

Favors for Women and Children Opening Feature for Tomorrow

WARN MERCHANTS TO REDUCE WASTE HOLD PRICES DOWN

Veteran Merchandiser Tells Western Dealers Conclave, Consumer Organization Seeking Low Down

By WALTER WARREN
Associated Press Financial Editor
SAN FRANCISCO, Feb. 9.—(AP)—Western retailers were warned today by Edward J. Filene, veteran Boston merchandiser, to deliver goods to consumers at lower costs or face more serious results than poor trade.

Challenging the rising tide of confidence that everything will be all right, he sharply criticized waste in distribution before 1200 merchants attending the annual far western spring markets for furniture and apparel dealers.

Distribution Wasteful

"With our system of distribution so generally wasteful," Filene said, "many of the largest manufacturers have followed the lead of the automobile industry and have organized less wasteful distribution systems of their own."

"And if we retailers do not eliminate the wastes of distribution that practice bids fair to expand to a point where the mass consumer will have less and less use for us."

"Secondly, and even more disquieting,"

"It is one of the possibilities of the near future that the United States government will have a department of the consumer, to take its place beside the department of labor and the department of commerce."

Consumers Organize

"When, as and if this happens, we may be sure that the mass consumer will undertake to protect himself, not only against the frauds, but against the wastes of distribution."

He warned there is already a consumer organization numbering more than 50,000, getting the "low-down" on all kinds of goods after the articles have been rigorously tested, with quality and costs weighed, and good and bad points impartially reported.

Then he said:

"And this, gentlemen, is but one of the movements which may develop into a nation-wide demand for the establishment of a government department to give this sort of service to consumers everywhere."

Should Tell Public

The thing for retailers to do, he advised, is to beat the government to it. That is, inform the public, not only of all the good points but of everything which is not so good, about every article we have for sale.

"We can push forward now in the interest of the mass consumer."

"We can improve our retail outlets so that they will actually let out to the consumer the whole volume of life-enriching things which we can now produce."

He recommended co-operative research among manufacturers and merchants to discover what the public wants, how much it can and will pay and how to co-ordinate production and distribution, eliminating wastes and offering better values.

He criticized the furniture business, with other businesses, because it "has not been organized like that."

Also for guessing at what will sell, basing price on cost of production and ignoring costs of distribution. Lessons should be learned from chain stores in efficient and economical distribution, he argued, and from Henry Ford, who found out what the average family man without a car could pay.

He urged small dealers to unite with others to work out these problems, forming voluntary chains, saying, "A voluntary chain, if it is guided by the facts which adequate research can and will disclose, will be quite as efficient as any other chain."

MANY SUFFER IN NEW YORK CHILL

NEW YORK, Feb. 9.—(AP)—Cold records were broken or equalled in many places in New York state today and widespread suffering resulted. A dozen persons died in night clothing in 12 below zero weather when fire destroyed a three-story apartment building in Amsterdam, N. Y.

Up-state New York temperatures ranged from 38 below zero at the state rangers school at Wanakena in the Adirondacks, to 8 below at Buffalo and nine below in Birmingham, 21 below at Syracuse furnished an all-time February record. Lake Ontario was reported frozen for the first time in 60 years.

DESPONDENT STUDENT TAKES LIFE IN AUTO

REDWOOD CITY, Cal., Feb. 9.—(AP)—A note which authorities said pointed to despondency as the motive for the death of Frederick C. Winkler, 19, Stanford university sophomore from Beverly Hills, was discovered in the youth's wallet today by Deputy Coroner John Layne. Winkler's body was found in his automobile near the university campus last night.

Sheriff McGrath said three letters from a girl residing at Beverly Hills had been found in Winkler's effects.

Demure Touch Softens Paris' Midseason Mode



Dark blue crepe de chine makes this demure hat following the "little girl" mode. The corded, off-the-face brim is caught with a wavy and red feather fancy. The frock with the school girl collar is navy blue wool. Hat designed by Rose Vaisels.

By RITA FERRIS
(Associated Press Fashion Editor)
PARIS (AP)—Demureness is the rule for midseason clothes.

