

### 3 PEOPLE HURT IN AUTO SMASH EARLY THIS MORN

Three persons were injured this morning at the intersection of Third street and Central avenue when automobiles driven by Walter Carr of Central Point and Arnold M. Rogallen of Medford, collided. Doris Coleman and Elna Carr, also of Central Point, were taken to the hospital with cuts, bruises and broken ribs and Anna Dale Carr, one-year-old, suffered a broken leg.

### SHIP 102 CARS PEARS IN DAY FOR NEW MARK

Breaking all records for fruit shipments out of Medford to eastern and Oregon markets, 102 cars of pecked and unpacked pears were shipped last night by local fruit packing houses. Of this total, 96 cars were destined for eastern markets and the remaining six were shipped to the cannery at Salem. The previous record was 87 and was set two years ago and was nearly equaled last Monday when 85 cars were shipped.

### JOSEPHINE FAIR IS ADVERTISED

Eight men in a truck were in Medford today advertising the "Sourdough Gulch" part of the Josephine county fair at Grants Pass, Sept. 5 to 8.

### ALL FOREST FIRES IN COUNTY NOW UNDER CONTROL

Up to early this afternoon no new forest fires had been reported either in the Crater national forest or in state land in this district, but the big one in the Galla creek section near Gold Hill, which started two weeks ago and has burned over 8000 acres of brush and scattered timber, although under control, and which destroyed three ranch properties over a week ago, is still being patrolled, and will probably be burning inside the fire lines until the first hard rain comes.

### OREGON HISTORY IN JACKSON SCHOOLS

A course of study on Oregon History for Jackson county schools is now being completed at the county superintendent's office. The committee of teachers chosen by Mrs. Carter for this work are Mrs. Uaa B. Inch, Mrs. Thelma Beck and Miss Mable Moore of Medford, Mrs. Vail L. Hoover of Butte Falls and Mrs. Francis Miller of Ashland. This committee has been working on the course since last January.

### The Reason Why We Do Not Hold Sales

If we conducted so-called "sales," with bewildering up-and-down shifting of prices—and "come early" for best choice—and disappointments because of "all sold out"—we could never give you the kind of Service you are entitled to and that we insist on giving.

It is our plan rather, to sell you Quality Goods only—priced as low as possible—from the day we buy the goods, but NEVER to buy goods for a Special Sale. And the indications are most convincing that our customers like our No-Sale Policy—our consistently Low Prices—our Day-In-and-Month-Out plan of Lowest Possible Prices every day in the year.

J.C. Penney Co.

BUYING  
MOST  
WE  
BUY  
FOR LESS

# J.C. PENNEY CO.

A NATION-WIDE  
INSTITUTION-

"where savings are greatest"

SELLING  
MOST  
WE SELL  
FOR  
LESS

## The Way to School

Starts With a Visit to This Store  
for Your Clothes and School Supplies

### Pay Cash!

Save Money  
and Be Happy

Shopping here is a sure-cure for the First-of-the-Month "Credit Blues." You Pay Cash and therefore face the future with no fear of unpaid bills or credit charges. Paying cash makes you a shrewder judge of values, too, and curbs unnecessary purchases.

Yes! It Pays to  
Pay Cash!

### Coats are Trimly Fashioned For the Youthful Wearer

No matter what sort of coat you had in mind for Small Daughter, you will be sure to find something here that will be pleasing to both your taste and pocketbook. They are well made of excellent materials. Some have scarf collars, some are tailored and many are fur trimmed.

#### All the New Fall Shades

There are so many delightful new Fall shades to choose from. Plenty of the ever-popular Blue, Red and Tan, too.

#### Velours—Suedes—Mixtures

You must see these splendid coats for yourself. There is no other way to judge their fashion-rightness. All the popular fabrics—velours, suedes and novelty mixtures.



Sizes 2 to 6,  
\$4.98

Sizes 7 to 10,  
\$6.90

Sizes 11 to 16,  
\$9.90

### Boys' Hose Sport Patterns



Heavy mercerized hose, with large plaid patterns, in a range of colors to suit every taste. Made just like dad's and built to give service to the hard-playing youngster. Sizes 6 to 10 1/2. Per pair—

49c

### Sweaters

Heavy Shaker knit, roll collar, all-wool Sweaters. Sizes 36 to 46. Colors black, white, scarlet, grey and buff. Coat style—

\$5.90

Novelty pull-over or coat style sweaters. Sizes 36 to 46, in large and varied assortment—

\$2.98 to \$4.98

### Boys' Oxfords

Black and tan "Collegiate" type Oxfords of durable calf skin. Half rubber heel, welt sole. 100% leather—

\$2.98 \$3.98

### Blazers

Wool or Leatherette Blazers; novelty or plain patterns. Sizes run from 6 to 16 years. A splendid array to select from. Our prices will please

\$2.98

### Union Suits

Boys' Cotton Ribbed Union Suits. Ecru only. Sizes 2 to 16 years. Full cut, well tailored. Medium weight. Long sleeves, ankle length—

69c

### Boys' Coats

A stylish belted model, made up in plain leatherette. Assorted colors, tan, black or red. Suede lined. Sizes 6 to 16 years—

\$4.98

### Campus or Classroom Finds This Smartly Styled Student's Suit a Popular Favorite



This two-button, single breasted model is fashioned of cassimeres in a variety of shades, novelty weaves and stripe effects.

