

TOGGERY MARKING 32ND SUCCESSFUL YEAR IN BUSINESS

Thirty-two candles will sparkle in the Toggery's birthday cake tomorrow and William F. Isaacs, founder and active head of this pioneer Medford firm is receiving congratulations from friends and patrons throughout the



William F. Isaacs

Pacific coast. Established near the present location on Main street in this city in 1903, the Toggery has shown a substantial and consistent growth through a span of nearly a quarter of a century, building at the same time an enviable reputation for quality merchandise, friendly, courteous service and square dealings.

William Isaacs, known throughout the west as "Toggery Bill," enjoys the distinction of being one of Oregon's number one anglers and those who have dropped a black gnat, gray hackle or red upright in the silvery waters of southern Oregon's famous fishing stream, Rogue River, claim that Toggery Bill knows every Rogue steelhead by his first name. Many people of prominence, including ex-president Herbert Hoover, have enjoyed the hospitality of Mr. Isaacs at his beautiful Big Rock Lodge on Rogue river and been initiated into the mysteries of Rogue river steelhead fishing by the well known Medford angler and merchant.

A vocalist of considerable ability Mr. Isaacs has extended his interest and support to musical activities in Medford from the days when he was one of the first business men to participate in presentation of operas by the local Choral society, to the time in 1931 when, as its president, he launched the Southern Oregon Music association, enabling Medford music lovers to hear the outstanding concert artists here in their own city. Since the founding of the Toggery, William Isaacs has been a member of the Medford Chamber of Commerce and has been actively identified with civic and business activities of this city. A number of times he has served on the board of directors of the Chamber of Commerce as well as head of the merchants' association.

Degree of Honor

Juveniles to Meet
Degree of Honor Juvenile club will meet Saturday afternoon, March 2 at 2 o'clock in the Eagles' hall, on West Main street, it was announced. As an interesting program is planned, it is hoped that all juveniles will be present. Mrs. Minnie Crad, state organizer, will be a guest at this meeting.

Mothers' Club

To Have Meeting
Mrs. Clara Young, 518 South Oakdale avenue, will be hostess to members of the Mothers' club of the Sacred Heart Catholic church at her home Friday afternoon at 2 o'clock.

Chicken Dinner Plan

Of Past Noble Grand
The Past Noble Grand club will give a chicken dinner Friday, March 1, at the I. O. O. F. hall on West Sixth street. The dinner will be served from 11 to 2 o'clock.

Do you Need Glasses? See Dr. R. M. HOOD

OPTOMETRIST
Sparta Bldg., 405 E. Main St.



Skillful Service Reasonable Prices

Society and Clubs

Miss Margaret Childers Wed to Wilbert R. Krumm

In a surprise ceremony at Ashland, held at the Presbyterian parsonage at 9:15 the evening of Feb. 21, Miss Margaret Childers, daughter of Mr. and Mrs. A. M. Childers of Kings Highway, was married to Wilbert R. Krumm, son of Mr. and Mrs. J. M. Krumm, of St. Joseph Mo. Rev. Merle L. Edwards of Ashland officiated.

The wedding came as a delightful surprise to many in Medford and vicinity where both the bride and bridegroom are popular members of the younger set. Mr. Krumm is observer at the U. S. weather bureau stationed at the municipal airport. Mr. and Mrs. Krumm returned immediately to Medford after the wedding and are making their home at 518 South Oakdale avenue. They are planning a trip east in the summer.

State Leaders to Attend Church Meet

Five state leaders in the women's work of the Baptist denomination will be in Medford Saturday, March 12, to hold an all-day meeting with the ladies of the local church. Mrs. Russell Thomas, Mrs. H. B. Sherwood, Mrs. C. D. Hageman, Mrs. J. Fred Bell, and Mrs. Huntley, a worker from the Chinese mission in Portland, will be present.

The meeting will begin at 10 a. m. A covered dish luncheon will be served at noon. The ladies are asked to bring a vegetable or a salad as all other courses are to be provided by the committee in charge. A very pleasant and profitable session is anticipated by the Baptist ladies and everyone who is interested is cordially invited to attend.

Central Point P. A. A. To Hold March Meeting

The Central Point Parent-Teachers' association will hold its first March meeting Friday afternoon, March 1, at 3 o'clock at the high school there, with a program by the first grade speaker for the afternoon will be Mrs. Inch, and her subject will be "Pre-School and School Testing." All mothers who have children who will begin school next term should be interested in this work, and the message of Mrs. Inch.

The mothers are to serve tea during the social hour, and everyone interested is cordially invited.

