

IF YOU'RE NOT TRADING AT THE GROCETERIA YOU'RE PAYING TOO MUCH!

AT THE GROCETERIA BAKERY

Coconut Crunch Cake
49¢ each

Uniced Angel Cakes
2 sizes **98¢ - \$1.09**

CINNAMON ROLLS
PAN OF 8
49¢

FRESH LOCAL

SWEET CORN

Selected Ears of Fresh, Golden Plump Sweet Corn Fresh Every Morning from Southern Oregon Farms.

Serve Corn on the Cob Tonight

6 For 25¢

45¢ Doz.

RED RIPE FIRM MEATED
TOMATOES

SLICING SIZE — Cold Tomatoes are as refreshing as a cool breeze on a hot day.

19¢ Pound

SUNKIST LEMONS

LARGE SIZE—Reg. 49¢ Dozen
BEAT THE HEAT WITH LEMONADE
Relax with A Tall Cool Glass

Dozen **35¢**

Save 14¢ dozen

CRISP CRUNCHY CELERY

Refreshing Non-Fattening
Only 82 Calories per Pound

Pound **10¢**

LOCAL TREE RIPENED RED HAVEN or ELBERTAS
PEACHES Perfect for slicing Wonderful flavor Lb. **19¢** Lug **2.89**
CRISP—FINE FOR SALADS or STUFFING
LOCAL SWEET BELL PEPPERS Lb. **15¢**
GOLD MEATED
SWEET JUICY CANTALOUPS Lb. **8¢**

LOWEST PRICE IN YEARS!

EXTRA FANCY FRESH FROSTED

FRYING TURKEYS

39¢ lb.

SMALL SIZE—4 to 6 POUNDS AVERAGE

U.S. GRADED CHOICE STEER
CHUCK ROAST **47¢ lb.**

EXTRA LEAN—FRESH MADE COUNTRY STYLE
SAUSAGE **39¢ lb.**

U.S. GRADED CHOICE STEER
Cross Rib Roast Boned and Rolled **79¢ lb.**

EXTRA FANCY—FRESH DRESSED
COLORED HENS **39¢ lb.**

Crater Lake Brand
CHEDDAR CHEESE

KLAMATH FALLS CREAMERY
WHOLE MILK MILD
39¢ lb.

Meat Prices in this Ad good through Saturday, July 27th

SWIFT'S PREMIUM BRAND TABLE READY MEATS!

In Vacuum Packages
Its the Ideal Lunch Meat
Olive Loaf, Macaroni & Cheese, Pickle
Pimiento, Bologna, Lunch Tongue,
Savory Loaf, Head Cheese, Souse.

27¢ PKG. 4 PKGS. \$1.00
Assort As You Wish

REGULAR 29¢ PACKAGE—YOU SAVE 16¢



HERALDS CONCERT—A young Robin Hood warms up his trumpet in preparation for the Robin Hood band concert which will be held at 7:30 p.m. Monday at the Medford High school stadium. He is a member of the 70-piece youth band sponsored by the Independent Order of Foresters. The boys of the band will stay at Camp White and will play a concert for members there. The girls will stay at the Jackson hotel.

Spare Tire of Car Hurts Pedestrian

Portland — Clarence A. Moot, 50, was hurt Wednesday in a freak accident here when two cars collided and the spare tire of one of the cars hurtled 75 feet and struck Moot in the back.
The automobiles driven by Thomas J. Danna, 24, Kildon, Manitoba, and Carlos Virgil, 18, Portland, collided. The car Virgil was driving tipped on its side and the lid of the trunk flipped open, throwing tools and two spare tires into the street.
Moot, who was walking, was knocked unconscious by the impact of the tire.

East Oregon Farmers Get Emergency Funds

Washington — The Agriculture Department Wednesday allocated \$400,000 in emergency conservation funds to farmers in two eastern Oregon counties as the federal government's share of the cost of rehabilitating flood-damaged farmland and freeze-damaged orchard lands.
The department designated the flood-damaged parts of Malheur county and the Milton-Freewater freeze-damaged section of Umatilla county as emergency conservation disaster areas.

