

# Grocers and Druggists Launch Sweeping Soap Campaign Medford Area

## LEVER BROTHERS COOPERATE WITH VALLEY DEALERS

Company Crew in Medford To Assist In Handling Sale — Lever Brothers Products Are Described.

An indication of the trend in modern merchandising is found on this page of the Mail Tribune, in which the grocers of Medford and the Rogue River valley tell about the big soap campaign they are inaugurating in connection with the popular products of Lever Brothers company, manufacturers of Lux toilet soap, Lux, Rinso and Lifebuoy.

Each of the four products serves a separate and distinct purpose. Lux is especially made to preserve the fresh vibrancy of delicately colored silks, repons and woolsens. Fabrics washed in Lux stay charmingly new looking just twice as long. Silk stockings retain their elasticity and that means longer life and better fit. And Lux in the dishpan gives beauty care to hands, keeps them white and soft, at less than a cent a day.

Rinso, housewives everywhere declare, gives whiter washes easily and quickly. In the tub this granulated laundry soap soaks cotton and linens whiter and brighter than they could possibly be scrubbed. The makers of 34 leading washing machines recommend Rinso and 32,000 washer salesmen use it as the best method of demonstrating their machines.

Lifebuoy health soap, with its abundant penetrating, purifying lather, stops B. O. (body odor) by cleaning the pores of odor-causing waste. Washing hands often with Lifebuoy removes germs—helps prevent other contact diseases. And daily Lifebuoy facials stimulate dulled complexions—make them glow with renewed radiance.

Fragrant, white Lux toilet soap is the favorite of 9 out of 10 beautiful screen stars. These lovely women of

## Lever Brothers' Crew in Medford



Glimpse of Lever Brothers' staff in Medford this week to assist the grocers and druggists of this territory in handling the special sale announced today. Lux, Rinso, Lifebuoy and Lux Toilet Soap and the products featured during this event.

The films always look young and beautiful. They never lose their youthful charm—never seem to grow a day older. Complexion care is their secret—and for years the great majority of them have depended on Lux toilet soap for a fascinating, youthful complexion.

- Firms participating in the Lever Brothers' soap offer:
- MEDFORD**
- Grocers.**  
 Franklin's Grocery  
 Court Street Grocery  
 Shady Nook  
 Rose Grocery  
 Peach Street Grocery  
 Pat & Ole's  
 Spring Street Grocery  
 J. W. Cook  
 D. G. Huber  
 Boyd's Market  
 Oakdale Grocery  
 Laurel St. Grocery  
 Summit Grocery  
 Jackson St. Grocery  
 Bungalow Grocery  
 Berrydale Grocery  
 E. O. Walden  
 Peyton & McCoy  
 Luman Bros.  
 Humphrey's Grocery  
 Alexander's Grocery  
 Gates & Lydiard's Economy Groceries
- Druggists.**  
 Jermin's Cut Rate  
 Heath's Drug Store  
 Western Thrift  
 West Side Pharmacy  
 Strang's Drug Store  
 Gold Hill Pharmacy.
- Rogue River.**  
 Heath & Hollister  
 Gold Hill  
 Ham's Grocery  
 Drake's Grocery  
 Sams Valler  
 F. T. Olson  
 Central Point  
 Jones Grocery  
 Martine's Grocery  
 Faber Grocery.
- SAN FRANCISCO, Dec. 10.—(AP)—**Crown Willamette Paper company has called its \$5,500,000 first mortgage sinking fund 6 per cent gold bonds at \$103 and accrued interest for redemption January 1, 1936.
- SEMI-ANNUAL SALE**  
 Now in progress  
**ETHELWYN B. HOFFMANN.**
- TRICYCLES, WAGONS, SCOOTERS, SKATES.** Save money at Sims Bros., 23 N. Fir St.

## MRS. CATT NAMES TEN FIRST WOMEN OF UNITED STATES

Pioneer Suffrage Leader Again Places Mrs. Roosevelt At Head Of List—Given Much Public Good.

By MARY ELIZABETH PLUMMER (Copyright, 1935, by Associated Press) NEW ROCHELLE, N. Y., Dec. 10.—(AP)—The ten most outstanding women in this country in 1935 were named today by Mrs. Carrie Chapman Catt, pioneer woman suffrage leader, with Mrs. Franklin D. Roosevelt heading the ranks for the third time.

Other women listed for notable achievement were: Dr. Florence Sabin, anatomist of the Rockefeller Institute, and recipient of a \$5,000 award given by Bryn Mawr college for medical research.

Mrs. Osgood Reid, vice-president of the New York Herald Tribune and winner of the 1935 American Woman's association award for eminent achievement.

Mrs. Frances Perkins, secretary of labor, the only woman cabinet member.

Mrs. Ruth Bryan Owen, U. S. minister to Denmark.

## BIBLE GREATEST LITERARY GEM IS WORD OF PASTOR

Speaking Sunday evening at the Church of the Nazarene, on the literary and spiritual influence of the Bible, Fred M. Weatherford, pastor-evangelist, said in part:

"We are today commemorating the four hundredth anniversary of the printed Bible. It is phenomenal, but not surprising to note the wide range of influence which the Bible has made upon civilization.

"The Bible is the literary classic of the world. It is outstanding to note the words of the poet Pope in referring to the Bible: 'Nowhere as in the Scriptures have so blended the noble and the pure, the dignified and the graceful, in simplicity of language.'

"Goethe, the great German writer, characterizes the Book of Ruth as 'The loveliest epic and idyll of all literature.'

