

KC

BAKING POWDER

Same Price for over 38 Years

25 ounces for 25 cents

Guaranteed Pure and Healthful

Millions of pounds used by the Government

Pantorium
DYE WORKS

838 AND HOLLY STS. PHONE 244
A COMPLETE CLEANING AND DYEING SERVICE

WILLIAMS GRANGE PLANS PARTY FOR SATURDAY EVE.

WILLIAMS CREEK, Oct. 4.—(Special.)—The Williams grange and ladies' club will give a winter roast and entertainment at the Williams community hall Saturday evening, October 5. Also the club ladies will sell a quilt, the proceeds to go to the improvement of the hall.

Mrs. Frank Johnson of Crescent City, spent last week with her friend, Mrs. C. R. Hill. They returned home Sunday.

Mr. and Mrs. L. M. Lloyd, who have been visiting Mrs. Lloyd's parents, Mr. and Mrs. C. W. Roberts, returned to their home in Berkeley, Calif., Sunday.

Mrs. Henry Norton and two sons of Ashland were visiting old friends and neighbors on Williams creek Saturday.

Mr. and Mrs. Frank Knutson and two little daughters of Thompson creek were calling on friends on Williams creek Sunday afternoon.

Mr. and Mrs. Philip Heestery and their mother, Mrs. Temby, drove over to Medford Wednesday of last week, where they were guests at a birthday dinner given for Doctor Bray. Rev. Heestery also performed baptismal rite for Peggy Ruth, infant daughter of Dr. and Mrs. Bray.

Mr. and Mrs. Roy Lofland drove to Westwood, Cal., Friday of last week to visit Mrs. Lofland's sister, Mrs. Long.

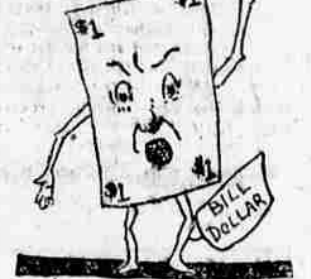
Mr. and Mrs. Will Wrinkle of Corona, Cal., and John Roberts of Phoenix, Ore., spent Thursday at the home of Mr. and Mrs. C. W. Roberts. Mr. and Mrs. Wrinkle are old-time friends and schoolmates of Mr. and Mrs. Roberts in Missouri.

Dayton-Tribune printing plant established in this city.

Medford Merchants Guarantee Their Goods and Make Good Their Guarantee

"How many people are there in this community?" asked "Bill" Dollar, "who are capable of judging values in merchandise, especially when an out-of-town ad reads, 'Price \$29.50, value \$50.00?'"

"Advertisements of this kind are often found in catalogs from distant cities, for they can claim any-



thing as long as they get the money, whereas in Medford people can see the goods and check up on the values.

"Honest advertising," said "Bill" Dollar, "such as is being carried by the Mail Tribune is being given a severe blow by firms that exaggerate the worth of their merchandise."

"If advertising is to remain on a high level it must assure the customer an article that is exactly as represented. That is something which some out-of-town concerns are not doing. So many customers do not get what they expect when they order by mail, and are buying so much stuff that does not come up to expectations that they are losing faith."

"The local merchant advertises his bargains," continued "Bill," "and the customers can step into the store and see if the advertising representations are true. No false statements can be made by the Medford retailer and not have them known. What he offers for sale must be exactly what he says it is."

"It is hoped," continued "Bill," "that every citizen in Medford will buy their clothes in this city. Our home merchants are busy all of the time, studying styles, and buying the best there is in the mar-

ket, so that nobody may appear in any one of their selections, secure in the feeling that she will have the best that the market affords, according to the price paid, and no matter where anyone else bought their clothes, that she, with Medford clothes on her person will be strictly up to the moment in style."

"Why is it with some women that everything looks good when it is far away? Pretty pictures are very attractive, no doubt, especially when coupled up with a bargain. That is why they are made—to catch the eye."

