

**\$4.50 to \$6.50**



**Famous Filson Trousers**

MADE to stand the stuff—double from below knee to top, full double seat. Made of finest waterproofed Khaki, neat in appearance and most serviceable and convenient.

8-oz. \$4.50—10-oz. \$6.50

Your dealer has them or can get them for you

**Filson's Outdoor Clothes**  
1005-1007 FIRST AVENUE SEATTLE

**SHIELDS' STORE SALE ATTRACTS SHOPPERS FOR OPENING TODAY**

A large crowd of feminine shoppers and bargain seekers began as early as 8:15 this morning to gather in front of Shields on South Central to take advantage of the closing out sale conducted there by Leo Ferguson in behalf of R. C. Hadley Co., Inc., new owners. The doors opened at 9 o'clock and the crowd poured in.

The former store, owned by Shields, will be transformed into one branch of the Priscilla Fyock Shop chain and will be opened here around January 1. The sale, which opened today, will continue throughout the holidays until the entire stock of dresses, hats and general merchandise is disposed of.

**GERMANI MASTERS LARGEST ORGAN**

The largest organ in the world is in the grand court of the Wanamaker store in Philadelphia. It was at the keyboard of this colossal instrument, famous for the array of great organists who had played it, that a 21-year-old youth from Italy—Fernando Germani—had one of his greatest triumphs.

This extraordinary young man devoted but a brief period to practice on the complex keyboard, and entered into a demonstration of organ talent which made him famous at once in the Quaker City. Germani played a program of some of the greatest works in organ literature, including the colossal List Ad Nos Fantasia and Fugue. The Philadelphia Record said: "The great organ at Wanamaker responded inspiringly to Fernando Germani, who demonstrated that he is one of the premier organists of the day. The List Ad Nos Fantasia and Fugue in particular developed the colossal resources of Signor Germani's technique. It was a thrilling exposition of the rich polyphony of the organ answering the behests of a true overlord."

This city will have occasion to judge Germani's great talents for itself, who plays a recital here Saturday evening at the Presbyterian church.

**Insurance Journal Praises Cornell**

The Bulletin issued by the Oregon Life Insurance company has this to say about A. B. Cornell of Grants Pass, district representative of their company:

"A popular song which runs as follows: 'The old gray mare ain't what she used to be' does not apply to A. B. Cornell, our veteran agent. He is still running strong, as shown by his splendid October production, and still able to give some of the younger men in our service a good run for their money when in a race to get the signatures on the dotted line. He is the oldest agent in the employ of the company; in fact, at one time was the entire agency force in the organization period prior to the opening on April 12, 1926. He has served the company faithfully over his long period of years, producing a large volume of business running into many millions, and the best part of it is that much of this business is still on our books today."

"Although one of the old veterans, he shows he is still in the running by leading our entire list of agents in production for the month of October."

"By this splendid volume he also earns the distinction of being the second one of our agents to qualify for the new Gold Medal club since July 1st."

"Our sincerest congratulations are extended to Mr. Cornell, whom we all love, and we hope he will continue to produce a good volume of business for many years to come. In other words, 'Long may he wave.'"

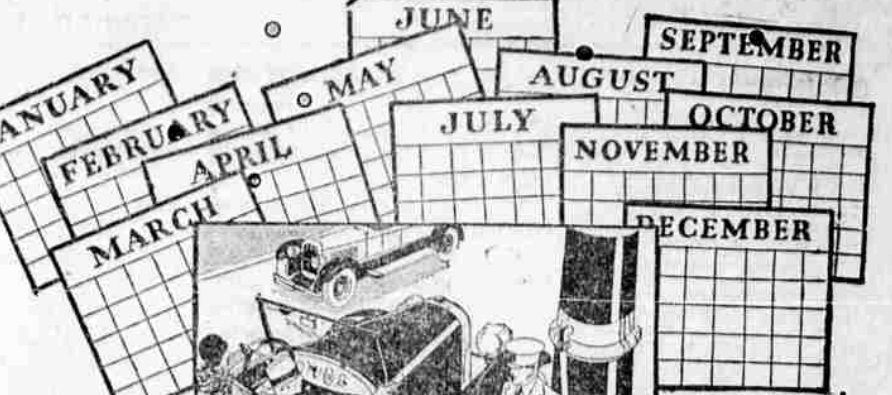
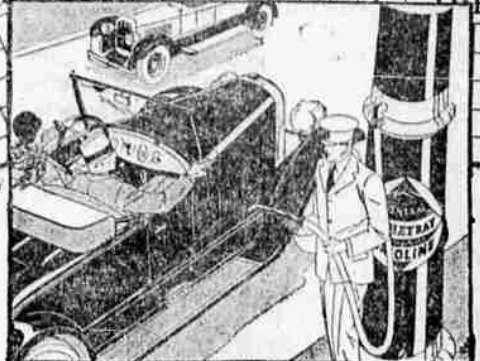
**PRIVATE AIRPLANES ARE STILL RARE IN GERMANY**

BERLIN (AP)—The official German list of licensed airplanes owned by private persons, industrial and commercial concerns shows that in all Germany, there are only 686 planes in private possession. A big circus leads with five planes, next come the well known Ullstein newspaper concern with three, thereafter follow industrial firms, cigarette and candy manufacturers. The state of Bavaria is owner of two planes.

