

### PENNEYS OFFER BIRTHDAY FEAST OF MERCHANDISE

The J. C. Penney Company's Medford store is celebrating its birthday Saturday, marking the completion of six years of successfully serving the people of Medford and the Rogue River valley. This red-letter period in the history of the local unit of the great Penney organization...



W. S. BOLGER

tion will be observed with special birthday feast of merchandise values, according to W. S. Bolger, manager of the Medford store. In commenting upon this special event, Mr. Bolger said: "The policy of the company does not permit 'special sales' and the merchandise is built up to a standard not down to a price. We handle quality merchandise and will not purchase prison-made goods or purchase bankrupt stocks. The constantly increasing popularity of the Penney store proves that such a policy has the support of the buying public."

"It is our birthday, but we are giving the party for our friends. Merchandise is rapidly rising in price. The new cotton process tax, the advance in commodities and the fact that the textile industry was the first to put into effect the industrial code, has caused the manufacturer to increase his production costs and the finished article must of necessity be raised in price. The answer is 'buy now.'"

The J. C. Penney Company purchased the building at Sixth and Central streets in which its store is located, from the Golden Rule Mercantile Company in May, 1927. The entire Golden Rule stock was sold and on August 19, 1927 the J. C. Penney store was opened. Complete remodeling was effected and standard equipment for Penney stores installed, making this fine store a model for smartness and convenience.

Realizing an obligation to this community, the J. C. Penney Company staff under W. S. Bolger has enthusiastically cooperated with merchants and civic organizations of this city. Mr. Bolger has identified himself with many community activities devoted to the betterment of this section of Oregon. For two years he has headed the Medford Chamber of Commerce and during his administration many outstanding achievements have been recorded, including the establishment of the concentration headquarters of the Civic Conservation Corps in Medford. As a past-commander of Medford Post 15, American Legion, W. S. Bolger has been prominent in activities of southern Oregon war veterans. He is also a past-president of the local chapter of the American Red Cross.

### KIDD WILL CARE FOR CCC SALES

C. M. Kidd and company will heel and sole all shoes from 14 C. C. C. camps in this district, covering the entire territory from Agness to Lakeview, Oregon, having been awarded the government contract in competition with numerous other repair shops, according to Mr. Kidd. Twenty-eight hundred young workers, who average two pairs of shoes each, promise to keep Kidd's expert repairmen busy at the last. To take care of this new business, two additional men, Vern and Oman Finley, have been hired by Mr. Kidd. R. O. Wise, experienced shoe mechanic, is in charge of the department.

### SHIELDS OUTCLASSES VINES IN SEMI-FINAL

NEWPORT, R. I., Aug. 18.—(AP)—Elisworth Vines, national tennis champion, today was widely outplayed by Frank X. Shields as that powerful New Yorker ran up a straight set victory in the semi-final round of the Newport Casino tennis tournament. Vines, Casino victor for the past two years, was eliminated by a 6-2, 6-4, 6-4 margin.

WATER AND SUPPLIES SHORT AFTER STORM KINGSTON, Jamaica, Aug. 18.—(AP) Lack of water and other supplies formed a distressing aftermath today to a storm which Wednesday caused 150 deaths and widespread property damage. Governor Sir Hansford Birtic sponsored the raising of a \$500,000 relief fund to care for 30,000 inhabitants whose suffering was said to be acute.

### Threatened



Threatened kidnaping of Aldys Squire (above), 18, daughter of Aldis B. Squire, wealthy Lewellyn Park, N. J., industrialist, led to the arrest of Flora Carol Ravens, domestic servant, at her home in Bloomfield, N. J. (Associated Press Photo)

### Meteorological Report

August 18, 1933. Forecasts.

Medford and vicinity: Partly cloudy tonight and Saturday. Not much change in temperature. Oregon: Partly cloudy tonight and Saturday. Showers near coast; cooler east portion.

Local Data. Temperature a year ago today: Highest, 88; lowest, 52. Total monthly precipitation, trace. Deficiency for the month, .10 inch.

Total precipitation since September 1, 1932, 14.83 inches. Deficiency for the season, 3.06 inches.

Relative humidity at 5 p. m. yesterday, 14%; 5 a. m. today, 63%.

Tomorrow: Sunrise, 5:23 a. m.; sunset, 7:06 p. m.

Observations Taken at 5 a. m., 120 Meridian Time.

