

WEDNESDAY -- January 21 at 8:30 A. M.

BREIER OPENS ITS

VICTORY SALE

The Supreme Moment

DO YOU KNOW WHY?

Caution has held back many retailers. But not BREIER. Low stocks and a falling market is surely the psychological time to buy. Our purchasing staff ventured forth in advance of the season, and met with victory.

FORESIGHT REWARDED

The mills, the large manufacturers and big converters, who have been bearing the burden of the reactionary trade conditions, cooperated with us to the limit. We are inspired with fresh enthusiasm and thrilled with a sense of being to restore optimism.

ALL BREIER STORES ARE NOW READY TO SERVE YOU ... SAVE YOU ... AND HOW!

A Victory for All

Your victory because you will score a "knock out" over the cost of merchandise, and vanquish hard times. Although the manufacturers took a real loss on our purchases, they achieve a victory over business lethargy. The decks are cleared for action for the good times ahead.

This is our victory because, when others are holding clearances of old merchandise, we are able to bring you brand new merchandise at

FIFTY CENTS ON THE DOLLAR

Victory Over Doubt

We have profound faith in business and industrial leaders who are alert to present day possibilities; we have utmost faith and confidence that people of the west will rally to the call of this

VICTORY SALE

In size and purpose, this sale should take rank over all pretensions. Trucks, trains and ships have been delivering big loads of new merchandise. Mammoth orders have been rolling into depots and slugging. A fleet of trucks made speedy distribution. All is ready.

A NEW YEAR BEGINS ... A NEW GOAL IS SET ... VICTORY ... THE WATCHWORD

DAISY SAYS SHE SAVED FOR CLARA

Accused Secretary of "It" Girl Established Trust Fund When Money Rolling In—Beer Making Machine Cost Clara \$600.

LOS ANGELES, Jan. 20.—(AP)—Motion pictures paid Clara Bow a princely sum for what the films call "It," but she saved, Daisy DeBore said today, was what the actress' former secretary put out of the reach of the demands of a gay life.

Taking the witness stand to complete her testimony begun Friday, Miss DeBore under cross-examination by counsel, Nathan O. Freedman, said that when Clara hired her out of a film beauty shop in January, 1929, the actress had \$50,000 in a trust fund.

"She was getting \$1,000 a week then," Miss DeBore related in the court room. "I arranged the fund, so that she couldn't draw anything from it and during the 18 months I was with her, I managed so she could put \$157,000 more in it. Some months after she employed me, she was given \$3000 a week and when she broke up last November she was getting \$5000 a week. When I left she had \$227,000 in that trust fund and I think that's all she's got now."

Testimony Tangled.

The prosecutors contended their attempt to establish her alleged guilt by asking her if she did not suggest to Clara that they each buy Alfred Mathis, Daisy's boy friend, a birthday present and then draw on the actress' account to pay for both gifts. "I did not," she replied with firmness, "voluntarily to her testimony before the grand jury last November."

The state's evidence here and Freedman drew out her story about the money she accumulated for the actress. She said she paid for scores of bills incurred by Clara, among them a \$600 "beer-making machine." No sooner had she enumerated this last purchase than Judge William Doern ordered it stricken. He told the attorneys yesterday that he was tired of "mud slinging," and wanted no more of it.

Children's Dresses

Special 95c



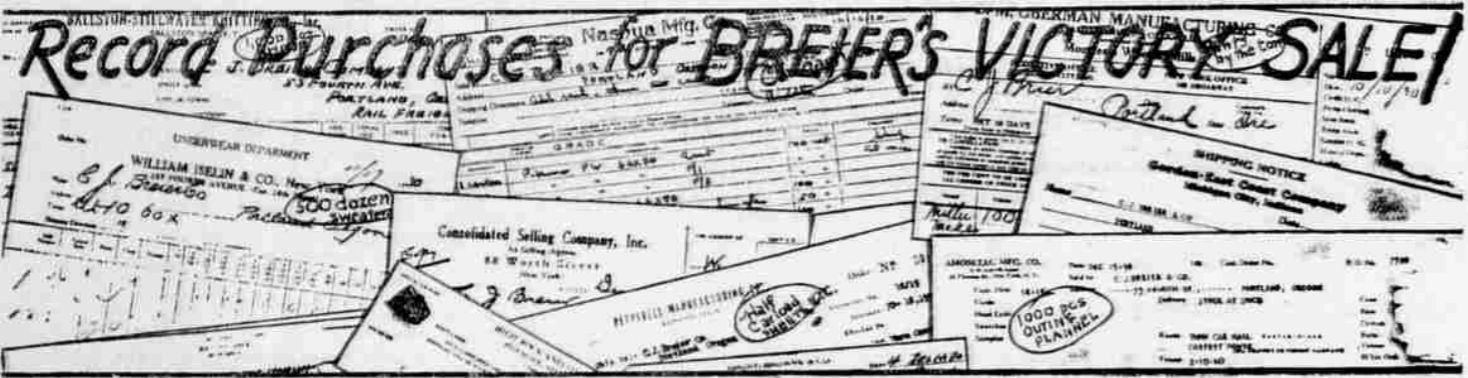
By popular demand we are offering another group of these adorable dresses for the school girl at 95c each. Values up to \$3.50. What a bargain they are, every one smartly made from fast colored broadcloth, English print and pique. They come with and without bloomers. Broken sizes from 2 to 14 years.