"Sometime," continued "Bill" Dollar, "when you have been caught with one of these pretty pictures and buy away from Medford, just take the advertisement containing the picture that caught your eye and compare it with what you got in return. Then you will find out why high priced artists are working all of the time to catch your eye with their efforts."

"On the other hand think what you owe to Medford. There are not many women in this community, who are not dependent on some man—either father, husband, son or brother—for their clothes. Do they give the merchants of Medford a square deal by looking elsewhere than right here in our city for everything they need?"

"Then be true to Medford. If you buy anything at all, at least extend to the merchants of Medford the privilege of showing their goods to you. The more you buy here the more they will be able to enlarge their stocks, thereby giving you the advantage of all the best that can be bought, and in doing this you will help yourself more than you can possibly realize."

"And in buying at home," continued "Bill" Dollar, "other things than wearing apparel must be considered. There are home furnishings, food products of all kinds, automobiles and accessories, insurance of all classes, musical instruments, hardware, office supplies, books, and the thousand and one things needed by Medford people."

"A real dollar's worth of goods for a dollar is the creed of all good Medford merchants, and they will prove it to all who give them the chance."

(Copyright 1929, Fred Mozart)

LOCAL MUSICIANS IN RADIO CONTEST KGW SATURDAY

According to the latest change in the plans for the state Atwater Kent contest, the 18 young district winners will go on the air over KGW from 10 to 12 tomorrow night.

Every listener throughout the state will have the right to cast a vote for the male and female voice they believe best, the public vote counting 60 per cent toward the selection of the winner. The vote of the five judges selected from various sections of the state will count 40 per cent.

Ellow Mae Wilson, soprano, and George Pedham, bass, who won the local audition sponsored by the People's Electric company, left with their local instructor, James Stevens, for Portland yesterday to compete in the state contest. Their expenses are being paid by the People's Electric.

The singers will be called by number, so that the voices and not the personalities will count in the contest. Specific directions as to how the public is to cast its vote will be given over KGW during the contest, and unless the rules are carefully followed, the votes will be discarded.

All Medford residents are urged to listen in and vote for their favorite.

Screen Life Hollywood

By Robin Coons.

HOLLYWOOD. Perhaps inspired by the success of William Wrigley, who bought an island called Catalina, Charlie Muck has bought a town.

Only the town isn't there yet, as the island was, but why bring that up?

The tract, near the town of Newhall, which is all that is left of the old William S. Hart's ranch, is to be the California Spanish name of Tierra del Cervo.

At least, means Land of the Crows.

But so far George Murno, the other black ones, has not joined in the venture.

The one house in the "town," now under construction, has been sold to Harry Green, globe-trotting comedian, who terms it "just a frame-up," and insists he will call it "La Trastevere"—the meaning of which in real estate Spanish is quite evident.

If Tierra del Cervo becomes an established fact instead of a mere investment, it will add another to the already huge list of towns in which movie stars who are labeled Hollywoodians make their homes. There are now about a dozen, of which, next to Hollywood, Beverly Hills is the most famous. There stands Pictor, the socially sacred shade of the colony's acknowledged "first family," to say nothing of Charlie Chaplin's home and a host of others.

Chief Farrell.

Toluca Lake has Richard Arlen for its "mayor," and Charlie Farrell for its "fire chief"—by appointment of Mayor Arlen. Santa Monica, besides its numerous beach cottages occupied in summer by various stars, has Marion Davies and Jack Donaghy as permanent residents, and Charles Pickford lives at Playa del Rey, another beach town.

Elmridge, tiny mountain settlement is the home of James Cruze and Betty Thompson with the colony's new arrivals, Joan Crawford and Douglas Fairbanks, Jr. Even the real Brentwood, small smart village, (Gleason Moore recently moved into exclusive Bel-Air, where also lives Mary Duncan. Bill Hart gets his mail at Sausalito, near Newhall, near Tierra del Cervo, and the desert.

