

ENYART TELLS EARLY HISTORY OF NATATORIUM

One of Original Backers Identifies Documents As Evidence Suit for Property Share.

It will apparently take the remainder of the week to hear testimony in the circuit court before Judge H. D. Norton...

J. E. Enyart, one of the original backers of the institution, was on the stand this morning...

The matter of "equitable trusteeship" dropped out today as one of the legal phases in the involved life of the Natatorium...

It was agreed between counsel that the deposition of Walter D. Merrick of Los Angeles would be taken...

After he returned from Oregon Agricultural college, he was manager of the Natatorium in 1912-1913.

To prove that Ireland does have makes, the specimen zoo will exhibit a Dublin, nearly three feet long...

Meteorological Report

December 18, 1930. Medford and vicinity: Tonight and Friday unsettled...

Local Data: Temperature (degrees) 41 37, Highest (last 12 hrs.) 41 41, Lowest (last 12 hrs.) 28 35...

Observations Taken at 5 A. M. 120th Meridian Time

Table with columns: CITY, High Temp., Low Temp., Weather. Rows include Baker City, Bismarck, Boise, Denver, Des Moines, Fremont, Helena, Los Angeles, Marshfield, Phoenix, Portland, Red Bluff, Roseburg, Salt Lake, San Francisco, Santa Fe, Seattle, Spokane, Walla Walla, Winnipeg.

W. J. Hutchison, Meteorologist.

TURKS START BUILDING BIGGEST SPAN IN ASIA

EL-AZIZ, Turkey. (P)—Despite hard times Turkey has begun construction of what is to be the biggest bridge in Asia.

Classified advertising sets results.

SALVATION ARMY CHRISTMAS TREE AT ELKS TEMPLE

The poor children's Christmas tree planned by the Salvation Army will be held at the B. P. O. Elks home at Sixth and Central...

A very interesting program has been arranged for the children after which each child will receive a present as well as a bag of candy.

Admission will be by tickets distributed to the poor children's homes. About three hundred children will be entertained in this way.

MCDONALD BUYS ASHLAND STORE

ASHLAND, Ore., Dec. 18—(Sp.) The Johnson Jewelry store stock was sold Tuesday afternoon under sealed bid sale to Paul B. McDonald...

Mr. McDonald, who will be personally in charge, is well known in Ashland and stated this morning that the store would be operated permanently as usual.

"Firebrand Jordan" at Rialto Friday

"Firebrand Jordan," which opens at the Fox Rialto theater tomorrow is one of those films sure to make the lovers of westerns happy.

Lano Chandler, the star, plays for all he is worth. He goes to it with a bang and never stops until he has wounded and finds happiness with her.

Chandler is supported by a strong cast of well known players who give him the backing deserved by a first class actor.

Radio Program KMED (Mail Tribune-Virgin Station)

- Thursday: 5 to 6—Popular recordings; 6 to 7—News and market by Mail Tribune; 7 to 8—Let's Get Associated; 8 to 9—Popular recordings; 9 to 10—News and market; 10 to 11—Modernistics, radio periscope; Friday: 7:55 to 8—Breakfast broadcast of news by Mail Tribune; 8 to 9—Popular recordings; 9 to 10—Friendship circle; 10 to 11—Whitlock's Golden Rule; 11 to 12—Burlin Tips and Talks; 12 to 1—Monarch Seed and Feed; 1 to 2—Firestone's Mann's Dept. Store; 2 to 3—Happiness Train; 3 to 4—KMED presentation; 4 to 5—Popular recordings; 5 to 6—Peoples Electric store; 6 to 7—Where to Go; 7 to 8—Santa Claus, KMED; 8 to 9—News Digest; 9 to 10—Let's Get Associated; 10 to 11—Venetian Nights; 11 to 12—Hittick Town House orchestra.

PHOENIX GROUP WILL GIVE CANTATA SUNDAY

PHOENIX, Ore., Dec. 18—(Sp.)—A musical program will be given at the Presbyterian church on Sunday evening at 7:30...

Those participating in the presentation are as follows: Sopranos, Miss Patterson, Eulene Coats, Mildred Poling, Doris Rose, also Mildred Coats, Mary Rose Poling, Mrs. Thompson, Elsie Bohy, tenors, M. F. Shewts, D. Sloan, Joe Hartley, bass, H. W. Frame, Harold Fish, Ray M. A. and Arthur Hardesty.

BUTTE FALLS SENIORS PRESENT CLASS PLAY

BUTTE FALLS, Ore., Dec. 18—(Special.) Seniors of the Butte Falls high school give their class play, "His Uncle's Niece," last night.

lower Elmer Abbott, Francis Felton, Carl Dawson, Richard Tate, Lloyd Clark, Uncle Simon Felton, Eugene Edmondson, Doris Hale, Anne Jo Kent, Alice Malcom, Odessa Sawyer, Sarah Ann Mullen, Frank Bagsdale, Philander Filmore, Byron Stoddard, Sillia Siedlmore, Roland Roberts, Timothy Hay, Director, Winford E. Stewart, secretary, Geo. Stewart, Sr. Elgin, Methodist church purchased Baptist church building and plans to do some repair work.



C. J. Breier Co., Votes \$50,000 To Create Jobs

BREIER SAYS: "LOWER PRICES GIVE CUSTOMERS REASON TO BUY NOW"

STANDARD OF LIVING KEPT HIGH

WEST'S LARGEST CHAIN OF DEPARTMENT STORES TAKES LEAD HERE

\$50,000 CUT FROM PROFITS; CUSTOMERS TO GET BENEFIT

1930 finds us with a new "Yardstick" to fit a new economic condition.

