

Saturday Will Be Big Day—Many Surprises Planned for Guests

MRS. SHOPPER IS GIVEN HINTS FROM RETAILER'S ANGLE

Articles Prepared to Aid Buyer—Best Interest of Consumer Depends on Success of Merchant

"The Medford Mail Tribune, in its special series, presents the first of a series of articles of special interest to housewife-shoppers on 'Satisfying Mrs. Shopper.' It is presented thru the chamber of commerce and the United States Chamber of Commerce.)

Every American housewife, charged with the responsibility of wisely spending the family budget has a vital interest in the retail stores of her community. Through a better understanding of the retailers' efforts to serve her, the housewife can assist in maintaining favorable prices and yet receive the high type of service now offered by merchants.

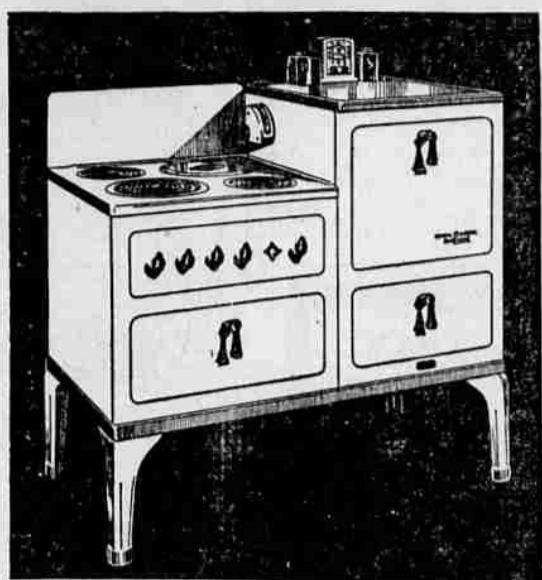
It is over the retail counter that the largest business in the United States is conducted—the business in which more than six million men and women are engaged directly, earning \$5,000,000,000 while selling more than \$50,000,000,000 worth of goods annually. It is a business on which the products turned out by several million additional American wage earners depend for ultimate consumption.

There is an average yearly purchase—by each citizen of the land—of \$407 in retail stores. Of course some are too young to make purchases. Allowing for them, the average expenditure per year in retail stores for wage earners is \$1,024. We might say the average family spends that much in stores.

Consider who depends for a living on the consumer's dollars being spent in stores. There is the factory hand working at his machine; the farmer planting his crop; the director of many corporations handling the stockholders' money; the scientist in his laboratory; the newspaper reporter and advertising solicitor; the school teacher who is paid with taxpayers' money, and so ultimately—all of us.

Despite this inter-relationship of every unit of society and business with retailing, there is a battle-front of apparently conflicting interests between merchants who bring together the goods to supply the consumer, and the consumer, collectively and individually, whose best interests hinge on the continued success of

Saturday School Attraction



The beautiful new creation, the Hotpoint 'Hostess' model electric range, which is being especially featured at the Mail Tribune cooking school. The new 'Hostess' will be displayed in the lobby of the Holly theatre throughout the cooking school.

the efficient merchant. The retailer exerts every effort to assemble a stock of merchandise gathered from all parts of the world to please the consumer—his customer—and to present his wares in an attractive manner and one to assist facilitate their purchase by the consumer. And the merchant feels that he has a most reasonable claim to be paid for his labors and the use of his capital.

We know that if his operations are efficient the best interests of the consumer are served for he gets a satisfactory profit which in turn enables him to continue to serve. Bankruptcies are costly. The wholesaler, landlord and consumer all help pay the loss directly or indirectly.

"Service" is the cornerstone on which every progressive store is built and the pride which the merchant takes in his establishment becomes evident on personal acquaintance. He finds a genuine pleasure in performing his task well in addition to the money to be made in the business in the satisfaction of doing things that will be helpful to his organization of employees and to those for whom the store exists to please and serve. Progressive retailers are keenly interested in their work, constantly

KITCHEN PLANNING SERVICE OFFERED BY G. E. EXPERTS

According to A. B. Cunningham, of the People's Electric store, local General Electric Refrigerator distributors the General Electric refrigeration department offers a complete kitchen planning service to architects and builders.