Screaming Need.

Hollywood cries for a new word. No longer does "lousy" suffice to describe a "lousy picture," a "lousy story," a "lousy actor," a "lousy party." Some have tried "abominable"—but that is too long a word, as Hollywood's must be crisp and, preferably, a bit—er—outspoken.

And Hollywood is in despair for a new phrase, too. For ever so long everything for which one lacked adequate expression has been "just one of those things you know." Even the soda jerker's failure to comprehend one's order is "just one of those things," as is one's failure to use the proper fork at a pseudo-formal Hollywoodian dinner.

The double need boils down to this—IT'S JUST "ONE OF THOSE LOUSY THINGS."

Shooting an airplane into the air from the deck of the German liner "Bremen" which recently established trans-Atlantic speed records, is made possible by a catapult designed to launch the plane at flying speed.

Ventilation of closed automobiles without creating heavy draft is made possible by the use of a rear window ventilator that takes the place of the usual stationary back window.

The new football stadium at Duke university seats 35,000 fans. It is the biggest in the south.



Husband Snipped Locks, Is Charge Portland Woman

PORTLAND, Ore., Oct. 4.—(Special.)—Mrs. M. J. Phillips doesn't like her husband's hair cutting when he is said to have snipped off locks of her hair because he refused to let her "make a flower" of him.

So Phillips, president of the National Forest Products company, Portland, Tuesday will face a charge of assault and battery in municipal court lodged by his wife.

MANY BRIDES FOUND ON STATE COLLEGE STAFF

OREGON STATE COLLEGE, Corvallis, Oct. 4.—(SPL.)—Of 24 new women connected with the staff of Oregon State college this fall, either as actual staff members or wives of faculty men, 11 are brides. These will be especially honored at the annual reception by the College Folk club, given to welcome the new women.

WILLOW SPRINGS CLUB TO MEET THURSDAY

WILLOW SPRINGS, Ore., Oct. 4.—(Special.)—The Willow Springs Thursday club will be on October 10, at the home of Mrs. H. S. Chirgwin, just off the Crater Lake highway in the foothills this side of Eagle Point. It is hoped every member will try to be present as it promises to be a very interesting meeting.

OAKLEIGH FARM PRIZE STOCK RETURN HOME

WILLOW SPRINGS, Ore., Oct. 4.—(Special.)—The Oakleigh farm prize stock returned this week after a very successful tour of California fairs. The stock belongs to the firm of Harrison & Wilkinson, and Mr. Wilkinson and family are spending the winter at Oakleigh farm. The three children attend school in Central Point.

Fair Sex Should Accept No Favors, Declares Mabel

WASHINGTON, Oct. 4.—(SPL.)—Mabel Walker Willebrandt wants no sex distinctions. In a radio address she urged business and professional women to insist on no particular favor to the fair. The fame of Betty Green and Mme. Curie was due more to their sex than their achievements she said.

Artillery, in the form of a toy pistol which fires a charge of poison at insects is the latest weapon against flies, mosquitoes, spiders and the other pests. The gun fires the concentrated poison spray on the insect, which expires in a few seconds.

For carrying a small power boat on an automobile, a detachable rack has been made, which consists of two sections, the front one being a crosspiece of wood supported by two iron pipes bolted to the running boards.

Five reasons for sugar in the diet

Scientist talks about this healthful food



ONE OF THE great food scientists of the country told us not long ago, "Sugar not only has an important use in the diet of nearly everyone—it has five distinct uses."

"First of all, it is a great conservator of many foods, especially fruits. In the second place, as a flavoring substance, it is most valuable in making nearly all foods much more appetizing. In a day way it leads to the eating of a more balanced diet. The third point I would call to your attention about sugar is its value as a satiation factor. Ending a meal with a sweet gives a sense of satisfaction—of having had just enough."

"Perhaps the best known use of sugar is as a staple fuel for keeping the human body active. Sugar is more rapidly digested than starch, and it ranks with starch as a vital food for every normal person."