Little girl styles and a nunlike mode, both reflected in scores of daytime frocks and hats, tell a tale of modesty sounding a new note.

Convent girl collars, Buster Brown collars and wide pilgrim collars are seen on the "little girl frocks" which

PIONEER FINDS GOLD FOR TOOTH FILLING

POMEROY, Neb., Feb. 9.—(AP)—Barney Cawley, 87-year-old Garfield county pioneer, was not bothered by gold at \$35 an ounce when he had an inlay made for a tooth at a local dentist's. He supplied the gold from some dust he panned from Brown's creek, in the Musselshell, Idaho, district during a week's prospecting trip in the summer of 1932. The dentist obliged by using it.

Winston O'Keefe, Panhandle, Tex., youth, pays his way through Northwestern university by giving lectures and readings about cowboy and western life.

\$11,440,000 IN GOLD ENROUTE TO AMERICA

LE HAVRE, France, Feb. 9.—(AP)—The President Harding sailed yesterday carrying 178,482,000 francs in gold (approximately \$11,440,000) for the Federal Reserve bank of New York.

Twenty Millions for Roads.
SACRAMENTO, Cal.—(UP)—California spent a total of \$20,581,500 in new construction of state highways during 1933. The sum financed the improvement of 1,546 miles of roads. In addition to this, \$6,500,000 was spent in maintenance work, and contracts for several millions more were let during the period.

Jarmin's Drug Store

(Between Mann's and Medford Book Store)

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MARY KEM HAS FEMININE LEAD SCHOOL OPERA

By Elaine Brophy

One of Medford high's most experienced student singers is Miss Mary Kem, who is to have the part of Yum-Yum, the feminine lead in the forthcoming "Mikado."

Yum-Yum is a beautiful Japanese girl, the ward of Ko-Ko, lord high executioner. She has just returned from school, at the beginning of the performance, with her inseparable companion, Pitti Sing and Peep-Bo. She is pledged in marriage to her ward, Ko-Ko, but is madly in love with a young trombone player called Nanki-Poo.

Difficulties which arise with the coming of the Mikado make it not only an opera of humor, but of great individuality.

Since Miss Kem's arrival in Medford, she has taken active parts in both junior and senior high school glee clubs, having had leads in "Paper Prayers" and "Oh, Doctor," at Junior high and a sub-lead last year in "Pinafore," at senior high.

Miss Kem is an active member of the Girls' League and junior class and is very popular among her fellow students. She has never been given a task, but what she has completed with more than successful results. Not only has Miss Kem a voice of unusual sweetness, but she has a charming personality on the stage. At present she is studying voice under James Stevens and is working unusually hard to make the "Mikado" one of the most outstanding musical performances of this year.

ROSEBURG SEEKS AIRPORT MONEY

ROSEBURG, Feb. 9.—An application for airport improvements which would total \$87,000 has been filed by the city with the civil works administration. Following an inspection of the Roseburg airport by Basil B. Smith, aviation supervisor for Oregon, the city submitted plans for a concrete culvert across a deep ravine at the north end of the field. Bridging of the ravine will give ample room for a standard runway and will provide ample facilities for handling the largest type of ships.

Phone 542. We will haul away your refuse. City Sanitary Service.

Telegraph Cable Pays Movie Fare For Young Swains

CHICAGO, Feb. 9.—(AP)—Two 16-year-old boys took a devastating way of raising the movie fare for themselves and their girl friends. They chopped away 150 feet of cable along the Chicago & Northwestern railway tracks a mile north of Chicago terminal.

Result: 32 communication lines used by the railroad and the Western Union Telegraph company between St. Paul were interrupted. The messages were rerouted while the trouble shooters looked for the break.

Casimir Postelnik and George Papak were the 16-year-old culprits.

SUGAR CONTROL PROGRAM DRAWN

WASHINGTON, Feb. 9.—(AP)—President Roosevelt sent to congress today a message outlining a strict sugar control program.

