

NORTH CENTRAL BUSINESS LOTS CHANGE HANDS

A real estate deal of downtown business property was reported today which is of importance to the future development of the business section of Medford, consisting of the sale of the two structures on the west side of North Central avenue opposite the Economy Groceries building, and immediately adjoining the McPherson clothing store building on the north.

These old structures having a united 50-foot frontage on Central avenue, and each with a 100-foot depth—the frame one being occupied by the Lottie Howard millinery store for the past 20 years and the concrete one by the Victor Danielson garage, and the land on which they stand were purchased by Scott B. Davis, well known young business man and officer in the Jackson County bank, and John W. Johnson, the well known retired jeweler, from Mrs. Hopper of Berkeley, Cal., the owner.

Further than that the transaction was a considerable one, and a strictly cash one, no details are given out. The sale was made through the Brown & White real estate agency.

Inasmuch as Messrs. Scott and Johnson, who some time ago returned from a trip around the world together, each already possessed much downtown business property, their latest purchase is an index of their faith in the continued growth and prosperity of Medford and vicinity.

When asked this afternoon as to their plans for this newly acquired property, Mr. Johnson stated that they intend ready to build a modern business structure on the site as soon as suitable tenants can be obtained, and the kind suitable for the needs of those tenants.

Overhaul Southern Cross
AMSTERDAM, Holland, July 23.—(AP)—Captain Charles Kingsford-Smith has left his famous trans-Pacific plane, the Southern Cross, at the Fokker works for overhauling. He has been contemplating a trans-Atlantic flight in the machine.

Meanwhile he and his companions left this morning for Berlin by way of Rotterdam in a Dutch plane.

CAPTURE BIG RUM CARGO IN DETROIT

DETROIT, Mich., July 23.—(AP)—The largest seizure ever made on the Detroit river was reported by customs border patrol inspectors today. They said they captured 12 boats loaded with between 500 and 800 cases of whiskey near the Racine shore at 1 a. m. The boats consisted of three outboard motors, eight rowboats and a canoe.

ORDER 1200 MARINES RECALLED NICARAGUA

WASHINGTON, July 23.—(AP)—Twelve hundred marines today were ordered withdrawn from Nicaragua.

GENERAL MOTORS NET EARNINGS INCREASED

NEW YORK, July 23.—(AP)—General Motors corporation today reported net earnings for the second quarter of the year of \$89,749,223, against \$61,910,897 in the previous quarter, and \$91,799,359 in the second quarter of last year. After deducting dividends on the preferred stock there remained an amount equivalent to \$2.92 per share of common stock, as compared to \$1.57 in previous quarter and \$2.06 in the corresponding period of 1928, calculated on a comparable basis.

Martha Norellus held more swimming championships than any other woman when disabled by the A. A. U.

Prominent Dramatist to be Indian in Pageant



Ernest Stevens, prominent dramatist student at the University of Oregon, will have the important role of the Indian lover in the Maya seen in the Eugene sunset trail pageant, the feature event of the celebration to be held July 25, 26 and 27. More than 1500 people will take part in the pageant.

PRINCESS ICEL GOES TO EUGENE TOMORROW

Miss Icel Edwards, who will represent Medford at the Sunset Trail pageant at Eugene this week, will leave tomorrow for that city. Her wardrobe has been ordered, and is being made in Eugene. Miss Edwards will ride on the Medford float in the parade, and will be with the queen during the pageant.

LEO FRIEDE, PORTLAND WHOLESALE IS DEAD

PORTLAND, Ore., July 23.—(AP) Leo Friede, 75, well known wholesale grocer of Portland, died here today after a long illness.

Consul Has Hemorrhage

NAIROBI, Kenya Colony, Africa, July 23.—(AP)—Charles Albrecht, United States consul here, who was removed to a hospital on July 16 suffering from gastric hemorrhage, was reported today in a very weak condition and not expected to survive.

Crash Passenger Dies

WASHINGTON, July 23.—(AP)—Lieutenant Clarence M. Knight, United States marine corps, passenger in an airplane which crashed near Geotol, Nicaragua, yesterday, killing its pilot and mechanic, died of injuries during the night.

WILL ANSWER CHALLENGE OF LINER BREMEN

LONDON, July 23.—(AP)—The challenge of the North German Lloyd liner Bremen yesterday in its Atlantic crossing of four days, 17 hours and 32 minutes probably will be answered.

It is expected here that an international scramble for speed honors will follow almost immediately with Great Britain, America, France and Italy participating, and Germany adding the Europa shortly, which should do as well or better than the Bremen.

The Cunard line, owner of the Mauretania, whose former record was beaten yesterday, made no statement of attack on the German record, but it is understood the line has a new race under contemplation, and it is expected the Mauretania will attempt to show she is capable of better than she has yet produced.

NEW YORK, July 23.—(AP)—The new queen of trans-Atlantic travel, the North German Lloyd liner, Bremen, lay at her Brooklyn pier today after a record-breaking maiden voyage from Cherbourg of four days, 17 hours and 42 minutes.

The low-lying, streamlined pride of the new German merchant marine was the first ship ever to make the trans-Atlantic voyage in less than five days.

Captain Leo von E. Zehn, master of the liner, expressed satisfaction with her performance. "We did not extend the ship's engines at any time," he said. "We hope to make better time on future trips."

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J.C. PENNEY CO.

How's Your Summer Wardrobe?