"The final point about sugar is its adaptability as an emergency fuel. Sugar is rapidly absorbed in the system."

It is always helpful to get the opinion of a recognized authority on any important subject. In a day when food fads are so much in evidence it is a part of wisdom to discover exactly how important sugar is in the diet of all of us.

The sensible way to well-being is to eat all kinds of healthful fresh and canned fruits and vegetables, sweetened to taste. Remember the value of puddings, ice creams, and cakes for dessert. A bit of sweet makes the meal complete. The Sugar Institute

M'MARR MANAGER IS PROMOTED TO SEATTLE

Frank Muhr, who as district manager of the MacMarr stores, has made Medford his home for the past six months, has been promoted to supervisor of the MacMarr country stores out of Seattle, Wash. Mr. and Mrs. Muhr have made many friends while in Medford. They will leave Saturday for Seattle.

T. Parkinson, who has been district manager of the MacMarr store at Roseburg, will succeed Mr. Muhr. The Roseburg and the Medford MacMarr stores have been consolidated into one district of which Mr. Parkinson will have charge. Mr. Parkinson will move his family to Medford sometime during the next week.

Reedsport—People's West Coast Hydro-Electric Power company has completed extension of power line into Lakeside.

SWIMMING TEACHERS RETURNING NEXT YEAR

Fred A. McDonald, swimming instructor who spent the past summer in Medford, arrived here yesterday from Hollywood, Cal., to attend sessions of the federal club.

At the termination of the federal sessions Mr. McDonald will leave for Honolulu to fill a contract as instructor with the Outrigger Canoe club.

Both Mr. and Mrs. McDonald, who turned out more than 125 correct swimmers during the summer when they gave lessons at Merriek's Natatorium, have agreed to return to Medford next year.

WILLIAMS CREEK MAN INJURED BY RUNAWAY

WILLIAMS CREEK, Ore., Oct. 4.—(Special.)—Doll Lemmon was painfully but not seriously hurt one day last week while working on the road. The team which he was driving to a Fresno scraper ran away with him, throwing him several feet and then dragging him quite a distance.

HUNTINGTON COACHING EUGENE HIGH GRIDMEN

EUGENE, Ore., Oct. 3.—(SPL.)—Eugene high school will open its football schedule here today against Portland. The local squad is coached by Charles (Oky) Huntington, formerly of the University of Oregon varsity, and Clifford (Bleets) Manerud, former Oregon quarterback.

Safeguard your canning with PE-KO EDGE



Ask for "U.S." Pe-Ko Edge Jar Rubbers! Double or single lip—red or white. Approved by Good House-keeping Institute. Made only by the

United States Rubber Company NEW YORK CITY

"U.S." Jar Rubbers

MASON-EHRMAN CO. Wholesale Distributors



You Can Make Your Own "Fisher's" Scones

—just like those wonderful scones at the fair, that thousands were raving over—by using, of course, FISHER'S BLEND BRAND FLOUR, that ever reliable bake day champion.

You'll get the same wonderful flaky, flavory, delicious texture. AND remember, Fisher's Blend Brand Flour is just as good for cakes and pastries as for bread.



Worth Fighting For! Tru-Blu Honey Grahams

If mothers could only realize how boys NEED Tru-Blu Grahams. How their growing, active bodies require such foods as

WHEAT . . . ripened under fervid western sunshine. A vital, natural food combining just enough outside roughage with meaty kernel in the TRUE Graham flour of which Tru-Blu Honey Graham Crackers are made.

HONEY . . . the clear, energizing, natural sweet of valuable body-regulating properties. Used to make Tru-Blu Grahams as palatable as they are healthful.

ASK YOUR GROCER for the HOME PACKAGE

TRU-BLU BISCUIT CO SPOKANE, PORTLAND, SEATTLE

MELBA TOAST—The toast that is such an important part of the Famous 18-Day Diet. Get the genuine