

A Gift Robe

will put him at ease!

\$11⁰⁰
to
\$20⁰⁰



With men wearables make the most valuable gifts, and almost every man prefers wearables that come from a man's store.

It's the least bit fussy and hard to please, he will appreciate gifts selected at the Toggery.

The Toggery
OF COURSE

Time in Monday KMED 6:15 to 6:45

SANTA COMING WEDNESDAY IS WORD TO KIDS

Will Be Escorted Into City By Amos and Andy — Greet Children in Front of C. of C. at 7:30.

Santa Claus will arrive in Medford tomorrow night. Gayly lighted fir trees at the intersections of all principal streets of the city, garlands in the windows and a new sparkle in the eyes of children announce his coming. He will be honor guest at the annual Christmas opening to be sponsored by the retail trade division of the Chamber of Commerce.

Committees are working diligently today under the leadership of R. H. Strang, chairman of the annual holiday celebration, to get everything in readiness for the jolly old man and hosts of other visitors who will be in Medford from all sections of southern Oregon.

Santa will be escorted into the city by two of the nation's most popular characters, Amos 'n' Andy. They have been driving through the streets for several days, getting the fresh air taxi in condition for Santa's trip.

He will meet the children of southern Oregon at the Chamber of Commerce building shortly after 7:30 and give them an advance taste of Christmas goodies. Amos 'n' Andy will act as his assistants. Following the blinking of lights at 7:30, all stores of the city will unroll their windows to display a wealth of holiday merchandise, arranged in brilliant settings of tinsel and other gaudy decorations. Several concerts will be played by the Elks band under the direction of F. Wilson Wall. A record crowd is expected to line the streets and shop windows from 7:30 on, ushering in the Christmas season with characteristic festivity.

TRAVIS EXPLAINS GASOLINE MAKING AT ROTARY MEET

Members of the Medford Rotary club learned some interesting facts about the fluid that makes the wheels of their automobiles go round when Rotarian Tom Travis, district manager of the Standard Oil company, gave a talk in the oil industry at today's meeting.

In his introduction, Mr. Travis stated that inasmuch as there are over 400 products of petroleum he would confine his remarks to one of the more important products—gasoline. Petroleum, unlike water, has many different boiling points and it is through the process of distillation that the various by-products are obtained.

Mr. Travis explained that the gasoline which is used in automobiles is made from a mixture of several different grades of petroleum. He stated that the gasoline which is used in airplanes is made from a mixture of several different grades of petroleum.

Hamilton Patton asked for a committee of Rotarians to assist other local organizations in staging a "charity ball" here in the near future. President Corn appointed Jas. Lively and Harold Reichstein on this committee.

Horace Bromley suggested that the Rotary club get behind a movement to entertain Coach Burgher and the Medford football squad at a big football banquet next week. It was proposed that each Rotarian purchase two tickets, one for himself and one for a member of the team. The entire squad, consisting of all three teams will be invited, according to present plans. Al Lantz of the community service committee was appointed to take charge of the Rotary participation in this banquet.

President Corn announced that Regarian Bill Allen is making a speedy recovery in a Portland hospital and is expected to return home next week. Ben Harder was chairman of this noon's meeting and Jim Smith of Medford was a guest at the luncheon.

PIONEER WOMAN OF SALEM DIES AT 72

SALEM, Ore., Dec. 2.—Mrs. Nellie M. Cronin, 72, mother of Ralph Cronin, one of the publishers of the Albany Democrat-Herald of the pioneer family of Rufus Biggs, who crossed the plains as a man of 12 with his father in 1845 and settled in the Salt creek district of Polk county, died in her apartment in the Bush building here late Monday afternoon.

KLAMATH TAXES CUT AS VALUES INCREASE

KLAMATH FALLS, Ore., Dec. 2.—The valuation of taxable property increased \$2,599,089.58 in the past year, W. T. Lee, assessor, announced today. The county's tax levy is more than \$800,000 less than last year, despite increased taxation, he said.

ARCHITECT SCANS SCHOOL PROGRAM

M. Knighten of Knighten and Howe, architects of Portland, is in Medford today conferring with members of the school board and Frank C. Clark, local architect, concerning the building program being considered by the Medford district.

