

OPENING OF VICTORY WEEK IS HAILED AS A KNOCKOUT

Is everybody happy? Most emphatically yes. No bad aftertaste whatever, nor disagreeable things to remember. Nothing but lasting, agreeable impressions. But best of all, remember that last night's doings were but the beginning. There is lots more fun in sight before Victory week is over.

The inauguration of Victory week Monday night in the balmy atmosphere of a perfect May night was an astounding success attended by one of the largest throngs in Medford's history and certainly the largest night assemblage ever gathered in the city.

The retail merchants who are responsible for the Victory week celebration have been busy congratulating themselves ever since. While there was never doubt but that the opening would at least be a moderate success the most optimistic never dreamed that it would prove to be such a glorious event.

And these same retail merchants covered themselves with glory. Such enterprise, such artistry and such well, what's the use of going further at this time unless in detailed description? Suffice it to say that last night's demonstration besides quickening the reawakening of the old time optimism and business activity of the city not only cemented the merchants closer together and fired them with ambition to work untiringly for the future development and welfare of Medford, but instilled into all the people the same feeling of confidence over the outlook for prosperity in the city and valley.

No wonder the sun shines a little brighter today, the flags wave more merrily, the city looks cleaner and greener, and most of us feel so sprightly.

Band Concert

But to begin at the beginning. The festivities opened with a band concert by the city band on the streets, followed soon after by an exhibition drill by Company E, National Guard. Then the band and company paraded Main street together. In the meantime the crowd kept steadily increasing and the autos, filled with people, continued to line up on Main street and other business thoroughfares. Where did all the people afoot and all the cars come from? Besides the entire population of the city and vicinity there must have been hundreds from all other parts of the county.

While the band was playing and the soldiers marching and the crowd was most agreeably contented there kept continuously lurking in the minds of all a curiosity as to what sights were hidden behind the closed curtains of the store show windows and a longing for the time to come when the exhibits would be exposed to view.

Lights Go Out

Suddenly one minute before 9 o'clock all the lights in the business district went out, leaving perfect darkness except the vari-colored lights here and there of the hundreds of autos—a very pretty scene in itself. At 9 o'clock the lights with renewed brilliancy came on again and the big show was on—a show that will forever reflect credit on Medford's retail business men.

The dense mass of humanity in Main street lost no time in viewing the window exhibits, and edged and shoved their way about good-naturedly. Main street never looked prettier with its brilliant illumination both from street lights and from the store windows, and the U. S. flags seemingly everywhere, with here and there every fifteen feet or so the various colored auto lights as tone effects.

But those show windows. Never before was so much varied ingenuity and splendid creative ability ever exercised in Medford as was exhibited. Such a variety, too. One seemed never to tire mentally in feasting on the window sights. Every business was represented and some lines handling common everyday prosaic materials one would not think could be arranged into a display worth looking at, produced some astounding

and pleasing effects. And through the window displays the artistic element predominated.

Praise From Outsiders

According to Medford people who have traveled much over the country and travelers in the city the window displays of last night were the best ever seen in southern Oregon and among the best they ever saw outside of several of the largest cities where the annual window display event was prepared for with months of time and no limit of expense. The displays of last night were prepared in less than a day's time, with store materials and practically without additional expense. The whole exhibition, when everything is considered, is regarded as wonderful and speaks in loud songs of praise of Medford business enterprise. Several traveling men said that last night's window show far outclassed the annual window show at Eugene.

Community Singing

But to get back to the Victory week fun. After the sightseeing had been in progress an hour the community singing began on Main street, led by Rev. D. E. Millard and many high school pupils in autos, accompanied by the city band, who took their stand in front of the First National bank building. Main street between Front street and Central avenue was just a solid mass of humanity and the crowd extended far beyond these boundaries the in not

Business Man's Stomach Smaller

"My much distended stomach is greatly reduced. Doctors wanted to operate and tap my stomach, but I happened to see a newspaper ad of Mayr's Wonderful Remedy and after taking 3 doses I have had no more distress or bloating and am eating things I have not dared to eat for 6 years. I am confident your medicine will cure me." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded. For sale by druggists everywhere. Adv.

**BIGGEST DAY
TARZAN DAY**

so dense a mass. Many hundreds joined in the singing of patriotic and old time airs while all the others unconsciously hummed the tunes. The first song sung, appropriate to Victory week, was "Good-bye Broadway; Hello France." The community sing was a much enjoyed feature of the opening celebration.

No one last night discovered the mysterious Miss Raffles and repeated to her the Medford slogan, although she was here, there and everywhere through the crowds all night long. But you will have another chance to discover her and win the cash prize for she will be about on Saturday night at the grand closing of the Victory week celebration.

Then on Friday comes the baby show under the auspices of the Jackson County Business Men's association. It will be held in the city park under the shade trees.

