

"CREDIT" CHIEF TOPIC AT MEET OF MERCHANTS

"Days of haggling for bargains are a thing of the past. Intelligent buyers of the present period insist on quality, style and service, rather than low prices," declared E. E. Bosworth, O. S. C. professor, in speaking informally at today's session of the business institute, held in the basement of the city library.

The subject of "Credit" was discussed pro and con with practically unanimous agreement among the merchants present that where the credit system is employed customers stress quality and style, instead of price.

A man's value to the community may be measured by his buying power, the standard of living being raised or lowered in proportion to the expenditure. This was one of the points brought out in the open forum discussion this morning following the talk on the credit system.

Whether or not women in general are able to accurately judge quality of articles was one of the questions brought up by a local business man this morning. Several of the men in attendance stated that they believed that style and price are the important factors, as far as the women buyers are concerned.

By fair and honest dealing, merchants should be able to educate their customers so that they will buy a better quality of goods. The business man should know his business better than anyone else and he should be reliable and competent enough to instruct the person to whom he is selling," Professor Bosworth said.

Another feature of today's institute meeting was a talk on the importance of store arrangement by H. T. Vance, O. S. C. faculty member and an authority on merchandising and advertising. He outlined the benefits of attractive window displays and decoration of the interior of stores.

Several suggestions for various businesses in regard to most effective display of merchandise were included in the discussion. During the afternoon session Mr. Vance again spoke about window trimming and its value in advertising products. Following this a discussion of problems in connection with matters already considered took up the final hour of the institute, which ended at 4:30.

Attended by a representative group of local merchants, O. P. Tate, executive secretary for the Oregon Merchants' association and Professor H. T. Vance of the Oregon State College, spoke before the regular Merchants' association dinner and meeting last night at the Hotel Medford.

Both the Business Men's Institute, imparted much information of special interest to those in attendance. In his speech, which followed the presentation of a first prize loving cup to the association for its float in the American Legion convention parade here early this month by Ted Baker, Mr. Tate urged co-operation among all merchants in connection with co-operative buying, cutting down overhead and making it easier to meet the competition of larger concerns, such as chain organizations.

He urged economy in operating business by deleting all unnecessary expenses from the store budget and urged a complete control of credits. He advised advertising for any growing concern and to have a high standard of salesmanship. He pointed out that publicity is a good medium to keep up interest in a store business and urged merchants to use it as much as possible.

In his speech, Prof. Vance advised all merchants to take an interest in merchandise research work, and among the things that should go to make up a successful business by co-operation among merchants, he listed the following: Co-operative buying, co-operative advertising, delivery service, research work and sales system.

There is nothing that has ever taken the place of Bayer Aspirin as an antidote for pain. Safe, or physicians wouldn't use it, and endorse its use by others. Sure, or several million users would have turned to something else. But get real Bayer Aspirin (at any drugstore) with Bayer on the box, and the word genuine printed in red.



A qualification all proprietors should have, said Mr. Vance, is a broad mind and among the things that go to make up a successful business he listed good merchandising, publicity, service, finance and control, all of which if properly used, would spell success for any business.

Of all the retail business carried on in the United States last year, he related, 83 per cent was done by unit stores, 16 per cent by department stores, 12 per cent by chain stores, 2 per cent by house to house salesmanship and 4 per cent by mail order houses.

In store organization, the speaker advised regular meetings of sales people to absorb new ideas and make it possible for them to become more accomplished clerks. Among the things he reviewed as being beneficial to an establishment were a good assortment of stock, exchange or money back policy, in plain sight, quick service, attention to children and accurate filling of telephone orders, all of which, he said, are essential to a successful business.

Among the things he reviewed as being harmful to an establishment were familiarity with customers, untidy salespeople, waiting on customers out of turn, stock out of order, suggesting loud clothes for quiet customers, tending customer he has poor taste, powdering and rouging of faces by salesgirls, whispering among salespeople, idlers, the arranging of stock while customer is waiting for service, indifference and lack of courtesy.

