

DOLLAR DAY IS HUGE SUCCESS, WITH BIG CROWD

Merchants Association Thank Shoppers Who Came From Northern California and Southern Oregon Points—Event Is Real Buying Carnival.

AN APPRECIATION
 Medford's first cooperative Dollar Day, held in this city yesterday, was an unequalled success. Since this event was originated and sponsored by the Medford Retail Merchants Ass'n, this organization wishes to express their appreciation to the hundreds of shoppers who participated in the bargain day and to the merchants of Medford who, although not members of the association, joined in making the city-wide sale a success.

A. E. ORR, President.
 F. E. REDDEN, Secretary.

It was Dollar Day in Medford, yesterday, and thirty shoppers made each hundred cents go a long, long way in the various stores in this city. Never in the history of merchandising here, have so many out-of-town people gathered for a single day sale and never in Medford's history has a cooperative selling event been such an unqualified success. From far and wide, from over the Siskiyou in northern California and from every nook and corner of southern Oregon, dollar-bargain seekers flocked to this city to take advantage of the exceptional values which local stores offered. Many of the dollar episodes were sold out long before the day drew to a close and literally hundreds of weary shoppers returned home last night with arms laden and cars full of packages.

It became a real bargain buying carnival about two o'clock yesterday afternoon when an orchestra appeared on the streets, playing for the benefit of those on the streets. In the evening those who had finished their buying crowded the Caterina and Rialto theatres and attended local dances. It was, in fact, a glorious success and credit is due the Retail Merchants association who originated the dollar day sale plan, to merchants of the city who cooperated in making it a success and to the merchants committee, headed by H. T. De Losh, who devoted much time and effort toward making the event a success.

NEW SILVERWARE PATTERN SHOWN

Larry Schade is announcing a novel and extremely artistic pattern of silverware which promises to become very popular with southern Oregon people. This new pattern is called the "Pine Tree" as the designers have turned to America's own rich resources of inspiration for decorative themes, and fashioned the new silver creations with the image of a pine tree. On the back of each piece of flatware there appears, in bold relief, the primitive image of a pine tree, as modern in character as Brancusi sculpture or a Steiblen portrait, since the original silver coins minted in America bore a similar design. The "Pine Tree" is, in fact, the first hallmark of sterling silver in this country, identifying it as unmistakably "sterling" and not baser metal. The pine tree not only gives to the distinctive new silverware a quaint and endearing touch for Americans, but likewise designates each piece as sterling of the highest quality. Those who appreciate beauty and art will be interested in the display of the new and striking displays of Pine Tree silverware in the windows of Larry Schade's jewelry store on South Central avenue.

Radio Program KMED

Mail Tribune-Virgin Station

- 7:30 The Voice of a Great Country. Monday, April 23rd.
- 10 to 1:30 a. m.—American Laundry
- 10:30 to 11 a. m.—Los Angeles Soap Co.
- 11 to 12 noon—Talent hour.
- 12:15 to 1:15 p. m.—Lewis Super Service Station.
- 6:15 p. m.—Medford Mail Tribune, news items and market reports.

SLOW SIGN PUT AT INTERSECTION MAIN AND SIXTH

West Side residents were agreeably surprised Saturday morning to discover that the city street and traffic officials had at last placed a nice yellow sign at the top of the charming yellow pole at Sixth street where that thoroughfare intersects West Main street, as a long needed measure to protect both auto and pedestrian traffic. Although both these streets are through ones and a stop sign was placed at the intersection when such signs were placed on the corners of all streets running into Main street two weeks ago, it was at once taken down, as the officials had thought that it was not needed.

Later developments showed them that the intersection and crossing were very dangerous ones, and it was decided to place a modified sign there as soon as it could be made. Hence the sign put up yesterday reads in loud letters: "Through Street—SLOW."

Fred Scheffel, city superintendent, vigorously denies that the delay in placing the sign was caused by the allegation that it was obtained from an eastern mail order house, and deplores the tendency on the part of some people to stoop to such insinuations.

Anyhow, the sign is up, and consequently all west siders are happy.

EL DORADO, Kas., April 21.—(AP)—Seven members of the William E. Overst family were burned to death at their farm home 20 miles northwest of El Dorado last night. The blaze, of unknown origin, occurred about eight o'clock but the bodies were not discovered until midnight, as neighbors, who were attracted to the fire at first believed the family had left home for the evening.

ART EXHIBIT AT SNEDICOR SHOP REVEALS GENIUS

The difference between striving after originality, and accomplishing it by being natural, is the difference between the bulk of so-called modernists, and Charles Fortune, whose 28 canvases, now being exhibited locally in the Snedricor Art Shop on the fourth floor of the Medford Center Building, have won the whole-souled admiration of disciples of all schools, the country over.

There is no obvious concentration on line and color to produce "effects" in the work of Miss Fortune, whose deft brush, inspired with a complete idea, appears to fling the spots in their entirety on to the canvases from the mind of the artist. Although the work of the young San Francisco artist is largely impressionistic, there is no detail that is omitted in the complete picture, when viewed from a distance.

For instance, in the theme "The Bishop Hears Mass," the mental attitude of the bishop, the altar boys and assistants are apparent in their body poses, although upon close observation, there are no features in the faces of the figures. There is an intent eagerness on the part of the bishop, who leans forward in his chair, and a shadow falls across his face from one of the tall candles held by the kneeling altar boys.

The gay busy laughter of fishermen and their wives and children is close to the heart of the young artist, whose earliest impressions of life were formed along the San Francisco harbor, and the majority of her canvases, tell stories of the sea and the intriguing romance of sail boats. Her themes are optimistic, but not more optimistic than life.

