

Priscilla Embroidery Packages



There is delight for you in each piece, which needs just the simplest touch of hand-embroidery to transform it into lasting charm. A whole new realm from which to choose . . . and each at little cost. For yourself . . . the kiddies . . . the home and for gifts . . . a stunning array of novel embroidery creations.

Each package contains, besides the stamped article, sufficient Boil Proof Flosses to complete, needles and an instruction chart.

HANDICRAFT SHOP

42 South Central Phone 702

COMMUNITY CHEST LUCKY STRIKE'S PLAN IS FAVORED 1929 ADVERTISING COMMITTEE FINDS. IS \$12,300,000

It will only be a matter of time until the Community Chest idea, as carried out in Portland and other Oregon cities, will be a reality in Medford, according to reports made at a noon luncheon meeting today of the Community Chest committee at the Hotel Medford.

A survey of Medford charities, service clubs and members of the Medford chamber of commerce revealed little if any opposition. Questionnaires were sent to the entire membership of the chamber and so far 137 have been returned, reported Carl Swartz.

Of that number only 14 were returned against the establishment of a chest in Medford. The majority of local service clubs and organizations have endorsed the chest, leaving only a few organizations unreported.

Reports of preliminary work were also made by Ernest L. Scott and William J. Warner.

The committee is to meet again a week from next Tuesday and that time will complete its plans for presentation at the next chamber of commerce forum.

The 1929 advertising appropriation for Lucky Strike cigarettes, the American Tobacco company claims, is one of the largest newspaper appropriations ever devoted to a single product. It will be \$12,300,000, of which \$6,500,000, more than double any other item of advertising, will be spent with the newspapers.

George W. Hill, president of the company and originator of the special kind of copy now being used, says: "We are believers in newspaper advertising over all other mediums because we know it brings the best results."

"The division of our advertising budget is based on the continued experience of the American Tobacco company with large scale advertising which has satisfactorily demonstrated that newspapers offer the most effective medium of appeal."

"Advertising to be productive in newspapers, however, must compete with the news. To compete with the news it must contain human interest values. Advertising copy to be successful must include the elements of a newspaper story."

In order to be continuously productive, and not a one-time sale

argument, the story advertising copy tells must be true. Anyone who talks about his own product in an interesting way and tells the truth in regard to that product has nothing to fear. That is exactly what our campaign does.

"This extensive campaign grows out of the increased demand for cigarettes from which harmful elements have been removed. Improvements in the manufacture of cigarettes now make it possible, by the application of heat in the roasting process to eliminate from the tobacco those impurities which heretofore have been a source of irritation to the smoker's throat. The response of the public to this progressive step in cigarette manufacture warrants us in undertaking for 1929 the largest newspaper advertising campaign in the company's history."

WAGNER CREEK TO DISCUSS SCHOOL ERECTION PLANS

WAGNER CREEK, Ore., Jan. 18.—(Special)—There will be a big mass meeting held at the Wagner creek school next Saturday evening, January 19. The meeting is called to find the public opinion of the people in this locality, as to erecting a new and modern school house in this district. Everyone is urged to attend and take part.

The picnic held at the school house last Saturday evening by the Parent Teachers' association was a great success. The proceeds during the evening totaled approximately \$60.

H. S. Lynch is working on the power line that is to be brought from the Wolganit place to the school house and said he would have it completed by the last of the week.

C. E. Green recently went to work for George Matheson, who is to get out logs this summer.

A number of young folks from this vicinity called on Mr. and Mrs. Milan Burnette last Tuesday evening and spent a most enjoyable evening.

P. W. Combs and M. E. Bradley were Ashland visitors last Thursday.

A large number of people in this locality are suffering from light attacks of influenza.

Leon and Charles Lockwood and W. L. Bradley were callers last Tuesday evening at the home of Mrs. Ella Abbott.

Mrs. G. A. Kerby and sister, Miss Rachel Williams were city visitors last Wednesday.

Muniffee Charles returned from a visit to Medford.

G. G. Oliver and W. F. Charley went to Medford Tuesday to be gone several days.

A most enjoyable afternoon was spent at the Wertz home Wednesday when neighbors gathered to bid farewell to Mrs. Compton, who leaves soon for St. Louis in order to place her two sons in school. Many games were played and refreshments of cocoa, ice cream and cake were served at a late hour.