ADOPTED PLAN ADVOCATED BY NATIONAL AND STATE HEADS

Putting Money Into Circulation Important Factor Now

The American people lead the world in their standard of living.

Supports Movement for Aiding Unemployment

Not Just "Cheer-up" Talk. Breier Takes a Definite Policy Toward Inspiring Confidence

It is C. J. Breier Company's earnest desire to do its part to keep the standard up, by always keeping prices in line with the purchasing power of its customers.

"Cuts Melon" With Public by Huge Price Concessions to Christmas Shoppers

BUYERS LEAVE FOR EASTERN MARKETS

Portland, Oregon. Mr. Breier, who is personally leading the Buying Department on this eastern purchasing trip, said, when interviewed on the train:

Second, our customers are entitled to the good bargains we can now get for them, which probably will not exist later.

FUND ALLOWED PRIMARILY AS RELIEF AID

\$50,000.00 worth of price reductions are going to pass into the hands of consumers who are fortunate enough to have a Breier store in their community.

"I believe it is our duty to buy now, first because, if every merchant did so, tremendous impetus could be given industry. Third, it is always best to buy on a buyer's market, and we should protect our stores against the higher prices that are bound to come later."

EVERYBODY'S OBLIGATION TO STOP RETRENCHING

Breier Hopes Other Institutions Will Fall in Line

The amount voted comes directly out of gross profits on estimated Pre-Christmas sales. The buying, selling and manufacturing of this merchandise will create many jobs.

Officials of the Breier Co. urge other business men to join the movement and give consumers an irresistible reason why "Buy Now."

One of the most accurate indexes to the business situation is MERCHANDISING, especially through the Department stores, whether large or small. An improvement in employment and an increase in purchasing power can be brought about when producers are busy again, and they will be busy only when the consumer has begun to buy again.

Instead of reducing his help, he will either maintain or increase it. New goods to replace merchandise sold means . . . MORE ORDERS FOR FACTORIES. Factory orders mean . . . MORE EMPLOYMENT. Increased shipping brings STILL MORE MEN INTO ACTION.

Shows Way C. J. Breier Co. is providing the advantage in no unmistakable way. Prices that were low are made lower, so that more consumers will cast the weight of their dollar on the balance in favor of prosperity.

Money put into circulation will find its way back into channels which are bound to bring development and prosperity.

To start the ball a-rolling, retailers must do more than say "Buy Now" . . . they must SHOW PEOPLE WHY THEY SHOULD BUY NOW. Every intelligent man or woman will buy now if they know it is to their own distinct advantage to do so.

No Experiment Since July, C. J. Breier Co. has tried in a small way, the plan advocated. Despite generally unfavorable business conditions, sales volume from July 1st to December 1st, shows an increase of 40.1% over the corresponding period of 1929. This is a concrete example of what lower prices do toward advancing the good cause of the "BUY NOW" MOVEMENT.

At 1929 prices, the Public would not consume the production. The factory was confronted with two alternatives . . . sell more dresses at less price, or decrease production. To decrease production means to decrease employment and severely retard business.

You make Delicious Cakes and Cookies



with this Crystal White Syrup of ours. Good cooks are always delighted with it—because it makes their best dishes even more delicious.

Write for our free recipe book with tested recipes for cakes, cookies, and candies. Then ask your grocer for Staley's Crystal White Syrup—surprisingly inexpensive.

STALEY SALES CORPORATION, Decatur, Illinois



For Sale at Independent Grocers

WALDEN BROS.' STORE HAS A COMPLETE LINE OF STALEY'S N. Riverside Tel. 835-L

GET YOUR STALEY'S SYRUP at the WEST SIDE MARKET 213 W. Main Phone 649

SOME OF THE PRICES \$50,000.00 CUT IN GROSS PROFIT Make Possible

- \$1.95 WASH DRESSES \$1.33; MEN'S BLAZERS \$2.87; MEN'S SUSPENDERS 59c; LADIES' PAJAMAS \$1.00; MEN'S PAJAMAS \$1.00; MEN'S DRESS HOSE 37c; HEAVY WOOL HOSE 29c; BOXED CHRISTMAS CARDS 79c; MEN'S SUITS \$14.95; MEN'S TIES 89c; PURE SILK HOSIERY \$1.00; DRESS SHIRTS 89c; GIVE DRESSES \$6.25; \$9.90 SILK DRESS VALUES \$4.95

- 1/2 off; RAYON LINGERIE 43c; GIVE SHOES \$3.23; NEW SITKA AUTO ROBES \$2.87; 1/3 OFF ON ALL BOYS' SHOES; CHILDREN'S HOSE 10c; MEN'S PART WOOL UNION SUITS 98c; MEN'S NARROW WALE CORD PANTS \$2.49; ONE-HALF PRICE ON ALL PORTLAND WOOLEN MILL ROBES; 25% REDUCTION on all men's scarfs; BOYS' REG. \$4 WOOL BLAZERS \$2.75; MEN'S REG. 98c CHAMBRAY SHIRTS 69c; LADIES' WASH DRESSES 77c; 25% OFF ON ALL RUBBERS AND RUBBER BOOTS; 20% REDUCTION ON ALL OUTING FLANNEL

One of the most accurate indexes to the business situation is MERCHANDISING, especially through the Department stores, whether large or small. An improvement in employment and an increase in purchasing power can be brought about when producers are busy again, and they will be busy only when the consumer has begun to buy again.

ONE-HALF PRICE ON ALL TOYS C. J. BREIER COMPANY