

New Lights Will Go On Promptly at 8:45 Tonight

Earl Fehl, who has been one of the leaders on the improvements and lighting of Sixth street from its earliest beginning, will push the button, promptly at 8:45 p. m., tonight, turning on the 50 lights of the new, modern street lighting system.

During the past three years Mr. Fehl has constructed two business houses on West Sixth street, one of which he occupies with the Record-Herald. The other building, just recently completed, has four rooms, three of which are occupied by business firms.

Bliss Heine Co. Sixth Street Firm

The Bliss Heine Company, Inc., located on West Sixth street, was selected as the official decorator for the Shrine and L. O. O. F. conventions held in Medford, during which the streets took on a gay carnival appearance with the many bright colors. This is the only company of its kind between Portland and Sacramento, and has strong faith in the future of Sixth street.

They have an electric cut-awl with which they make novelties, emblems, fancy window backgrounds. This is the only machine of its kind in southern Oregon.

WILL AID HIGH JINX

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Confectionery, Post Office Barber Shop, Singer Sewing Machine company, Pacific Record-Herald Publishing company, Federal building, Home Telephone and Telegraph company, Triangular Service Station, Shuler Apts., Colonial Garage, Carroll Court, Post Office Super Service, Pantorium Cleaning and Dyeing, Elite Beauty Shop, Bliss Heine Decorators, Odd Fellows building, Hotel Holland, Carl Y. Thorswald Realty and Insurance Agency.

HAVE FAITH IN SIXTH STREET

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everything that happened on that day that I even remember who bought the first loaf of bread from us—it was Mrs. E. H. Porter," he said.

Two years later, their business had reached such proportions that they needed larger space. The Groceria partners looked through the doorway of their small place of business and wished that someone would erect a suitable building on the vacant lot across the street. Someone did. After talking with the grocery men, Porter J. Neff decided to take a chance on such a building, and indeed so, the local attorney also expressed his faith in the future of Sixth street. Medford residents are familiar with the success and unique develop-

EUROPEAN BEAUTIES SEEK HONORS AT GALVESTON



Europe's beauty contest winners arrived in New York en route to Galveston, Tex., on their quest for international beauty honors. Left to right: Kitty Hipp, Miss Luxembourg; Bennie Dicks, Miss England; R. Velasquez, Miss Spain; Lisle Goldarbeiter, Miss Austria.

ment of the Economy Groceria. Not only that, but Gates and Lydard have become familiar household characters—personalities that cannot be divorced from the history of Medford's civic and commercial development.

Of so little importance did the city of Medford consider Sixth street, seven years ago, that they were rather inattentive to the demand of the partners in the Economy Groceria to install a lamp on that corner of the street.

As a consequence, Gates and Lydard erected their own light over the top of the building, which threw its glow up the two streets. Just yesterday, Mr. Gates took down the very same 500 watt incandescent globe he purchased from the People's Electric company seven years ago. It is on display in the window of that place of business today, having broken the record for electrical endurance.

So when the lights go up on Sixth Street and the band begins to play Main Street will visit Sixth Street and the "Bills" will have their day.

Fruit Exports Jump. RIO DE JANEIRO (AP)—More than 100,000 tons of fruits were exported from Brazil in 1928. The Ministry of Agriculture found that from this port alone 150,000 boxes of oranges were sent to Europe. Of these, 70,000 went to England, 50,000 to Germany and 40,000 to Holland.

Classified advertising gets results.

FATHERS DAY IS SUNDAY, JUNE 16

Father's seventh anniversary occurs Sunday, June 16th., in the United States and Canada. This date to be kept with dad always falls on the third Sunday in June. Within the past few years its popularity has become so widespread that millions annually observe it in his honor.

Yet this movement began less than a generation ago. Its object being to let father know that he was something more to his family than merely its provider, shock absorber and complaint bureau. In 1910, Mrs. John B. Dodd of Spokane, Washington, suggested assigning a yearly date on which to sing the praises of the world's champion "unsung hero"—and it was taken up by allied and other organizations in other cities, as being generally observed.

