

## Ladies Go to Tolo Meeting

The Valley View community club was invited down to Tolo last Thursday to spend the afternoon with the Tolo community club. Eighteen members accepted, the invitation and spent a very enjoyable afternoon. The Tolo ladies had games arranged that created a lot of fun, then late in the afternoon served a very delicious luncheon. Those from Valley View who enjoyed the afternoon at Tolo were Mesdames Wm. Glenn, H. H. Weagant, Everett Botswick, W. F. DeFord, Grace Lowe, J. R. McCracken, L. H. Gallatin, George Bishop, Russell Bishop, Mary Brown, Mabel Reachert, J. F. Arnold, N. E. Bond, R. M. Jones, D. H. Jackson, Alice Farmer, G. W. Nichols and J. Lennox.

Mr. and Mrs. George Nichols and daughter, Betty Jean, of Ashland and Mr. and Mrs. H. R. Westerbery and son Richard of Talent spent Easter Sunday with Mr. and Mrs. G. W. Nichols and family.

Mr. and Mrs. Lloyd Bishop and family of Medford were guests of Mr. and Mrs. George Bishop last Sunday.

J. F. Arnold is doing jury duty at Jacksonville this week.

Fred DeFord was out of school for a few days this week with an attack of flu.

D. H. Jackson has also been on the sick list this week.

Mr. and Mrs. Sherman of Jacksonville spent last Tuesday at the J. F. Arnold home.

Cecil Harbordt of Ashland spent Easter Sunday with his uncle and aunt, Mr. and Mrs. John Farmer.

Mrs. Von Lent, Mrs. Hash and Mrs. George Walton of Ashland were guests at the Arnold home on Tuesday evening.

Mrs. C. E. Bolds, Gloria and Jack Bolds of Central Point called on Mr. and Mrs. Wm Glenn last Sunday afternoon.

M. F. Craig, who celebrated his 94th birthday, April 7, has been quite ill all week and confined to his bed most of the time.

Mr. and Mrs. D. O. Hurley entertained a party of relatives and friends at dinner on Easter Sunday.

An Easter egg hunt in the afternoon was enjoyed by the young people. Those present besides the host and hostess were Mrs. Martha Mattison, Mr. and Mrs. Frank Reed, Mr. and Mrs. C. W. Holdridge and family, Mr. and Mrs. Frank Holdridge and family and Miss Ruth Genoway.

—Get your mower repairs early and avoid the rush and provocation when in the field and your mower breaks down. All kinds of repairs for most any mower kept at Peil's corner. 1-2vv

### DEBATE CHAMPIONS ARE SPEAKERS AT MEET HERE

The regular Chamber of Commerce luncheon held Tuesday noon in the club dining room of the Lithia Springs hotel featured an unusual and exceptionally interesting program. Dick and Adena Joy of the high school, southern Oregon debate champions debated on the negative side of the question, "Resolved, that the Severance tax be made a feature of the system of taxation of Oregon." Harold W. Allison debate coach, acted as chairman. After the speeches the debaters requested the people to ask them questions for rebuttal arguments. Irving Vining, J. C. Hopper and E. S. Carter, volunteered questions and the meeting turned into a general discussion. Vining expressed his views on the question. Hopper quoted Kansas and reforestation, E. V. Carter discussed the bond situation flotation bonds in territory where timber backed bonds to a certain degree. Viv Mills, the new president presided. Mr. Mills was inaugurated into office by being

presented with a gavel by George W. Dunn, vice-president, consisting of a green onion which the president stated was very strong.

## BIGGEST TIN STRIKE MADE

And Located Near City of Gold Hill

## Is Next to Kel-Mar

Golden Cross Find Richest; Rogue Valley Said Only Tin Field on Continent.

That the famous mystery metal is a mystery no longer, is evidenced by a recent strike in the Golden Cross tin mine, 12 miles northeast of Medford where a 30-foot vein, exposed on the surface for three quarters of a mile, is yielding metal analyzed 89 per cent tin, and selling at \$80 a ton.

