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No. 49.

C. OF C. BANQUET TOLD COMMUNITY UNITY IS BEST FOR BOOSTING

Business Expert Says Corporation Lines Imaginary —
Commendable Co-operation Found in Medford Vicinity—Buying at Home Duty of Citizens, Is Assertion —Swigart Reviews Chamber Program—Plea for Wood Products Use Made By Hemstreet — Airport Most Important of Year's Accomplishments, Says Secretary Baker's Report.

The entire section surrounding Medford is as much a part of the city as the city itself and corporation lines are but imaginary, said P. B. Arnold of Los Angeles, president of the Arnold Business Institute, at the second annual Community Home Products Banquet at the Elks' temple last night, under the auspices of the Medford Chamber of Commerce, assisted by the Rotary, Lions and Kiwanis clubs.

Corporation lines were made only for the convenience of solving civic problems, such as taxes and ordinances applying only to those living within its limits. However, in the past, said the speaker, suspicion and prejudice has grown about the lines. In some cases residents of the city look upon those on the outside with prejudice and those on the outside look in with suspicion.

"But such is not the case in Medford," said Mr. Arnold, "as I see you have with you a representative group of strangers and I understand the co-operation between you is commendable. That is the way it should be. With the co-operation, the conditions for both will be mutually benefited, as a city Medford is bound to show further growth.

"Suspicion and prejudice," he continued, "are two of the four obstacles to any city's growth and self-satisfaction and indifference are the other two. Indifference of merchants and citizens toward any public spirited move has been and is the cause for many corporations staying in the small town class, because its citizens would not go out of their way to benefit their community.

"Selfishness hurts. In other cases it is self-satisfaction with present conditions that hold back the progress of a community. The people are selfish in their motives and can not see that benefits for another will also be a benefit to themselves.

"Included in the five steps that can be taken to improve your city are organization, advertising, co-operation, efficient merchandising and community loyalty," said Mr. Arnold.

"Organization is necessary if results are to be accomplished and in that way an unorganized community can not be superior to one that is fully organized. Organized communities go out and get what they want. Advertising, telling the world what you have, is essential to progress. It has been the means of many cities growing into metropolises. It built Los Angeles into the metropolis of the west coast and if the right method is used, remarkable results can be expected in the case of Medford. Los Angeles spent a million and one half dollars for advertising alone last year, meaning about one dollar out of every thousand that was produced. Here you could afford to spend two dollars for every thousand produced and expect due results in return. Instead of \$14,000 per year, you should be spending \$30,000.

"The Los Angeles' Chamber of Commerce extends its greetings to you and is willing to co-operate with you in whatever you do. That city realizes its growth is affected by the growth of the entire Pacific coast. The chamber will willingly distribute literature for you in your efforts to bring more people to this wonderful section.

Loyalty is asset. "Community loyalty," continued Mr. Arnold, "is a great asset, and it is sadly in need when local citizens begin knocking and fall to tell strangers in the city of the opportunities offered. It is the duty of the citizens to buy at home and the merchants to sell at home. It is further the duty of all to eliminate the business and community parasites. The former are merchants, who make their money in the city, but refuse to co-operate in public spirited moves and the latter are those who earn their money in a community, but purchase goods and supplies outside.

"The chamber of commerce is the hub of civic activities and service clubs and other organizations are spokes leading to the hub in the spirit of co-operation. However, if a spoke attempts to be a hub, the value of co-operation is lost and favorable results can not be expected.

"Do not forget to be courteous to the stranger in your midst," said Mr. Arnold, "for he will be and is one of your biggest advertisements. He will tell others on his travels of the city of Medford, but if you welcome him with little or no consideration, what can you expect of him when he leaves.

"You can not get favorable results through the efforts of knockers," he said in concluding. During the course of his speech, Mr. Arnold commended Medford on its move in establishing a new airport and declared this section is on the verge of much greater development, through the presence of natural and scenic resources, coupled with the efforts of thinking men and women.

W. B. D. Dodson, manager of the Portland Chamber of Commerce, who was to have spoken last night, was unable to be present because of an unforeseen delay in Portland.

Program Outlined. The only other speaker, at any length, was Carl Swigart, president of the chamber, who outlined the program the chamber had chosen for the ensuing year, and dwelt a short time on each feature.