"All that is truest and best in the world of education has been woven into it from this great epic gem of all literature. It is written in the purest and noblest English, abounding in the most exquisite style of all literary form. A comparison is interesting at this point; for instance, Tennyson's 'In Memoriam' was 93 per cent pure English words; Chaucer's 'Prologue' 88 per cent, while in Shakespeare's drama, there is a percentage of 85, and in Milton's 'Paradise Lost' 81 per cent; but the King James version of the Bible has the high rating of 97 per cent pure English words. No greater tribute could be given the Bible, as the highest perfection of the English language.

"Let us turn to some of the beacon lights of this marvelous Book of Books. For instance the drama of Job, with its noble philosophy and striking poetry, as well as the most sublime soul epic of the ages; the Book of Psalms with its charming meditations and dramatic lyrics; the Book of Proverbs with its unexcelled collection of moral prudential maxims; the prophecies of Isaiah, or Daniel and

## CUP WON BY 40 ET 8 PLACED ON DISPLAY

The Charles Arbery, Jr., cup awarded the Grand Volture of Oregon American Legion this year for the greatest activity in the immunization of children from communicable diseases in the United States, is now in Medford and will be on display in a downtown store until the first of the year. It was announced today.

The cup, a heavy solid silver trophy 42 inches high, is the greatest award of its kind in the American Legion, and was presented the Oregon Legionnaires for their remarkable work in immunizing children. Jackson county alone had 640 cases presented to the '40 et 8' unit for treatment, 500 for smallpox and 80 for diphtheria, of the 250,000 cases treated in the United States.

## BIRTHS

Born to Mr. and Mrs. Robert Lytle, route 4, Medford, a boy, weighing eight pounds, two ounces, Sunday at the Osteopathic Clinic and hospital.

WINDOW GLASS—We sell window glass and will replace your broken windows reasonably. Trowbridge Cabinet Works.

## FIND TRACES OF GOLD WHILE BUILDING SPAN ACROSS GRAVE CREEK

CAMP WIMER, Dec. 10.—(Sp.)—Celestial roads are not the only ones paved with gold, according to CCC members of this camp as work on the new rustic bridge which is to cross famous Grave creek at the old Pease place in Jackson county. Approaches to the bridge and a short stretch of the King mountain-Ditch creek road have been paved with pay dirt, scooped off the bedrock where the bridge stringers will rest. Members found colors in dirt selected at random points at the center of the new road.

The new bridge will be rustic with a 80 foot span formed by Douglas fir log stringers averaging about 32 inches in diameter. Decking for the bridge already on its way into the hills is 4x10 sawed fir with running plank of 4x12 sawed fir. The unusually long span will be strengthened by the crossed timbers. Foreman P. D. Coy is in charge of the work.

## DOG FOOLS CRITICS BY WINNING TITLE

MEXICO, Mo. (UP)—Herb Schroer, of Vinita, Okla., nationally known dog breeder, didn't like the markings on the pup, Tom Tinker, so he gave the pointer to Mrs. Loyal Wonneman, of Mexico, Mo.

Tom Tinker didn't fit in at the Wonneman kennels, either, however, and was given to Irvin Young, farmer near here.

"Better sell him," was the advice to Young. "He's not marked right and he'll never make a good pointer." But Young kept the dog and recently brought it to the state meet near here. Young didn't know anything about such meets, but he entered Tom Tinker, now two years old, in the amateur class with 25 other points and the dog won the title.

## TUMBLE FROM TRUCK IS FATAL FOR WOMAN

KELSO, Wash., Dec. 10.—(AP)—Mrs. Patricia Elliott, 23, Longview, was fatally injured late Saturday night as she fell from the rear of a small truck driven by her father, Clyde Richards. She toppled onto the Pacific highway as her father turned off the road into his farm near Ostrander. The coroner termed the accident unavoidable. She had been working until recently at Klamath Falls, Ore.

OLYMPIA, Dec. 10.—(AP)—John W. Rankine, 79, pioneer lumberman and one of the founders of the Waverly golf course, in Portland, died here yesterday.

# CALLING ON.... ALL HOUSEWIVES

Starting Wednesday, December 18, Lever Brothers Company, world's largest soap manufacturers, will conduct a house-to-house couponing campaign throughout Jackson County. To assure every housewife of receiving her Lux Toilet Soap, Lux, Rinso and Lifebuoy Coupons, arrangements have been made to distribute them in town by a specially trained group of young men, and to mail them to those families living on the Rural Free Delivery Routes.

**BE ON THE LOOKOUT FOR YOUR COUPONS**

### LUX TOILET SOAP

The gentle, white, fragrant toilet soap that keeps complexions youthful and guards beauty.

### LUX

A dependable, pure, safe soap for all fine laundering, and when used in the dishpan, gives beauty care to the hands.

### RINSO

Clothes washed in Rinso come out whiter and last longer, too, because there is no scrubbing to wear them out.

### LIFEBOUY HEALTH SOAP

Its abundant lather penetrates, purifies, and keeps the skin clear, smooth and healthy.

### LUX TOILET SOAP

3 for 18c

fragrant—luxurious

### LUX

For all fine laundering

Large Size 23c  
Small Size 2 for 19c

### RINSO

soaks clothes whiter!

Large Size 20c  
Small Size 2 for 19c

### LIFEBOUY HEALTH SOAP

3 for 18c

Visit one of the stores listed above and redeem your coupons... The drug stores, also listed above, will redeem your coupon for Lifebuoy Health Soap and Shaving Cream!