Each point was discussed in detail by the speaker, after whose speech the meeting was devoted to a period of general discussion. The session was in charge of President Clarence Meeker and was one of the best attended for some time.

COPCO TO PRESENT 'RIP VAN WINKLE' ON KMED TONIGHT

The Copco radio presentation of "Rip Van Winkle" over station KMED, starting at 9 p. m. tonight, promises to draw one of the largest local radio audiences since the inception of the Medford broadcasting station. William Leo Greenleaf, well known character actor who has been secured by the California Oregon Power company to present this play a total of 1928 times throughout the west.

That he is fully capable of portraying all of the characters in the play is evidenced by the following item of appreciation by Henry Hristeen Warnack, dramatic critic of the Los Angeles Times:

"William Leo Greenleaf comes nearer constituting an entire theatrical company than any individual I ever heard of. He can visualize the different parts of a play as to fill the mind's eye with the complete action. He electrifies an audience both with this quality of envisioning and with the timber of an exceptional speaking voice of many shades and a wide range of power. Mr. Greenleaf is not only entertaining—he inspires. No one can hear his Rip Van Winkle, his Hamlet or his Merchant of Venice and not approach those masterpieces with a new born reverence and understanding. I commend him as the best one-man company interpreting the immortal creations of the drama today."

Altho Mr. Greenleaf has given nearly 2000 renditions of "Rip Van Winkle" on the stage, tonight will be the first time he has ever presented it over the radio.

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JOHN HOLMER IS NOMINATED FOR HIGH LEGION POST

In accordance with the newly amended laws of Medford post No. 15, nominations for post officers were made at last night's Legion meeting at the Armory. This change was made in accordance with a measure passed by the state department at the recent Medford convention, and means that future officers will be installed the first regular meeting in October of each year instead of January as formerly.

At last night's meeting the following were nominated to hold office during the coming year: Post commander, John Holmer; first vice-commander, Ed Webber and Ed Leach; second vice-commander, Lloyd Williamson; adjutant, Leon Brown, Lee Garlock; finance officer, Bernice Cameron; Don Newbury and Melvin Hogan; chaplain, Horace Bromley; executive committee, Harry Moore, Horace Bromley, Seely Hall, Wm. Holcomb, Jas. Collins, Ted Baker, Earle Davis, Joe Filgett and E. H. Bryant.

Further nominations will be in order at the next meeting on Monday, September 10, and the annual election will take place on September 24.

Plans for the annual Labor Day dance were outlined by Lloyd Williamson and other members of the Medford drum corps under whose auspices the dance will be given. Proceeds will be used to purchase new equipment for the drum corps in order to make a strong bid for first honors at next year's convention.

Commander Bromley urged every legionnaire to help put over this annual affair and to give the Legion drum corps 100 per cent cooperation.

Service Officer Chaney reported on the local legion men who were in the veterans' hospitals and gave some interesting figures on state aid. He advised that the veterans' state loans in Jackson county had reached a total of \$523,451.31 to date. Needless to say, this has meant a wonderful stimulus to building activities in the county and has resulted in hundreds of veterans being given the opportunity to own their homes. A. J. Cross and R. P. Cowgill also spoke on the subject and stated that it has been found necessary for the state to take over only four properties out of this big total.

Don Newbury spoke on the Scouts' jamboree and asked all legion members to attend. Carl Tengwald reported that the new local rifle club needed more members and would soon have a fine rifle range at their disposal.

It was announced that four of the legion flags recently given to the city were stolen from the location on Main street near the park during the convention, and unless those flags were recovered the post will go to the expense of replacing them. Anyone having any information on the subject is asked to communicate with members of the Medford post at once.

In line with the Americanization work of the legion, Post Commander Bromley appointed the following committee to "get out the vote" in the November election: A. J. Cross, chairman; Ernest Scott, E. C. Ferguson and Earle Davis of Medford; C. J. Shorb of Gold Hill, Leonard Freeman of Central Point, and Clyde Smith of Butte Falls. This committee will start an educational campaign to get every local citizen to exercise his or her right of franchise and vote at the November election. This is a most important phase of the legion's Americanization program and some real results are anticipated.

