

# Department Buyers for 112 Great Stores insist on Lux for their OWN things

## The greatest group of experts ever consulted

### 92% of the Department Store Buyers interviewed in 112 of the most important stores in America insist on Lux for their own precious things!

Imagine what this means! These women are the buyers of women's and children's dresses, blouses, underthings, hosiery, gloves, for the great stores which do three-fourths of all the department store business in the United States.

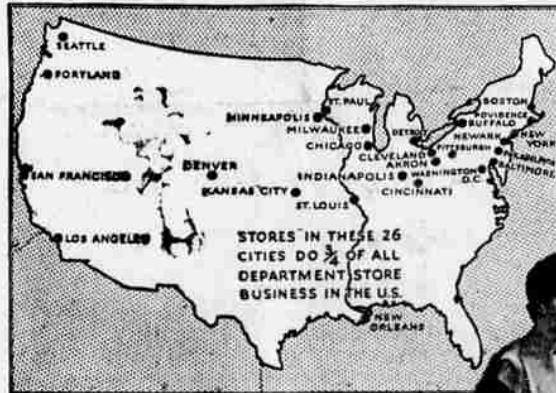
Interviewed in their own departments of leading stores in 26 cities, they told just how their own nice things are taken care of. And their verdict was well-nigh unanimous!

92% of these experts insist on Lux! Knowing clothes and fabrics, and the importance of the right method of cleansing, these experts will take no chances!

Like women everywhere, the women who buy for America's great stores—buy the charming clothes that the women of America wear—overwhelmingly insist upon safe cleansing with Lux!



DEPARTMENT STORES send their women buyers to New York and Paris to select smart clothes. The above picture, an actual scene in a New York showroom, illustrates how buyers select the clothes you see in the stores.



ALL OVER THE UNITED STATES, from coast to coast, successful women buyers, heads of their own departments in the big stores of the 26 cities shown above, told frankly how they cared for their own things. For sheer stockings, delicate underthings, sweaters, charming frocks, gloves, 92% of these clothes experts — 92 out of every 100 interviewed—insist on Lux!



Like the department store buyers, women everywhere trust their nice things to LUX. For women have found, as the great motion picture studios—the New York musical shows—have proved by test, that washing with Lux doubles the life of fabrics! Pure Lux has none of the harmful alkali found in many soaps, whether flakes, chips or cakes—nothing to weaken delicate fibres, fade nice colors.

## STANFORD GIRL BREAKS RECORD

STANFORD UNIVERSITY, May 24.—(AP)—Thelma Matton, Stanford university junior registered from Santa Ana, yesterday stopped the 45-yard high hurdles in 10 7-10 seconds, shattering the world's record for women in that event by 3-10 second. The old mark of 11 seconds was set by Miss Mary Worrell of Sargent school, Cambridge. A peculiar feature of the 45-yard record is the fact that it is slower than the world's mark for the 70-yard hurdles, which is held by Miss Helen Filkey at 9 3-5 seconds, because girls, in official meets seldom run at other than 60 or 70-yard distances.

## ENRAGED HUSBAND SLAYS DAUGHTER AND SHOTS WIFE

PHILADELPHIA, May 24.—(AP)—An estranged husband shot and killed his daughter as she lay in bed today, seriously wounded his wife and then killed himself. Another daughter, lying beside her sister, was spared. The man was John Oslock. His slain daughter, Jennie, was 27. Mrs. Florence Oslock, 49, has wounds in the stomach and left shoulder. She is not expected to recover. Oslock, a laborer, had been estranged from his wife for five months, having been ordered from home, police said, when he refused to work. He entered the house today by forcing a kitchen window.