LOOKER QUILTS AS PROSECUTOR AIDE, TO PRACTICE LAW

W. J. Looker, connected with the district attorney's office for the past year, accepted a position with the E. L. Barry Insurance company yesterday, following a resignation tendered Attorney N. C. Chaney. Mr. Looker will enter law practice for himself May 1, when his offices in the Lindy building are completed.

A Medford resident since December 1925, Attorney Looker acted as court reporter for Judge Thomas for two years, when he accepted the position of deputy district attorney. Prior to his arrival in Medford he was employed for eight years by the Interstate Commerce Commission with headquarters in Washington, D. C. He acted in a legal capacity in this work.

Miss Loraine Stoltz, formerly with the Chamber of Commerce, has been employed as stenographer by the district attorney's office, to fill that part of the work covered by Mr. Looker.

TAMPA, Fla.—Joe Dundee, welterweight champion, knocked out Julian Jim Moran, Tampa, (AP).

NOVEL CLOCK IS SOLD IN MEDFORD

Rogue River valley people have been showing much interest in the novel new electric clock which is being sold in this city by the Southern Oregon Electric store. This new clock, known as a Telechron, is a genuine innovation in modern time pieces, being operated by a delicate electric motor instead of the usual springs, wheels, pendulums and weights. By "plugging" into an electric light socket, the owner of a Telechron has correct Pacific Standard time at all times without the trouble of setting and winding the clock.

The Telechron clock is, without doubt, the last word in the modern methods of time keeping. It's almost uncanny the way it operates because it is controlled by a master clock in one of the large power companies in San Francisco to which The California Oregon Power Company is connected through its transmission lines. This master clock give Medford and southern Oregon owners of Telechrons authentic Pacific Standard time right in their homes. It is interesting to know that KGO at Oakland and KOA at Denver now give their radio fans Telechron time.

These Drug Stores are open nights this week:

- Jarmin & Woods
- James McNair Pharmacy
- West Side Pharmacy

H. C. Frobach of the Southern Oregon Electric company, is made in scores of attractive models and designs for the home as well as for theatres, banks, schools, factories and stores. It is silent in operation and does not need periodical oiling and winding. The Southern Oregon Electric Company has extended a cordial invitation to people here to visit their store and see the novel Telechrons in operation.

WASHINGTON, April 21.—(AP)—The American Red Cross today transmitted \$2000 through the state department to the Bulgarian Red Cross for relief of earthquake sufferers.

LUMBER FOR EVERY USE AT TROWBRIDGE LUMBER YARD

Give the Wife a Rest DINE TODAY HOTEL MEDFORD \$1.00

Mail Tribune classified ads reach 70,000 people or more every day.

MANN'S Department Store

In order to accommodate our Out-of-Town Patrons we will Continue Our **DOLLAR DAY ALL Day Monday**

GOING OUT OF THE MEN'S FURNISHING BUSINESS

\$6,000 STOCK GOING IN HUBER'S

FIRE SALE

REGARDLESS OF COST! EVERYTHING GOES! Brand New Men's Wear Only Slightly Damaged by Smoke



Overcoats
 Buy an overcoat now for next winter. These coats were all new stock only a few months ago. It will pay you to buy now, 50 to select from. Going at just

1/2 Price

Uncalled for Suits
 Big reductions on all uncalled for suits. These suits are all hand tailored and will wear like iron.

Save 60% on These Suits

Suit Patterns
 All piece goods reduced to \$10.00 and \$15.00 on all suit patterns.

Odd Pants
 150 pair of odd pants, all good pattern, sold regularly for \$5.00 up to \$13.50. Fire Sale price

\$2.50 to \$7.00

Slip Over Sweaters
 Regular \$7.00 Sweaters now **\$4.10.**
 Other Slipover Sweaters at big reductions.

Coat Sweaters
 Save money on Sweaters during this fire sale. **\$7. Sweater for \$3.00.**
Blazers
 Blazers for **\$3.50**

Straw Hats
 Straw hats will soon be worn, so buy now for future use. Straw Hats as low as

25c

Felt Hats
 Have only been slightly damaged. Some as low as

\$1.00

All Other Hats 1/2 Price



Men's Hose
 \$.75 Hose **49c**
 \$1.00 Hose **75c**
 \$1.50 Hose **\$1.00**

Athletic Underwear
 Stock up on Summer Underwear during this sale. All sizes in stock.
 \$3.00 value. Sale price **\$2.00**
 \$1.50 value. Sale price **\$1.00**

Outing Flannel Pajamas
 Buy a supply of these outing flannel pajamas for years to come.
 \$1.50 Pajamas now **\$1.00**
 \$3.50 Pajamas now **\$2.00**

Broadcloth Pajamas
 All good stock and good patterns.
 \$5.00 values. Fire sale price, **\$3.50.**

Men's Garters
 50c value for **35c**

Leather Belts
 Genuine Leather Belts in all waist sizes.
 \$1.50 value for **75c**

Ties
 Your choice of ties valued up to \$1.50, **75c**

Bow Ties
 Bow Ties that sold regularly for 50 and 75c, your choice **35c**

Broadcloth and Madras SHIRTS
 Are only slightly damaged. All sizes and good spring colors.
 \$ 1.50 Shirts. Fire sale price **\$.75**
 \$3.50 Shirts. Fire sale price **\$2.00**
 \$10.00 Silk Shirts. Fire sale price **\$5.00**



REMEMBER! SALE BEGINS TOMORROW AT 9 SHARP