"They have made a study of modern kitchen arrangement and stand ready to furnish kitchen floor plans to anyone contemplating building a home or apartment," he said.

"Kitchen efficiency is an important factor and too much thought cannot be given to its arrangement and the location of the appliances that get the most use. For instance, the electric refrigerator, range and kitchen cabinets should be grouped to save steps and to facilitate the preparation of meals.

"Owing to limited kitchen space this is apt to prove difficult and it is the belief of the General Electric company that busy architects and builders will welcome this service. Upon receipt of the kitchen floor plan we will forward it to the main office. The architects will give the problem the study necessary and make their recommendations. This service is absolutely free of charge and is offered by the General Electric refrigeration department in the interest of developing more beautiful and better equipped homes and apartments."

Let us demonstrate a new electric Singer Sewing Machine before buying as we will meet any demonstration or price of any other make and give more value for the dollar. Singer Sewing Machine Co. is not connected with any other company selling sewing machines in the United States. C. J. Logan, 229 E 6th St.

Private advice by appointment. Phone 672. By mail, address 118 N. Riverside St., Medford, Ore.

Hurray! Harvest Home Chicken Dinner, Phoenix Presbyterian church, Friday, Oct. 23, 5:30 p. m. 50c and 25c All come.

The First M. R. Ladies Aid will hold a Bummage Sale in the Panatorium Bldg on Nov. 6 and 7. Anyone having donations call Phone 1660

home of Mrs. S. W. Hutchinson November 12. The study subject will be clothing renovation. A demonstration of dry cleaning will be given.

G. E. REFRIGERATOR PLACED IN MANY HOMES THIS YEAR

That so many people can afford to buy electric refrigeration units is one of the best illustrations of the soundness of business conditions in Medford, according to A. B. Cunningham, of the People's Electric store, distributors of General Electric Refrigerators.

"We have had a very successful season," said Mr. Cunningham, "and while the surface of the electric refrigeration field has only been scratched, the mass of people are taking over the machines almost as rapidly as delivery can be made."

"The reception accorded the General Electric Refrigerator in Medford has been greatly appreciated by all of our officials. We are furnishing all the information possible to the buyers of machines and the conclusion we reach, after talking to hundreds of men and women, is that nearly all home owners want electric refrigeration in the year round."

"We have been impressed, too, by the fact that comfort and convenience comes first with many families and our sales in all parts of the city

ABSENCE OF DIRT IMPORTANT PHASE ELECTRIC KITCHEN

Hundreds of interested women have been attending the demonstrations being conducted by Mrs. Hall, well known economist at the Mail Tribune School of Home Economics. One of the outstanding advantages of electric cookery, according to Mrs. Hall, is the absolute lack of smoke, soot and greasy steam to cause hours of scrubbing and scouring to keep utensils, range and kitchen walls, woodwork and drapes clean.

"Heat as clean as sunlight" is the slogan of the campaign being conducted this month by local dealers. The new range which is called the Hotpoint 'Hostess' is attracting no little attention on account of its beauty of design and the many novel features.

The best wearing all silk hose, fully fashioned at \$1.00 and \$1.25. ETHELWYN B. HOPPMANN'S.

Phone 542. We'll haul away your refuse. City Sanitary Service. Indicate that business is on a sound basis here."

GENERAL MOTORS RADIO



One of the most outstanding values in radio today! Eight-tube Improved Super-Heterodyne chassis using the Pentode power tube. Attractive console cabinet in beautiful light walnut finish. Tone Selector. Automatic Volume Control. Specially matched speaker. An excellent instrument.