City	Last Night	High	Low	Wind	Direction	Remarks
Boston	78	84	61	Cloudy		
Cheyenne	78	80	T.	Cloudy		
Chicago	84	89	62	Clear		
Eureka	58	52		Cloudy		
Helena	90	95		Cloudy		
Los Angeles	86	94		Clear		
MEDFORD	102	64		Clear		
New Orleans	88	74	64	Clear		
New York	76	86	64	Rain		
Omaha	88	94		Clear		
Phoenix	104	80		Clear		
Portland	—	58		P. Cdy		
Reno	90	60		Clear		
Roseburg	98	58		Clear		
Salt Lake	96	72		Cloudy		
San Francisco	68	57		Cloudy		
Seattle	76	57		Cloudy		
Spokane	96	64		P. Cdy		
Walla Walla	100	74		Cloudy		
Washington, D.C.	84	70		Cloudy		

SALEM, Aug. 18.—(AP)—The warning cries of a neighbor lady awakened Mrs. Margaret J. Martin and her son, Ralph, barely in time for them to escape from their burning house here last night.

### Hot? Don't know what to eat?



Kellogg's for coolness!

### STORE OF BEANS BEING CANNED BY THRIFTY WOMEN

Fresh from the vices, into tin cans, labeled and numbered and sealed—string beans are traveling by a fast route these days in the Medford Armory kitchen, where canning under auspices of the Jackson county relief committee is underway.

With Mrs. Louis B. Humphrys as chairman of the project, thousands of beans are snapped each day and sealed for winter consumption as thrifty women from all sections take advantage of the service offered by the relief committee to aid them in filling their larders for next winter.

At noon yesterday the total for the preceding eight days had reached 2072 cans and the indications were that the number would be swelled by another 350 before the close of the day's canning.

Each woman bringing beans to the kitchen for canning—and each is expected to bring in her own product—is given a card number, which will be hers throughout the canning season. She brings in the card with her each time she returns to the kitchen. Each is also given a canning number, which appears on every can of beans she places in the pressure cooker, in order that a definite check on each family's supply may be kept.

The canning service is extended as a relief measure exclusively, and only those persons who have accepted relief from the county committee are included in the project.

It is necessary for persons expecting to take advantage of the service to register in advance, and proof of the popularity of the plan is realized in the fact that every day next week is already filled. Anyone wishing to

can beans is therefore urged to make appointment for the following week as soon as possible. All are asked to call Mrs. Humphrys at 902-J.

In supervising the kitchen, Mrs. Humphrys is assisted each day by volunteer workers. The canners also aid each other and each is held responsible for her own bean supply.

The beans must be snapped at the kitchen and all women are warned against snapping them before bringing them to the Armory. When this is done the product is not accepted for canning. After the beans are snapped at the long table in the basement, they are taken into the kitchen and washed at the sink, then placed in bleached sacks, which the women also furnish. On the sack the number is placed, showing the owner of the beans. The sack is then placed in the boiler for bleaching of the beans. Following the bleaching, each woman transfers her beans into cans carrying her number. They are then placed in the pressure cooker for the final step in the canning process.

The work is carried on systematically and quietly in the kitchen, with one of the workers operating the sealer, while the others prepare their beans and transfer them through the various processes.

In addition to bringing the beans to be canned, each woman is required to furnish a kettle and a bleached flour sack. The cans are furnished by the relief committee.

While the beans are cooking time is available for other work, and the women are invited to bring sewing or mending with them to the Armory basement, which is unusually cool.

The canning begins at 8 o'clock in the morning and is continued until the day's supply of beans is sealed and ready for removal from the kitchen.

The committee plans to operate the kitchen until the last of September. Following completion of the bean canning, the tomato crop will be prepared.

Ox-Cart to Airplane. SALEM, Aug. 18.—(AP)—Mrs. Mary F. Brunk came to this country from Sacramento in an ox-cart years ago. Yesterday, at the age of 73, she was enthusiastic over her first airplane ride.

### FEED SPECIALS

- Ground Barley, cwt ..... \$1.15
- Rolled Barley, 70 lb. sack ..... 85c
- Special Egg Mash, cwt. .... \$1.75
- Special Scratch, cwt. .... \$1.65
- Cracked Corn ..... \$1.60

Superior Sack Twine  
**50c lb.**  
**JERRY BARR**  
4th and Bartlett Phone 803

### CITY MEAT MARKET

FREE DELIVERY—9:30-2:4  
121 No. Central. Phone 324

**NRA BETTER MEAT**  
You don't have to pay high prices, just to be sure of getting the best. WE ONLY CARRY THE BEST  
"Meat Makes The Meal"

- Picnic Ham, lb. .... 12c
- Bacon Squares, lb. .... 10c
- Bacon Backs, lb. .... 15c
- Lard, 3 pounds ..... 25c
- Veal Roast, lb. .... 8c
- Beef Roast, lb. .... 10c
- Rib Boil, lb. .... 6c

We have a full line of Lunch Meats, Pickles  
HENS — FRYERS — RABBITS

### NEW Management BUNGALOW GROCERY

409 North Riverside  
Groceries — Fountain Service  
Meats — Light Lunches  
**Our Motto, SERVICE—FREE Delivery**  
Phone 485 Doc Wright, Prop.