In 1914 Congress endorsed a national Father's Day resolution. But by 1917 most of the nation's fathers were "doing their bit" either at home or "over there." These grim, sorrowful times called for a halt on the natural expansion of Father's Day. After the World war another Congressional resolution was introduced in 1923, but it resolution—is only a reso-

lution—not a law. Not until 1922, and without the aid of legislation, was the first successful attempt made to observe the day nationally on a given date, the third Sunday in June.

Mrs. Dodd's original idea of wearing a red rose for living fathers and a white rose for those who have passed on, will be carried out as is the long established custom, next Sunday. The custom has grown almost universal to present day with a special Father's Day offering such as a tie or other simple gift, in a loving tribute.

Next Sunday many a pulpit will hold forth on father and his virtues, so often taken as a matter of course. Eulogies in his praise will "go on the air" to millions of radio listeners. Other demonstrations in his honor will be given by organizations, societies various homes and homes for the aged, G. A. R., Spanish-American War and American Legion Posts. But the one great spot where the limelight of loving homage should shine brightest, is the place in which Father's Day has its most ideal setting—HOME.

Examines Gulf Stream Power. HAVANA (AP)—George Claude, sent by the French government to investigate the possibility of utilizing power in the currents of the Gulf Stream as a possible source of electrical energy, has resumed his research after a two month's vacation in France.

LONESOMENESS INSPIRATION FOR WINNING AUTHOR

FORTE MOTTE, S. C. (AP)—Because a boy grew up and went off to school, his mother turned to writing as a means of passing the lonely hours.

And because this mother lived on a Carolina plantation where life is placid and strangers are few, she wrote of what she saw and specifically, she wrote of the negroes she saw.

Mrs. Julia Peterkin possibly would never have written had she not felt the need to do something with the time suddenly given a mother whose child no longer needed her care. She tried music, but her heart was not in music. The suggestion that she write came from her teacher, Henry Bellaman of Columbia, S. C.

And out of that suggestion came "Green Thursday" and "Black April" and, finally, "Scarlet Sister Mary" which won the Pulitzer prize.

All are tales of the same somewhat plantation, of the negroes who live as they lived since slavery days. "Black April" his his counterpart and the magdalen who gave her favors but kept her heart, lives as surely as Mrs. Peterkin made her live in her prize novel.

Mrs. Peterkin started to write because the placid existence in this little town was not enough to keep alive her intense interest in the world outside her door. Music failed and, because she was disappointed with her progress, she tried to divert her teacher's attention by telling him incidents of her plantation life. He urged her to write them.

"I told him I couldn't write a decent letter," Mrs. Peterkin says. "He insisted and I tried several sketches. Then Carl Sandburg came to Charleston on a visit and Mr. Bellaman brought him up to Forte Motte."

There was the turning point. Sandburg was enthusiastic and the southern woman was won over.

"I asked them for the severest critic in America and they told me of Henry Mencken. I sent him my sketches and he wrote that he liked them."

These sketches appeared and then came her first book, "Green Thursday" and, in a measure "Black April," were well rounded sketches, but sketches none the less. "Scarlet Sister Mary" was a novel, breathing the aroma of damp soil and scorching cotton fields of love and laughter and a code of morals which are peculiarly negro.

"Before I sent the first sketches away," Mrs. Peterkin confesses laughingly, "I called in an old negro who is supposed to be able

to cast spells. I asked her if she could cast a spell on them so that those who read would like them. I suppose she did and maybe the spell on working still."

Mrs. Peterkin and another Charleston, Dabney Heyward, are credited with writing the most intelligent literature of the southern negroes. And as Heyward's "Fergy" captured the Pulitzer award as a play last year, so "Scarlet Sister Mary" carries on the tradition this year.

DUBLIN (AP)—The Irish Free State parliament, in its seven years' existence, has passed 282 laws. A guide for them has just been compiled by Mr. Justice Bannah of the High Court.