Here's a Group of Smart

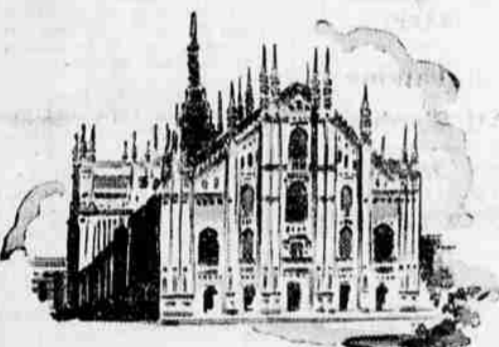
Silk Dresses

For 'Most Any Summer Need...
Priced for the Thriftiest Purse!

For Women
For Misses
For Juniors

\$4.98

If you're "tired" of everything in your summer wardrobe... JULY INVITATION MONTH offers a splendid... and so inexpensive way... to freshen it up with a few clever new frocks! Printed crepes... plain colored plain colored crepes and georgette crepes and georgette and washable crepes. A myriad of smart styles!



In Milan, the most energetic of modern Italian cities, social life is exciting. Smart women of the aristocratic circles, stars from the celebrated La Scala Opera House, singers, actresses illustrate the distinguished clientele of Carlo Eugenio. Eugenio's shop on the Corso Vittorio Emanuele is the best known beauty establishment in Milan.

"Two minutes' massage twice a day with this wonderful lather"

is my first step in every successful beauty treatment," says **EUGENIO** of Milan beauty adviser to Italy's distinguished aristocrats



UNDER the conditions of modern life it is not safe to leave the care of the skin to nature alone." Eugenio, of Milan, believes. This modern artist in the care of the skin is consulted by Milan's most distinguished women. World travelers, too, visit his salon. And he tells all his patrons that thorough cleanliness is the first step to beauty. Cleanliness through the twice daily use of Palmolive Soap. "Apart from the exceptional cleaning power of Palmolive," Eugenio goes on to say, "its emollient oils have a definite value in restoring skin health."



"The first step in every successful beauty treatment that I carry out is to get the skin really and thoroughly clean. Ordinary surface cleanliness is not enough. The simplest and quite the most effective way, I have found, is by the regular use of Palmolive Soap and pure water."

Since Palmolive costs no more than ordinary soap, millions use it for the bath as well. You will be delighted with its refreshing after-effects. More than 16,000 beauty experts throughout America agree with the specialists of Italy on the superiorities of Palmolive. Buy a bar today to see why.

Most tremendous professional endorsement in history! 16,342 beauty experts—in America alone—recommend Palmolive Soap.

LEGION WILL SPONSOR HOT SPRINGS DANCE ON SATURDAY NIGHT

Because the \$452 which was taken at the Haymarket auction Saturday was not sufficient to send the American Legion drum corps to the state convention at Salem, a committee with Ed Leach as chairman, assisted by Newton Chaney and Ray Wright, was appointed last night at the American Legion meeting to assist Lloyd Williamson in sponsoring a dance to be given at the Jackson Hot Springs Saturday night, the proceeds to aid in covering the expenses. Don Provost's orchestra will furnish the music.

Radio Program KMED

- Mail Tribune-Virgin Station
- Tuesday, July 23.
 - 22.5 Meters, 1310 key.
 - 6 to 6:15—Isis Theatre.
 - 6:15 to 6:30—Medford Mail Tribune news and market reports.
 - 6:30 to 7—Coleman & Lawton and Medford Service Station.
 - 8 to 9—Big Tail Meat Market.
 - 9 to 10—California Oregon Power company.
 - Wednesday, July 24.
 - 9:30 to 10—Model Clothing Co.
 - 10 to 10:30—Mann's Department Store.
 - 10:30 to 11—Heath's Drug Store.
 - 11 to 11:30—Medford Electric.
 - 11:30 to 12—Lewis Super Service Station.
 - 12—News flashes by Mail Tribune.
 - 12 to 12:30—Jackson County Bd. & Loan association.
 - 12:30 to 1—Hubbard Bros.
 - 1 to 1:30—City Cleaning & Dyeing.
 - 1:30 to 2—Boche & Kindle Service Station.
 - 2 to 2:30—Madrona Dairy.
 - 2:30 to 3—Alexander's Grocery.
 - 3 to 3:15—Isis Theatre.
 - 3:15 to 3:30—Medford Mail Tribune news and market reports.
 - 3:30 to 7—Crescent Dairies.

Famous beauty specialists prescribe Palmolive Soap

as basis of all beauty treatments "Clients who follow our advice never use any soap but Palmolive." *E. D'Agale* of Paris "I earnestly recommend that my clients use only Palmolive Soap." *L. Pearl* of Vienna

PALMOLIVE This week only
SOAP A DOZEN CAKES **87c**

"Get It at MAGILL'S"
Medford's Oldest and Newest Drug Store

THE PICK O' THE BIG SILENT PICTURES

MATINEE 15c NOW; EVENINGS 25c

HERE!
IS ADVENTURE UNDER THE AFRICAN SUN YOU WILL NEVER FORGET.

John GILBERT
with ERNEST TORRENCE MARY NOLAN

A girl, alone with two men, where the last vestiges of civilization drop off, and primitive passions rule!

DESERT NIGHTS

Also Good Added Short Features

ROTHERMEL'S MUSIC
A Big Feature on Any Program