# Economy Groceteria

BREAD AND CAKES LIKE MOTHER MADE



## AN ECHO FROM THE PAST

**TOMORROW** we roll back the scroll of time when our food journey takes us to England's old time Midsummer festival—one of the many happy early English customs that earned for England the title of "Merry Old England."

And what a festival it was—with the Midsummer beauty of nature augmented by her bounties—the fruits—the flowers—the berries and the early farm crops the world seemed bright indeed to these toil ridden people and the Mid-summer festival was perhaps even more joyous than the Yuletide.

The crowning triumph of the feast concluding this long forgotten old English festival has been preserved for us by a famous English chef.

Tomorrow we span the hundreds of years separating us from this old festival and offer "Old English Bramble Cake".

Tomorrow—from Medford's finer cake bakery—

- OLD-ENGLISH BRAMBLE CAKE—44c**  
(Four Layer)
- ONE-HALF CAKE—25c**

### Bakery Goods

Baked without commercial substitutes—all pure and healthful and real home quality.

**BREAD—**  
1-lb. loaf ..... 3 for 20c  
1½-lb. loaf ..... 10c

**COOKIES—a healthful sweet. Any kind or assorted, ..... 2 doz. 19c**

All layer cakes by Betty Crocker—  
Now 3 layer—large cake ..... 44c  
Half cake ..... 25c  
13-egg Angel Cake ..... 39c

### Cantaloupes

Home grown — fresh from the fields — a fine hot weather food.

Two sizes—  
Regular 45 size ..... 2 for 11c  
Jumbos ..... 9c

Treat yourself to the finest cantaloupes grown.

## OTHER THRIFT ITEMS

- Fels Naptha Soap, bar ..... 5c
- Macaroni—4-pound pkg. .... 22c
- Instant Postum—large can for ..... 39c
- Apple Cider—Pure apple cider slightly carbonated—bottle ..... 5c
- Miracle Whip—the sensational new salad dressing. ½ pt. 10c; pint 15c; qt. .... 29c
- Minute Tapioca — a fine summer food. Pkg. .... 12c
- Amazo Corn Starch—1 lb. pkg. .... 5c
- Crab Meat — Korean brand. No. ½ can, 2 for ..... 25c
- Post's Bran Flakes—3 pkgs. .... 25c
- Ice cream freezers, 2-quart galvanized ..... 89c
- Quick Jell — a fine gelatine dessert powder—all flavors. Pkg. .... 5c
- Diamond Crystal Salt—2 pkgs. .... 15c
- Glass Water Sets—pitcher and six glasses, pink or green, very pretty design—Set ..... 59c
- White Star Tuna Fish—small can 10c; medium can ..... 15c
- Jello Ice Cream Powder—3 pkgs. .... 25c
- Lux Toilet Soap (150-piece jig saw puzzle free)—4 bars ..... 25c
- Smoked Salmon—ready to serve. No. 1 can ..... 29c
- Fancy Lemons—Sun-kist—360 size. doz. .... 21c
- Lemon Juice—Natural flavor; pure juice; equal to a dozen fresh lemons ..... 19c
- P & G White Soap—finest for laundry. 10 bars ..... 29c
- Wheaties — a whole wheat ready to serve cereal. Pkg. .... 10c
- Apple Butter—Hunt's Supreme quality. No. 1 can ..... 12c
- Sperry's Rolled Oats—Family pkg. .... 16c
- Apple Butter—Hunt's Supreme quality. No. 1 can ..... 12c
- Ivory Soap, medium bar 5c—large, 3 for ..... 25c
- Snowdrift Shortening 3-lb. can 49c—6-lb. pail ..... 83c

### Special Groceteria Features

- Home Made Bread
- Z-Mor-U Coffee
- Inspected Eggs
- Finer Cakes by Betty Crocker

### Fountain

- Turkey Dinner—a dandy meal ..... 25c
- Old English Bramble Cake, a la mode ..... 10c
- Double Thick Milkshakes ..... 2 for 15c

## 6th at Grape Gates & Lydiard 6th at Central

SAVING WITHOUT SELF DENIAL  
Delivery of \$1.00 orders—Phone East Side 752—West Side 428