

TRAVEL TO CRATER LAKE BENEFITTED BY AD CAMPAIGN

National advertising and good roads have increased the number of visitors in Crater National park tremendously and this year's entries exceed those of 1928. The peak year by far was 1928, the year in which the new superintendent, E. C. Solinsky, took office. Solinsky, accompanied by R. W. Price, manager of Crater Lake Inn, Thursday made his first trip to Portland since his appointment in February. This is his first trip here since 1912.

GREENLEAF WILL GIVE READINGS ON COPCO HOUR

Wm. Lee Greenleaf is to give an hour over KMEM to the regular California Oregon Power company's time Tuesday evening, August 13th.

BOY AUTO CRASH VICTIM BETTER

Jack Porter, age three, son of Mr. and Mrs. A. J. Porter of Medford, who received a fractured skull in an auto accident at Jackson Hot Springs Thursday is slightly improved but is still in a very grave condition, according to a report received from the Ashland Community hospital this afternoon.

FALL INJURES LINEMAN

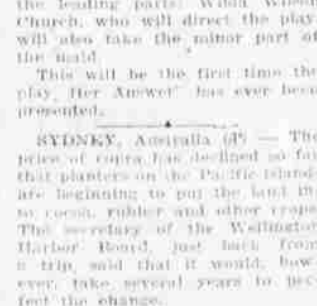
R. Norris of Portland, who is employed in this city by the Postal Telegraph company, fell from a 25-foot ladder late yesterday afternoon, while working with the wires outside of the Mail Tribune building.

KGO TO BROADCAST HELEN NORRIS PLAY

Radio station KGO will present another of Helen Norris's plays, "Her Answer," next Wednesday evening, August 14, at nine o'clock. Although the Broadcast Weekly has the play scheduled for 8:20, another from a confidential source says that it would be presented a half hour early.

A 750 Watt Water Heater

Value \$12.50 FREE During the L&H Electric Range Sale



No Interest to Pay Sale Ends August 15 Southern Oregon Electric

START SHIPMENTS OF CANNERY PEARS WEEK OF AUG. 19

Harvesting of the Bartlett crop of the Rogue River Valley, including the Grants Pass district, will start the coming week, with most of the large orchards starting picking operations Wednesday. It will be one of the largest crops in the history of this section, with record prices for tonnage sold in the canneries of the Northwest and California. The price ranged from \$75 to \$80 per ton.

COOS BAY PAPER PRAISES MEDFORD AVIATION SPIRIT

Aggressively air-minded Medford has crashed the Saturday Evening Post via a Ford Motor company advertisement to the tune of an entire page. Millions who had never before heard of Medford, Oregon, know of it now.

CHANGE OWNERSHIP OF MEDFORD STATION

A business deal was consummated last week whereby Chas. C. Furnas becomes the sole owner of The Medford Service Station-Goodyear Tire dealers in Medford, having purchased the interests of Everett and W. E. Brayton in this business.

SNOWDEN OPENS FIGHT TO MODIFY YOUNG DEBT PLAN

THE HAGUE, Aug. 10.—Philip Snowden, British chancellor of the exchequer, resumed his drive for modification of the Young plan today and a crisis in the conference was only averted by adjournment until Monday when a showdown is expected.

MISSSES' 7/8 HOSE

Of Silk and Rayon A splendid length of the popular 7/8 length silk-and-rayon hose for misses. Your choice of a number of plain colors. 49c

A Smart One-Strap

Popular with Growing Girls Its trim styling gives it an air of sophistication that growing girls like. Of gleaming patent leather with a fancy grain underlay. The rubber tap heel makes walking easy. And of course they are, as usual, thriftily priced! \$2.98



SCHOOL SUPPLIES Pencils 1c to 49c Fountain Pens 98c Pencil Tablets 4c-8c Ink Tablets 10c-19c Standard Fillers 10c Spelling Fillers 8c

continued the sale of Goodyear tires in the building adjoining the service station.

OTTAWA, Aug. 10.—Canadians with a per capita consumption of 29.31 pounds per year, are the world's greatest butter eaters. The government bureau of statistics says also that the consumption in the United States is 18 pounds per capita.

Horse racing is booming at Toledo principally because of the new interest created by holding the races at night.

night that the allied delegations found it expedient to confer at 11 a. m. tomorrow as to a future line of action.