The school board has ordered that portion of the building program which Supr. E. H. Hedrick submitted to the group last week, and it will be submitted to the voters. The board has ordered copies of the plan printed for distribution among the people of Medford in order that they may have a thorough understanding of the plan, according to Dr. R. E. Green, chairman of the board.

St. Helens. — Welch's Flower Shop opened in new Deming building.

THE PERFECT GIFT

for any Girl or Woman a Permanent Wave \$6.50



Make an Appointment for Her

Cinderella Beauty Shop

Just Back of the Cinderella Phone 1526

Heath's Drug Store

extends to you a cordial invitation to meet

Miss Hattie M. Ford

of the

DOROTHY GRAY SALON

New York City

She will help you with your individual beauty problem and has much to tell you in regard to wise, effective facial care. Her expert advice is yours without charge.

Toilet Goods Department

December 2, 3, 4, 5

BLESSINGS IN DISGUISE

Comment on this sale has been most generous and spontaneous . . . and the interest so widespread . . . that even the most cautious buyer of merchandise has caught the spirit of the intent behind.

Breier's Big General Sale

THEIR 3-SALES-IN-ONE

We sincerely believe that in this way we are helping to spread confidence, and bringing people the things they have so long deferred buying. Yes, even hard times bring their blessings, though often in disguise.

IN POINT OF VALUES . . . IN TIMELINESS . . . IN THE DRASTIC DISCOUNTS . . .

We have every reason to believe this sale is breaking all records in the West.

NEW SHIPMENTS, NEW VARIETY, NEW INCENTIVES TO BUY. WATCH OUR WINDOWS.

COME OFTEN

Here are a few of the many tempting bargains awaiting you:

Reg. 65c Pendleton Wool Sox	29c	Reg. 79c Bloomers & Panties	43c
Reg. \$1.49 Men's Union Suits	98c	Reg. \$12.50 Silk Dresses	\$6.95
Reg. \$5.00 Wool Blazers	\$2.93	Ladies' Fall Coats	Less 50%
Rubbers at Wholesale		Umbrellas One-Half Price	

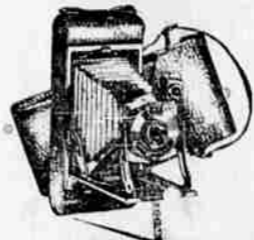
36 STORES
C.J. Breier Co
IN THE WEST

SWEM'S GIFT SHOP

STORE OF A THOUSAND THOUGHTFUL LITTLE GIFTS

We are featuring this year gifts moderately priced—many of which are exclusive in Medford. A visit to our store will suggest something appropriate for everyone on your list—there are so many charming objects to choose from.

Give a Kodak "The Perfect Gift"



The Eastman designers have outdone themselves in styling these new 1931 model Brownies and Kodaks—now being shown here.

Gay, Colorful, Efficient Picture Makers

New Beau Brownie \$4
Carrying Case \$1.50
Other styles \$1 to \$33

KODAK ALBUMS

The gift of an album to a kodak owner is a thoughtful and practical gift.

Here you will find all sizes in a choice selection of leather, imitation leather and cloth covers. Priced from 35c to \$5



The Whole Family

wants BOOKS

We have them to fit every Family Budget.

for 50c
Four choice of hundreds of well-known books for Boys and Girls, sturdily bound to cloth.

for 75c
Hundreds and hundreds of the most popular novels of the day—romances, stories of adventure, mystery novels—all best sellers!

for \$1.
NOVELS OF DISTINCTION—in beautiful bindings. Lovely gift books. More than 100 outstanding titles to select from.

A CHRISTMAS SALE of FRAMED PICTURES

Everyone enjoys a beautiful picture and you will find in this fine collection subjects that are sure to please several on your list.

ETCHINGS, LANDSCAPES, GODEYS, OLD MASTERS MODERNS, SILHOUETTES, CHILDREN SUBJECTS

Colored Etchings, 12 subjects, Size 8x10 in a richly burnished frame. Only 50c

Old Masters, Size 12x16. Subjects such as Blue Boy, Boy and Rabbit, etc. Completely framed. \$1.25

Hand Colored Etchings, 12 lovely subjects, French mat. Narrow polished black frame with gold line. Size 11x13. \$1.00

Baby Pictures, Heaven's Gift, Just a Little Queen and others. Toned gold frame. Size 11x18. \$1.00

Popular Moderns, such as "Sonny Boy," "Peter Pan," etc. Octagon frame of toned gold. \$1.25

Mantel-piece Pictures, Size 18x30. Heavy gold burnished and toned frames. Beautiful rich colored subjects in this series that will look well in the living room. Price only \$4.95

Gifts of Pottery

inspire delight at your thoughtfulness



Choose from an entrancing variety of sizes, shapes and designs in

Roseville, Haegar, Fulper, Redwing, Weller

and other fine American potters, as well as Spanish, Italian, French, Mexican and the incomparable "Selchow-hoven" pottery from Holland.

