

MRS. SPARROW TO HEAD SEAL SALE IN COUNTY AREA

Miss Bullis to Be Medford Chairman for Annual Drive—Mrs. Van Dyke in Charge of Ashland Sale

Mrs. Alex Sparrow will head the 1938 Christmas Seal sale in Jackson county. It was announced Tuesday at a luncheon session of the executive board of the Jackson County Public Health association.

this year. Mrs. Frank VanDyke will again serve as Ashland chairman of the campaign to combat tuberculosis. Other committee appointments will be made by Mrs. Sparrow in the near future.

MATILDA LOFLAND, PIONEER, PASSES

Matilda Dollarhide Lofland, pioneer resident of Jackson county, passed away at her residence, 909 West 10th street, at 7:30 this morning at the age of 80 years.

Mrs. Lofland was born in Iowa and came west with her parents, the late Mr. and Mrs. Jesse Dollarhide, when she was a small child.

Those living are Charles W. of Grants Pass; H. N., L. M., George M., and Ruby Lofland, all of Medford; Percy of Central Point; Roy F. of Prouty; and Marie Demming of Seattle, who is on her way here for the services.

A Christian Science funeral service will be held at the Conger chapel at 2:30 Friday, followed by interment in the Jacksonville cemetery.

FARMERS ASSOCIATION IS FORMED IN YAMHILL

McMINVILLE, Sept. 7. — (AP) — Farmers formed a Yamhill county unit of the Associated Farmers of Oregon today and elected L. E. Cabe, McMinnville, president; W. B. Duerst, McMinnville, vice-president; and C. N. Teegarden, Yamhill, secretary-treasurer.

Laughs at Tire Blowouts When Doing 70



Blowouts at 70 miles an hour mean nothing to Andy Roas, test engineer for the Bendix corporation. To demonstrate the value of a new hydraulic steering stabilizer manufactured by this company, he will blow out one and perhaps both tires on one side of the car while doing 70 miles an hour.

for the interesting demonstration with Al Littrell, head of Littrell Parts company, Medford representative, and with traffic officials here. The Medford police department under Chief Clatous McCredie, and the Medford Traffic Safety council are cooperating with Bendix officials in details of the demonstration in the interest of increased traffic safety.

hit a 350-pound sandbag on the same side as the flat tire. As though this will not be sufficient proof of the stabilizing effect of this equipment, the test car will shoot a rear tire at 70 miles per hour and lock the brakes; then will shoot both front and rear tires simultaneously on the same side of the car at 70 miles per hour, then will drive the car in front of the crowd with two flat tires, the driver steering with one hand, the other in the air.

Carlton Birthday Present Will Buy Movie Projector For Use in County Schools

Miss Mildred T. Carlton, president of the Jackson County Public Health association, has decided how to spend her birthday money. She made the announcement Tuesday in a letter to the board of the health association, which sponsored the county wide celebration of her birthday last March 23, in which every community and school of the county participated.

Some time this month her birthday present will become a present to every school boy and girl of the county. For she is going to buy a projector for showing of motion pictures in the schools and in all community groups associated with the schools. And she wants the boys and girls to know that all the pictures will not be of a serious nature. All will be entertaining, whatever the subject matter, and many will be "just for fun."

The projector will be housed at the Jackson county courthouse and arrangements for its use may be made through the county health nurses or the county school superintendent's office.

Whenever the school is the civic center of the community the projector will be loaned to the various community groups and it is expected to prove particularly beneficial to

parent education groups. Schools, which do not have buildings electrically equipped, will be transported to other buildings for joint meetings to obtain their benefits from the projector, for Miss Carlton's wish is that every school, however small, receive some happiness from her birthday gift.

SIX SCHOOLS TO OPEN ON MONDAY

All public schools of the county opened Monday and Tuesday, with the exception of Central Point, Talent, Little Butte Creek, Prospect, Phoenix and Eagle Point. These six schools will open Monday, September 12.

