

E. J. Feldman Moves Store to Remodeled Building, Main and Bartlett

HOME APPLIANCES ARE DISPLAYED IN LARGE NEW STORE

Norge Electric Line and Singer Sewing Machines Handled—Electrician M. E. Olson Has Shop in Rear

Tomorrow E. J. Feldman will open his completely modern store in the W. P. Hansen building at the corner of East Main and North Bartlett street, which is now one of the most attractive business quarters in the city following two months of reconstruction.

Norge refrigerators, ironers, wringers and gas ranges are on display at Feldman's along with Singer sewing machines, Norge oil burners, Norge furnaces and electric ranges will be stocked later by this progressive Medford firm which has been established since 1923. For the past three years E. J. Feldman has had the exclusive agency for Norge in this city.

Large show windows which extend 24 feet across the front of the store and 16 feet back on Bartlett street provide for effective display of merchandise and lend a light, modern note to the establishment. Black and China blue tile gives the entrance a particularly striking appearance. The interior is illuminated by 2500 candlepower lights and the walls are finished in light tan with deeper trim. The floor is oak color for contrast.

Both Mr. and Mrs. Feldman are well-known in Medford where they operated the Singer sewing machine headquarters for this district up to two years after which they handled the Singer machines independently, in addition to electrical appliances. Their store was formerly located at 24 North Bartlett street. Mr. Feldman came here in 1920 from Spokane, Wash., in connection with the local irrigation project and was associated in this work with Stewart and Welsh.

M. E. Olson, efficient electrician

who has been engaged in this trade locally since 1918, will occupy an up-to-date shop at the rear of Feldman's new store where all service work for this concern will be handled. There is a side entrance to this department on North Bartlett street.

Previous to Nov. 1 of this year Mr. Olson was associated with various Medford Electric firms including Paul's Electric store for a number of years beginning in 1918, and more recently with the Medford Electric company. Since the first of this month Mr. Olson has been in business for himself and it was because of rapidly increasing patronage that he moved to Feldman's convenient location.

ART ASSOCIATION TO HOLD PUBLIC EXHIBIT WEEK OF DECEMBER 16

The Southern Oregon Art association is making arrangements for another public art exhibit to be held the week of December 16, the location of which will be announced in a few days. The exhibit will be open to all artists, whether members of the association or not; will be under the sponsorship of the Jackson County Chamber of Commerce and will be conducted similar to the art exhibit held last July.

Each exhibitor may enter five pieces of work, any medium of art. The title, exhibitor's name, address and price, if sale is desired, must be placed on the back of each article. Articles exhibited at the July exhibit will be eliminated from this exhibit.

All art work to be exhibited must be brought to the Chamber of Commerce building not later than December 12. Artists desiring to enter work are asked to register at the Chamber of Commerce this week.

No Gambling Bills
PORTLAND, Ore., Nov. 30.—(AP)—The county grand jury failed to make any gambling indictments when it issued a special report today.

LAST CARD PARTY of 1935 will be held at Catholic Parish Hall, Tuesday evening at 8 o'clock. Grand Prize will be given for high score of series. Refreshments. Price 25c. All are invited.

'CANDIDA' OPENING WILL BE STAGED IN INTIMATE STYLE

Drama and play production is becoming an increasingly important phase of Southern Oregon Normal school activities, with Angus L. Bowmer, professor of English and dramatics, as the principal promoter. Latest presentation of the student players will be "Candida," by George Bernard Shaw, opening Thursday evening, December 3, at the Lathin hotel in Ashland.

For the first time in southern Oregon, playgoers will see a performance done in the "intimate style," in which the audience is seated on all four sides of the stage, which is really not a stage but merely a square in the center of the room. Pioneer in this style in the United States is the University of Washington drama department, which has used it for several years with marked popularity and success. It has, however, been little used elsewhere in the United States, and never before in this vicinity. Instead of making a distinct separation between audience and players, this manner of presentation serves to bring about a feeling of intimacy and actuality often impossible to obtain through the use of the conventional style.

As yet, Professor Bowmer has been unable to make his choice for the role of Candida, it being at present double cast. Miss Helen Edmiston of Medford and Miss Marjorie McNair of Beverly Hills have both been rehearsing with the rest of the cast, and one or the other will be selected, a possibility that each will appear in two of the four performances scheduled.

Others of the cast are: Rev. James Morrell, Wayne Smith; Burgess, John Harr; Eugene Marchbanks, Ford Hunsell; Miss Prosperine, Roberta Nourse; Lexy, Ivan Nye. Direction is by Mr. Bowmer, with Mrs. Bowmer in charge of costumes, which are early twentieth century. Four performances will be given: Thursday, December 5; Saturday, December 7; Friday, December 13, and Saturday, December 14.

The style of presentation necessitates a small audience, in this case limited to 60. Seats may be reserved by calling Ashland 51, and they will be delivered to the purchaser's home. A metropolitan atmosphere will be added to the Thursday night performance by the formal opening, giving a "first night" note seldom seen here. A number of dinner and theater parties are being planned by those attending.

'KICKERINICK'
Undergarments that fit at Ethelway B. Hoffmann's.

20 BASKETS OF FOOD PREPARED, DELIVERED BY STUDENTS OF HIGH

By Lois Remington
During the past two weeks the Girls' and Boys' league at senior high have been busy preparing Thanksgiving baskets under direction of Kathleen Dillard, chairman of the welfare committee.

This year the league prepared and delivered twenty baskets of food. Each basket contained potatoes, bread, meat, fresh vegetables, apples, coffee, milk, jams or jelly, and staple food such as beans and rice. All of this food was donated by the students themselves except the meat, purchased with money from the two treasuries.

