

# RADIO TONE WEEK WILL BE FEATURE IN VICTOR HOOKUP

With the broadcasting of a program of songs by John McCormack, world-famous tenor, and a splendid group of orchestral numbers played by the new Victor Salon orchestra, under the direction of Nathaniel Shilkret, the Victor talking machine division, November 28, will inaugurate a nation-wide Victor radio tone week. Victor dealers in every city and town in the country will join during this period in demonstrating the Victor slogan: "There can be no compromise with purity of tone."

One of the unusual features of the week will be the introduction of "The Victor," a new march composition by Nathaniel Shilkret, which in the future will introduce all Victor hours on the air. This number will first be heard during the McCormack program on Thanksgiving night, and later will be played throughout Victor tone week.

In commenting on tone week and its purposes, Mr. Clayton Isaacs of Palmer Music House, who is now showing the new Victor Radio Instruments, said: "Everything you hear over your radio—music, voice, everything—has tone. Unless your radio can reproduce every sound, every tone, the ear can detect it is not giving you what you are entitled to receive. It is tonally deficient and is falling short of the present-day standards of reproduction. "Reproduction doesn't mean approximation or suggestion. It means actually to create again, in every detail, what was produced originally. Radio is no longer a toy. It has gone beyond the point of being a machine. Today it is, in every sense, a musical instrument."

"Victor knows that any radio set that falls short of tonal perfection is not entitled to your serious consideration. That's why it has adopted for its slogan, 'There can be no compromise with purity of tone'; that's why it is putting on tone week. It wants every radio listener in the country to realize how completely it has achieved, in its new instruments, the standard of perfection it has set for itself."

## Seventh Day Adventists Against Changing Calendar to 13 Months

The following resolution on the suggested thirteen month calendar was recently adopted by the Seventh Day Adventist assembly:

We, the representatives of the Seventh-day Adventist denomination, assembled in Columbus, Ohio, having considered the advantages of the newly proposed thirteen month calendar scheme with its blank days, desire to point out the following objections:

1. The number thirteen is not divisible as the number twelve, thus the quarterly and semi-annual reports of business would contain certain fractions of a month instead of a whole number of months.
2. There would be thirteen business closings instead of twelve, involving increased bookkeeping.
3. There would be thirteen monthly payments of rent on dwellings, land, telephone, etc., instead of twelve.
4. It would increase the expenses of the public utility companies 8 percent yearly in reading gas and electric meters and mailing out bills thirteen instead of twelve times a year, which cost would be passed on to the consumer.
5. Many long time leases and contracts, payable at a specified monthly rate, would cause needless litigation in the courts with resultant injustice to one or the other litigants, placing the clauses of the leases and the law in hopeless conflict.
6. It would change our former dates, national holidays, anniversaries, birthdays, wedding days, etc., greatly complicating the work of the historian, necessitating a double system of calendar reckoning.
7. It would greatly confuse the reckoning of the birthdays of more than 119,000,000 people in the United States alone.
8. It destroys the unbroken continuity of the weekly cycle once each year and twice in leap year, as a unit of measurement of time, causing the present Sunday and

## Important Pear Bulletin Issued By Talent Experimental Station Explains Success Bosc Campaign

The Oregon state experiment station in cooperation with the Southern Oregon experiment station, has just issued an important bulletin on pears. This gives the results of the pressure tests, time of picking and cold storage experiments conducted by these stations in the Rogue River valley during the past four years. This is the most extensive work that has ever been carried on anywhere to determine the proper time to pick pears, the best storage temperatures, length of time the various varieties can be held in storage, and the proper method of ripening and conditioning pears for the consumer.

The great value of this work is already apparent to every pear grower in southern Oregon. Growers are now picking their pears in accordance with the results obtained in these extensive experiments, and every shipper is well aware of the improved condition of the Rogue River valley pears on the markets. This improvement is also admirably reflected in the manner in which the large markets have

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received these pears. Picking and marketing in accordance with these findings has established great confidence in the market. The heavy losses formerly sustained with some of the winter varieties in the large markets have been eliminated.

A notable outgrowth of this work is the phenomenal success the Winter Pear committee has made in opening up and establishing a large new market for Bosc pears in Detroit. The pears sent there were picked in accordance with the results obtained in the experiment stations' picking tests, and were ripened and conditioned in accordance with the findings of the stations' storage and ripening experiments. These experiments have shown that Bosc pears when picked at the proper time, can be held in storage from three to four months, and still develop excellent quality if ripened at temperatures determined by this work.

The complete bulletin covering these experiments may now be obtained from the Southern Oregon experiment station at Talent.