Gifts That Children Like

TOY FURNITURE

The little girl will love this. Dressing tables with vanity mirrors. Chiffoniere with three drawers. Kitchen cabinet with four compartments. Decorated in color. \$1.25

MINIATURE TRUNK

Made just like a real one with lock and key. Filled with stationery. \$2.50

PING-PONG

The famous indoor game. Fun for everyone. Complete set \$1.50

PAINT BOX SETS

Non-poisonous water colors and wax crayons, with pictures and books to paint. Priced 50c to \$1.00

PUZZLES

Amusing, instructive, fascinating. Picture and mechanical 15c to 60c

ROMONICAS

A mouth organ that plays rolls like a player piano. Price with one roll \$1.50

TOOTH BRUSH HOLDERS

In a gift box complete with brush 50c

SOAP DOLLS and ANIMALS

Jolly looking creatures made of soap 50c

JAP DOLLS

Dressed in real Oriental costumes 25c to \$1.00

RADIO LAMPS

Ornamental lamps that shed a soft glow of light. Prices \$2.50 to \$7.95

POKER CHIP BOXES

A handsome practical box of gum wood, with removable chip trays. The 200 chip box \$5.00 The 400 chip box \$8.25 Composition Poker Chip Rack for 100 chips \$2.50



GIFT STATIONERY

Attractive boxes of writing paper, distinctively wrapped and filled with paper of highest quality. One for every taste.

CEDAR CHESTS, Special \$2.95

Unusually good looking—highly polished and bound with brass. Filled with high-grade white stationery.

PETITE NOTES 50c and 75c

A charming little remembrance, these miniature packages of note paper, Pastel colors and white.

REFRIGERATOR JARS

A nested set of three gaily decorated jars for keeping food will please the ruler of the kitchen. Price 50c

SACHETS

A sweet gift of Rose Petals, Orange Blossoms and Lavender in a gift looking package. Priced 25c to \$1.00

PAPER RACK

Just the thing for the person who likes to read at the table. This rack holds the paper securely while they eat. Price \$1.50

ITALIAN HAT BOXES

Hand woven and decorated baskets. Used for shopping as well as home decoration. Five sizes. \$2.95 up to \$10



CHRISTMAS GREETINGS

RUST CRAFT CHRISTMAS CARDS

In our immense array of cards you will find just what you want—in price, design and sentiment.

Special cards for every member of your family.

BIBLE FAMILIES GAME

Similar to Authors but using Bible characters 50c

Also all the old favorites, Rook, Rummy, Flinch and Touring.

Fine Leather Makes Fine Gifts

You will find here a comprehensive stock of everything wanted for men and women. Florentine, Moroccan, English and American Leather Goods.

Ladies' Handbags and Purse	\$2.95 to \$18.00
Bilfolds and Wallets	\$.75 to \$ 8.50
Cigarette Cases, Inc. new toppers	\$1.00 to \$ 6.50
Toilet Cases, fitted	\$12.50 and up
Photo Cases, all sizes	75c and up
Matched sets of Bilfold and Keytainer—Bilfold and Cigarette Case or combination of all three in a price range of \$2 to \$7.95	

MANY OTHER MODERATE PRICED, USEFUL THINGS

GREETING CARDS Boxed Assortments

Easiest and most economical way of buying cards.

12 Cards, lined envelopes	15c
22 Cards, cheery greetings	25c
12 Beautiful parchment folders	50c
16 Facsimile Etchings	50c
24 Engraved Cards, Special	50c
25 Distinctive Greetings	\$1.00
15 French Parchments	\$1.00

Thirty other assortments to choose from covering every type of card imaginable.

These are only a few of the random suggestions. Whatever you would expect to find is here—much that you have not thought to find, and more that you have not thought of at all.