W. Grabin, president of the British board of trade, setting forth how the British economic situation was adversely affected by deliveries in kind and how it was keeping a great many English workmen idle.

the plea of the president of the board of trade that payments of reparations in kind be reduced to the lowest possible limit.

BEVERLY, Mass., Aug. 10.—(AP) Jewels valued at \$150,000 were stolen early today from the summer home of Sydney Hutchinson of Philadelphia. The loot included a \$100,000 diamond necklace, the property of Mrs. Hutchinson.

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Specialized advertising gets results

J.C. PENNEY CO.

School-Going Girls Are Buying Wash Dresses

Because They Look Better, Wear Better and Cost Less

Mothers and daughters agree on wash dresses for the first days of school . . . girls like the gay patterns and the pretty styles . . . mothers like the fine materials that wear and wash, as well as the thrifty prices. Sizes 2 to 6, 7 to 10 and 11 to 14.

98c

\$1.98

\$2.98

Boys' 4-Piece Suits

Are Tailored of Sturdy Fabrics to "Stand the Gaff" of School Wear!

They're made the way a boys' suit should be made . . . sturdy! Not only are the surface materials strong, but the hidden features, the linings, paddings and tailoring are all excellently executed details that will make these suits stay new a long time.

Every Suit Made With Two Pairs of Pants

The coats are in two and three-button peak and notch lapel models with plated vest and two pairs of knickers (one pair pleated). Or choose one pair of knickered longies and one pair of golf knickers. Materials are cassimeres and tweens. Sizes 6 to 17 years.

At these two low prices these are suits of outstanding value!

\$7.90 - \$9.90

Boys' Knickers

Sizes 6 to 16 Years

Well made knickers for school or dress wear. Cassimeres, worsteds and tweeds are shown in new shades and patterns. Priced very low at

\$1.69 to \$2.98

Thrifty Mothers Will Buy Several of These Blouses for Boys

The neat workmanship, the good quality materials (Percales and plain and fancy printed Broadcloths) fullness of cut and low price are four good reasons for getting several of these at these low prices.

79c and 98c

Ready for School?

Time to Start Thinking of the Things Needed for the New Term

Be Thrifty—Plan Your School Purchases Here

Boys' Longies

Sizes 4 to 17 Years

Well tailored longies for school and dress wear. Of sturdy cassimeres and worsteds in new shades. These are especially fine values at these low prices—

1.98 and 2.98

Boys' Oxfords

Of Patent Leather

Just the thing for dress occasions when you want to look your best! These are low in price!

12 to 2 . . . \$2.98
8 1/2 to 11 1/2 . . . \$2.79

A Smart One-Strap

Popular with Growing Girls

Its trim styling gives it an air of sophistication that growing girls like. Of gleaming patent leather with a fancy grain underlay. The rubber tap heel makes walking easy. And of course they are, as usual, thriftily priced!

\$2.98

An All-Wool Sweater

For the Boy's School Outfit

A sweater that will be a practical contribution to any boy's wardrobe and one of which he will justly feel proud.

All-wool, including some models knitted from pure zephyr, heather yarn, like the one sketched here.

In novelty patterns and assorted colors with contrasting trim on neck, cuffs and bottom. Quality made in every detail.

\$2.98

Boys' New Fall Caps

Are Inexpensively Priced!

Serviceable caps for boys. Made just like dad's with waterproof, unbreakable visor. Of all-wool Cassimeres and Twists with silk serge lining. 8/4 style with button trim on top. Outstanding values at

98c

SCHOOL SUPPLIES

Pencils 1c to 49c
Fountain Pens 98c
Pencil Tablets 4c-8c
Ink Tablets 10c-19c
Standard Fillers 10c
Spelling Fillers 8c

Mercerized Hose

Please the Miss And Her Mother

The sheen of mercerized hose is so grown up that girls are delighted . . . and mothers like the way they wear.

25c

Plain or derby with extra heavy heel and toe . . . in a number of good colors.

Man-Styled

—But for Boys!

Boys will like this oxford for its mannish style . . . parents will approve its special features for growing young feet! Gun metal or tan calf. Sturdy sole; half-rubber heel.

Sizes 2 1/2 to 3 1/2 . . . \$3.49
Sizes 12 1/2 to 2 . . . \$2.98