Following several months of blind labor and the expenditure of from \$500 to \$1000, in unfruitful tests the company managed by M. D. Jackson, were fortunate in securing the services of Glen Spurlin, Australian miner, who was the first to recognize the metal as tin. Spurlin, having had years of experience in tin mines, is enthusiastic over the superior quality of the Golden Cross mine.

Claimed to be one of the biggest tin strikes in the United States, the Golden Cross discovery will mean a great deal, according to Joe A. Thomas, of the Thomas Realty company, who with a friend visited the mine yesterday and brought back several samples of the ore, which upon experiment smelts six pounds of tin to 100 pounds of rock.

A small furnace has been erected on the mining property, and operations, which are still in the preliminary stages, are to develop to a larger scale with the arrival of new equipment due to arrive soon.

Running competition with the recent strikes on Evans creek, the Golden Cross mine is bound to claim the attention of Jackson county curiosity seekers and tourists, it being situated across the Bysbee bridge but 30 minutes ride from Medford. Until the reported strikes in Josephine and Jackson counties, no tin deposits had been known on the North American continent, and it was for this reason that Portland papers scoffed at reports of the metal in this section.

Assays, though seem to definitely establish the fact that large deposits of the metal, in commercial quantities, abound in this section. South America and China are now the chief sections from which the world's supply of tin is taken.—News.

### CAN ADVERTISING STABILIZE PROSPERITY?

(Editors note: The prize winning three minute speeches delivered by Theodore Baer of Stanford university at the San Francisco convention of the Pacific Coast Advertising Clubs association.)

You have heard advertising defined in many different ways. But, reviewing them all, can you think of a more fitting definition than this the key note of our convention. "Advertising—Stabilizer of Prosperity!" If advertising can reduce market fluctuations, if it can lengthen buying seasons, if it can raise business out of its dread depressions, none can question its right to be termed "Stabilizer of Prosperity."

In the role of an emergency force, advertising stabilizes prosperity. It coordinates production and distribution. It makes possible a smooth, even flow from the manufacturer through the wholesaler and retailer to the public—making possible what all business seeks—a greater net profit.

The success of the California Fruit Growers association is due in no small part to their use of advertising in this role of emergency force. When faced by possible bankruptcy, a result of over-production, the Orange growers called upon advertising to increase distribution, and lengthen

the buying season. Judiciously planned advertising increased the general sales fifty per cent, and the sales during the off-season months in the summer, one hundred per cent.

To the lemon growers, as you know, the winter market seemed an insurmountable difficulty. Utilizing advertising by campaign concentrated in the winter, featuring winter and year around use of lemons, the growers sales increased three times faster than during the peak summer months.

"Selling California walnuts after Christmas was like trying to sell fire crackers after the Fourth of July. So the Walnut Growers association carried on an educational campaign that made walnuts an all year commodity.

Now fifty per cent are purchased between January and October—the former "dead months."

Through advertising the deepest business depressions have been bridged. The illustrative experience of the Dennison Manufacturing company is interesting. That company makes it a practice to build up a reserve during the boom years, which it draws upon when the slump comes. In 1921 this farsighted plan carried the company safely over that depression. Production never slackened. And this year but four per cent less workers were employed than during the boom year of 1920.

When we realize how advertising lengthens the buying season, how it prevents market fluctuation, and how it lifts business out of depressions—when, furthermore, we see how advertising now gives workers greater security in employment, we cannot but recognize the right of advertising to be termed "The Stabilizer of Prosperity" and a wonderful service force as well.

### FLOODS BARE \$122 GOLD NUGGETS IN MINE, BUT BUYER IS SKEPTICAL

The other day W. F. Hays, who has mining property on Oscar creek, four miles above Murphy, took a buyer out to look over the property. He had not visited the mine since the heavy rains of February.