The baskets were filled on Tuesday by the welfare committee composed of Kathleen Dillard, Betty West, Josephine Bullis, George Gates, Donald Root, Wanda Cos, Hulda Rose, Alice Horner, Harold Clement, Ed Carter, Dorothy Buchter, Helen Snider, John Dickinson and Gordon Benson. These students were advised by Mildred Buckles, president of the Girls' league; John Dickinson, president of the Associated Boys; Miss Maurine Carroll, girls advisor, and Wilson Wait, advisor for the boys.

On Wednesday the baskets were delivered through the courtesy of Davis Transfer company.

The league wishes to extend their thanks to the following Medford firms for their cooperation: Pinnacle Packing company, Safeway stores, Davis Transfer, Beck's bakery, and also members of the high school faculty.

CCC MAN KILLED IN TRUCK MISHAP

Edward P. Ertell, Jr., 18, CCC enrollee and son of Edward P. Ertell, Sr., 517 Guerrero street, San Francisco, was fatally injured Friday afternoon in a truck accident at Camp Indian creek, near Happy Camp, Cal., Medford headquarters was notified yesterday.

Ertell was working on a dump truck being used in road improvement work at the camp. In some unexplained way, the bed of the truck struck him in the head. His skull was fractured and he died before he could be taken to a hospital.

GUNSMITH Repairs for all makes of guns. Sims Bros. 23 N. Fir. Use Mail Tribune want ads.

YULE SHOPPING SEASON OPENS WITH GAY NOTES

The Christmas shopping season was formally launched in Medford yesterday.

Stores were gaily decorated in red and green, latest merchandise was on display and the Yuletide gaiety was generally prevalent.

The high school band, under the direction of Wilson Wait, added a lively touch by parading through the downtown streets.

Light poles were decked out in holly wreaths while the streets were lined with Christmas trees sprayed with aluminum paint to give a frosty appearance. These decorations were put in place during Friday night and were made possible through the efforts of Fred W. Scheffel, city superintendent, and Major George R. Owens, commander of the Medford CCC district. The trees were obtained by CCC men.

ROGUE SNOWMEN MEET TOMORROW

Annual election of officers will be held at a meeting of the Rogue Snowmen at the Jackson County Chamber of Commerce tomorrow night at 7:30. The sports calendar for the winter will also be outlined.

"This is an exceptionally important meeting and all members and others interested in winter sports are urged to attend," said Harold L. Larsen, secretary. Glen Patrick, president, will preside.

FIRE ASSOCIATION MEETS TOMORROW

The third regular monthly meeting of the recently formed Southern Oregon Fire Fighters' association will be held in Jacksonville tomorrow night.

with Fire Chief Roy Elliott of Medford, president, in charge. The meeting will be called to order at 7:30. A deputy state fire marshal, who had not been designated yesterday, is to be the principal speaker.

technical program is to be presented by the Jacksonville firemen under the direction of their chief, Ray Wilson.

Yule at Corvallis
CORVALLIS, Ore., Nov. 30.—(AP)—A parade headed by the Corvallis high school band, will officially open the Christmas season here December 5.

CONGRATULATIONS
TO
E. J. FELDMAN
Upon the Opening of His
Attractive New Store
Corner Main and Bartlett Streets

When You Attend the Opening of Feldman's Tomorrow, Be Sure to See the

Norge Gas Range
and the
PENFIELD AUTOMATIC GAS WATER HEATER

In line with the trend, the New Building Housing E. J. Feldman's Store is—

Heated With Gas!

• THE MODERN FUEL •
SOUTHERN OREGON GAS CORPORATION

Olson Electric
To accommodate expanding business, will occupy a portion of the new home of...

E. J. FELDMAN
MAIN AND BARTLETT
SPECIALIZING
in
All kinds of Electrical Wiring and Repairing
Charges Consistently Moderate

PHONE 115
Corner Main and Bartlett

OPENS TOMORROW
MONDAY, DECEMBER 2
E. J. FELDMAN'S
Smart New Electric Store -- at
MAIN AND BARTLETT
In the Newly Remodeled Hansen Building
Featuring the Famous—

NORGE
Refrigerators -- Gas Ranges -- Ironers and Washers—

RCA VICTOR RAIDOS
UNIVERSAL APPLIANCES
Mixmaster — Ironmaster — Coffeemaster, etc.

White Sewing Machines
—All Nationally Known Lines!

We Cordially Invite You to Inspect Our New Store Tomorrow

Also Home of
OLSON ELECTRIC
Complete Electrical Wiring & Repair Service!

E. J. Feldman
MAIN AND BARTLETT
MEDFORD

NOW OFFERS THE full line OF
NORGE
DISTINCTIVE HOME APPLIANCES

REFRIGERATORS ★ RANGES ★ WASHERS ★ IRONERS

We wanted a full line of refrigerators, gas ranges, washers and ironers that we could unhesitatingly recommend to our best friends. Now we have it.

Because of its distinctive Rollator cold-making mechanism, the Norge refrigerator provides extra years of dependable, economical service. The Norge gas range has, among many exclusive features, the Concentrator burner—pronounced by experts the most revolutionary development in gas range engineering since the insulated oven. The Norge washer has automotively engineered low terms.

power unit, Feather-Base agitator, exclusive system of "Quietors," safety wringer—many other quality features. The Norge ironer has table top cabinet, fast and slow speeds, adjustable pressure, automatic heat regulator, many other features that will please you.

Come in. See the complete display of Norge money-saving appliances. Let us give you the details of our new, easy buying plan. Two or more Norge appliances may be bought in combination on amazingly low terms.

NORGE