TOLEDO PLANS BIG ARENA FOR FIGHT

TOLEDO, Ohio, May 6.—Plans were being drawn today for an immense arena in Bay View Park on Maumee Bay, in which the Willard-Dempsey 12-round bout for the heavy weight championship of the world will be staged July 4.

Toledo charity anticipates receiving \$10,000 as a result of the bout, figuring seven percent of gate receipts, estimated by Frank Flourney, associated with Tex Rickard, who promoted the bout, to run about \$300,000. The Toledo Boxing commission today issued a permit for the bout.

RIALTO

WHERE EVERYBODY GOES

TODAY ONLY

WILLIAM DESMOND

IN
"DUCE DUNCAN"

A Duceedly Fine Picture

RIDE DOWN NOW SHOOTING
SLIDE DOWN




Buy as our men fought

OUR men and the soldiers of our Allies have been fighting not just for "Victory," but to uphold ideals, to keep alive the "best in the world."

In their program waste was inexcusable; carelessness—criminal. If we buy as they fought we must avoid careless, wasteful buying; and buy only what is good and what is guaranteed to serve long.

In clothes buying that means good tailoring; all-wool fabrics, fast dyes; good styles. It means such clothes as Hart Schaffner & Marx make. We guarantee them.

Large and well selected stock of Men's Furnishings. The summer's newest in Shirts, Neckwear, Silk Hosiery, Cool Summer Underwear, etc.

Smart Styles in Men's Hats—Straws, Panamas, Felts.

The Toggery
OF COURSE

The Home of Hart Schaffner & Marx
**VICTORY WEEK
MEDFORD BUY VICTORY BONDS**

**THE BIG DAY
TARZAN DAY**

DR. RICKERT
Optometrist
EYES SCIENTIFICALLY TESTED, AND GLASSES PROPERLY FITTED
NO DROPS USED
Broken Lenses Accurately Duplicated
Suite 1-2 over May Co.
128 E. Main, Upstairs

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TARZAN DAY**



CAMELS' expert blend of choice Turkish and choice Domestic tobaccos answers every cigarette desire you ever had! Camels give such universal delight, such unusual enjoyment and satisfaction you'll call them a cigarette revelation!

If you'd like a cigarette that does not leave any unpleasant cigarette aftertaste or unpleasant cigarette odor, *smoke Camels!* If you hunger for a rich, mellow-mild cigarette that has all that desirable cigarette "body"—well, you get some Camels as quickly as you can!

Camels' expert blend makes all this delightful quality possible. Your personal test will prove that Camel Cigarettes are the only cigarettes you ever smoked that just seem made to meet your taste! You will prefer them to either kind of tobacco smoked straight!

Compare Camels for quality and satisfaction with any cigarette in the world at any price!

18 cents a package

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply, or when you travel.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.

Cigarettes

To Dodge Brothers Car Owners in Jackson and Josephine Counties

\$75 IN PRIZES GIVEN AWAY

HELP US OUT ON OUR VICTORY WEEK STUNT

We want every Dodge Brothers Motor Car owner to be on hand for the Parade Wednesday at 4 p. m. The prizes and judges for each year are:

1915 FIRST PRIZE, AUTO ROBE
SECOND PRIZE, TIRE COVER.
JUDGES—Porter J. Neff, Mrs. Gus Newberry, Glen Taylor.

1916 FIRST PRIZE, ONE SET WEED CHAINS.
SECOND PRIZE, ONE SET NO-GLARE LENS.
JUDGES—Dr. E. G. Riddell, Mrs. C. M. English, Dr. J. J. Emmens.

1917 FIRST PRIZE, ONE SPOT LIGHT.
SECOND PRIZE, ONE PETRY CUTOUT.
JUDGES—F. S. Miller, Mrs. Frank Owens, C. M. Kidd.

1918 FIRST PRIZE, ONE MOTORMETER.
SECOND PRIZE, ONE TROUBLE LAMP.
JUDGES—Rev. M. L. Boozer, Mrs. A. E. Welch, Rev. W. T. S. Spriggs.

1919 FIRST PRIZE, ONE PYRENE FIRE EXTINGUISHER.
SECOND PRIZE, ONE CANVASS WATER BUCKET.
JUDGES—Mrs. Geo. Roberts, Ralph Bardwell, Vern. Vawter.

These prizes will be awarded for general appearance, and each year's model will be considered separately.

There are no conditions other than being an owner of a Dodge Brothers' Car.

Parade to form on South Grape street at 4 p. m. Wednesday, May 7th.

If you will consent to enter the parade please sign this slip, cut it out, and return to us before 12 M, May 7th.

Geo. L. Treichler Motor Co.
Salesmen: W. E. Guyer, J. O. Cobbs.
Medford, Oregon
Liberty Building