The following temporary quotas were proposed for the producing areas on the basis of short tons:

Continental Beet	1,450,000
Louisiana and Florida	260,000
Hawaii	935,000
Puerto Rico	821,000
Philippine Islands	1,037,000
Cuba	1,944,000
Virgin Islands	8,000
Total	6,452,000

"The application of such quotas," said the president, "would immediately adjust market supplies to consumption, and would provide a basis for reduction of production to the needs of the United States market."

URGE STERILIZATION BLACK GERMAN YOUNG

BERLIN, Feb. 9.—(AP)—Heinrich Schrodter, eugenics authority, wants Germany's sterilization program extended to include negro children in the Rhineland and Ruhr districts.

Writing in the newspaper Deutsche Zeitung, he estimated that the country has at least 600 children of negro fathers—French colonial soldiers stationed in the two districts during the war.

Their mothers, he added, still live in the districts invaded.

BORAH UNSHEATHS SWORD AGAIN FOR ANTI-TRUST LAWS

WASHINGTON, Feb. 9.—(AP)—An assertion that the "monopolies and combines which operate under the NRA" are robbing the recovery program of force through boosting prices unduly high was on record today from Senator Borah, Idaho Republican.

Declaring the average citizen must be treated as more than "an economic cog in a vast machine," Borah renewed a fight for full restoration of the anti-trust laws under the NRA with a statement that prices now charged by industry constitute "legalized robbery."

The Idahoan in a radio address last night contended that if small businesses and consumers were not protected from the "rapacious charges of combines and monopolies" the recovery program, as a whole, would fail.

Borah said he had received several thousand letters, protesting against high prices and reporting impairment of independent businesses. He previously has used the senate floor to assail some practices under NRA codes.

"Any scheme," he said, "which does not protect the individual citizen from unjust charges and prices, which fails to insure him economic justice, and which fails to give small and independent business a fair chance in the struggle for existence is a libel upon government, a travesty upon justice, and a brutal, indefensible system, regardless of whether you call it new freedom, old freedom, rugged individualism, or planned industrialism."

Shoanell His Undoing.
MASON CITY, Ia.—(UP)—Edward Vaughn was held up by a young man who took 60 cents from him and made him trade shoes. In the robber's shoes was an insurance policy, folded up to protect the foot from a protruding nail. From the policy police traced the robbery to Norman Phil 22.

CWA Makes Garden.
BATON ROUGE, La.—(UP)—Civil Works Administration forces are constructing a botanical garden, planted with shrubs, flowering vines and trees native to Louisiana, on the campus of Louisiana State University.

Wedding Business Down.
DOWNSVILLE, Cal.—(UP)—The marital business is on the rocks as far as Sierra county is concerned. Only one couple obtained a license to wed in the county during 1933. Eleven divorce complaints were filed.

RABBIT BREEDERS JOIN ASSOCIATION

The February meeting of the California-Oregon Rabbit & Fish Breeders was held at the home of H. H. Lowe at Talent Sunday.

About fifty members were present. Twenty-one new members were admitted to the association.

This organization, which covers northern California and southern Oregon, is now one of the largest of its kind on the coast.

Co-operative in principle, it markets its own brand of standard rabbit, "The Better Bunny" brand, which finds a ready demand in Oregon and California.

The next meeting will be held March 4 at the home of Mr. and Mrs. J. M. Greene of Medford. This will be an all-day meeting and the lecturer, S. Davenport, of Ashland, promises a very interesting program.

"Ghost" is Burglar.
ISTANBUL.—(UP)—Stories of a white-clad ghost seen walking in a suburban cemetery of Istanbul frightened the residents. Police investigations, however, disclosed that the "spook" was an enterprising burglar, who dressed himself up in white flowing robes to alarm householders, while he practiced his regular profession.

We Congratulate

Mr. and Mrs. E. T. Burelson upon the opening of their smart shop in the Medford Building. We wish them success in this enterprise and compliment them upon their foresight in expanding at this time.

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Seattle, Wash.

Rosemary Frocks
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WE EXTEND to you hearty congratulations upon the opening of this fine store. It is certainly your expression of faith in your own splendid community!

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