A plea for the use of home products by preferring wooden box containers, instead of paper box containers, was made by John Hemstreet, representing the Employees Lumber Products Project committee. He reviewed the importance of the lumber industry to Medford. The Tomlin Box company, he said, expended \$463,134.95 for labor, and employs 122 men, of whom 43 own their own homes. The Owen-Oregon Lumber company employs 606 men and has annual expenditure of \$1,291,000, of which \$955,000 is direct payroll. Of the employees of this company, 75 per cent are married men. The advent of the paper box on the market has proven to be a serious problem, and on the Pacific coast, he said, and has cut into the lumber industry to the extent of 20 millions of dollars. He urged the public to co-operate in requesting the use of wooden packing boxes and in this way overcome the present situation.

Airport Important. Mr. Hemstreet's speech was followed by a few remarks by the retiring president, John C. Mann, and then by Carl Swigart. Ted Baker, executive secretary, reviewed last year's annual report, and cited the voting of \$120,000 airport bonds as the most important accomplishment of the year. Darwin G. Tyree was the toastmaster of the evening.

The entire program, including music by the Burton sisters orchestra, was broadcast over KMED through the courtesy of the Farmers' Exchange Co-operative.

The banquet was prepared by members of the American Legion auxiliary and included Royal Anne cocktail, donated by Mason Ehrman; Anjou pear salad, Rogue river steelhead; Applegate netted rein potatoes, cooking donated; string beans, dinner rolls, Fluhrer bakery; beets in parsley, butter, Snider's Dairy; Taylor Made ice cream, Buckingham's Golden West Coffee, Classett and Devers; cream, Gold Seal creamery; chocolate peppermints, Whitelaw. The steelhead was cooked through the courtesy of the Model Bakery.

Programs were furnished by the Tomlin Box company and printing was donated by local concerns.

The committee in charge of the banquet was composed of the following: W. G. Bolger, chairman; D. G. Tyree, W. W. Alein, C. N. Cully and C. A. Meeker. Over 400 guests were present and included delegations from Ashland, Klamath Falls and Grants Pass, the members of which were all introduced. The granges of Jackson county were also well represented. The large assemblage were placed at six long tables.

Dix Talker Held Over for Two Days

An old saying that the naked truth frequently proves embarrassing supplies a theme to "Nothing But the Truth," Richard Dix's first all-talking comedy, which is being held over for two more days at Hunt's Criterion theater.

Dix appears as a man who lays a \$10,000 wager he will tell nothing but the truth for 24 hours. Under the terms of the agreement he is forbidden to state his reason for speaking plainly.

Tom Mix at Rialto Saturday

Virile, dynamic, dare-devil Tom Mix comes to the Rialto theater tomorrow in "Soft Boiled," appearing as a comedian exhorting with infectious fervor at one time in the role of a shoe salesman. Clad in checkered suit, tortois glasses and a small hat, Tom tries to be a "softy." How well he succeeds the owner of the store will singingly testify!

Hills BROS

give you the utmost
in flavor by roasting
COFFEE
a little at a time

ONLY Hills Bros. Coffee is roasted this way. No bulk-roasting method can produce coffee with such a uniformly delicious flavor. For Hills Bros.' process—Controlled Roasting—roasts every berry evenly.



Give Mother
a Cake
for
Mother's Day
May 12th

She will be pleased if you
get it from the

Model Bakery

111 W. Main St.

Phone 31 for
Personal Service
and Quick Delivery

RUSSELL'S

"MEDFORD'S OWN STORE"

Home Journal
and Butterick
Fashions for June

May Clearance of Ready-to-Wear on Saturday Brings

Graduation Frocks

You do not need to pay a high price for your graduation frock this year, to look correctly dressed on that night of nights. We display very unusual numbers in graduation frocks of georgette, of lace, of crepes, charming styles in all the pastel shades and white. Specially priced Saturday

\$9.75 and \$16.75



Coats, Dresses and Ensembles at 1/3 Less

Hundreds of garments to select from, wool ensembles, silk ensembles, coats in both the dress and sport style. Dresses for street, afternoon and evening wear, in styles that are new and correct and fabrics and colors that are favorites "right now." A most complete size range, from 13 to 46—misses to the extra stouts. A fortunate opportunity to purchase now, just at the beginning of summer and at the sensational reduction of one-third.



THE NEW! Sleeveless Frocks

Washable flat crepes of wonderful quality, in all the pastel shades and white. The sleeveless vogue and the sun-back are both perfectly presented in this very clever display of smart new dresses. Styles displayed are not only for the miss of 14 but models for the larger figure to 44 also can be had.