**RED CROSS WORK OF LAST MONTH GIVEN IN REPORT**

The statistical report for the month of October shows the following itemized record of work by the Jackson county chapter of the American Red Cross:

Office interviews	28
Telephone inquiries	59
Jobs secured for women	12
Towns visited and number of times for social work—	
Ashtabula	2
Basco River	2
Foots Creek	2
Central Point	2
Phoenix	6
Jacksonville	6
Gold Hill	1
Little Falls	1
Sams Valley	2
Medford	29
Total number of towns and districts, 129; number of clients for the month, 64.	
Associated Charities of Oakland	2
Associated Charities of San Francisco	1
Public Welfare Bureau of Portland	2
Outdoor Relief Dept. of Charlotte, Los Angeles	2
Child Welfare Commission	2
Social Service Bureau, Spokane	1
American Red Cross, Helena, Mont.	1
American Red Cross, Redwood City, Cal.	1
Yakima Valley Chapter, A. R. C.	1
The Family Service Society, Pueblo, Colo.	2
Public Health Association	2
District Attorney	2
County Court	28
Relief given during the month of October—	
Goeward's	\$14.66
Sluder	5.30
Basket Grocery	2.50
Economy Market	.85
H. E. Marsh	2.91
Bunnaloo Store	5.00
L. W. House	1.75
Gates & Lybrand	27.65
Phoenix Mercantile	25.00
Total for groceries for October	\$87.66
Total for groceries for October from Red Cross	19.50
Fuel—Medford Fuel Co.	\$12.00
Total for fuel for October	\$12.00
Total for fuel for October from Red Cross	6.00
Merchandise—	
Mann's	\$ 28.56
C. M. Kidd & Co.	10.50
Scott Woolf	13.00
J. C. Penney Co.	88.27
M. M. Dept. Store	21.23
Total for merchandise for October	\$119.74
Total for merchandise for October from Red Cross	44.87
Rent—	
C. H. Christian	\$ 6.00
Brown & White	8.00
Merrick's	5.00
Mrs. Mary Bauten	6.00
Total for rent for October	\$25.00
Total for rent for October from Red Cross	5.00
Riggs Optical Works, glasses	\$ 5.00
American Railway Express, for baggage	7.87
Mrs. Barnes, school tickets for transportation	5.00
Biden's, repairing shoes	3.25
Family allowances	80.00
Transects	1.50
La Ponda	1.50
Washington	.50
Palace	.50
J. N. Cafe	3.50
Total material relief for October	\$362.79
Total material relief for October from Red Cross	123.79
Report of Thrift Shop, October, 1928.	
The following is a brief report of the Thrift Shop for the month of October: 21 garments were given to 15 persons. Donors to the shop were Miss McCutchin, Mrs. Fuson, Mrs. Gribble, Miss Miller, Mr. Lawrence, Mrs. Leonard Carpenter, Mrs. L. J. Bragg, Miss C. Louder, Mrs. Alfred Carpenter, Mrs. Gardner, Mrs. Hess and Mrs. Wilcox.	
Cash sales	\$115.98
Goods donated	15.50
Goods worked out	8.20
Total	\$139.68
Expenses—	
Salary	\$ 47.50
Rent	17.50
Store	2.50
Refund	.75
Total cleared in cash	\$ 63.25
Total cleared in service	52.73
Total cleared	76.33

**Year-round performance under all driving conditions**

General Violet Ray, the new million dollar motor fuel, is anti-knock. At the same time, the best gasoline on the market today for your automobile. Fill up today and let your engine decide!

A few years ago when General Gasoline was introduced to Pacific Coast motorists its apparent superiority won it instant popularity with drivers and dealers. Today the General Petroleum Corporation presents to the same motoring public that supported the original General so enthusiastically, a new product—GENERAL VIOLET RAY ANTI-KNOCK GASOLINE,\* the result of years of experimentation and months of testing.

It is logical that General would never have undertaken this complete change to Violet Ray had it not been tried and tested... found to be superior. Try it and have the assurance that science and money have united to make the finest gasoline for any car driven, under any circumstances—GENERAL VIOLET RAY ANTI-KNOCK GASOLINE.\*

Hear the "General Independents" sing Tune in! Every Friday night at 8:00 over the National Broadcasting Company Network and hear this famous quartet together with a unique concert of four pianos. Request numbers may be turned in to any General Independent station. Send yours in!

\*A new and greater motor fuel, worth a premium, but sold at the regular market price to introduce it. The product of a \$150,000,000 corporation.

