

# Local Happenings

Mr. Earl Leever has been transferred from Ashland to Medford. Mr. Leever is with the Standard Oil Co.

Allie Maple left last week for Seattle, Washington where he will visit his sister, Mrs. Wagner. He will also visit relatives in Everett, Washington and in Eugene, Oregon.

Vivian Jones received a letter from her grandmother saying that she would not have known Geraldine was in Dunsmuir if she had not seen it in The American.

Fred Hesselgrave delivered a grain drill on Evans creek recently.

Miles Cantrall from Applegate was in town trading at Alexander's last week.

Mr. and Mrs. H. P. Jewett and Mr. and Mrs. L. C. Grimes left early Saturday morning for Eugene to attend the football game between Oregon and Oregon State. While there they saw Donald Richardson, Bill Snyder and Melburn Atkins. They returned home in the evening.

The Missionary Circle of the Christian church are holding a white elephant sale at the church this afternoon.

Ellis C. Galt, former editor of The American, is now editor of the Hughson Herald located in Hughson California.

Mr. and Mrs. V. H. Hauser and family and Mr. and Mrs. A. V. Moore spent Sunday with Mr. and Mrs. Harry Foley at the Modoc ranch.

Miss Jerry Jones spent the weekend with her parents here and in Medford. She returned to Dunsmuir Monday evening. She has work there as head cashier for Copco.

Mrs. Martina Hugger and daughter Ivy were Sunday dinner guests at the home of Mrs. Hugger's daughter and son-in-law Mr. and Mrs. Haas of Medford.

H. E. C. will meet at the home of Mrs. Chase on Wednesday, November 20, instead of the usual 4th Wednesday meeting, because of the near approach of Thanksgiving.

Regular session of the Central Point Grange on Friday evening will be preceded with a program given by members of the Home Economics Club, to which the public is cordially invited. The program will begin at eight o'clock.

Gene Merritt returned home last Thursday in time for a hot bath and a hot dinner before continuing on to Exeter, California where he will work in the grapes.

Mrs. Andre Chomel who has been ill for several days at her home in Hotel Valandra is recovering.

On Wednesday evening, November 6, Rev. and Mrs. R. C. Lewis and Rev. D. D. Randall were dinner guests of Rev. and Mrs. Lamkin at the Oregon Christian Center, after which Rev. Lewis spoke in the Murphy church.

FOR SALE—St. Joseph lily bulbs. Large bulbs for only 15c; smaller ones 10c. Also flowering quinine shrubs.—Shorty Terrill.

## Auto Owners Told License Time Soon

Automobile owners in Oregon received reminders this week of the approach of another registration year, when nearly 300,000 letters are released in the mails by Earl Snell, Secretary of State.

An annual license may be purchased for five dollars (\$5.00) for private passenger cars to be registered for the year 1936. This low rate has been enjoyed by car owners for the third consecutive time. A continuation of the plan of registering motor vehicles on a calendar-year basis retains Oregon on a registration schedule similar with other states in the union.

"These desiring to make application for plates for the new season at an early date may send in their remittances together with their registration cards properly signed at any time, and plates will be mailed from Salem to reach the applicants on December 15, the first date on which 1936 licenses may be used," suggests Mr. Snell.

A drawing for low license numbers will be held on November 20, and all applications received at that time will be included. Special request numbers will not be assigned, in order to continue the expeditious handling of plates.

## Armistice Day Is Well Celebrated

Armistice Day was a big day in Medford. Many of our local people were there. At eleven o'clock, the hour that the armistice was signed 17 years ago, there was a booming salute. At this time the paraders stepped into line.

G. C. Woods, Frank Mengog, Polk Hull, and Henry C. Applegate, who were soldiers in the Civil War, Spanish War and World War veterans, Gold Star Mothers and other organizations, civic and fraternal, were represented.

A free lunch was served to the ex-service men at the dug-out in the Natatorium, after the parade.

## New Flower Shop Opened in Medford

One of the brightest spots on East Main street is the new flower shop which has been opened by Mr. and Mrs. Antone Schoepen in the American Legion amusement center.

For the past 14 years the Schoepens have been prominent Medford florists and the attractive shop at 218 Main street affords an excellent display place for their lovely flowers. Rich fall chrysanthemums and other late blooming plants are the center of interest today.

The Schoepens have many friends here and in the surrounding territory, who have enjoyed their beautiful flowers and they are all given a hearty invitation to come and see them in their new location.

## State Beekeepers To Meet in Medford

On November 15 and 16 Medford will be host city to the Oregon State Beekeepers Association. It is announced by George W. Nichols, Jr., President of the Rogue River Valley Beekeepers Association, sponsors of the event.

Inasmuch as November 11-16 is national honey week, Mrs. Malitta F. Jensen, Secretary of the American Honey Institute of Madison, Wisconsin, will be in Medford and will give an address on the program.

All beekeepers in Oregon are urged to attend this important meeting which will open at 9:00 o'clock on Friday, November 5th, at the Court House Auditorium.

It is expected that a large number of beekeepers from northern California will be in attendance also.