## LOCAL SINGERS TO HAVE A CHANCE TO WIN BIG PRIZE

Oregon, which shared with California the honor of producing the best of all Pacific coast singers who competed in the 1927 national radio audition, will be represented in this nation-wide singing competition again this year under the same chairman, who led it to victory last year—Mrs. Isaac L. Patterson, wife of the governor. Mrs. Patterson, who has long been prominent in musical circles and active in all cultural movements, formerly was vice-president general of the D. A. R. She was reappointed Oregon state chairman today. "Ted" Roy, the "singing blacksmith" of Pilot Rock, who won \$2000 cash and a year's tuition in a music conservatory in the 1927 audition, will not compete this year. All other Oregonians, between the ages of 18 and 25 inclusive, are eligible. Mrs. Patterson said. Rewards totalling \$17,500 cash, free music conservatory instruction and 120 medals have been offered by the Atwater Kent foundation of Philadelphia for winners of the 1928 audition, and Mrs. Patterson will start immediately to help ambitious young Oregonians to gain these benefits. Then will be arranged singing contests in Astoria, Portland, Corvallis, Baker, Burns, Eugene, McMinnville, LaGrande, Marshfield, Pendleton, Salem, Bend, Medford, Klamath Falls, The Dalles, Roseburg, Tillamook and other cities. This local canvass being the first step in the nation-wide search for America's best undiscovered young singers. Winners of these local contests—a boy and a girl from each—will compete in Oregon's state audition, which will be broadcast from radio station KGW at Portland next autumn.

## Have you "YELLOW MASK?"



Look at Your Teeth. Do They Have a Yellowish Hue? Then Here's the Way to Sparkling Whiteness... Guaranteed!

That unbecoming yellowish tinge is not in the tooth enamel! But in a thin, glassy mask that a "liquid cement" in your saliva has formed over the enamel.

So what dental science has done is to perfect a means of removing that unsightly "Yellow Mask" without harm to the softest enamel. There is a basic substance that does this to perfection. It is known as "Tri-Calcium Phosphate." The leading dentists use it for cleaning and polishing teeth.

But the chief aim of science has been to give you the marvelous benefits of this wonderful "Tri-Calcium Phosphate" for daily use. In a pleasant, tasty tooth paste. So that you could first remove that repellent "Yellow Mask" and secondly, have dazzlingly white teeth forever.

It's been a big job! The most noted scientists have worked on it. But now success has come.

The name of this magic dentifrice is ORPHOS TOOTH PASTE. Dentists everywhere hail it. Prima donnas of the movie screen, opera and stage are using it. In less than six months more than a million women and men have abandoned old-styled dentifrices for ORPHOS and testify to teeth whiter and lovelier than ever before.

We want you to try this marvelous ORPHOS at once. Get a tube from your druggist. Give it a friendly trial, expecting amazing improvement in the whiteness of your teeth. Look solely for new teeth beauty. Expect no sideshow of foam and lather—just increasing whiteness. If you don't get a real thrill of delight, take the unused portion of the tube back and get the full purchase price. Now don't keep beauty waiting—act!

# Orphos TOOTH PASTE

—Removes "Yellow Mask"

## OFFICIAL SALE OF LEGION POPPIES STARTS FRIDAY

The official sale of the American Legion Memorial poppy will start tomorrow, Friday, 25th and will continue through Memorial Day. Those contributing to this worthy cause are urged to wear the little red poppy through National poppy week, in grateful remembrance of those who did not come back. The poppies are made by disabled World war veterans in the hospitals and sold by the American Legion auxiliary, every cent of the proceeds going to provide cheer and comfort for the needy and suffering men and their families. It is but an expression of sincere gratitude to those who gave themselves for their country. There will be a central poppy booth at the chamber of commerce, where poppies can be secured, and it is urged that Medford people respond generously.

## CAN'T BUST 'EM CAMPAIGN STARTS IN MEDFORD TODAY

Beginning today the Mall Tribune will carry on an advertising campaign, exclusively in this city, Eloesser-Heynemann Co. for their different products including "Can't Bust 'Em" overalls and pants for men and boys, for work and outing wear, that are standard the country over and bear the guarantee for service and satisfaction by the manufacturers.

In fact, the "Can't Bust 'Em" sign means "An unconditional guarantee, complete assortment, special sizes, skilled union workmanship, best materials, good fit, long wear and personal service." The company has been manufacturing this brand of high class merchandise at San Francisco for 77 years, the factory growing constantly to meet the demands of the business, and claims to be the first manufacturing concern on the coast using union labor.

Watch the Medford dealers' windows for displays of the goods. They have good assortments and will satisfy your demands.

