

ASHLAND TO HAVE NEW FIRE ENGINE, READY IN 90 DAYS

ASHLAND, May 6.—(Sp)—Ashland will have a new fire truck which will climb hills in the city without strenuous puffing and will be equipped to deal with any blaze. The city council decided to accept the bid of the American La France company on a new fire truck for the city fire department after long discussion Wednesday.

The action of the council in selecting the La France equipment came after several weeks of investigation and careful, methodic study. It will cost \$8909 after allowance for the old truck is made.

The new fire fighting craft will be a 1938 custom built job with 12 cylinders and 190 horsepower motor. It will bear a 500 gallon rotary gear pump and a 150 gallon booster tank. The house body will contain 1,400 feet of hose. Other equipment will be a 28-foot extension ladder and a 12-foot ladder, one soda and acid extinguisher and one foam extinguisher.

Ninety days will be required to build the truck at the plant in Elmira, New York. About 21 feet long from front bumper to rear step, the truck will have a top speed of 70 miles per hour and a second gear speed of 40 miles per hour.

The new machine will replace the

La France bought 25 years ago and used constantly since that time. Since the sale provides for giving the old truck back to the city after discount has been made for it in the purchase price, it will be sold to the highest bidder. Talent Grange entered an early offer of \$400 and steps to close the deal will be taken after ample time for others to bid has been allowed.

MARKET OPENED BY SCHUMACHERS

Mr. and Mrs. Ray Schumacher, who have been in business in the Rogue valley for the past 15 years, announce the opening of their new food market at 602 South Central.

The Schumachers recently sold La Rae's women's wear shop in Grants Pass. Before owning La Rae's they operated Ray's Market in Talent which they built up to a modern food store from a very small meat market.

The new food market occupies a new building on property recently purchased by the Schumachers. A meat department, grocery department, flower shop, delicatessen department, and fountain present a very attractive and compact arrangement.

Ray's will serve free coffee, cakes, and potato chips all day Saturday. There will also be free candy for the children.

Chrysler Declares 50 Cents Dividend

NEW YORK, May 6.—(P)—Directors of Chrysler corporation today declared a dividend of 50 cents a common share. In the preceding quarter no dividend payment was made.

Net profit for the quarter ended March 31 was \$2,109,999, or 48 cents a common share. This compared with \$10,914,302, or \$2.51 a share in the like 1937 quarter.

The latest dividend is payable June 14 to holders of record May 16.

In 1937, dividends were declared as follows: \$1.50 on March 13; \$2 on June 11; \$3.50 on September 10 and \$3 on September 13.

Cozy Cafe Installs Kitchen Equipment

The Cozy cafe, located across the street from the Rialto theater, has been completely remodeled and redecorated, according to an announcement by the owners today. The seating capacity has been increased and the interior is finished in white enamel.

A new range and other new kitchen equipment was also installed.

Quiet Wedding at Fair Asked SAN FRANCISCO (UP)—Miss Mary Sponason, 66 Park avenue, Brooklyn, has written officials of the 1938 Golden Gate and International exposition for permission to be married on Treasure Island, site of the exposition, on the opening day, Feb. 18, 1938. "Just a nice quiet wedding, you know, no fuss or bother," was the request. Officials have agreed to everything except just that.

Livestock

Portland
PORTLAND, Ore., May 6.—(AP-USA)—Hogs 350, including 250 direct; market active; strong to steady; few lightweight trucked in 88.00; medium, \$7.60; 220 lb., \$7.50; heavy packing sows, \$8.50; lightweight, \$8.00; feeder pigs, \$7.25@8.00.
CATTLE—50, including 37 direct; calves 60, including 33 direct; market nominally steady; medium-good fed steers salable \$7.50@8.00; good fed heifers quoted \$7.50@8.00; low cutter and cutter cows salable \$3.25@4.25; common-medium grades \$4.50@5.50; good beef cows, \$6.00-50 and above; bull's steers, \$5.25@6.00; choice vealers quoted \$8.00.
SHEEP—400, including 391 direct; market nominal; demand for spring lambs active, but narrow for ewes; good spring lambs salable \$8.25; shorn old crop lambs, \$6.75; shorn ewes \$3.00-7.50.

