

DEAN ADDRESSES CHAMBER FORUM ON TRADE TREND

Modern merchant has to take the analytical approach to his business. Dean E. Faville, dean of the University of Oregon school of business administration, who was the principal speaker at the chamber of commerce forum meeting held at Hotel Medford this noon.

Dean Faville, a graduate of Harvard, and recognized as an outstanding expert in business administration, chosen as his topic "Modern Trends of Merchandising."

Tracing briefly the methods employed by merchants from the 18th century up to the present time, the speaker declared that no merchant will succeed unless he studies his competitors, takes a constant inventory of his stock and methods and keeps up with the trend of the times.

C. C. Lemmon, chairman of the committee appointed to investigate the feasibility of adopting the community chest here, gave an interesting report on the work done by that group.

That in so much as the wholehearted support of the Salvation Army, Red Cross, N. W. A. Boy Scouts and Girl Scouts could be counted upon in the distribution of charity, they would be all that could be logically included in the first year's campaign and budget, according to the report.

The 1919-20 organizing organizations have endorsed the inauguration of the community chest for the city of Medford: Lions Club, Rotary International, Kiwanis, American Legion, Business and Professional Women's club, Municipal Association, Greater Medford club, Traffic Association, Fruit Growers' League, Knights of Columbus and Elks.

BILLIARD TOURNEY WILL OPEN TONIGHT

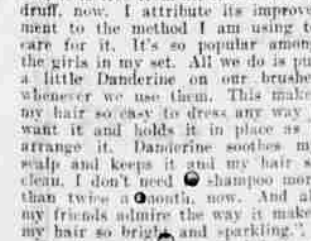
The long talked of city billiard tournament will open this evening at Browns' with the first game between Ted Hill of Central Point and Harold Hibel of this city.

The long talked of city billiard tournament will open this evening at Browns' with the first game between Ted Hill of Central Point and Harold Hibel of this city.

Coast Product Popular in Medford

I. W. Hayes, representative for A. Schilling & Co., coast manufacturer of coffee, tea, baking powder, spices and extracts, was in Medford today making his usual calls on local merchants.

These products are very popular with the people of Medford and southern Oregon, which shows that western factories and enterprise is being acknowledged by the people.



Edna Rabbe, 1925 Avenue G, Brooklyn.

It's Growing! The shoulder-length bob is taking a real place among fashions of the hour for the younger set.

WILLAMETTE CLUB CONCERT TONIGHT

Considerable enthusiasm has been aroused in the Willamette University club concert, which will appear in concert at the First Methodist church at eight o'clock tonight.



Walter Kaufman



Ronald Craven

their first introduction over KAMC, the 3rd Virginia Virginia radio station this morning on the 31. M. Department store concert.

LEGION MEETING CROWDED BY VETS

If the attendance at meetings continues to increase as much as it did last night of the big "Whoopee" meeting of the local American Legion post, it would be nearly advisable to find a new meeting place to provide for the needs of the post members.

The business session was short and was followed by an entertainment program of unusual merit. Orchestra music, under the direction of Herb Alford, furnished several selections, followed by a performance of musical tricks by Jay Gore.

Miss Rabbe says: "I am certainly delighted that I let my hair grow to the new length now that I have found a way to keep it easily manageable and attractive. My hair is ever so much fluffier and more vigorous than it has been for a long time."

Another feature of the evening's entertainment was the country store and Earl Davis, who acted as master of ceremonies. A "feed" was furnished by members of the auxiliary at the end of the program.

The committee in charge of the entertainment were as follows: Master of ceremonies, Earl Davis; country store, Betty Hill; Duke Wellington, Ted Baker; Bill Bolger, John Moffatt, Heine Fuhrer, Carl Tengwald, music, Herb Alford; stunts, Jay Gore; ring events, Jack Woods.

Mountain States Power company announces another voluntary rate reduction to Willamette Valley users, which will save customers approximately \$25,000 a year.

Klamath Falls, with total 1928 construction of \$355,046, was fourth city in state.

PAIR REFUSED STAY IN EXECUTION ORDER BY SUPREME COURT

NEW ORLEANS, Jan. 28.—(AP) The contemplated move on federal courts now has materialized in the legal fight to save Mrs. Ada Bonner Lebeau and Dr. T. B. Dreher from being hanged February 1 at Frankfort, for the murder of James Lebeau, husband of Mrs. Lebeau, the night of July 1, 1927.