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OREGON CITY TRIO PAY HEAVY FINE FOR KILLING DEER

The sight of deer from the roads in the hill districts of Jackson county has been a wonderful one to the hundreds of tourists enroute to or returning from Crater Lake or Diamond lake, as well as to other vacationists, but when a big fat buck last Sunday crossed the Diamond Lake road in front of the car of three Oregon City youths on vacation, the trio forgot everything else in their excitement, jumped out of the car with their rifles and blazed away, one of the cartridges killing the deer.

Then on seeing the buck lying there dead the sanity of the young men came back with a thud together with the recollection that the deer season does not open until September 10. They got cold feet, and became so panic-stricken that they left the deer lying where it fell and headed the car with utmost speed for Crater Lake.

In the meantime the dead deer was soon afterwards discovered by a forest ranger or passer by, and suspicion falling on the trio that were speeding away, word was phoned to the Crater Lake national park entrance where the three men were halted by a ranger. Roy Parr, game warden of this county, was in turn notified, and hurrying up to the national park took the illegal deer hunters into custody.

They frankly admitted their misdeed, and that is why, after a conference with Parr and the district attorney's office, it was agreed to have Ed Whitebridge shoulder all the blame and plead guilty. Hence yesterday afternoon the three appeared in Justice Taylor's court here, and on Whitebridge's pleading guilty he was fined \$150. The other two young men, one of whom was John Trimble, who is connected with an Oregon City bank, shared the fine with Whitebridge, each paying \$50. The name of the other Oregon City man is not known.

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LOCAL ARTISTS GIVEN PUBLICITY PORTLAND PRESS

The residents of Portland are all agog with anticipation over the forthcoming appearance in that city in a series of comic operas of the recently organized Britz Opera company, in which two widely known Medford residents and light opera stars, Ed Andrews, the veteran comedian, and James Stevens, the baritone, are guest stars of the company, which opens its Portland engagement in the public auditorium next Saturday night in "Sari." A former well known resident of Medford, George Olsen, formerly of the American Light Opera company, is also among the guest stars.

Incidentally, because of this fact Medford has been enjoying much favorable publicity in Portland newspapers and among various civic bodies of the state's metropolis. Extended preliminary write-ups of the coming Britz Opera company series have been appearing in the Portland newspapers for several weeks, and last Sunday's Oregonian and Journal publish pictures of the Medford guest stars.

A dinner to honor Ed Andrews and James Stevens, who have been in Portland for some time past rehearsing with the company, was given by the Portland Press club this noon, and on Monday a three-quarters of an hour entertainment featuring selections from the various light operas was given at the members forum of Portland chamber of commerce. The Portland newspapers frequently reiterate the fact that both Ed Andrews, the veteran comedian, and James Stevens, former baritone for years of the St. Louis Civic Opera company, are widely known nationally for their work in light opera.

Saturday night's opening with "Sari," is planned by Mr. Britz, director of the company, to have this opera mark the beginning of permanent comic opera for the entire Pacific northwest, with Portland as the hub and headquarters. The Portland season is to consist of four operas, each to run a week: "Sari," "Robin Hood," "The Mikado" and "The Chocolate Soldier."

In the Sari opera James Stevens will be featured as Paul Racz, king of the gypsies. The role of Cadeau, the comical adviser to the king of Moldavia, will be played by Ed Andrews in "Sari." He will have the leading comic roles in "Robin Hood," "The Mikado," and "The Chocolate Soldier," which will be presented in following weeks.

The objection to saving for your old age is that you can't save your appetite for old age.

While working in his laboratory a chemist spilled a certain non-acid mixture on his hands and found it softened the callus without burning or injuring the healthy skin. He experimented with this preparation on corns with such successful results that it is now being placed on the market under the name of "CORN-OFF." Readers are advised to insist on this "non-acid" remedy. Price 35c. Guaranteed by Medford Pharmacy and other drug stores.