## LEGION DRUM CORPS BENEFIT READY FOR TOMORROW'S OPENING

Preparations are complete for the American Legion drum corps wrestling smoker tomorrow night at the Hilary hall where Billie Shaw of Marion, O., challenger of Ed (Strangler) Lewis, will meet Don Noland of Marshfield and Sailor Jack Wood of this city, guaranteeing to throw both in 20 minutes one at a time and wrestling the third fall with either opponent the crowd may choose. A one-fall finish match will be staged between Thurman Jackson of Chillicothe and Tex Porter of Medford for the semi-windup and Noland for the principle contest. Porter is expected to provide considerable action, for both wrestlers are fast and clever. Porter has wrestled several times in Medford and has won most of his matches.

The American Legion drum corps will be present before the smoker begins and will play several pieces, according to present plans. The drum corps will probably also sponsor Billie Shaw and Strangler Lewis match, which will be given at the fair grounds June 6, if present outlined plans are carried through, depending on the support of next Friday's smoker.

## CARKIN CONSIDERS STATE INCOME TAX

Without opposition, John H. Carkin was nominated Friday for re-election to the house of representatives from Jackson county. Mr. Carkin, who is the current speaker, came to Portland yesterday to take up further details of the work of the property tax relief committee, which he appointed under authority of the legislature. The next general meeting of the committee will devote considerable time to thrashing out whether the body wishes to approve of the principle of a state income tax, which was favored by one of the sub-committees. When the members of the next legislature are elected in November, they will receive copies of the recommendations of the tax relief committee, in order to familiarize themselves with the tax situation prior to attempting to apply a solution. Taxes will be one of the big pieces of legislation in the session, to be held next January and February. — Oregonian.

## LA GRANDE, ORE., TO GET LAND OFFICE

WASHINGTON, May 24.—(AP)—A bill by Senator Walsh, democrat, Montana, establishing land offices in the states of Montana, Oregon, Idaho, Nevada, and South Dakota, was passed by the senate last night and sent to the house. Four offices would be established in Montana, at Helena, Gales City, Lewistown and Glasgow. One in Oregon, at La Grande, one in South Dakota, at Rapid City, one in Idaho at Hallett, and one in Nevada, at Elko. Monroe will build a \$50,000 union high school.

### Another Double Murder

ALTURAS, Cal., May 24.—(AP)—John L. Chance, 74, retired rancher of Altur, shot and killed his wife as she lay in bed and then killed himself.

### Nye Is Busy Again.

WASHINGTON, May 24.—(AP)—

A resolution asking the president to direct government oil counsel to prosecute immediately and vigorously the bribery indictments against Edward L. Doheny, Sr., and Albert B. Fall, was drafted today by Chairman Nye of the senate lands committee.



## You benefit with the merchant when his store has FRIGIDAIRE

The owners of modern stores realize that dependable refrigeration is a necessary safeguard to the health of their patrons. And they know that Frigidaire offers them economies and conveniences at low cost—advantages that have made Frigidaire the choice of over 500,000 users.

People's Electric Store  
214 W. Main Street Phone 12  
PRODUCT OF GENERAL MOTORS

### INSURANCE

#### First Insurance Agency

A. L. HILL, Manager  
Phone 105 30 N. Central  
Medford, Oregon

### ONYX POINTEX HOSIERY

For Women \$1.95

The Rogery

### FOR YOUR WINTER FIRE

Green Pine Slab Wood  
12-inch or 16-inch

\$2.75 Per Load  
2 Loads, \$5.00

#### MEDFORD FUEL CO.

1118 North Central  
Reichstein Tel. 631 Deuel

### The Graduation Gift for Her

A lasting, suitably expressive gift that will symbolize her advent on life's activities best — one of our fine watches.

YOUR FAVORITE JEWELER SINCE 1878

#### Larry Schade

The Jeweler  
NEXT TO CRATERIAN THEATRE

PHONE 474  
CITY CLEANING & DYEING CO.

## Are Your Streets Well Paved?

If property in your neighborhood is to advance in value, you must have good streets. Pavements of portland cement concrete indicate a substantial community—whose citizens exercise good judgment when investing in public improvements.

Be sure that any paving petition you sign specifies portland cement concrete!

#### PORTLAND CEMENT ASSOCIATION

146 Fifth Street  
PORTLAND, ORE.

A National Organization to Improve and Extend the Uses of Concrete

Offices in 32 Cities