.98, \$2.98
- Boy's Corduroy Pants ..... \$2.98
- Boys Blazers ..... \$2.49, \$2.98
- Boys Socks, Fancy ..... 25c
- Boy's School Shoes ..... \$2.49 to \$3.98
- Boy's School Suits, 4 Pieces ..... \$7.90 to \$11.90

This List Covers But a Few of The Many Money Saving Items to Be Found Here.

**Dental Surgery**



Years of Practice have given us a degree of skill which assures you of the finest dental service in the city. See us today.

Protect your tooth health

**DR. I. H. GOVE**

THE-BEST-DENTISTRY-DONE-PAINLESSLY  
235 E. MAIN ST.  
OFFICE PHONE 872-3  
MEDFORD, ORE

**Great Excitement in MEDFORD**

**The Crossley Shielded Grid Set arrived at the Music Box this Week.**

**Finest Radio Ever Constructed**

**Everything you want in the way of performance. Also Shielded Grid Battery set for people who do not have electricity.**

**Music Box**

412 East Main Street Medford, Oregon

**It's Our Home Town And We Like It**

SOMEONE once said something about his town which we think applies with particular meaning to our own home town. We won't change a word for it suits us just at it stands.

"There are fancier towns than our little town, there are towns that are bigger than this, while the people who live in the smaller towns don't know the excitement they miss.

"There are things you see in the wealthier towns that you can't in the town that's small; and yet, up and down, there is no other town after all.

"It may be that the streets aren't long, they're not wide and maybe not straight, but the neighbors you know in your little town all welcome a fellow—It's great.

"In the glittering streets of the glittering towns with palaces, pavement and thrall, in the midst of the throng you will frequently long for your own town after all.

"If you live and you work in your own little town, in spite of the fact that it's small, you'll find it a fact that our own home town is the best little town after all."

We believe in our town and have a lot of faith in our fellow townsmen. We want our paper to be your home town paper and all that it implies.

You Will Always Find this Paper aligned With That Which Tends Toward the Improvement of Our City Your Support is Solicited