SECOND FLOOR

January White Sale

- Turkish Hand Towels, Special 10c
- Large Size Bath Towels for 49c
- Pure Wool \$9.95 Blankets for \$7.95
- Best Quality Kapok, 3 pounds \$1.00
- 70x90 Sheet Blankets for 79c
- 81x90-Inch Bed Sheets for 89c
- 42x36-Inch Pillow Cases, Pair 29c

DOMESTIC SECTION MAIN FLOOR



Carload of Shirts

RAYON STRIPE SHIRTS

Rayon stripe broadcloth in small patterns. Vat-dyed colors. Attached collar. Less than a year ago this same kind of shirts sold for \$1.49. NOW

79c

FANCY FLANNEL DOMETS. Regular \$1.39 value. Best grade cotton flannel. Hem-stap, but in inexpensive. A pronounced value at

65c

This is just two groups of a carload of shirts. Look at the other prize buys.

From Nashua Naco Robes

Part wool. Fancy Indian designs. 66x50. Brilliantly colored. Navajo patterns. While they last (Limit 2 to a customer)

\$1.00

Wool Mixed Wizard Blankets

3 1/2 lbs. 70x80. Part wool. Double. A "wiz" for value. Never sold for less than \$2.99 before. Four-inch block plaids.

\$1.98

Priscilla Bates Jacquard Rayon Bedspreads

Attractively boxed. 81x105. Genuine \$5 value for

\$2.44

Mill Purchase Cretonne

The Plymouth Brand. Range of patterns in 3, 4 and 6 color combinations. Former low price 25c.

15c

White Broadcloth Shirts

A prize buy. Don't overlook the big bet ...

93c

LINENS

Turkish Towels

Double thread. Good weight. Colored borders. Other times 39c. Now

22c

Wearwell Pillow Cases

Size 42-inch. Quantity purchase of a quality buy brings these at, each

22c

Pillow Case & Scarf Set

Stamped with matching designs. Genuine Pen-pencil cases. 2 cases and scarf

78c

Pepperell at Wholesale

42-inch Pepperell pillow tubing. Yard

19c

42-inch Pepperell pillow cases. Each

26c

81x90 Pepperell sheets. Each

\$1.05

81x90 Pepperell sheets. Each

\$1.19

Wearwell Sheets

Large purchase and big discount. A product worthy of its name. Extra fine count. extra low price

94c

Amoskeag Outing

The famous brand, for everyone knows the 1921 cloth. Bought at a price to bring you an untold bargain. All cloth, crisp, new merchandise. 27-in. width in fancy stripes and plaids on white grounds. Victory Price, yd.

12 1/2c

Fleece-Lined Coats

Buy them by the carload. That explains these two low prices ... that's the way to get bargains for our customers. Fleece-lined coats ... Sport coats, sweat shirts and lumber jackets ... all kinds ... all styles, for all tastes. All sizes

66c **SOME BUY!** **88c**

For Boys, some good buys at **49c**

Outing Pajamas

Two-piece. A quality that used to sell for \$1.75. A superior value

\$1.29

Blazar-Stripe Pajamas

Group 2. Lots of snaz, and lots of value.

\$1.00

Yama Prints

As pretty as their name. New and so cheap, yard

13c

Plisse Crepe

Mill buy. Women ask for it. Get your share.