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J.C. PENNEY Co. A NATION-WIDE INSTITUTION. A HELPFUL STORE. PAY LESS. NO BILLS TO DISTRESS. GET MORE! Swinging Skirts and Softer Lines Rule the Fashions In New Frocks for Fall. Even a glimpse at these very good-looking frocks for Fall is enough to show that fashions have indeed endorsed more feminine lines—skirts swing and flare from a tightly girdled hipline—and lace is an important trimming. \$9.90 to \$19.75. One of these clever frocks added to your wardrobe now will do wonders for its late summer and early fall smartness—and the cost is unbelievably small for frocks of this type. Satin Gleams Smartly. Many of the early models are fashioned of gleaming satin—always popular for street and informal dress occasions. Sizes for women, misses and juniors are included.

HERE TONIGHT Crosley Display Car Demonstrating The Crosley AC Storage Battery Dry Cell Six, Seven and Eight Tube Radios and Crosley Dynacones Speakers Also the Amrad Symphonic Series of Electric Radio Receivers See Them Demonstrated TONIGHT At Our Sales Room THE MUSIC BOX 402 East Main Street

Prevents Misunderstanding in Property Deals When You Put Them in ESCROW. ESCROW provides you with the means of "tying up the deal" and of protecting the interests of everybody concerned until all conditions of purchase or sale are fully completed. Many a good deal has fallen through because of subsequent misunderstandings. ESCROW prevents them. Many a man has had his interests jeopardized by some added demand—ESCROW stops them. In short, ESCROW means a square deal for all—quick, satisfactory—with actual time saved, money saved, and errors eliminated. \$7.50 for any amount to \$7500 value. \$1 per \$1000 for Escrows from \$7500 to \$25,000. 50 cents per \$1000 for amounts from \$25,000 up. Jackson County Abstract Co. ESCROW DEPARTMENT 121 E. Sixth St. Phone 41

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Daily Meteorological Report

August 28, 1928. Forecasts. Medford and vicinity. Fair tonight and Wednesday; not much change in temperature. Oregon: Fair tonight and Wednesday; fog near coast. Warmer east portion.

LOCAL DATA

Table with 4 columns: Item, Value, Unit, and other details. Includes temperature, humidity, precipitation, and sunset times.

Observations Taken at 5 A. M. 120th Meridian Time

Table with 4 columns: City, High Temp., Low Temp., and Weather. Lists various cities and their corresponding weather conditions.

GRASS FIRE LAID TO CARELESSNESS

The nearest thing to a forest fire in both the Crater national forest and on state land, since last Saturday was a lively fire in grass and stubble on the north side of Table Rock near the William Lewis sheep ranch, which started about 9 o'clock last night, and burned over an extent of 25 acres, before it was gotten under control about midnight, by District State Fire Warden Phipps, Mr. Lewis and two volunteer fire fighters from this city, and others residing near that neighborhood.

It is thought the fire was started by a careless smoker tossing away a cigaret or cigar stem from his car to the side of the road.

Radio Program KMED

- List of radio programs for KMED station, including 'The Opening Hit of Greater Movie Season', 'Wheel of Chance', and 'Radio Program KMED'.

IT WON'T BE LONG NOW! THE AGE OF THE GREATER MOVIE SEASON COLLEEN MOORE IN HER FIRST "SOUND" PRODUCTION "LILAC TIME" THURS.-FRI. SAT. HUNT'S CRATERIAN

Advertisement for 'Lilac Time' featuring Colleen Moore. Includes text: 'It's The Opening Hit of GREATER MOVIE SEASON NOW! RIALTO. It has the Okay of every one of the hundreds who saw it last night. Richard Barthelmess IN FANNY HURST'S GREATEST CLASSIC Wheel of Chance. A story with every kind of love—it's real—so lifelike you'll forget you're seeing a motion picture. Also Good Comedy Latest News Usual Admission Mats. 10 & 25 Evens. 10 & 35'