Jaywalking Brings 60-Day Jail Term

Miami — Samuel Orloff, 64-year-old news vendor, has received the stiffest jaywalking sentence—60 days—since a new jaywalking ordinance was passed a year ago.
City Judge Mitchell Goldman sentenced Orloff Wednesday after learning the man already has served 13 days in jail on five previous jaywalking arrests, including two on the same day, near the same street corner, by the same officer.

Leona Gage Wins Part in TV Program

Hollywood — Leona Gage, dethroned as Miss United States when it was learned she was married to Air Force Staff Sgt. Eugene Ennis, has agreed to make her professional acting debut on "NBC Matinee Theater," TV producer Albert McCleery said today.
"I'd give her a chance if for no other reason than that she's the wife of a sergeant," said McCleery, who is a colonel in the Army Reserve.

Interest on Property To Be Paid in Nuts

Baraboo, Wis. — John M. Kelley, president of the Circus World Museum of Baraboo, made a trip to the British West Indies and bought a coconut grove on the island of Cayman Brac.
To get funds for the purchase, he sent a note to George Weber, president of the Baraboo National bank, containing this clause: "Interest at 5 1/2 per cent payable in nuts."
Weber honored his note.
Now, Kelley said, he and Weber are searching for some monkeys to harvest the crop of coconuts.

Monthly Investment Stock Exchange Plan Goes On Unperturbed

By ELMER C. WALZER
United Press Financial Editor
New York — Let the stock market go up or down, the monthly investment plans of the Stock Exchange go on unperturbed.



Elmer Walzer

This is an indication that the little fellows are becoming real investors. They care little about average, volume of trading, highs and lows set daily or the activity of individual issues.
They pay their fixed sum each month or quarter, and build their little portfolios of stocks. The little plans of the little investors have been growing steadily. Very few have elected to sell their holdings. Instead they have been building them up steadily.

Under the monthly investment plan, a small investor agrees with his broker to put up a certain amount of money each month or quarter and invest it in a stock or stocks, letting them pile up in the broker's office until he has 50 or more shares when the broker mails the stock certificates.
There's no margin here. The stock is bought when the investor puts up his money.
The purchases are made in fractions of a share. If one puts up \$50, he can buy 2,626 shares of a \$18 stock or 0.2621 share of a \$180 stock. He'd only get a small hunk of Superior Oil of California which sells at nearly \$2,000.

These small accounts are building up at a rate of 160 a day. That's a lot of additional investors in the market who might not enter at all if the old rules applied. This way the little fellow gets his stock by paying a small commission and no other charge.
Most of the small investors are applying their dividends to more stock purchases and it all builds up into a tidy sum for the future.

Can Get Reports

The little fellow can get for the asking the reports of the companies or company in which he is investing from his broker. When the stock is in his name later on, the reports are mailed in regularly from the company.
The plans are a good example of dollar cost averaging. The purchases are made each month or each quarter at the prevailing price for the particular stock selected. Overall the price averages out just as it does with the big investors who put hundreds of thousands of dollars into the market.
All these little investors are real capitalists, confounding the theories of Karl Marx and all the present day Communists.

Stock Broker To Head Portland Rose Festival

Portland — William B. Boone, Portland stock broker, Wednesday was named president of the Rose Festival Association succeeding Leith Abbott. Other board officials are Harold Weiss, first vice president; William R. Moore, second vice president; Ed Casey, secretary, and Al Molin, treasurer.



Only the prime portions of selected tuna are used in Breast-O'-Chicken brand.

ONLY THE FINEST 1/3 OF THE TUNA!



Breast-O'-Chicken Tuna is always firm, tender and wonderfully delicate in flavor—for only the finest one-third of the tuna is packed under this famous brand. It is rated excellent, also, in both quantity and quality of body-building protein.
In fancy solid pack or popular chunk style, Breast-O'-Chicken means best-o'-tuna!

BREAST-O'-CHICKEN HI-PROTEIN TUNA