When they went down to the mine Mr. Hayes saw something glitter and he stooped over and scratched some sand from a two-ounce nugget of solid gold. The prospective buyer took the usual attitude that nature hadn't planted the gold nugget where it was found, so Mr. Hayes didn't press the matter as he didn't want him nosing around when he wasn't there. A little later Mr. Hayes picked up a four ounce nugget. The smaller one weighed in at \$49 and the larger one at \$73. The nuggets are said to be the largest brought to the city this year.

P. S. Woodin, president of the Southwestern Oregon Mining Bureau says there will be some more finds soon, as he has sold more gold pans and other prospectors equipment in the past two weeks than in the previous year.—Courier.

### SPRINGTIME

By Ottilie Phelps

April the month of showers,  
Is gliding swiftly away,  
And May is soft and balmy,  
With us a while will stay.  
Again we'll gather flowers,  
That bloom along the way;  
And weave them into garlands,  
To crown the Queen of May.  
And then the month of June,  
Will once again hold sway  
When rose buds burst in petals  
In many hues so gay.  
Spring has come with us to stay,  
Till July's sun, sends her away  
Fields and meadows now are green  
Willows bud above the stream.

### SECURITY CONFIDENCE

More than seven million individual investors have purchased the securities of electric and gas utility companies, telephone companies and electric transportation companies because of their confidence in these public utilities, says W. H. Hodge, of H. M. Byllesby and company.

The safety of their investments rests upon five underlying condition he says, which are:

First, the securities are issued by industries rendering service which save the user money, time and inconvenience. They conserve, and do not waste; they build up and do not destroy.

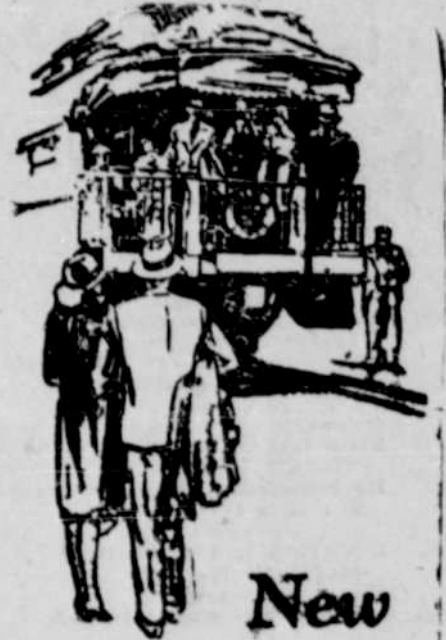
Second, the investments are backed by tremendous physical plants and distribution systems staked to and imbedded in the soil.

Third, modern gas, electric transportation and telephone systems produce and distribute service at the lowest reasonable rates. Utility companies have held down rates during the past ten years, while costs of everything entering into expenses have advanced greatly.

Fourth, utility investments are protected by a well-established system of regulation of these industries. In exchange for the limitation of

earnings, well-managed companies are protected against rate and conditions which would take away their earnings entirely, or be unfair to the investor.

Fifth, utility investments are protected by the character and quality of engineering and management received by the large and well-established utility organizations.



## New Shasta Route Service

Effective on and after April 17

A new train between Ashland and Portland serving intermediate stations. In addition, the fast and popular Shasta to Portland and to San Francisco, the Oregonian to San Francisco and to Portland and north.

New schedules assure new convenience for travelers either north or southbound. The Shasta now carries day coach to handle business and freight all scheduled stops.

Ask your local agent about this attractive new service. Low roundtrip fares are now in effect. Travel comfortably and at low cost.

G. N. KRAMER, Ticket Agent

## Southern Pacific



Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon who have been treated for one of the above named causes:

B. G. Clark, Troutlake, Wash.  
J. A. Wibert, Albany.  
Mrs. Yaquina McClay, Reedsport.  
Elmer Booker, Condon.  
Mrs. O. Garrison, Warren.  
Mrs. L. D. Beam, St. Johns.  
Mrs. Eliz Yoller, Astoria.  
Mrs. R. Gustavison, Westport.  
Mrs. W. B. Henslee, Marshfield.

Remember above date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Address: 211 Bradbury Bldg., Los Angeles, California. 513

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