## Golden Link Bible Class Holds Party

The Golden Link Bible class of the Christian church held their class party at the T. A. Marine home last Friday afternoon. Those enjoying this delightful affair were Mesdames C. M. Merritt, Harry Young, Mattie Smith, Mary Mee, George Fox, Edward Farra, Payne, Verne Hanson, A. E. Powell, Louise Cash Miles Tethrow, Edward Jones, Harry Head, Burns, Will Gregory, Viola Lampman, Al Hermanson, Eldon

## Did You Ever Stop to Think?

By EDSON R. WAITE Shawnee, Oklahoma

Michael H. Wren, Advertising manager of the New Haven (Conn.) Journal-Courier, says:

"Newspaper advertising today offers golden opportunity to those who promote it carefully and correctly.

"Today even children turn eagerly from the comic pages to certain advertisements. Why?—Simply because the kids find romance, drama, colorful news or humor in the good ads.

"Never in the history of newspaper advertising has romance, glamour, colorful news or humor so dominated the selling message. Never has so much of it been packed into the column inch by alert copy-writers.

"As long as newspaper advertisers continue to offer real news, romance and thrills in their copy, advertising will continue to be as important to the readers as the day's news. By that I don't mean sensational advertising copy. The circus can come to town once a year, while good drama and romance will live forever.

"No longer do you hear readers remark, 'Don't pay any attention to that; it's only an ad.' Rather, 'Let's buy one of those; the ad states they are reasonable and we certainly need one. The ad proved it!'

"Promote your newspaper advertising campaigns as you would a show. Give them atmosphere, colorful appeal. The good advertiser is a good showman. He gives the public what it wants, without bunk, and yet with plenty of entertaining features—and the public loves it and responds enthusiastically to the announcements.

"YOU NEWSPAPER ADVERTISERS WHO ARE NOT INJECTING ROMANCE, THRILLS AND HUMOR INTO YOUR COPY ARE MISSING A GREAT BET. YOU ARE MISSING GREATER PROFITS AND,

WHAT IS EQUALLY IMPORTANT, AN UNLIMITED AMOUNT OF GOOD WILL AMONG THE READERS."

JOIN THE CHRISTMAS PIANO CLUB NOW—\$1.00 down this week and \$1.00 per week until Christmas delivers a piano to your home for Christmas. No further cash payment required. Balance easiest terms. Register at once for this Christmas offer. FREE PIANO LESSONS INCLUDED. BALDWIN PIANO SHOPPE.

## Dr. E. W. Hoffman

Chiropractic Nerve Specialist  
In New Location  
MEDFORD CENTER BLDG.  
Room 319  
Office Phone 662 — Res. 731-J

## "Let Me Be Your Milkman"

Gilman's Sanitary Dairy

There may not be the creamline But There is something in the body. BESIDES H<sub>2</sub>O

Complete New Line of

# Floor Lamps

\$7.00 and up

STAND LAMPS—\$1.95 and up  
BOUDIOR LAMPS—\$2.00 and up  
SHADES, your choice, 73c

Make Your Selections for Christmas Now  
**People's Electric Store**

Phone 12 214 W. Main Medford



## SCHOEPEN'S

For 14 Years Medford's Leading Flower House

Announces the opening of a Smart New

## Flower Shop

in the

American Legion Amusement Center

A complete line of flowers for every occasion at SCHOEPEN'S usual moderate prices. . . . Personal prompt services on all orders.

Phone 1040

218 E. MAIN

## Fastidious Women

OPERATORS FOR ALL TYPES OF BEAUTY WORK HAVE FOUND THAT THEY CAN DEPEND ON OUR RELIABLE

Ringlette, Natural, Thermique and the new Ray Machineless Permanent Waves

LOAL WILSON has recently joined our staff

## Craterian Beauty Shop

41 South Central

Telephone 375

## Top Notch Eats.

G. J. Morris, Prop.

New

Sanitary Complete

Well-prepared food at Reasonable Prices  
14 South Central Medford

BEAUTY SERVICES AT A SAVING	
Permanent Waves	\$1.00
Plinger Wave wet, 25c, dry	.45c
Shampoo	.35c
Hot Oil Shampoo	.50c
Haircut	.25c
Manicure	.25c
Scalp Treatment	.50c
Comb Wave	.35c
Facials	.50c
Eyebrow Arch	.25c

419 1/2 EAST MAIN PHONE 84  
Work done by students under supervision

## Medford School of Beauty Culture

## The First National Bank

Medford, Oregon

### CONDENSED STATEMENT

Nov. 1, 1935

RESOURCES		LIABILITIES	
Loans and Discounts	\$ 663,826.94	Capital Stock	\$ 100,000.00
Bonds, State, Municipal, etc.	373,037.55	Surplus	50,000.00
Banking House	72,250.00	Undivided Profits	34,404.85
Furniture and Fixtures	9.00	Reserve for Interest and Taxes	6,048.57
U. S. Government Obligations	944,035.31	Deposits	2,990,803.93
Direct and fully guaranteed Cash and Due from other Banks	1,124,016.02		
	2,068,051.33		
	\$3,187,257.35		\$3,187,257.35

Member Federal Reserve System

COMMERCIAL SAVINGS SAFE DEPOSIT VAULTS TRUST DEPARTMENT

## You will SAVE money

with Kelly-Springfield fatigue-proof tires For wear, for Safety no tires like these were ever built before

Kelly-Springfield Fatigue-proof tires are 6 TIMES FORTIFIED against wear and failure Replace your worn tires today!

PRICED the same as ordinary TIRES



Put on a set of

## New Kelly Springfield and enjoy driving in safety

Come in—you'll like our tires—service and low prices REMEMBER . . . We Pay Cash for Your Old Tires

## JENNINGS TIRE CO.

127 N. Riverside

Phone 223