\$14.75 and  
\$16.75

Extra Pants to Match  
\$3.98 and \$4.98

Also "Prep" Suits, with two pairs of pants, in cassimeres and twist effects—16 to 18 years. At—\$16.75.

### Boys' Trousers

Golf Knickers are popular. Sizes 4 to 17 years. Novelty tweeds, corduroys, cassimeres and chevrons. A splendid variety from which to select. Light or dark shades.

We have a complete line of boys' long pants, in either woollens or "cords." Color and size ranges are complete—

\$1.98 to \$3.98

### All Wool Caps For Younger Boys



An all wool cassimere cap with genuine leather sweat band and non-breakable water proof visor.

98c

### 4-Piece Suits For Boys

All the style and value there is, in greys, tans, browns and blue; cassimeres and twists, blue serges and chevrons. Coat, vest and 2 golf knickers, or 1 golf and 1 longie.

\$11.90

### Big Values In Boys' Shirts

Every boy needs several of these well made full cut shirts. Fancy patterns, white and plain colors. Collar attached. Each.

98c

### Boys' Blouses

One group of boys' Chambray Shirts and Blouses; mostly blue and grey. All sizes. A real good value at our low price—

49c

### Broadcloth Blouses for Boys

Well made and full cut blouses in fancy broadcloth, white and various colors. Real value. Per blouse

89c

### Work Shirts For Boys

Standard-size body, full-length sleeves; made of long-wearing chambray; for work or school wear.

45c

### Our Ox-Hide Boys' Overalls

Big, full-cut, of 220 blue denim, five pockets, two-seam legs, triple-stitched seams, high back. Sizes 4 to 16 years—

69c

### Our "Pay-Day" Boys' Overalls

Union Made. Of heavy 220 blue denim. Cut full, two seam legs, high back.

3 to 10 Years  
98c

11 to 17 Years  
\$1.10

### Squaring With Quality Always

### TODAY and FRIDAY RIALTO NOW!

A GREATER MOVIE SEASON  
JOY SPECIAL

FILLED WITH LAUGHS THAT LAST



## HEART TO HEART

Mary Astor—Lloyd Hughes  
and Louise Fazenda

—ALSO—  
OTHER ADDED  
SHRIEKS AND  
ROARS

LATEST NEWS  
EVENTS

Usual Admission  
Mats. 10 & 25  
Eves. 10 & 35

When a Princess wants to give up her royal loves for a loyal love—her queenly robes for gingham aprons—and a lot of small town folks won't let her, then the fun begins—AND HOW!

ROTHERMELS  
MUSIC  
The Boy With the  
Pleasing Tunes

### All Silk Jap Pongee

Heavy Weight—Fine Finish  
A Dependable Fabric With Many Uses

There are countless uses for this splendid material—Undergarments, children's dresses, drapes, are just a few. The woman who sews will welcome this opportunity to purchase a useful item at such an attractive price.



39c  
Per Yard

### Hosiery

Plain ribbed or derby ribbed Cotton Lisle Hose in grey, nude, peach, tan/bark, black or cordovan shades. Pair—

25c

Full-fashioned, pure-thread Silk Hose, fine gauge, all colors—

98c

Low Prices  
Here Always  
Include Value  
and Quality

### School Dresses

School days are fast approaching and wise mothers will appreciate the excellent quality of Girls' Dresses that we are offering at our usual thrift prices. The sizes range from 6 to 14 years. Gingham, prints, suitings and broadcloths comprise this lot. Visit our store and examine these values—

98c to \$2.98

### Toile de Nord Gingham Is a Universal Favorite

Every woman who sews knows this splendid gingham—a selection of new patterns and colors is ready for you now. 32 inch width, yard

19c

### "Gladio" Our Trade-marked Brand of Percalé

This is a material well-known for service—charming new patterns are displayed for your fall sewing needs. 36 inches wide, yd.

15c

### School Shoes

A real sturdy and very attractive Oxford for growing girls. Sizes 2 1/2 to 8. Made up in black or tan calf leathers, with low or medium heels. Also in this price range we have many patent leather strap slippers—

\$2.98

### Fountain, Pens Assorted Colors

Every boy and girl needs one. We have them in Jumbo size that holds lots of ink—also Medium and Ladies' size. A wide selection for

98c