Public Urged to Attend Junior High Card Party

The public is urged to attend the benefit card party being sponsored tonight by members of the Junior High School P. T. A. for the benefit of the school band, which will be furnished new music and uniforms by the money derived. Play will start at 8 o'clock in the Junior high school auditorium.

Pivot or Progressive bridge, pinocle and five hundred will be played.

Those planning to attend may make reservations by calling Mrs. Thomas Roseberry, 710-L.

Ladies of Guild To Have Luncheon

Ladies of St. Mark's guild will meet at the parish house on North Oakdale Friday at 1 o'clock for cafeteria luncheon. Mrs. R. E. Green and Mrs. Atlanta Satchwell will be hostesses. Each member is asked to bring a covered dish. After the luncheon a business meeting will be held.

Sorority Members Invited to Luncheon

Any member of a national sorority is cordially invited to attend the luncheon to be given by Pan-Hellenic Friday afternoon at 1 o'clock at Hotel Medford. Mrs. Walter Flynn and Mrs. Robert Hammond will be hostesses at cards which will be played during the afternoon.

Medford Couple Wed at Grants Pass

Miss Beth Peters and Nye Bernheisel, both of Medford, were married in a ceremony at Grants Pass Saturday, Feb. 23. Present at the wedding were Mr. and Mrs. Frank Bernheisel, and Mrs. Ruth Schleigh. They will make their home in Medford, at 201 North Grape.

Lincoln Service Club Plans Friday Meeting

Lincoln Service club will meet at 3 o'clock Friday at the Lincoln school with Mrs. Dean Newton in charge. Miss Tucker's room will furnish the program.

ADRIENNE'S

SPRING SUITS

Tailored, Bl-swing and Clark Gable backs. Fitted and square cut jackets.

\$15.00

COATS

Town and country styles. New plaids, checks and plain colors.

\$15.00

ROTHMOOR Suits and Coats

We have some brand new models on display!

NEW HATS

They poke out and forward at unexpected angles. From pill-box to capeline. You will be wearing the sort of hats that make men slightly nervous.

\$1.95 up

TOGGERY'S RECORD THROUGH 32 YEARS LAUDED BY FRIEND

(Contributed)

Another year has rolled swiftly away, and as The Toggery begins announcing its 32nd anniversary, we who have been residents of this valley for the last 31 years, are led to stop and give some thought to this establishment, which has maintained its steady course uninter-

ruptedly during all the ups and downs of the last 32 years. This beautiful and modern store, The Toggery, we believe, the only store, save one or possibly two others, which has continued under the same management since its very first inception. It is a splendid record and speaks for itself of the integrity and genuineness of the policies upon which it was founded, and the standard which it has consistently maintained.

The Toggery is unique and always has been in this respect: That while it is of a handsome and dignified aspect, yet it embodies that spirit of friendliness which draws to it all classes—the spirit that convinces even the humblest purchaser that it is as interested and anxious to please and satisfy him in his purchase of a pair of overalls, as it is in the purchase of one of their finest suits of clothing. Nor is this just "business policy"; we who know "Toggery Bill" (and pardon us if we grow a bit personal) have noted during many years that he finds his greatest happiness always in bringing happiness to others—nor does his right hand always know what his left hand doeth.

Mr. Isaacs' friends, from the lowest to the highest, all call him "Bill"—and this is a big testimony to any man. We are always sorry for the "Williams" of this world who have not rated the affectionate "Bill" from their friends, but who go coldly on to the end being just "William."

Fred Heath Have Guest From North

Mr. and Mrs. Fred Heath have as guest today Mrs. P. L. Cochran of Spokane, who arrived this morning on the Oregonian to spend the day here, en route south. Mrs. Cochran is the daughter-in-law of J. H. Cochran of Medford.

The visitor is en route to Atascadero, Cal., where she will visit her son, Peter, who is attending Moran school.

Will Attend Wedding Of Niece at Portland

Mrs. M. Ottoman, Miss Ruth Ottoman and Robert Ottoman are leaving this evening for Portland, where they will attend the wedding tomorrow of Miss Louise Taylor, daughter of Mr. and Mrs. W. L. Taylor of Portland. Miss Taylor, who is a former resident of Medford, is a niece of Mrs. Ottoman.

Dance Class to Meet This Evening

The students' dancing class sponsored by the Mothers' club of Sacred Heart Catholic church will meet this evening at the parish hall, at 7 o'clock.

School and Home Meet at Roosevelt

The School and Home circle of the Roosevelt school will hold a special "Daddies Night" at the school at 7:30, the evening of March 1, it has been announced. There will be an excellent program presented.

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It won't be long now before the Sale of Gardner Bankrupt Drug Stock will close! If we still have what you want you can Save 25% to 50% 206 West Main St.