## PHOENIX

PHOENIX, Oct. 27.—(Special). A birthday dinner was given in honor of Mrs. Leroy Custer of North Phoenix at the home of L. O. Custer of Eagle Point last Sunday. Those present were, Mr. and Mrs. Leroy Custer, Mrs. Roy Burleson and Elva Custer of Phoenix, Mrs. Elsie Custer and sons Marion and Orville, of Central Point, John Medley of Medford, the host and hostess, Mr. and Mrs. L. O. Custer, and daughter Cybil of Eagle Point.

Mr. and Mrs. Geo. McClain are spending this week at the home of Mr. and Mrs. G. W. Roberts at Williams, Ore.

Miss Zoe Harvey, who has been spending the past several months at the home of Mr. and Mrs. Geo. McClain, left Monday for Burke, Idaho, where she will join her parents.

Mrs. Mollie White of Medford called at the home of Mr. Geo. McClain on Monday evening.

Mrs. E. E. Roames of Central Point spent Tuesday at the home of her mother, Mrs. Fred Pugh.

Mrs. Sula Dean, who has been spending the past few weeks with her son at Talent, returned to the home of her daughter, Mrs. Louise Colver.

Miss Fay Carver and Mrs. Lillie Coleman called at the home of Mrs. Nell Franklin and Mrs. Will Coleman at Medford on Sunday.

Mr. and Mrs. M. F. Sheets plan to spend Thanksgiving day with Mr. and Mrs. Lester Fay.

A great number of this community are planning on attending the game at Ashland Thanksgiving afternoon.

## MISS APPLIGATE LEADS IN POPULARITY CONTEST

Miss Ruth Appligate was leading last night in the popularity contest recently begun by the Jacksonville American Legion club, in connection with a series of dances in the club opened two weeks ago. The contest has 11 entrants, with Florence Severance, Juanita Corum and Wilma Rootzel close behind the leader.

A change in the standing is expected next Saturday night when the club is staging a big "confetti" dance, with particularly interesting features. There will also be several changes in the dance pavilion on the second floor of the old United States hotel.

The first prize in the popularity contest is a \$75 merchandise order from the ladies' ready-to-wear shop of Ethelweya Hoffman. The second, third, fourth, fifth and sixth prizes will be choices of leather roll handbags set from Magilla's Drug store, five private dancing lessons from Eugene's Dancing studio, set of Princess pearls from Larry Schade, automatic toaster from the Medford Furniture and Hardware company, and a Coty gift box from Montgomery Ward company.

## OAK GROVE DISTRICT VOTES SPECIAL LEVY

The Oak Grove road district yesterday voted a special road levy of two mills—the largest in many years. It will net approximately \$1000 and will be used where needed, in graveling roads south of this city and adjacent to Oak Grove.

\$700 will be expended in resurfacing, etc., the Dark Hollow road. The remainder of the sum will be expended in graveling and maintenance.

PORTLAND, Ore.—(AP)—John M. Jones, postmaster, announced that east bound air mail would leave Swan Island airport at 1:40 p. m., each day during the winter season, instead of 2:15 p. m., because of short daylight flying hours.

## AT FORTY MOST WOMEN SHOULD BE ON THE LOOK OUT FOR SIGNS OF GALLSTONES

Doctors say women at forty who are inclined to be fleshy should watch out for gallstones. Gall bladder, liver and stomach trouble. If you have pains in your side, around your liver, stomach or back, that is Nature's warning. Give PRUIT'S a trial—don't wait. One dose often gives complete relief. For over twenty years PRUIT'S OLA has been used by thousands of people, who praise its merit because it acts so quickly. For sale, recommended and guaranteed by Magill Drug Co. and other leading druggists.

## GEO. HILTON DAIRY ROUTINE MATTERS RANCH IS TRADED CLAIM ATTENTION OF COUNTY COURT

The Hilton dairy ranch, for many years operated by George Hilton and sons, on the Pacific highway, just north of Medford, has been exchanged for the large stock ranch owned by R. L. Burdick, six miles below Grants Pass on Rogue river. Both families are moving today to their new homes. Mr. Burdick is a long-time resident of southern Oregon, for many years operating the Hotel Ashland and connected with other business ventures of the valley. Consideration involved in the deal, which was handled by the Real Estate Exchange, was \$100,000.

Howard district neighbors and local friends generally regret the removal of Mr. and Mrs. Hilton from Medford, where they have resided many years.

## 'MASKS' BRINGS PRAISE FOR AUTHOR AND CAST

Recognized as one of her best efforts, the radio play, "Masks" by Helen Norris of Phoenix, was presented last night over KMRB, the Mall Tribune-Virgin station by the talented group of Coe players for the California Oregon Power company. The one-act drama carried a heart appeal of mother love and patriotism, neatly woven together with the spirit of the Thanksgiving season.

The play was directed by Earle Davis, who also took the part of Richard Hallburton to a degree of perfection. Mrs. Jo Murray Horst, who played Mrs. Hallburton, was declared by listeners to have never taken a part better. The difficult part of Adolph, the German gardener, was well handled by Fletcher Fish, who also took the character of Mr. Black, a society man, whose wife was excellently played by Mrs. Maud Goding.