Chicago
CHICAGO, May 6.—(AP-USA)—HOGS 10,000, including 4,800 direct; mostly 10@15c lower than Thursday's average; spots off more weights upward from 220 lbs.; top \$8.15; smooth butcher kinds up to \$7.25.
CATTLE—1,000, calves 600; meat killing classes steady to strong; supplies very limited; vealers weak; short load choice 910 lb. yearlings \$9; bulk of steer crop \$7@8; cutter cows largely \$4.25@5; weighty steers \$6.75@8; practical top vealers \$9.
SHEEP—14,000, including 6,000 direct; late Thursday lot lambs weak to 15c lower; woolled lambs \$8.35@9.75; fat lambs underweight weak, \$9.25c lower; indications 25c and more off on sheep; good to choice woolled lambs \$8.25@9; best hied above \$8.65.

South San Francisco
SOUTH SAN FRANCISCO, May 6.—(AP-USA)—HOGS 200, mostly 10c lower; bulk good to choice 190-215 lb. butchers \$8.55@9; packing sows absent; good quoted around \$6.55@6.5.
CATTLE—25, holdovers 40. All classes nominally steady; steers and medium to good she stock absent in fresh supply; medium to good fed steers quoted around \$7.50@8.75; grass cows salable mainly \$5.25@7.5; odd head fat dairy type cows \$4.75@8; odd plain light bulls \$4.75; calves, 10; nominally steady, package light range vealers \$8.00.
SHEEP—None, holdovers 30. No lambs offered; part deck medium grade 78 lb. California shorn yearlings \$5; sorted 3 head common \$4; slaughter ewes absent.

Portland Produce

PORTLAND, May 6.—(AP)—Butter—Prims: A grade, 27 1/2 lb. in parchment wrapper, 27 1/2 lb. in cartons. BUTTERFAT—Portland delivery, buying price: A grade, 25@25 1/2 lb.; country stations, A grade, 23 1/2 lb.; B grade, 2c less; C grade, 6c less. EGGS—Buying prices by wholesalers: specials, 20c; extras, 18c; standards, 16c; special mediums, 16c; extra mediums, 15c; undergrades, 14c dozen.
Cheese, country meats, live poultry and turkeys unchanged.
POTATOES—New Texas, 75c; California white, 90c@1.25 per 50-lb. bag.
POTATOES—Yakima gems, 2s, 70c; local 65c central Oregon, \$1.15@1.20 central.
WOOL—1938, nominal; Willamette valley, medium, 18c lb.; coarse and braids, 16c lb.; eastern Oregon, 16@18c lb.
MOHAIR—Nominal, 1938, 15@17c lb.
Onions, hay and hops unchanged.

Portland Wheat

PORTLAND, May 6.—(AP)—Wheat:
Open High Low Close
May 76 76 76 76
July 73 73 73 73
Sept. 73 1/2 73 1/2 73 1/2 73 1/2
Cash grain:
Oats, No. 2, 36 lb. white, \$26.00;
No. 2, 36 lb. gray, \$26.00.
Barley, No. 2, 48 lb. b.w., \$28.00
Corn, No. 2, E. Y. shipment, \$28.
Middlin, standard, unquoted.
Cash wheat (today):
Soft white, 19 1/2; western white, 78 1/2; western red, 78.
Hard red winter, ordinary, 76; 11 per cent, 76; 12 per cent, 80; 13 per cent, 84; 14 per cent, 88.
Hard red spring, ordinary, 78; 11 per cent, 78; 12 per cent, 78; 13 per cent, 84; 14 per cent, 88.

Chicago Wheat

CHICAGO, May 6.—(AP)—Wheat:
Open High Low Close
May 79 1/2 80 1/4 79 80 1/4
July 78 1/2 78 1/2 77 1/4 78 1/2
Sept. 79 1/2 79 1/2 78 1/2 79 1/2

Wall St. Report

NEW YORK, May 6.—(AP)—Strong buying in utilities gave the stock market a broad rallying hoist today that put many issues up fractions to around 4 points.

The power group, along with rails and specialties, uncovered quiet support at the start, the former apparently responding to persistent reports "something good" was coming out of Washington for the long-beleaguered public service corporations.