Midget Photos 3 for 10c PEASLEY STUDIO

Our hat is off to the broad humaneness of our friend "Bill" Isaacs. The town of Medford well knows what The Toggery means and has meant as a mercantile establishment all these years, and we have chosen to speak more of the man in writing this tribute—a man who has always loved and been loyal to this valley, and who has given to it of his best in every civic movement, in every avenue of betterment and improvement: a man who is always progressive, always forward-looking, never satisfied to rest on past achievement. It is such men who have helped to make Medford the great little city that it is, and whose vision will ever be pushing on to greater achievements.

And in the realm of cultural developments, in the encouragement of music and the arts, Toggery Bill has ever been the moving spirit. And on this 32nd anniversary of The Toggery, we, his friends, wish him continued fair fortune and happy days in his beloved "Valley of the Rogue." We salute The Toggery—and "Bill." (NAME ON FILE)

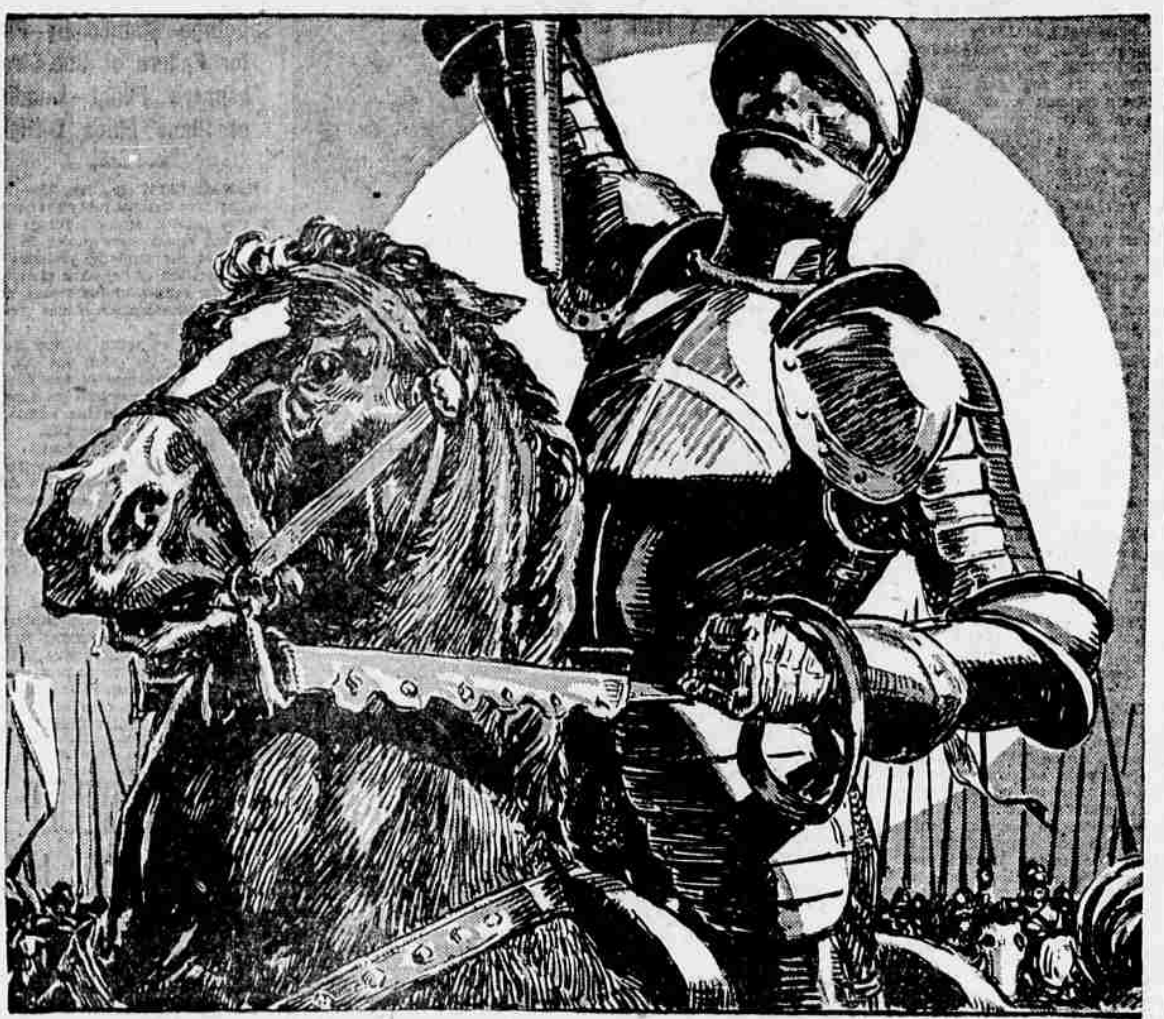
CCC boys from the Star spike camp arranged the party in gratitude for the many kindnesses and privileges extended to them at the ranger station. It's just a little hard for boys to carry out social plans without the conveniences of home, but determination wins, and the major problem was solved by borrowing an ice cream freezer from a neighbor. A trip to a nearby canyon furnished snow for the freezing qualities, but the next question—how to make ice cream. The boys telephoned Mrs. Port for a recipe, and obtained permission to prepare it at her home. The nature of the evening's preparations was revealed when the nine young foresters entered the house, each extending birthday greetings. The refreshments were soon completed when Mrs. Port made a cake which