The California Oregon Power company was the recipient today of many telephone calls from appreciative listeners, who declared the theme of the play had gripped them from beginning to end.

## Concert Friday at Presbyterian Church

The organ and voice concert to be given by James H. Shearer, Scottish organist, and Annie Shearer, soprano, in the Presbyterian church Friday, November 29, is regarded by critics as unique. The program is built to present all periods and countries, thereby combining a bright entertainment with an evening of educational worth.

Mr. Shearer, who gives supplementary remarks before each number, is a lecturer with an attractive personality. "The player's analysis of the numbers of the program were held and at the same time intensely human and amusing," says a noted critic.

Gold Bench—Bridges will be constructed across Indian creek soon.

## WILL DO ALL IT CLAIMS TO DO

Mrs. Steele Says of Lydia E. Pinkham's Vegetable Compound


Pratt, W. Va.—"I was so weak and nervous that I was in bed most all the time and couldn't get up and I am only 29 years old. I saw your advertisement in a magazine and after I had taken three doses of Lydia E. Pinkham's Vegetable Compound I could feel that I was better. After taking two bottles I began doing my work and I feel like a new woman. I recommend the Vegetable Compound to my friends and say it will do all it claims to do and more. I will gladly answer all letters I receive."—Miss S. E. STEELE, Pratt, W. Va.



## Victor Radio

National Tone Week Starts Thursday Evening 7:00 P. M. N. B. C. Don't Miss This Victor Hour

Palmer Music House  
"We Sell Happiness"



# Elks' Band Benefit DANCE

OPEN TO THE PUBLIC

At 9:00 P. M. **TONIGHT** At 9:00 P. M.

At Elks Temple, Fifth and Central

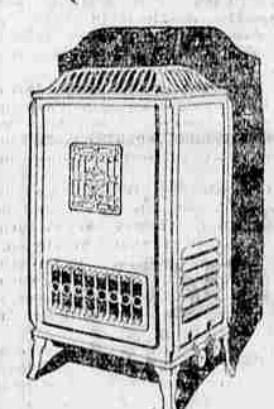
Real Music and a Good Time in Store for Everyone

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Admission 50c per Person

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## SPECIAL FEATURE FOR AMERICAN LEGION BALL

The American Legion Thanksgiving dance which will be held Thursday night at the Oriental Gardens, promises to be filled with many specialties, one of which will be the first public showing in Medford of the already famous "Breakaway Dance." This dance originated in the southern states and has spread rapidly throughout the entire nation.

The feature will be presented by Eve Bonson, famous dancing quartet comprised of the following young ladies: Miss Louise Elrod, Miss Dorothy Burgess, Miss Marie Beck and Miss Helen McAllister.

Medford post has invited the football teams of both Ashland and Medford, who will be guests of honor at the party.

Jack Bowring and his famous dance band will present many new novelty features during the evening.

Dancing will start promptly at 9 o'clock and from expressions heard, one of the largest crowds of the year will be in attendance.

Turkey Day decorations were being installed today to make the Gardens appear at its best for the occasion.

## ADVENT REVIVAL WILL CONTINUE TWO WEEKS

The revival meetings at the Advent Christian church under the leadership of the pastor, Mrs. Gertrude Shide and Evangelist J. S. Lucas will continue for the next two weeks with special sermons and topics.

On Friday and Sunday evenings the subject will be, "Fulfilled Prophecy as an Evidence of the Divine Origin of the Christ." There will be special music by Mr. and Mrs. Sam Babb and others.

## Relief from Gas Stomach Pains Dizziness

The doctors tell us that 90 per cent of all sickness is due to stomach and bowel troubles. You can't be well if your digestion is bad; you are likely to get sick unless you eat food and digest it properly.

Tanlac has a wonderful record as a relief from digestive troubles, even those of years' standing.

Mrs. Annie Waters, of 2755 44th Ave. S.W., Seattle, Wash., says: "I suffered from nerve-racking stomach trouble. Every available remedy brought no results until I tried Tanlac. It built me up till my stomach trouble was cured."

If you suffer from gas, pains in the stomach or bowels, dizziness, nausea, constipation, or torpid liver; if you have no appetite, can't sleep and are nervous and all run down, you need Tanlac. It is good, pure medicine, made of roots, herbs and barks. Get a bottle from your druggist today. Money back if it doesn't help you.

# SAFETY!

## Anti-Freeze, Alcohol or Prestone

PREPARE YOUR RADIATOR NOW FOR PROTECTION

Anti-Freeze in Your Car Makes Starting Easier and Means Less Wear on Your Battery

Why Not Be Comfortable by Installing One of Our Heaters in Your Car?

# Older Tire Service Inc.

(Complete Car Service at One Stop)

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