Transfers for the session approximately 1,100,000.
Today's closing prices for 25 selected stocks follow:
Al. Chem. & Dye 145
Am. Can 86 1/2
Am. & Pcn. Fow 3 1/2
A. T. & T. 130 1/2
Anaconda 28 1/2
A. T. & S. F. 29 1/2
Bendix Avia. 12
Beth. Steel 48 1/2
Caterpillar Tract. 43 1/2
Gen. Elec. 35 1/2
Gen. Foods 26 1/2
Gen. Mot. 32 1/2
Int. Harvst. 59 1/2
I. T. & T. 71 1/2
Johns-Man. 32 1/2
Monty Ward 20 1/2
North Amer. 20 1/2
Penny (J. C.) 62 1/2
Phillips Pet 35 1/2
Radio 6
Soc. Pac. 12 1/2
Std. Brands 7 1/2
St. Oil Cal. 30 1/2
St. Oil N. J. 48 1/2
Trans. Amer. 10
Union Carb. 66 1/2
Unit. Aircraft 27 1/2
U. S. Steel 45 1/2

Unique Display of "Candy Frocks" In Mann Store Window

One of the most unique window displays seen here in many moons is the "Candy Window" at Mann's department store, presenting exquisite frocks of nub-sack material in candy colors of pink, blue, aqua and fondant. Cellophane-wrapped taffy candy in harmonizing shades emphasizes the appealing "Candy Frocks." The models on which the dresses are displayed, rest on separate

Symphony Head Defends Jazz

MINNEAPOLIS (UP)—Dimitri Mitropoulos, conductor of the Minneapolis symphony orchestra, prefers musicians with jazz orchestra experience.

Many of the orchestra's present members, according to Mitropoulos, after extensive study in the field of symphonic music, have played in jazz bands.

"The new techniques of jazz must be used in symphonic music," he said. "Do not think that jazz is an inferior kind of music. The minut and many of the ancient dances have been brought to the symphony. Jazz is a modern dance form."

Recently, he said, many of the musicians objected to playing George Gerahwin's "Rhapsody in Blue."

"I talked with them for half an hour," he said. "I told them how important this music was to the symphony and advised them to learn all of the techniques of jazz. Modern orchestras try to imitate the new styles of jazz and, bringing them to a high

Level, Use Them More Artistically

level, use them more artistically. We should know in music what our country gave us. It is a great mistake to neglect it."

And to those who dislike the injection of jazz into the symphonic concert, Mitropoulos admonished: "If we have a way to drive faster, we should not use a horse and carriage! That is not progressive. The other arts are becoming progressive. Why must music mean only the music of Bach, Beethoven and a few others?"

SALINAS, Cal. (UP)—California bean growers expect every American citizen to do his duty. To save the industry, each must eat more beans, they say.

Hunters Grimly Warned

LANSING, Mich. (UP)—A game report card required of all Michigan hunters by the state conservation department carried this notation under the name of G. W. Quest, Melvindale: "This man was mistaken for a bear and killed near Tawasa City."

Announcing the Opening of Ray's Food Market

802 South Central. Phone 1937

Meat Dept.

Our Meat Market will feature only the finest in young Beef, Pork, Veal and Lamb. Our Ground Meats will be ground before your eyes; we will have nothing to hide as only quality meats will be used. No back room is needed at Ray's. Try our specialty sausages. We have 25 recipes for Old Fashioned Pork Sausage. Each week we will feature a different sausage.

Grocery Dept.

Our Grocery Dept. will be complete for selection and we believe we have tried to arrange it so your shopping will be easier. Compact displays with all merchandise plainly marked. Quality brands with competitive prices at all times.

Fountain

Try our Fountain Lunch where you can get your favorite drink flavored as you like it. Our Milk Shakes will be large, with rich Guernsey Milk direct from Jackson county's finest dairy herd. Tasty Sandwiches, Pie and Renda's Silx coffee will please the most skeptical.

Flower Shop

An added feature we hope you will like is our Flower Shop. We have made arrangements with a local green house for potted flowers and plants. Now that spring is almost here you can buy your favorite plant here to beautify your home.

Delicatessen

We will try to please you in our Delicatessen Dept. by offering the little nick-nacks in food that will help you get that hurried meal or when unexpected company arrives you can always depend on Ray's for that extra bit.

Milk

We will feature Bottled Milk from Wing's Cloverhill Registered Guernsey herd exclusive in this neighborhood. Try this milk today and we know that no other will please you.