17c

New Crisp Wash Frocks

In patterns that sing "spring." Look at the price.

69c

New Silk Frocks

Fresh from the style center of New York, the last word in fashion

\$7.50

Anita Crepe Slips

Produced by the Breier Garment Factory. Sold other times for \$1. Now

89c

Wet Weather WORK SHOES

At the lowest price this type of shoe has ever been sold. Heavy oiled tan upper. Full leather inner-sole. Panca composition sole and heel, both nailed and stitched. A regular \$3.95 value.

\$1.93

Men's DRESS OXFORDS

A Brockton — bench-made shoe, which speaks volumes in its favor. Fine calf skin upper, oak-bent sole. A genuine \$5 value for

\$2.93

High Grade ALL WOOL BLANKETS

Seldom, if ever, can we afford to sell all-wool blankets of this quality at this price. But we are doing the unusual for this sale. High rich shades.

\$2.98

DURNO LECTURES ON ANESTHESIA AT ROTARY MEET

Continuing a series of educational programs the Medford Rotary club enjoyed this noon an excellent talk on "The General Administration and Various Phases of Anesthesia" by Dr. Edwin Durno of this city. Dr. Durno covered his subject in a comprehensive manner, starting with the first discovery of anesthesia 85 years ago.

It was in 1840 when a Boston dentist, Dr. Morton, discovered the anesthetic properties of nitrous oxide which after much experimentation was accepted as a general anesthetic. Some time later chloroform was found to be an effective medium and was adopted by many of the medical profession. The use of nitrous oxide and various gases was also discovered in later years, followed by the introduction of cocaine, novocaine and similar drugs.

Advantages and disadvantages of these various forms of anesthetics was discussed by the speaker, who then introduced the later types which have been discovered in recent years.

Three new forms are "spinal anesthesia," "retro-aesthesia" and "intervertebral anesthesia," according to the speaker, who described each type, its advantages and the method of administration.

Dr. Durno's address proved of much interest and educational benefit to the large group of Rotarians and guests present.

The program was in charge of Al Lantis.

An enjoyable feature of the meeting was a song leaders' contest in which three well known local experts took part. Those who participated were W. R. Baird and Ed Shockey of Medford and Lou Hanson of Ashland.

Harry Leland of Los Angeles made a brief talk and stated that business conditions in southern California were on the upward trend with more optimism in evidence this month than for some time past.

Visiting Rotarians were M. E. Cornett of Klamath Falls, Lou Hansen and Jan. Harker of Ashland and Harry Leland of Los Angeles. Other guests were Archie Holt and Martin Rantz, both of whom are new residents of Medford.

R. Fell Agent For Household Articles

H. Fell, proprietor of the Riverside Midget Golf course, in Medford, has taken over this territory as a representative of eastern manufacturers of several patented specialties.

The articles which are sold by Mr. Fell include improved potato peelers, egg openers, whitening brushes for car washing, scissor and knife sharpeners.

Gloves Slips

A glove special for Wednesday. Women's fine French kid and capeskin gloves in the season's wanted styles and colors. Real \$4.95 values. Choice

\$3.95

Women's and misses' rayon crepe slips in all the costume shades and all sizes. Slips selling regular up to \$1.98. Choice Wednesday

\$1.75

Hosiery Special

A limited number of women's and misses' silk hose. Values up to \$1.95 a pair. This lot consists of broken sizes and odd colors but every pair perfect and a marvelous value. Extra special while they last

49c Pair

Sale of Men's Union Suits



A January clean-up of men's and young men's union suits, consisting of light weight, medium and heavy weight garments in either short or long sleeve styles and ankle length. These fine union suits are from the mills of Richmond and Chelmers and are our regular stock. Buy now for winter and early spring wear.

Note Reductions Listed Below

- Light Weight Cotton. Regular \$1.25 Values **95c**
- Medium Weight Part Wool a \$1.95 Value **\$1.59**
- Medium Weight Part Wool a \$3.50 Value **\$2.65**
- Medium Weight Silk & Wool \$5.50 to \$6.50 for **\$3.65**

Men's Section, Main Floor

Mann's Department Store
"THE STORE FOR EVERYBODY"
PHONE 486-487 MEDFORD, OREGON

Nothing has been left undone to put our Victory Sale over the top. Altogether now.

C.J. Breier Co

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218 EAST MAIN ST. TELEPHONE 832 J