

There are nearly 300,000 boys kind of 4-H club work in the United States and 400,000 girls enrolled in some States.

J.C. PENNEY CO.

MEDFORD, OREGON

THE CHRISTMAS GIFT STORE offering Quality, always at a Saving is ready to serve you.

Every department is filled with gift suggestions that are appealing yet not expensive.

VISIT OUR

Toyland

As usual the largest toy display in Southern Oregon will be found at PENNEY'S. Prices of course, are always lowest. Our 1400 stores will sell this year 50,000 wagons, 20,000 toy autos and 20,000 velocipedes. This will give you an idea what we mean by quantity buying.

BUILDING MATERIALS

Ours is a modern supply depot for the builder for we handle Lumber, Shingles, Lath, Lime, Plaster, Cement, Johns-Manville Roofings, etc., and make everything in Cabinet Work and Mill Work.

TROWBRIDGE LUMBER YARD TROWBRIDGE CABINET WORKS

Let us estimate your bill, you will like our Service, Quality and Prices. Medford, Oregon

For Uselul Gifts SEE US Browne Hdw. Co.

Quality, Courtesy, Service
Phone 300 Cor. Main and Grape Medford
We Give S. & H. Green Stamps

BRINGING OUR SALES TALK UP-TO-DATE

The feature of one of the early New York automobile shows that attracted widespread interest and comment was an old-fashioned phonograph that Henry Ford used in his display. On its record, which droned away hour after hour, were the words, "It will get you there and back." "It will take you there and back."

That was a mighty important con-

sideration when the new contrivance was bidding against the horse and buggy, for with all the faults of the ancient method of transportation, it would get you there and back, in the sale of motor cars, is taken for granted.

Read the ads, listen to the radio sales messages and note the changed emphasis in automobile selling now. "Newer Riding Comfort." "Artistic Interior Appointments." "Step out fresh after a day's ride." Enjoyment, comfort, pleasure, easy handling, restfulness—a new group of adjectives to describe what people are looking for in motor transportation.

And this changed appeal has entered into the efforts of community and state-wide advertising for new residents, new settlers, new investors. People are seeking more comfort-living. Only a few years ago we stressed low priced lands, deep soil, good water, bumper crops and good marketing conditions. All of these are still important, but in a larger sense they are taken for granted by folks seeking new homes, new opportunities, new investments. The power line that passes the farmers door, the tractor, the telephone have released folks from the long hours, the hard, manual work of other days. With more leisure time people have learned to enjoy vacation hours. And in selecting new homes the opportunities for easier living, more attractive surroundings more congenial climatic conditions are of first importance.

As we go over our advertising and promotion literature and letters for

Watch Repairing

Done right and when we promised it. We give a moneyback guarantee on all work.

When you think of
DIAMONDS
think of

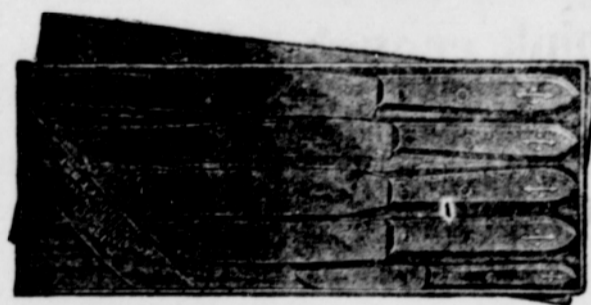
Propphy's
JEWELERS
MEDFORD, ORE.

Money-Savers for Christmas

Typical "Associate" Values in EVERY DEPARTMENT

Make Our Store Your Christmas Headquarters

GIFTS OF BEAUTY AND UTILITY!



Extra high quality kitchen set made by the famous Russell Line. All pieces are stainless. A most pleasing gift. 5.00



"Strikes like a Match." Variety of colors. No parts to get out of order. New and different. Only 90c



A beautiful clock that will please the most particular. 5.00

New Stanley SUPER VAC

Positively Will Not Break
Will Not Leak
HOLDS HOT OR COLD



Built for a Lifetime
Quart Size. 4.49

ELECTRICAL

Hotpoint Toaster.....	9.75
Hotpoint Waffle Iron.....	15.00
Hotpoint Heating Pad.....	6.50
Hotpoint Percolator.....	12.50
Hotpoint Urn Set.....	25.00
Electric Corn Popper.....	2.89
Electric Egg Cooker.....	4.90

Special Values!