Those saved from the gallows, the physician and the widow were disappointed but not surprised when informed in their prison cells that a state supreme court late yesterday refused a ninety-day stay of execution.

Counsel today intended to carry their battle into federal court later in the week, an attempt to seek a stay from the United States supreme court, if necessary.

Today with the case again officially before Governor Long, who flatly has refused commutation, the execution machinery again was set in motion for a double hanging that may or may not occur next Friday.

SALEM EASY FOR MEDFORD QUINT

SALEM, Ore., Jan. 28.—(AP)—A formidable Medford high school basketball team swept into Salem last night and administered a decisive defeat to Salem high school. The score was 29 to 11. It was Salem's first defeat on its own floor in four years.

The Medford high school basketball team will return this afternoon from Salem. In defeating the Willamette valley team the squad showed its caliber after losing games to the Frosh and Rooks. A good crowd turned out to see the locals at Salem, but the attendance at the college games was rather small.

The next appearance of the locals comes next Friday against the Klamath Falls high school at the gymnasium. Klamath Falls last Saturday handed Ashland high one of the worst defeats to date.

ASSOCIATION ISSUES FIRST AIR TIME TABLE

CHICAGO, Jan. 28.—(AP)—America's first complete airplane time table and guide has been published by the American Air Transport association.

The 12 page folder is similar to a railroad time table and contains the times of arrival and departure of planes in 50 cities. All regular passenger lines in the United States, Canada, Mexico and the West Indies are listed.

Daily Meteorological Report

January 29, 1929. Forecast: Medford and vicinity: Rain tonight and Wednesday. Not much change in temperature. Lowest tonight near 32 degrees.

Table with columns: Local Data, Yesterday, Today. Rows: Temperature, Highest, Lowest, Humidity, Precipitation, State of weather.

Table with columns: City, High, Low. Rows: Baker City, Bismarck, Boise, Denver, Des Moines, Fresno, Helena, Los Angeles, Marshfield, Phoenix, Portland, Red Bluff, Roseburg, Salt Lake City, Santa Fe, Seattle, Spokane, Walla Walla, Winnipeg.

Observations Taken at 5 A. M. 20th Meridian Time. High, Low, Wind, Clouds, Precip.

DON'T STAY FAT IN THESE DAYS

You see countless people who have gained new beauty, new health and vim, by fighting excess fat. Some have done this by abnormal exercise and diet, some in a modern scientific way. Why not follow their example?

Funeral Notices

MURKHAFF—Elizabeth Margaret Burkhardt died January 27 at the home of her stepson, Martin Burkhardt of Rogue River, where she has made her home the past six years.

Mrs. Burkhardt was born April 29, 1856, in Marshall county, Indiana, and at the time of her death was 72 years, 8 months and 25 days of age.

On December 6, 1879, Elizabeth Burkhardt was united to John O'Brian, and two children, Rosamond and Bernard were born to their union.

After the death of Mr. O'Brian, she came to Oregon in 1879 and has since made her home in or near Rogue River.

On June 29, 1881, she married Joseph Burkhardt at Jacksonville and was a faithful companion to him up to his death a year ago.

Mrs. Burkhardt is survived by her son, Bernard O'Brian of Tonopah, Nevada, and three grand-children, Edward O'Brian of Grants Pass; Beulah Mallow of Ashland and Roy Murphy of Ashland.

A WASHINGTON BYSTANDER

By Kirke L. Simpson. WASHINGTON—It probably is just as well for the feelings of Octaviano A. Larralde, of New Mexico, the first man of Mexican birth and parentage to be elected to the United States senate, that Mexican-American relations had been greatly tranquilized before his official life in Washington began.

In times of stress between the two countries on various problems, the senate has had a way of being notably frank in expression and might not have paused to consider the tender sensibilities of a man born south of the line in Chihuahua state.

The former governor of New Mexico has the distinction of having been elected to the senate for about as short a term as the record discloses. He came in December 6 and goes out March 3, giving way to the return of Senator-elect Cutting.

No doubt it is a circumstance of New Mexican politics that led to the four months' senatorial vacation for Senator Cutting, who sat through the last session by appointment, to fill up to election time the unexpired portion of the term of the late Senator A. A. Jones. For whatever reason, the former governor will sit long enough to become "senator" forever after.