**GENERAL VIOLET RAY ANTI-KNOCK GASOLINE**

KPO KGO KEI KGW KHQ KOMO



**The New Radiolas**

You will gain an entirely new conception of radio performance and value—when you hear one of these RADIOLAS. Never before such sensitivity, selectivity and tone quality! And note the attractive price!

In these beautiful models, RCA has adapted its famous Super-Heterodyne circuit to complete A-C [light socket] operation, with single-dial control.

Many new and exclusive features make these RADIOLAS the radio sensation of the year! See them—hear them. Your RCA Dealer is now showing the complete line. Without obligating you in any way, he'll gladly give a demonstration in your home. Just drop in at his store or 'phone him—today!

**RADIOLA 60 - Without Radiotrons - \$175**  
Cabinet of two-toned walnut. Illuminated single-dial tuning control. Nine tubes, including POWER DETECTOR.

**RADIOLA 64 - Without Radiotrons - \$550**  
Magnificent walnut cabinet. Built-in RCA Dynamic Speaker, driven by power-amplifying Radiotrons, giving practically unlimited volume without distortion. Eleven tubes. Tuning meter, sensitivity control and automatic volume control. A marvel of engineering and craftsmanship—the PEAK of radio performance!

**RCA LOUDSPEAKER 105 - \$37.50**  
An exceptional reproducer—also an ornamental masterpiece. The artistic appearance of this speaker is as completely satisfying to the eye as its superb performance is to the ear.

**RADIOLA 62 - Without Radiotrons \$375**  
Walnut console cabinet, with maple inlay and carved molding. Illuminated dial. Built-in RCA Dynamic Loudspeaker. Nine tubes, including POWER DETECTOR TUBE.

**RADIOLA 18 - Without Radiotrons - \$95**  
Simplified operation direct from lighting circuit—finely balanced sensitivity and selectivity. New features include sharper tuning (one knob); volume control; current switch; illuminated station selector.

**RADIOLA 16 Including Radiotrons \$82.75**  
A battery-operated set of great compactness. Creates new performance standards for sets of this type. Cabinet finished in mahogany. Tuned radio-frequency circuit. By use of socket power device, can be adapted for A-C operation.

**RCA LOUDSPEAKER 100-A - \$29**  
Weatherproof, concealed corrugated cone. Loving sensitivity and volume. Electrical filter removes distortion. Remarkable clarity—deep, full tone.

**PACIFIC STATES ELECTRIC COMPANY**  
Merchandise Distributor General Electric

**RCA Radiola**

FOR SALE BY THE FOLLOWING AUTHORIZED DEALERS:

- Southern Oregon Electric. 409 East Main St.
- Palmer Music House 234 East Main St.

**WE DEMONSTRATE**

Just call or phone 788

Our Radio Service will please you

**Palmer Music House**

"We Sell Happiness"

When you want the best you never look for the cheapest.

RCA Radiola 18—Complete with tubes and speaker ..... **\$144.50**

RCA Radiola 60—Complete with tubes and speaker ..... **\$247.50**

**Southern Oregon Electric**  
409 E. Main Medford Phone 880

**Radio Thrift Essay Contest**

A radio thrift essay contest is being conducted throughout the Pacific northwest by the American Trust company of Portland. Prizes consist of deposits on one of the company's thrift accounts and range from one hundred dollars to five dollars in the senior division, which includes all persons over 12 years of age, and from \$25 to \$5 in the junior division, which includes all persons under 12 years of age. The winning essay in each division will be read over radio stations KEX and KTBL. The first three winners in each division will be announced over those stations.

Essays are limited to one thousand words in the senior division and to 500 words in the junior division; essays shall be upon some phase of thrift and must be written in such a way as will be likely to increase active interest in thrift. The contest ends December 31 at midnight.

Material is being furnished prospective essayists by means of 15-

minute thrift talks made over radio station KEX Thursday evenings at 8:30. To be developed into largest production ever in U.S.



**Is Your Light Bill Higher Now?**

That probably means you're saving on your gasoline and tire bill, cutting down on sodas and excursions... staying around home more these cool nights.

During the fall and winter months you will naturally be using more electricity than you did last summer when days were longer and the weather called you out-of-doors evenings. Now the whole family enjoys the comfort of lighted lamps conveniently near, of quick little electric heaters glowing warmly. In fact, all your appliances are doubtless doing heavier duty, particularly the cooking appliances, for this is the "hungry season" when substantial hot meals are most popular.

And so if your electricity bill begins to increase slightly at this time of the year, remember that it's because you're enjoying increased electrical service and convenience, that you're actually using almost twice as much electricity as you did in June!

**THE CALIFORNIA OREGON POWER COMPANY**

OFFICES:  
Medford, Grants Pass, Roseburg, Klamath Falls—Oregon  
Yreka, Dunsmuir—California