Price—including tubes: Standard Model \$39.50 to \$45.00; Custom-Built Model \$95 to \$150. Small down payment, convenient terms.

THE VALERIE \$99.50 WITH TUBES

See and Hear It

at the

Mail Tribune's Free School of Economics

Holly Theatre

—Thru Courtesy Of—

Chamberlain - Webber

Inc.

G. M. Radios
33 N. Grape

Frigidaire
Phone 733

FORM EXTENSION UNIT FOR LADIES OF TRAIL

Ladies of the Trail community met with Mrs. Mack, home demonstration agent at the home of Mrs. W. H. Merriman October 20, to organize an extension unit.

The day was spent in outlining the work by Mrs. Mack, choosing the different courses of study the unit would be interested in and completing the organization.

Those present were Mesdames S. W. Hutchinson, Howard Ash, Lillian Trusty, William Burke, Eva Segeman, J. W. Ragadale, Florence Meager, Ed Pence, L. M. Linden, Cora Keys, Boyd Tucker, Blanche Zimmerman, W. D. Coburn, E. E. Ash, C. W. Cushman, H. F. Swingle, Mable C. Mack and the hostess, Mrs. W. H. Merriman.

Next meeting will be held at the

MISS Mary B. Murray's NEW BOOK on

SALAD DRESSINGS TO SUIT THE SALADS

"THERE is a right kind of salad for each occasion, and a right kind of dressing for each different kind of salad."

That is nothing new! It is simply that some things go together and some do not. It is as old as flowers in spring, overcoats in winter, going to bed at night and getting up in the morning.

So mix a dressing appropriate to the salad. For the right dressing, mixed to suit the particular flavors of the salad, really decides the success of the salad.

Each different kind of salad has a different flavor. That is why we like them. Then why smother all their flavors under a blanket of thick dressing like mayonnaise? Mix a dressing appropriate to the salad.

In my little booklet I suggest a few salads appropriate for each occasion and the dressings that go best with them. I feel sure you will enjoy it because I have written it just for you. I hope it will help you make all your dinners and parties the charming successful occasions you want them to be. I will send you the booklet with my compliments if you will write me in care of the Wesson Oil People, 210 Baronne St., New Orleans, La.

MARY B. MURRAY.



FREE For 30 Days Only

A \$22.50 SUNBEAM MIXMASTER that mixes, mashes, whips and stirs, will be given FREE with each range sold to a new range user

Our Easy Holiday Budget Plan Enables You to Buy a Fine

MARION Electric Range

FOR ONLY

\$12 Down

(Balance \$10 Monthly)



Don't Forget . . . The . . . MIXMASTER IS FREE With Each New Range—For 30 Days Only

Come In! See the New Marion

Beauty, efficiency and convenience are built right into every MARION electric range . . . The Cooking Surface is all of porcelain enamel and sufficiently large to accommodate large utensils. Ovens and cooking surface are at most convenient heights . . . units are controlled by 3-heat reciprocating snap switches . . . the surface elements are fast and economical . . . in fact, every feature of this fine range recommends itself to the housewife who ENJOYS COOKING.



Ethel Hall will use a **G. E. ELECTRIC Refrigerator** at the Mail Tribune's FREE School of Home Economics

Like most housewives, Mrs. Hall prefers a G. E. refrigerator for her interesting cooking school lectures and demonstrations—Be sure to attend the Tribune school and see how Mrs. Hall makes tasty salads and frozen desserts with a G. E.!

Peoples Electric Store

O. O. Alenderfer A. B. Cunningham
212-214 W. Main Phone 12



UP Growth Hill
A Vitalizing Breakfast for less than 1¢

ORDER TODAY—FROM YOUR GROCER



Ethel M. Hall PREFERS THE Hotpoint Range

—at the MAIL TRIBUNE'S Free School of Home Economics.

Come in and see this ideal range at the

Medford Electric Construction Co. R. M. BUSH, Owner

Phone 90 Medford Bldg.