Eveline Charley visited at the Wertz home Wednesday.

FAREWELL PARTY FOR CLIMAX FAMILY GIVEN

CLIMAX, Ore., Jan. 18.—(Special)—G. D. Crouch of Shalburn visited in Climax Wednesday. Oscar Hanson and Dave Morrison, who recently arrived from Wenatchee, Wash., motored to Climax Tuesday for a visit.

Mrs. W. F. Charley and Mabel Wertz were business callers in Medford and other valley towns Saturday.

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GOLD HILL HIGH TO PLAY CENTRAL POINT HI SCHOOL

CENTRAL POINT, Ore., Jan. 18.—(Special)—Last Tuesday night the Central Point high school basketball team defeated the Jacksonville team, the girls winning, 11-6 and the boys, 46-14.

The girls' game was close and hard fought, the result being in doubt until the final whistle. The guarding of both teams featured, while the rest of the teams could not seem to get going. Lineups were as follows:

Central Point—Lampert (7), center; Southwell (2), forwards; Webster, center; Casad, sideliner.

On the Jacksonville team the work of Kenney, center, both offensively and defensively, stood out, as he consistently outjumped his opposing men and was high point man for his team.

Young of Ashland refereed both games closely and consequently they were fast, although neither team showed any teamwork.

Friday night Central Point will meet Gold Hill in Central Point. A close game is expected, because Gold Hill teams recently defeated the Jacksonville team.

Lineups for the boys' game: Central Point—Bolds, captain.

Seasrooke, (capt.) and Collins, guards.

Lineups—Houghton (4), Walton and H. McEary, forwards; Larson and R. Mottar, centers; Huener and Cole, guards.

In the boys' game the Central Pointers overcame their opponents. At half time Central Point led 20-8. Bolds and Morningstar tied for high point honors with 17 counters, while Clark made 10. The guarding of Caster featured.

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(17) and Clark (19) forwards; Morningstar (17) center; Caster (2) and Johnson, guards; A. Taylor, C. Taylor, O'Brien and Leach, subs.

Jacksonville—Witte and Smith (4) forwards; Kenney (8) center; Norman and Babo (5), guards; Wilson and White, subs.

Wall Street Report

NEW YORK, Jan. 18.—(Special)—Strong buying lifted a wide assortment of issues to record high prices for extended periods in the last hour in the stock market today. U. S. Steel making a new high for all time at 178, which represents an advance of more than 11 points for the week. St. Joseph Lead and Simons mounted each 9 points. Rossin Insurance and Electric Auto Linc 7. The closing was strong. Total sales approximated 4,500,000 shares.

Clean rags wanted at the Mail Tribune office.

Medford's Leading Store Since 1894 Pay Less — Dress Better

M & M DEPARTMENT STORE

C. A. MEEKER, Manager

Spring Dresses Now On Display!

\$9.85, \$12.75, \$19.95
\$24.50, \$29.75



Dozens of the newest designs in Spring Dresses received this week and you will have the privilege of seeing them for the first time tomorrow. Heavier quality crepes, better finish and exclusive styles, brought from New York's largest dress makers at saving prices.

"Miss Spokane" Wash Dresses

\$1.98, \$2.19, \$2.49, to \$2.98

Every Wash Dress an exclusive style creation, fade-proof; sun or washing has no effect on the colors.

"Miss Spokane" cannot be found at any other store. Buy a "Miss Spokane" and you will have something different and a great deal smarter.

100 Fancy Rayon Bedspreads \$3.89

These are regular \$5.50 fancy Rayon Spreads. Size 81x104 inches, heavy quality and rich colors of rose, blue, green, gold, orchid.

Be sure and supply your needs tomorrow. Opportunities like this will not come again.

Munsing Silk Hose

\$1.00, \$1.47 and \$1.95

Yes. Munsing Hosiery leads the world for quality and distinctive finish. When wearing Munsing hose you have the satisfied feeling that you are dressed right.

Munsing Hose add the finishing touch.

FASHION WELT

ENNA JETTICK Health Shoe

COMBINATION LAST

Enna Jettick Health Shoes

\$5.00 to \$5.95

Every width and style to fit every foot. Enna Jetticks bring health, comfort and happiness. Priced within reason.

Don't pay high prices when you can buy better fitting shoes for \$5.95.

