

NEWSPAPER GUILD TALK UNLIKELY AT EDITORS CONCLAVE

WASHINGTON, April 19.—(AP)—The guild movement for newspapermen appeared today unlikely to be discussed at the convention of the American Society of Newspaper Editors.

Directors of the society, to whom the question of a stand on the guild was referred at last year's convention, have decided to take no action, it was learned.

Grove Patterson of the Toledo Blade, the society's president, said the guild would not be discussed unless the question is raised from the floor.

Following their off-the-record interview with President Roosevelt last night, the editors turned today to consideration of the increasing value of pictures in newspapers and other shop problems.

They also expected to receive the report of a special committee on libel from its chairman, Stuart H. Perry of the Adrian (Mich.) Telegram.

At their initial session yesterday the hundred editors present appeared to agree that news should be interesting as well as important.

William Allen White, Kansas editor, said it was up to the individual editor to determine whether to print "interesting" or "important" news. He said every newspaper eventually reflects the "honesty, courage and intelligence of its publisher."

JUVENILE DRIVER GIVEN FINE, COSTS

Cleo Knighten, 16, charged with failure to procure an auto driver's license entered a plea of guilty before Justice of the Peace William R. Coleman yesterday afternoon and was fined \$1 and \$4.50 costs. The boy was given 30 days in which to pay the fine, with the proviso that the fine would be suspended when this was done.

Knighten is the third juvenile autoist to be fined within the week for non-procurement of driver licenses. The other two entered guilty pleas to failure to procure special driving permits, as required by state law for minors, unless a licensed driver is by their side.

EAGLES IN PARADE AT 7:30 TONIGHT

All members of the local aerie of the Fraternal Order of Eagles and the Auxiliary are reminded that a street parade will be held tonight at 7:30. It was announced by lodge officers this morning.

The parade will leave the Eagles' hall punctually, headed by the 16-man drill team and will conclude in time for the business meeting of the lodge which commences at 8:00 o'clock.

A great deal of important business will be taken up at the meeting tonight, and all members of the lodge are urged to attend.

Increase Size Of Shredded Wheat's Advertising Here

In making announcement today of a greatly increased schedule of advertising in The Mail Tribune over previous seasons, the makers of Shredded Wheat evidence their faith in Medford as a promising market for this popular breakfast cereal.

A most interesting series of human-interest advertisements make up this new Shredded Wheat campaign, which will be running throughout the spring and summer months. The value of the right food in connection with normal outdoor activity of men, women and children is stressed in the messages. Then, too, springtime appetites are stirred by the suggestion of combining home-grown strawberries and other fruits and berries with Shredded Wheat.

the history of California, and, according to estimates on the orange crop, the large 120 size fruit represents approximately 40 per cent of the total.

Following a long list of successes in helping growers market their crops during the past three years with grower-consumer campaigns on walnuts, prunes, raisins, peaches, dried fruits, dried bulk foods, lamb, beef, etc., Safeway stores again stepped into the picture to help the California citrus growers.

The campaign begins in earnest this week, and all Safeway stores will feature oranges, lemons and grapefruit at attractive prices. In announcing this campaign, L. L. Bush, division manager of the Oregon and southern Washington stores, said,

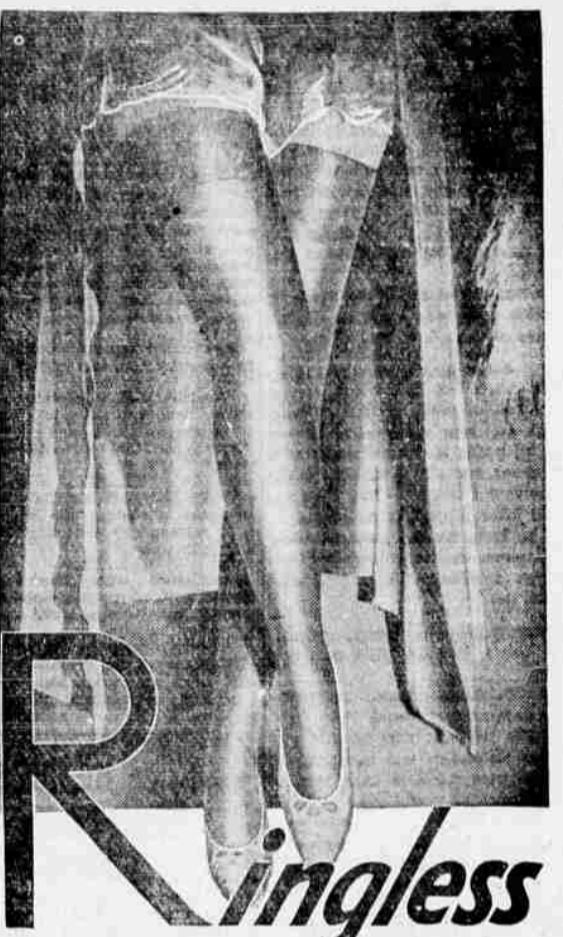
"We feel sure the people of the northwest will respond nobly to this call from our neighboring state. After all, what helps the Pacific coast helps Oregon and Washington as well as California. Concerning the fruit, I cannot remember a time

when we could offer greater values in citrus fruits than we do this year. Oranges, particularly, seem to be sweeter, juicier and more delicious than ever."