It is our earnest desire to give to people in this trade area a small, compact store where sanitation will be our watch word plus personal interest in your purchases no matter how small or how large. We have tried to make our arrangement such that it will be compact, and trading here will be easier. Plenty of parking space is available, no running around hunting for a place to park or carrying heavy loads any distance. Our delivery service will be prompt and special care will be given all orders. Just try calling 1937 for a trial order. We do not believe in price cutting as price cutting means lower prices for products sold by labor, agriculture and industry, still WE WILL NOT BE UNDERSOLD ON MERCHANDISE CARRIED BY US.

Free Coffee and Cakes will be served all day Saturday by Renda's coffee, Kraft's Dinners by Kraft, Spud Chips by Parker's. Inspect this store this week, we believe you will like it.

RAY J. SCHUMACHER

Free Candy for the Kids, many free articles for Mother

We Congratulate Ray's Food Market

and we hope they will receive the patronage they deserve

Beck's

Congratulations! Ray Schumacher Upon the opening of Ray's Food Market. We wish you a generous measure of success!

Snider's

- MILK
Rich, delicious Grade A milk that's PASTEURIZED! Drink it for HEALTH
- BUTTER
It's FARM FRESH... richness and flavor that appeals to all! Try it!
- ICE CREAM
In your favorite flavor, smooth in texture, thoroughly delicious.

SOUTHERN OREGON PRODUCTS

Every time you ask for "SNIDER'S" products you are giving a boost to Rogue River Valley farmers and dairymen... and you are sure of the BEST!

SNIDER'S DAIRY & PRODUCE CO.

Congratulations—

Mr. and Mrs. Ray Schumacher

We wish you every success in your new food market

HUBER PACKING CO.

We Wish Success to Ray's Food Market

We know his patrons will enjoy

FRESH COFFEE

Roasted and ground in Medford by

Renda Tea & Coffee Co.

24 North Bartlett

Congratulations to Ray's Food Market from Bates Candy Co.

Congratulations Ray's Food Market

Special Offer

5 BOWL COVERS AND DURKEE TREASURE BOOK FOR 25c AND "1" DURKEE'S MAYONNAISE COUPON

OR SALES SLIP FOR DURKEE'S SALAD AID SALAD DRESSING - PINT OR QUART

DURKEE'S FAMOUS FOODS - Berkeley, California

Durkee's Genuine Mayonnaise Pint 37c; Quart 45c
Durkee's Troco, 2 lbs. 35c, at Ray's Food Market

Distributed by CAROLD J. PARKER

We Congratulate—

Ray Schumacher

Upon the Opening of His New Market at 602 So. Central

MASON-EHRMAN & CO.

1938

BUSINESS will be largely what you make it in 1938... your AGGRESSIVENESS will govern your SUCCESS volume and profits will rise or fall according to the business-building efforts you put forth!

Shrewd, far-sighted executives, whose businesses depend directly on the public's patronage, will make liberal use of NEWS PAPER ADVERTISING in 1938!

REMOVE THE MASK FROM ADVERTISING MEDIA BY CONSULTING A.B.C. REPORTS!

YOU do not want to waste your advertising money, do you? Of course, you are anxious to see every advertising dollar produce MAXIMUM RESULTS in 1938—to bring more store traffic, more new customers, more volume, more profits!

A safe policy to follow in buying advertising—the BEST assurance of buying the BEST advertising—is to look every advertising proposition squarely in the face! Remove the mask and see exactly what you are getting!

The most important consideration is the advertising medium's proven ability to reach and influence the largest number of present and potential customers at the most economical cost.

FACTS tell the story—and FACTS alone! Advertising media masked by unsupported claims and guesswork estimates of circulation coverage will NOT pay dividends on the investment you make!

FACTS count! That is why we urge you to inspect our latest AUDIT BUREAU OF CIRCULATIONS' REPORT. It tells exactly why this newspaper can give you bigger, better advertising RESULTS—why its effective, economical coverage represents 1938's BEST ADVERTISING BUY!

A.B.C. Report

A representative of this newspaper will gladly explain the full meaning of our latest A. B. C. REPORT to you and to assist you in every possible way in planning your 1938 advertising program.

THE MEDFORD MAIL TRIBUNE