WRECKED AIRPLANE PAYS FOR ITSELF

LOS ANGELES (AP)—Four years ago Avigo Bolboni crashed in his plane. He offered to sell the wreckage for half of what the plane had cost him.

As no buyers appeared, he decided to junk it himself, and when the last guy who had been sold it found himself with more money than he had originally invested. "This," he said, "is a good racket." Today Bolboni has what he be-

lieved to be the first airplane junk yard in the United States. He buys damaged planes from disgruntled owners who have crashed, and resells them, either whole or in part. Planes that are too badly wrecked to be repaired are sold piecemeal, and those that can be fixed are repaired, tested and resold. Bolboni makes the tests himself at a local airport.

ORLEANS, France (AP)—Celebration of the 500th anniversary of Joan of Arc was seized upon by the Boy Scouts of France to make a big demonstration here. They gathered from all sections of the country, 4,000 strong and lived in 600 tents furnished by the ministry of war.

"Progress Always"

This Seems to Be the Motto of Our City.

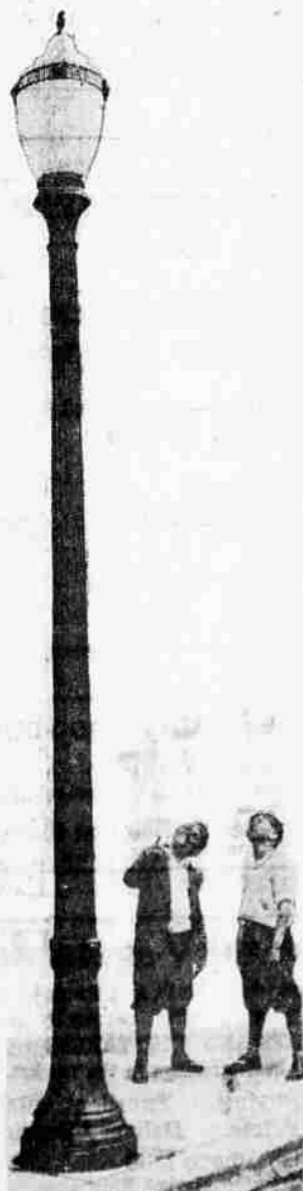
The new lighting system on Sixth street typifies the spirit of progress that prevails in Medford. And the Home Telephone and Telegraph Company joins in hearty congratulations upon the completion of this latest improvement.

We are happy to have had a part in this move toward a more beautiful and up-to-date Medford.



Look for the Public Telephone Sign

THE HOME TELEPHONE AND TELEGRAPH COMPANY



A Pleasure Indeed to Co-operate in Progress

It is a pleasure to have been able to cooperate with the city of Medford in the installation of the new lighting standards now being put into use on Sixth Street. Let us join in congratulating you on the completion of this project. When the lights are turned on, Medford adds another important thoroughfare to those already in use. It is indeed another step forward in growth, convenience and safety.

In the purchase of General Electric tops and Union Metal standards Medford has chosen wisely, it has obtained the best quality and workmanship obtainable. It has fallen in line with metropolitan centers of America where problems of lighting are even more acute. Cleveland, Ohio, for instance, has recently installed 18,000 light standards that are identical to those used on Sixth Street.

The Pacific States Electric Co. Portland, Oregon

The Banks of Medford EXTEND CONGRATULATIONS

to the business men and property owners of Sixth Street as the new Lighting System is formally put into operation this evening.

Our felicitations in particular because the investment representing \$12,000 is exclusively assumed by the progressive SIXTH STREET interests.

This latest achievement to the benefits, and for civic promotion of Medford is of the highest merit and affords an exemplary inspiration.

Let everybody participate in the celebration program tonight. Obey the impulse to voice appreciation for this splendid achievement that has happened to the delight of all.

FARMERS & FRUITGROWERS BANK MEDFORD NATIONAL BANK FIRST NATIONAL BANK JACKSON COUNTY BANK