

RETAIL ADVICE BY EXPERT AT LIONS MEETING

Retailing was the subject covered by Prof. H. T. Vance of the school of commerce, Oregon State college, in his address today noon at the regular luncheon of the local Lions club at Hotel Medford. The lesson brought to local merchants was emphasized by the use



H. T. Vance

of four lantern slides, which illustrate the value of co-operation and the dangers of petty practices in competition.

Oregon State college is inaugurating a 10 year program of constructive work for merchants. Prof. Vance stated, having realized the need for research work in this department.

This need is evidenced in the fact that 30 per cent of the people engaged in the retailing business fail each year, he stated, most of them because of lack of information rather than capital.

"The retailer is here to serve the public," Professor Vance explained, "whether he realizes it or not. The public is becoming service wise and demands service."

He pointed to the woman as the person to be considered first, showing that the greater part of the American dollar is spent by her.

He urged merchants to be ready to adopt new ideas in merchandising, to listen to the opinions of others and to be considerate of their competitors. Quoting Franklin, he said, "The man who learns from himself alone has a fool for a teacher."

The merchant who is constantly complaining because customers buy out of town was condemned by the speaker, who stated, "He should be spending more time trying to find out why they buy out of town instead of reading hat hands. People don't willfully go away from home to buy."

A questionnaire sent out to customers of this state brought back an enlightening list of reasons why people do not trade at certain shops. Leading among the reasons, quoted by Professor Vance were: indifference of sales folks, ignorance of merchandise, haughtiness, too much insistence, errors and delays in service and poor and shoddy merchandise.

Necessity for advertising and dangers of exaggerating the qualities of the product in advertisements, were emphasized by Professor Vance, who stated, "The untruths told by some advertisers is endangering advertising for all of us. What the people want is information."

Banjo Jackson, Bob Emmens and Jack Bluff entertained the Lions with several musical numbers during the luncheon.

Plans for the July chamber of commerce forum, which will be held on Friday at Hotel Medford were announced by C. T. Baker. The main address will be given by Colvin Brown, manager of the United States chamber of commerce.

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Here's More Free Ticket Winning Jokes About Cohens and Kellys

Did You Hear This One About The COHENS and KELLYS in SCOTLAND?



YOU TELL ONE and win a FREE PASS to see THE COHENS AND KELLYS in SCOTLAND

Kelly: "My little daughter has swallowed a gold sovereign and has to be operated on. I wonder if Dr. Robinson is to be trusted?"
Cohen: "Without a doubt he is absolutely honest."

LOUISE ALLEN, Route 4, Box 57.

Kelly (who was to be a pallbearer at his friend's funeral): "Say Cohen what is a pallbearer?"
Cohen: "I think a polar bear is a big animal 'ot sits on de ice."

Kelly: "Well, I don't think I would be one; not even for a friend."
WAYNE PEEBLES, 227 So. Central.

Cohen: "What does a soldier have to do to get a military funeral?"
Kelly: "I don't know."
Cohen: "He has to die."
JEAN PROCK, 407 N. Oakdale.

200 lbs. \$11-11.50. Medium weight 200-250 lbs. \$10.25-11.25. Medium weight 220-250 lbs. \$9.75-11. Heavy weight, 250-290 lbs. good and choice, \$9.50-10.75. Slaughter pigs 100-130 lbs. good and choice, \$10-10.75.
Cattle 35, calves 10; around steady.
Sheep 600; notably steady.

Flour and Sugar.
PORTLAND, Ore., July 16.—(AP) FLOUR: Lower (city delivery prices) family patents, 49c, \$6.40; whole wheat, 49c, \$5.50; graham, 49c, \$5.30; bakers' hard wheat, 98c, \$6.00; bakers' blue-stem patents, 98c, \$6.40; pastry flour, 49c, \$5.90.
SUGAR: Steady; (sacked basis) cane, fruit or berry, \$4.90 per cwt.; beet sugar, \$4.70 cwt.

Wall Street Report

NEW YORK, July 16.—(AP)—The new bull forces in the stock market successfully repelled today the sharpest bear attack thus far experienced in the brief upward movement. Losses of 1 to 4 points recorded early in the day were mostly regained, and several shares, including Standard of N. J., Goodyear, Vanadium, Lambert, Worthington and Hershey Chocolate, closed up 2 to 3 points. Auburn Auto was up nearly 14. The close was firm. Sales ap-

proximated 2,400,000 shares. Today's closing prices for 15 selected stocks follow:
Am. Can. 129 1/2
Am. Tel. and Tel. 217 1/2
Anaconda 49 1/2
Col. Gas 66 1/2
Curtiss Wright 77 1/2
General Electric (new) 71 1/2
General Motors 44 1/2
Kennicott Copper 38 1/2
Mont. Ward 30
Radio Corporation 41 1/2
Sears Roebuck 67 1/2
S. P. 119
United Air Craft 60 1/2
U. S. Steel 164 1/2
Int. T. and Tel. 46 1/2

Mail Tribune Evening Broadcast Hour Changed

The time of broadcast of news items, markets and weather reports every evening over the Mail Tribune-Virgin radio station, has been changed from 6:15 p. m. to 5:45 p. m., 30 minutes earlier, beginning today.
The breakfast and noon reports by this paper will continue at the same time.
These reports furnish the news exclusively from Medford for the people of southern Oregon and northern California, and before any other newspaper.

