

CHRISTMAS
OPENING
EDITION

MEDFORD MAIL TRIBUNE

Full Associated Press

Full United Press

CHRISTMAS
OPENING
EDITION

Thirty-First Year

MEDFORD, OREGON, FRIDAY, DECEMBER 4, 1936.

No. 213.



Merry Christmas

SHOPPING EDITION

The red of holly berries . . . the green shine of their leaves . . . the glowing flame in the fireplace . . . the ringing of bells . . . the crunch underfoot of drifted snow . . . these things are Christmas. But these are intrinsic things . . . things that we feel and sense rather than touch. The material world, too, is influenced by the warmth of Christmas spirit, for it is in that world that we find expression in Christmas shoppings . . . in friendly visits . . . in the packaging of gifts that will say for us "A Merry Christmas". It is for your Christmas adventures that we have planned this edition . . . a rollicking guide to the smart places to shop . . . a perfect handbook for the entire Christmas season. It's yours for the reading . . . use it well!



Thanksgiving is past; and the way is cleared for Christmas. Already stores in Medford are dressed up in Christmas decorations. Counters and shelves are loaded with merchandise from toyshops, looms and factories both of this country and of foreign lands. With depression receding as the dark cloud of a storm that is past; with Medford and the Rogue River valley enjoying general prosperity in high degree, the Christmas spirit should abound all through the shopping days ahead.