\$12.75 to \$19.75

Sweaters in Vogue Coat Styles or Slipons \$2.98 to \$8.50

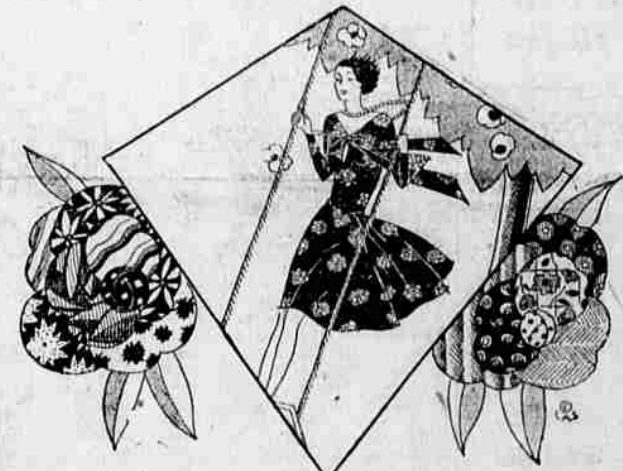
Rayon and fine Zephyr yarns combined with fantastic jacquard designs and with multi-colored stripes. Sweaters are very much demanded for sports wear, for school or office or for street wear with separate skirts.

Silk or Cotton Blouses Both Are In Demand Now \$1.95 to \$8.95

Beautiful silk broadcloth or flat crepe blouses, in tailored styles, both tuck-in and overblouse.

Skirts of Many Pleats Both of Wool and Silk Fabrics \$4.75 to \$6.50

There is the accordion pleat, the knife pleat, wide front pleats and saddle pleats—every skirt well tailored of silk or wool. Some on bodice tops, others waist bands. A skirt will find many uses this summer in your wardrobe.



New Colorful Prints of Voile, Batiste, Dimity

Let Ladies' Home Journal and Butterick patterns guide you in making your new summer clothes. The June styles are here and they're very attractive. We just received many new wash fabrics, all fast colors, all new prints and in the large or small designs both light and dark colors. Voiles, batistes, dimity and other crisp new wash fabrics out for the first time Saturday.

39c, 49c, 59c yard

Smart New Wash Frocks All guaranteed Fast Colors \$1.95 to \$6.95

In the cheaper numbers we display some of the best styles yet shown this season. Really surprising values at so low a price. In the better qualities of voile, dimities and organdies the fresh, crispness of the fabrics and the most becoming styles are sure to appeal to you greatly—the full fluffy skirts being featured.

\$3.50 Crepe de Chine Slips Saturday \$3.19

Many different shades and colors of fine, all-silk Crepe de Chine slips made with wide continuous shadow hem. Very desirable for wear with graduation frocks.

Boys' Kaynee Wash Suits \$1.98 to \$3.98

Absolutely fast colors, all fabrics pre-shrunk, this insures perfect fit and satisfaction. The patterns and styles of "Kaynee" suits are created especially for boys of 2 to 8 years.

Prepare Now to Re-decorate All the Home



Cretonnes are in use in every home now—some place they are sure to look just right and be just the finishing touch for that room. Gay colorful patterns of many colors and the sombre little English chintz many admire,

25c to 98c

Dainty tie-back curtains for the bedroom, curtains with just a little dot either of white or color or you can have them with bright, pretty designs and gay colors for your bedroom or any other room. With valance and tie-backs, pair

\$1.75 to \$3.98



Rayon Side Drapes \$1.49 to \$3.98

Many new ideas are shown in these Rayon draperies. Plain and striped numbers in gold, blue, forest, turquoise, rose, mulberry and many clever color combinations that will blend perfectly into your color scheme. We have books to help you in selecting the newest type drape for your home and will be pleased to help you plan.

Curtain Nets of Rayon and the Cotton Nets 35c to \$2.00

The new silver tone rayon nets are very attractive, they harmonize beautifully with most any color scheme you may have in mind. A beautiful showing also of the cotton nets, so serviceable and so attractive in their great variety of pattern and design. We can guide you also in the correct way of hanging these drapes.

Panel Curtains Are Here of Rayon or Cotton Nets \$1.00 to \$3.98 each

Individual patterns with silk or rayon fringe at the bottom. There are many decidedly new patterns and new weaves that you'll be sure to fancy for your living room. These curtains are economical, correct in style and because they can be washed and not dry cleaned they save greatly.



Are You Well and Strong?

"Before my third baby was born my husband advised me to take your medicine and he bought me three bottles of it. When I had taken the first one I began to feel better so I kept on during the whole period. We have a healthy baby boy and we are so proud of him and praise Lydia E. Pinkham's Vegetable Compound for the help it gave me. I feel lots stronger since I started to use it and would not be without it."—Mrs. Frank Luker, R. No. 1, Box 38, Lankin, N. Dakota.

Lydia E. Pinkham's Vegetable Compound

Lydia E. Pinkham Med. Co., Lowell, Mass.