Schools opening last Monday, according to the county superintendent, were Ashland, Agate, Antioch, Sams Valley, North Phoenix, Derby, Meadows, Applegate, Lost Creek, Table Rock, Trail, Evans Valley, Watkins, Elk Creek, Beaver Creek, Little Applegate, Alderbrook, Shady Cove, Pinehurst and Fern Valley.

Schools opening Tuesday were Jacksonville, Griffin Creek, Nell Creek, Antelope, Independence, Provolt, Rogue River, Brownsboro, Forest Creek, Reese Creek, Medford, Wagner Creek, Gold Hill, Oak Grove, Bellview, Liberty, Butte Falls and Howard.

The West Side school was listed as starting today.

BUYING IMPULSE TOPIC AT ROTARY

"What Creates the Buying Impulse?" was the topic of an interesting and illuminating address on advertising presented before the Medford Rotary club Tuesday by W. A. Gates. A large gathering of Rotarians enjoyed Mr. Gates' discussion of the three "buying impulses": dissatisfaction, fear and sentiment, around which all selling efforts are built in the speaker's opinion.

"It is likewise necessary to always be in a position to back-up all statements made in advertising. Ethical treatment of competitors and customers alike is the keynote of good advertising and merchandising." "Advertising is the cosmetics of business," was the description given by Mr. Gates, who elaborated by pointing out importance of creating a "personality" for firms within their own organizations. The importance of harmony within store staffs and a general discussion of media were covered in Mr. Gates' concluding comments.

Salem Closes Shop To Visit State Fair

SALEM, Sept. 7.—(AP)—The city of Salem virtually closed up shop today to observe its day at the 77th annual Oregon state fair. Attendance during the first two days of the fair was about the same as last year's record crowd, although showers Monday and Tuesday kept the attendance down. About 6000 attended yesterday, less than one-fourth the size of the Labor day crowd.

Who's Afraid of October 3, 1927?



Nobody, of course. Can't even remember that day, can we? So, we must have mastered its problems in our stride—and life went smoothly on. Yet, there was a time when some people feared October 3, 1927, because some people always fear the future. Now—Today is here. What a thing of promise to Americans is each new day! Opportunities beyond the dreams of our forefathers. Comforts and conveniences beyond the reach of peoples of other nations. Each day providing well-earned moments of leisure to plan our personal contributions to America's tomorrow.

Live Life... Every golden minute of it Enjoy Budweiser... Every golden drop of it

Budweiser Makers of the World-Famous. MAKE THIS TEST DRINK Budweiser FOR FIVE DAYS ON THE SIXTH DAY TRY TO DRINK A SWEET BEER. YOU WILL WANT Budweiser's FLAVOR THEREAFTER.

BIGGER-BETTER Pepsicola. Rich in quality. Unmatched in flavor. Delicious and pure. 5¢. WORTH A DIME.

Greater than Ever Before

Are WEEKS & ORR'S REGULAR FURNITURE VALUES

SINCE 1915—The Home of Famous GOLDEN STAR FLOOR WAX and FURNITURE POLISH

Pay on Easy Terms

PRIDE STEEL RANGE Here's an exceptional quality in a semi-porcelain range. \$3950 We also have the Western Range with full enamel front and ends, at the low price of \$6500

ORBON HEATMORE WOOD CIRCULATORS You will find four different styles in the Orbon Heatmore Circulators. These beautiful Circulators are "TOPS" for those who seek beauty, efficiency and economy. Walnut enamel finish. The larger models accommodate two-foot wood while the smaller take 20-inch. 4 Different Styles

DAVENPORT SUITES DAVENPORT AND CHAIR \$39.95 FREE FLOOR LAMP With Each Davenport, Regardless of Price! Yes sir! A reflector-type floor lamp, indirect light, with your choice of shades GIVEN FREE WITH ANY DAVENPORT SET IN OUR STORE—Regardless of price!

YOU CAN ALWAYS BUY FOR LESS AT WEEKS AND ORR'S—THE STORE THAT NEVER HOLDS A SALE!