HOLLAND COFFEE SHOP HAS NEW MANAGEMENT
The Holland Hotel Coffee Shop is now under the new management of Mrs. Ruby Quakenbush, and appetizing home-cooked meals are being

served to the public with special attention given to banquets and luncheons. Mrs. Quakenbush is a cook of wide experience and is endeavoring to please the public with good food and service at reasonable prices.

WARDS *Easter* FASHIONS



Ringless
Silk Hosiery Priced Now at **1.00**

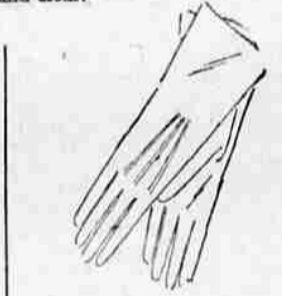
It took a new process to make these hose ringless—it took Wards to sell them at this price! Full-fashioned, full-length, pure silk from top to toe, beautifully sheer and clear.



395

Latest Fashions For Last Minute Shoppers

Have you suddenly realized Easter is this coming Sunday, and you "haven't a thing to wear"? Keep calm and hurry right down to Wards. You'll find fresh, lovely spring styles in the new colors and with new details that say "Easter 1935." Misses.



Fabric Gloves 59c

Plain shippings, right with your suit. A quality that washes nicely. In white or eggshell.



1.00

Easter Isn't Easter Without A New Hat!

Wear one of the soft new flower colors with your Easter dress, or a darker color to set off your suit. On-the-face or brim styles. Creps, felt, straw.



Latest Footwear News in BLACK and WHITE!
BLACK—hi-cut tie of calf, with a short vamp, makes your foot look sizes smaller! WHITE—pump and "T" strap in easy-to-clean calf leather, with smart perforations! Distinctive shoes—expertly made. Women's sizes 4-8.

1.98

Black T-Straps 1.29
Cut-out vamp—cool during heat waves! Leather sole, rubber heel. Sizes 8 1/2 to 2.

White Elk Ties 2.49
Women's white elk ties, with punched vamp and comfortable Cuban heel. 4 to 8.

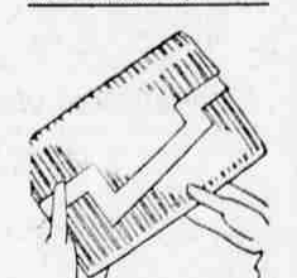
Men's Dress Oxfords 2.98
Cool ventilated leather insole, rubber heel, Goodyear welt construction. Save at Wards!



Wards for Anklets 15c
For women, children. Dozens of styles in rayon, cotton. Other anklets priced . . . 10c.

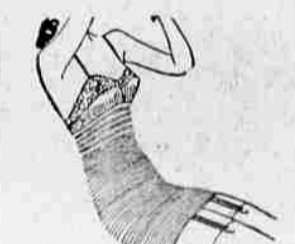


Fine Slips 1.29
Pure-dye French crepe, beautifully trimmed, with lace. Bias cut. V or bodice tops.



Women's Handbags 49c

For this small sum have a fresh new bag! Imitation leather in white and beige.



Roll-on Corsets 98c
2-way stretch elastic with uplift brassiere. Similar to 1.98 styles everywhere!



Fast Color Shirts 79c
Laboratory tests prove the colors are in to stay!
● Boys' durable shirts . . . 49c



Finer Silk Ties 49c

Depend on Wards for sure-fire, easy-tying neckties! New patterns. Ward-priced!



Wool Trousers 2.98
Unusually fine values in smartly styled and patterned trousers for Spring!



Boys' Smart Ties 25c



Boys' Wash Suits 69c

Vat-dyed colors in linen, broadcloth or jeans. Can't fade! Bartacked for strain!



COMPARE!
15.95
What! 100% Fine Wool Suits at This Price!
Sounds amazing, doesn't it? And you'll be even more surprised when you see the extra fine tailoring and smart styles that have gone into this assortment. All the popular shades in a variety of wanted patterns. Single and double breasted models. Save at this rock-bottom price!



Ward's Wilt Proof Collar Dress Shirts 1.49

Perspiration - Moisture will not wilt Ward's wilt proof collars. Superb tailoring features the Pre-shrunk broadcloth, finished with a high gloss miterization. Save at Wards!



1.98
And Don't Forget That New Felt for Spring!
Your new outfit won't be right until you are ready with a smart new felt hat. And with Wards offering you these Spring style leaders at so low a price, there's no need to delay! Save!

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MONTGOMERY WARD