Fur Clad Beggars Of Crater Lake Invade Pockets To Secure Morsels

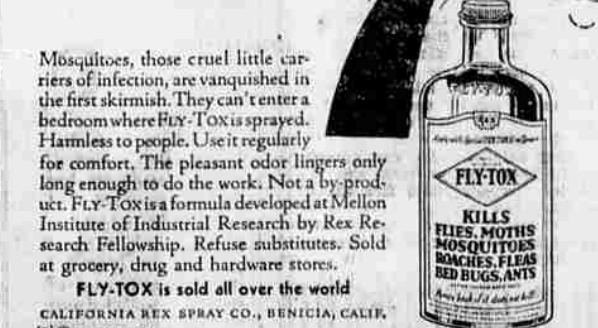
(By Myrna Bush)
CRATER LAKE, Ore., July 15.—(Special)—If you were to visit Crater Lake now and were to seat yourself upon some log or rock near the lodge, you would suddenly find yourself the object of much interest to a number of tiny, fur-covered animals, namely, chipmunks. Their interest does not lie chiefly in you; but in the fact that you are, perhaps, the possessor of food.

Nuts, crackers and certain kinds of candy are especially prized. They will do almost anything to gain these much-loved morsels. They will stand up and beg and sometimes they will even put on a pretty good fight for you.

A day or so ago one of the guests at the hotel sat on the gravel, having filled his pockets and hands with nuts. He waited but a few moments. There was a streak across the porch and a little chipmunk stopped a few feet from him, raised his four inches of sleek, brown body and peered with little head-like eyes at the man.
The man lowered his hand

DEATH TO MOSQUITOES ALSO ...

FLEAS ANTS BEDBUGS ROACHES MOTHS FLIES



FLY-TOX KILLS THEM ALL

Mosquitoes, those cruel little carriers of infection, are vanquished in the first skirmish. They can't enter a bedroom where Fly-Tox is sprayed. Harmless to people. Use it regularly for comfort. The pleasant odor lingers long enough to do the work. Not a by-product. Fly-Tox is a formula developed at Mellon Institute of Industrial Research by Rex Research Fellowship. Refuse substitutes. Sold at grocery, drug and hardware stores.
FLY-TOX is sold all over the world
CALIFORNIA REX SPRAY CO., BENICIA, CALIF.
[8] © 1930 C.R.S. CO.

However, we remember one little fellow that lost his tail in that manner, once and he actually took great pride in his diminished length and became the pet of the community.
So when you plan to visit Crater Lake, fill your pockets full of nuts and bring a camera and you can be sure of plenty of good entertainment by the chipmunks.

Lipton Has Lamblage.
LONDON, July 16.—(AP)—Sir Thomas Lipton, III for a week with a bad cold, was suffering from lamblage today, but his physicians said there was nothing very grave about his condition.

Mail Tribune ads are read by 20,000 people every day.

DUTTON RANCH IS SCENE OF BLAZE

A fire of unknown origin, but thought to have been caused by some one dropping a cigarette or cigar stub in the building caused a lively fire on the Frank Dutton ranch near Sterling yesterday afternoon, which spread from the burning building to the hay field and burned over an area of about

one acre, causing much damage before it was gotten under control by two forestry men from the Blue Hammer station and the men at the ranch.
The fire started in an old stump mill used as a storage shed for a threshing machine and some hay, which were totally destroyed along with the building. They were haying in the ranch field at the time, and the spreading of the flames into this field burned considerable hay and some fencing.
The report of the fire, on file at the Crater National forest office here today, does not estimate the loss. Frank Dutton is presumed to have owned the threshing machine.

Charming Modes Now Go at Captivating LOW PRICES

It's time to make room for our advance Fall arrivals, so hundreds of delightful fashions in our present stocks have been repriced for immediate clearance. There are charming frocks for day time, sports and evening wear . . . at reductions that are simply astonishing. You will want to wear many of them into Fall, so here is your opportunity to buy now and take advantage of exceptional savings.

\$3.95

to \$32.95



The Cinderella Shop

Wear as You Pay the Cinderella Way

MEDFORD FRUIT CO., Inc.

GUY W. CONNER, Mgr.

Will Operate Under

GROWERS TRUST FUND

with U. S. F. & G. Co. Bond Covering Disbursing Officer Signing All Checks on This Fund

GENERAL FRUIT DISTRIBUTORS

With Connections in All Principal Cities of United States, Canada and Europe

We can accommodate growers with advances or make guaranteed advances on any variety of Pears or Newtowns. Before making packing and selling connections see us.

Also

C. H. Eismann of Our Office Represents

OLIVER, RALPH & CO., Ltd.

LONDON

OFFICE AND PACKING HOUSE 516-520 S. FRONT ST.

Medford, Oregon

O. C. ODELL IN CHARGE OF PACKING Telephone 676

PATENT, PASTRY FLOUR PRICE CUT

PORTLAND, Ore., July 16.—(AP) Family patent and pastry flours have been reduced 20c by the Sperry Flour company.

Easy midsummer prices prevail in most fruits and vegetables. Green corn has gone down to \$2.75 a crate; new potatoes to 2 1/2c a pound. Oregon tomatoes to \$2 and \$2.25 a lug.

The cantaloupe and watermelon markets were unsettled because of the variable weather. A few days of warm weather would perhaps deplete present supplies.

The egg and butter markets were fairly steady, especially for the top grades.

THE MARKETS

Produce.
BUTTER AND EGGS: Fairly steady for top grades.
Milk (butterfat), poultry, country meats, onions, potatoes, wool, nuts, hay, cascara bark and hops, steady and unchanged.

Livestock.
PORTLAND, Ore., July 16.—(AP) Hogs 180; steady to weak. (Soft or oily hogs and casing pigs excluded.) Light hogs, 140-160 lbs. \$10.25-11.25. Light weight, 180-