the boys helped to ice. The evening was devoted to simple pastimes and it was a lovely climax to a happy birthday.

Schilling Lemon Extract one drop

has as much flavor as three drops of the average lemon extract.

THIRTY-TWO YEARS OF FAITHFUL SERVICE



Guarding a Sacred Trust!

UPON the occasion of The Toggery's thirty-second anniversary, we renew our pledge to faithfully serve the people of southern Oregon in a manner that will express our sincere appreciation for their loyal support and generous patronage that have made possible our success. Built upon a substantial foundation of integrity and service, The Toggery has consistently advanced with the development of southern Oregon. . . . This store has become a headquarters for those who seek quality and dollar-for-dollar value. . . . The public has looked to us for style leadership, quality that is unquestioned and prices that are right! We have jealously guarded this sacred trust! The reputation of The Toggery and the satisfaction of our patrons have always superseded the motive of profit. . . . The Toggery's success is proof that this policy is right! If you are not already a patron of this store, we invite you to join the host of those who depend upon The Toggery for smart, stylish apparel and footwear at prices in line with present times. . . . you'll find an atmosphere of warmth and friendliness here, with courteous service that will make a genuine hit with you!



Toggery Bill's Anniversary Greeting!

AGAIN, upon the thirty-second birthday of The Toggery, I wish to express to the people of southern Oregon my sincere thanks for the patronage that has been responsible for the growth and success of this store. For nearly a third of a century, dedicated to serving my patrons, I have strived to give an added measure of quality; a little warmer welcome; greater value and finer, more personal service. . . . The success of this store is indicative that this policy is well worth while. . . . The same, high ideals will dominate our business methods in months and years to come—that is my pledge to my loyal friends and patrons upon this passing of another milestone in our business career!

WILLIAM F. ISAACS
"Toggery Bill"



New Spring Merchandise Is Here—Combining Quality—Style—Economy
The Toggery Label Is A Hall Mark of QUALITY

Positive, Economical CONTROL

Sherwin-Williams Free Mul-sion for San Jose Scale, Oyster Shell Scale, and Aphid.

Tens of thousands of acres of orchard have been sprayed the past four years with Sherwin-Williams Free Mul-sion at the rate of 3 gallons per hundred resulting in 100% kill of San Jose Scale. That is our recommended dosage. However, tests using only 2 gallons per hundred have consistently shown better than 99% kill! This letter test is comparable with the results obtained with 4 gallons of tank mix and 3 gallons of competitive emulsion.

Beside killing San Jose Scale, Free Mul-sion will also control Green and Brown Aphid (if applied after the eggs have hatched) and European Red Mite Eggs.

As to economy: To compete with the results achieved with Sherwin-Williams' Free Mul-sion, you would have to buy liquid Lime Sulfur at \$3.50 per barrel and add to this the cost of Nicotine to Lime Sulfur for Aphid control.

Sherwin-Williams Dry Lime Sulfur for San Jose Scale, Blister Mite, and Twig Borer.

Four years of consecutive tests show it requires two pounds of Sherwin-Williams' Dry Lime Sulfur to equal one gallon of Liquid Lime Sulfur to give equal control. Its effectiveness has also been proved in years of actual field service in every important deciduous fruit district in the United States and Canada.

Sherwin-Williams' Dry Lime Sulfur is a thirty-three degree baume test liquid lime sulfur with a stabilizer added and the water evaporated by a vacuum process.

Sherwin-Williams' Dry Lime Sulfur will do everything that the liquid form will accomplish with the many disagreeable features eliminated. Positively the very last word in lime sulfur sprays.

—Control with safety!

SHERWIN-WILLIAMS Spray and Dust Materials

SEE YOUR PACKING HOUSE FOR PRICES AND SUPPLIES
The Sherwin-Williams Horticultural Advisor will gladly cooperate in suggesting an effective and yet economical spray program.