The Larralde biography discloses that he came to the United States at the age of 17 with his parents, Octaviano, sr., and Dolores, and "under protection of the Right Rev. J. B. Salpointe, Bishop of Arizona, subsequently archbishop of Santa Fe" and that, aside from a spell at school teaching, his public career started as clerk of a federal court in New Mexico.

He is another addition to the overwhelming majority of lawyers in the senate. He is not, however, the only senator born abroad, as Bingham of Connecticut was born in 1875 in Hawaii, then a monarchy, of an American missionary parent; Cozens of Michigan was born in Ontario, and Wagner of New York was born in Germany.

There are plenty of other senators of former years who were foreign born; but by and large senators have been of American birth, which is important since the senate has become increasingly a source of vice-presidential timber and by the constitution only a native American may hold the presidency.

Another Short-Term. Another senator whose time in the second session was very limited, is Lecher of Ohio, filling by appointment the seat to which the late Senator Willis was elected. Representative Burton was captured the remainder of the executive term but with characteristic caution took no step to relinquish his house seat until his election to the senate was assured.

Ohio law requires a 20-day interval for resignation of house members and Burton was not eligible to take his oath in the senate, for the second time in his career, until December 15. In the meantime Lecher was always in his seat for his last week or two.



DOUBLE STAMP DAY! TOMORROW at the M.M. STORE

10 STAMPS FREE. 10 FREE Stamps at the Premium Parlor. Bring your book and get your 10 FREE stamps.

DOUBLE STAMP SPECIALS WEDNESDAY

35c Prints. 4 yds. for \$1. Fast colored Prints, light backgrounds, spring patterns, 36-inch width. 4 yards for \$1.00. Tomorrow only.

SHOE SPECIALS ON OUR MAIN FLOOR

- Women's patent 2-eyelet tie; military heel. \$3.95. Women's tan kid Gypsy Arch-Support Oxfords. \$4.45. Women's blonde pumps and 1-strap. \$3.95. Boy's tan Flint Oxfords. \$3.75. Men's Work Shoes. \$3.95 to \$4.95. Men's Dress Shoes. \$3.95 to \$5.95. Funa Jettick Shoes for Women and growing girls. \$5.95 and \$5.00.



The New Car. Sunday—The new car is washed, polished, dusted, oiled and not driven over twenty miles an hour. Monday—The new car is polished, dusted, oiled and not driven over twenty-five miles an hour.

Tuesday—The new car is dusted, oiled and not driven over thirty miles an hour.

Wednesday—The new car is oiled and not driven over forty miles an hour.

Thursday—The new car is not driven over fifty miles an hour.

Friday—The car is no longer new.

Brokaw to Marry. SAN FRANCISCO, Jan. 29.—(AP) Clifford Brokaw, 52, wealthy New Yorker, who obtained a divorce last Saturday at Carson City, Nevada, will wed again. The girl is Miss Violet Morrison, 26, a New York nurse.

Klamath Falls plans to open and pave Ninth street this spring. SALEM—State prison will get new \$33,000 building.

HUNT'S CRATERIAN Starts THURSDAY The Big Movietone Production CHARLES FARRELL GRETA NISSEN

Fisk Tires And Tire Repairing And a Complete Stock of RIMS and WHEELS Medford Vulcanizing Works Sixth and Fir Phone 180

PHONE 474 CITY CLEANING & DYEING CO

AN EXPLOSION OF SENSATIONAL BARGAINS! This sale is gaining in interest every day, but activities will be greater the remaining days of this sale because even our clerks are bubbling over with enthusiasm.

REMEMBER WEDNESDAY'S SPECIALS AT 9 A. M. AND 2 P. M. Wednesday Morning 9 to 10 o'clock CHILDREN'S DERRY RIBBED HOSE. Wednesday Afternoon 2 to 3 o'clock BED SHEETS. FRENCH MAJOLICA JUGS. BOYS' UNION SUITS. CASEROLES. \$1.49. Central Ave. Medford, Ore. Sinclair's \$1.00 Store

Larry Schade THE JEWELER Next to 20th Century Grocery Store. Appropriate Clocks for each room, accurate time keepers, in designs that harmonize perfectly with the room furnishings.