McCall Printed Patterns Make Home Sewing Easy Ask for Green Discount Stamps

BARGAIN BASEMENT NEWS

The M. M. Bargain Basement is the outstanding bargain spot of Medford, everything you wear for less. Serve yourself and save.

Women's Dress Shoes \$1.98, \$2.48, \$2.98 to \$3.95

Children's Shoes, very special \$1.49

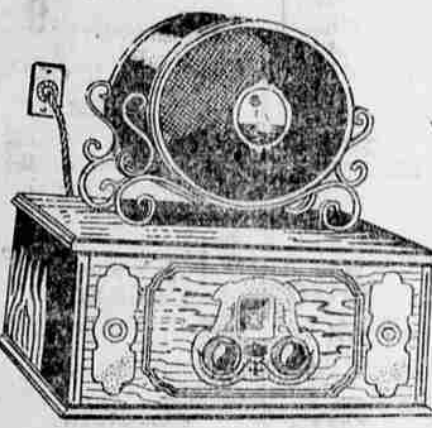
Women's Outing Gowns 50c

Women's Gingham House Aprons 50c

Children's Hose 18c to 23c

Men's Heavy Cotton Union Suits 98c

Airline NOW EQUIPPED WITH DYNAMIC SPEAKER at no advance in price



A.C. All-Electric Airline Radio

Table Model
7 Tubes—1 Dial
8 Tubes with Rectifier with Dynamic Speaker and all equipment
\$128.70

Easy Payment Plan . . . \$12 down and 3 monthly payments.



7-Tube Spanish Model

All Electric **\$131.25**

Dynamic Speaker and other equipment

This beautiful model sets a new standard for fine radio performance at low cost! The same radio as in the table model is housed in this decorative cabinet with its gold backed grill, ebonized veneer, richly finished. Dynamic or magnetic speaker. Same model with 8 tubes priced at \$143.50.



7-Tube Tudor Model

All Electric **\$141.00**

Air Column Speaker and equipment

The ultimate in cabinet beauty and tone beauty! Embodies the same technical features as the table model radio. The difference lies in the strikingly handsome cabinet with its deep walnut finish and colored overlays. Battery operated \$123.00.



7-Tube President Model

All Electric **\$131.50**

Air Column Speaker and equipment

One of our most popular models. A cabinet of charming beauty and dignity encloses the Airline A.C. radio. The exquisitely finished walnut doors are decorated with maple overlays. Dynamic or magnetic speaker. Battery operated complete \$113.50.

A New Standard of Radio Values!

Here at last is a radio that embodies all that is best and newest in radio . . . at a price within the means of the average family. Enormous demand—mass production—enables Airline to top the radio world with this greatest of radio values!

Trouble Free—Unequaled Performance

The Airline is a perfectly designed instrument! Perfect in its simplicity . . . Just plug it in the right socket and tune in with the single dial. Perfect in its clear, mellow tones, distance, selectivity. Perfect in its cabinet beauty . . . A rich high-lighted case in walnut finish.

The Airline is equipped with Dynamic Speaker and the famous neodymium circuit . . . that you may have the best possible apparatus. It has 7 tubes, including the rectifier. The modern illuminated dial makes station-tuning easy—especially during those days of station reallocations.

DYNAMIC SPEAKER

The Speaker Everyone is talking about

Save \$31.50

You can save \$31.50 on this Dynamic Speaker in its cabinet of beautiful veneer with grill backed by gold cloth. It is strongly built and of artistic design. A regular \$75.00 value for

\$40.45

DYNAMIC SPEAKER

Especially designed for your own console

Regular \$40.00 Value

This is the Airline Dynamic Speaker everyone is talking about. It is a sensational product, the same type used in this season's most expensive sets. Can be mounted in your own console. May be used with any set having power tube equipment using at least 125 volts of "B" Battery current.

\$30.45

Airline GIANT Longer Life "B" Battery

The finest battery of its size at any price! New square cell construction for longer life. 8 1/2 by 5 by 7 1/2 inches . . . and no waste space inside. It will cost you less per month.

\$3.80

Famous Airline Tubes

Our tubes are justly famous . . . rigidly tested, fresh from the factory . . . they will give you long, efficient service. Our customers like them for their sensitivity and amplification.

75c

MONTGOMERY WARD & CO.

Phone 286 117 S. Central Ave.—Medford Store Hours 8:00-6:00

We remain open until 9 o'clock on Saturday evenings only