Especially Low Priced 8-Light Electric Tree Lights.....	98c
Time and Labor Saver Electric Food Mixer.....	6.95
Sparkling, Glittering Gift Cord 3 Colors—Ball.....	10c
A Sensational Buy! Bolt Action .22 Rifle.....	4.89
WEBC 1-Gallon Vacuum Jug.....	2.19
Beautiful Boudoir Lamps! A Real Buy.....	98c

BOY SCOUTS!

BE PREPARED

Official Axe with Leather Sheath.....	1.48
Official Axe Stone.....	59c
Official 3-Blade Knife.....	1.38
Official 2-Blade Knife.....	98c
Official Eveready Flashlight.....	2.00

The GIFT OF GIFTS—

Rogers and Community Silverware at Lowest Prices

BUY HERE — SAVE ON EVERY PURCHASE

Medford Furniture & Hardware Co.

MARSHAL WELLS ASSOCIATE DEALER STORE NO. 525
Franchise Dealers for Aladdin



the coming year let us remember the changed emphasis. Let us bring our sales talk up to date. Let us still tell of our low-priced lands, deep soil, fine crops and convenient markets. But let us also visualize the thousands of families who are seeking freedom from cyclones, tornadoes, electric storms and floods; homes away from the oppressive heat of summer and the long cold months of winter.

There may be some question as to whether folks can make more money in Oregon than in other states. There may be some question as to whether our lands are cheaper than in other states. There may be many questions of a similar nature, but it is our opinion, that we can always make good on the major appeal—more comfort-living per dollar in Oregon and the Pacific Northwest than in any other section. On that basis we can go ahead and advertise, bring folks to our section, let them investigate conditions and feel confident that they will find the facts to substantiate our statements. Let us, like Henry Ford, get our sales talk down to a few words and say it over and over again—More Comfort-living per Dollar Here Than Anywhere Else.—E. G. Harlan, Editor, Oregon Business.

Dwarf Trees Perfect

Dwarfed trees, 300 varieties of them, were recently exhibited in Tokyo. Some of the trees were only a foot high but as perfect in detail as any monarch of the forest. Some were sold for \$6,000 each. Evergreens are the trees usually dwarfed. They are skillfully fed starvation portions of water and shaped with stocks.

When You Putty Windows

To make a neater job in puttying windows, cut a small groove in your putty knife about one-half an inch from one corner. This groove rides in the corners of the wood, while the point of the blade rest on the glass. When pushed down hard the knife will not slip and a straight line of putty is insured, says the Popular Science Magazine.

Few Old Maids Red Hair

Red hair is the best of old-maid insurance, says Capper's Magazine. A German scientist who has specialized in these matters finds red-haired girls rarely fail to get a husband. He discovers also that the majority of young women who do not marry are blondes. That dark-haired members of both sexes marry early and often, than those with light hair.

Road Hard to Police

The Khyber pass, a narrow defile in northwest India, connecting the Punjab with Afghanistan, is open to traffic only on Tuesdays and Fridays. The amir of Afghanistan undertakes to police the pass for only two days a week to protect travelers from attacks by the lawless Afridi tribes.

Webster Made Change

Noah Webster, author of the "American Dictionary of the English Language," was responsible for the change in America of the "our" ending to "or." Thus labour, honour, behaviour have become labor, honor and behavior in this country.

Reassuring

"Your former parlor maid has come to us, dear. But don't be alarmed—we don't believe half what she says about you."—Sydney Bulletin.



An Electrical Gift Is Useful All The Time

When you buy something electrical for Christmas you need not worry that it will be used for a few days and then put away to be forgotten. Appliances are helping thousands of housewives to have more time for recreation and pleasure.

It is surprising, too, to one who has never thought of it, how much time a handy appliance saves and how little it costs to operate.

If you are in a dilemma as to what to buy, go down to your electrical dealer's and just look over his display. You will see many things at just a glance that will be suitable and appreciated.

The California Oregon Power Company



The Lives

OF THOUSANDS UPON THOUSANDS OF SUCCESSFUL MEN AND WOMEN point to the value of a Savings Account.

Today, as in the past and in the years to come, a growing Savings account is one of the mightiest influences for success known

It will Pay You To Save and To Save at

Jackson County Bank

Established 1888
Member Federal Reserve

Medford,

Oregon