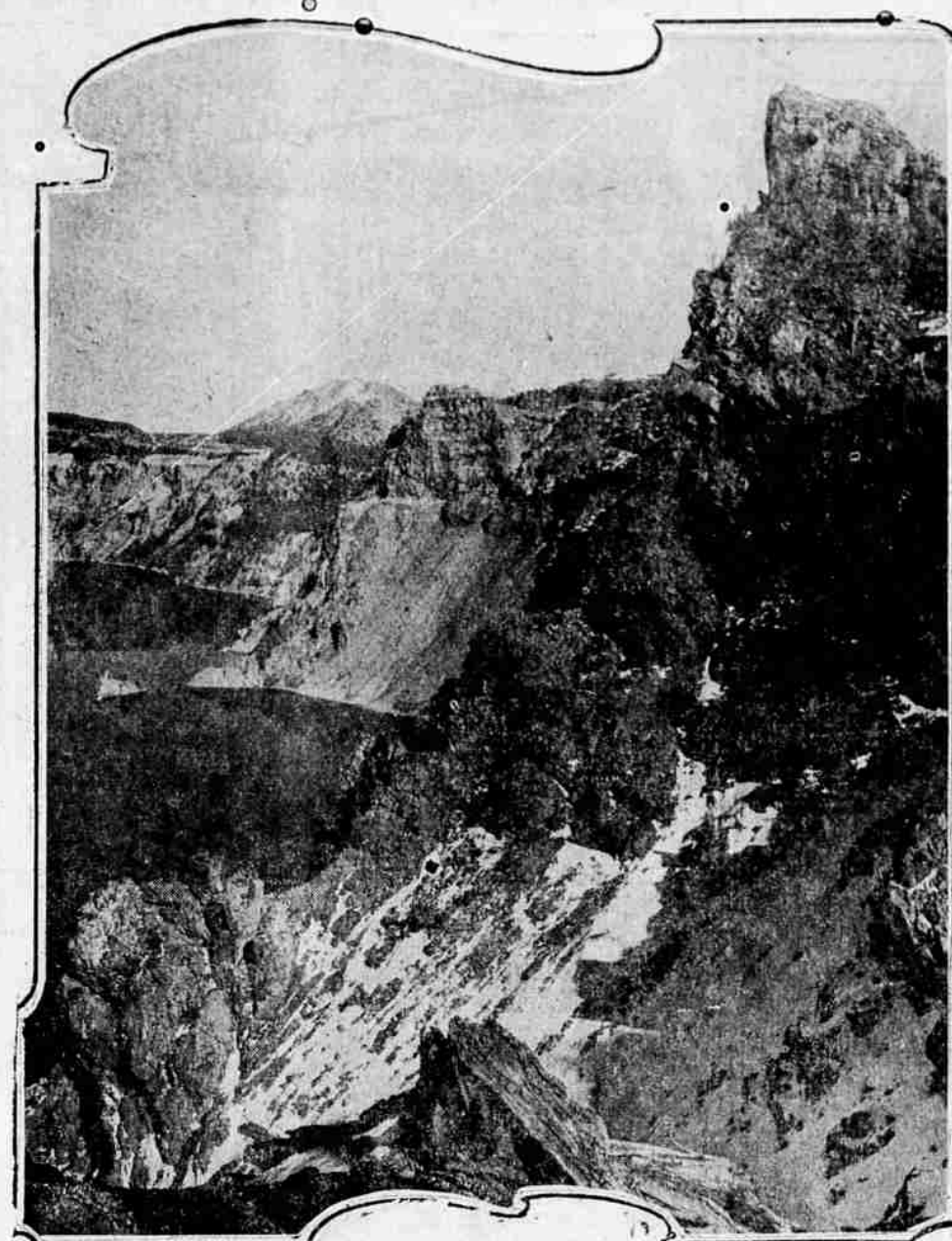


Record-Breaking Crowd of Tourists from all Parts of the World See Crater Lake in 1928



Beautiful Crater Lake, one of America's greatest scenic wonders, lies in the heart of a once-mighty volcano in the Cascades near Medford. It is a lake of marvelous beauty, 7000 feet high in the crater of Mt. Mazama, surrounded by lofty, perpendicular cliffs. The distinction of being the deepest body of fresh water known goes to Crater Lake—it is six miles across and 2000 feet deep with a color of the deepest blue that changes in shades from minute to minute. All of the superlatives in the English language cannot describe the beauty of this natural wonder. In the photograph, on the left, Phantom Ship may be seen with jagged, lofty cliffs towering above. On the right is a partial view of Crater Lake with Wizard Island in the distance, just in front of the mighty Liao Rock.

ALL RECORDS FOR CRATER LAKE TRAVEL BROKEN

113,323 People Visited Great Scenic Wonder in Past Year — Nearly 30 Per Cent Increase in One Year—Travel to Crater Lake Forest Also Grows By Leaps and Bounds.

Crater Lake	Table showing growth of Crater Lake visitors:
1909	4,177
1910	5,800
1911	4,500
1912	5,235
1913	6,253
1914	7,096
1915	11,371
1916	12,365
1917	11,645
1918	13,231
1919	16,645
1920	20,135
1921	28,617
1922	35,016
1923	52,017
1924	63,213
1925	65,018
1926	86,019
1927	85,783
1928	113,323

That Medford is maintaining more clearly than ever its reputation as the greatest center for recreational outdoor life on the Pacific coast, the sensational increase in tourist travel to Crater Lake and the Crater Lake National forest shows.

As the tables above show 1928 broke all records not only for totals but for increasing percentages. The new permanent oil macadam road to Crater Lake, which not only has cut motor travel time from five hours to two, but has eliminated the dust which in the past was such an unpopular feature, has been an important factor in this development.

CATTLE JUDGING TROPHY WON BY OKLAHOMA BOYS

CHICAGO (AP)—The 15-year battle for permanent possession of the Spoor trophy, a bronze bull symbolical of three victories in judging livestock at the International Livestock exposition, is ended.

Oklahoma A. and M. college, which entered the competition after other college teams had won claims to the prize, carried it home by winning the 1928 championship. The westerners had won twice before, in 1925 and 1926.

In winning Oklahoma chalked up 4,567 points, a new high record for the contest. Quentin Williams, 23, a senior in animal husbandry, was individual high point man with a score of 935. He is a member of the cross-country athletic team, the inter-collegiate debating team and of Alpha Zeta, honorary agricultural fraternity. Upon graduation he expects to become a county agent or extension specialist in agriculture. Williams and the rest of his team mates are young men born and reared on farm and ranch.

In addition to the Spoor trophy, Oklahoma lays claim to another title. For the third time the state has won the junior livestock judging championship. The members are 4-H club boys. Theoretically they as well as the college team were trained by the same man, W. L. Blizard, head of the Oklahoma A. and M. animal husbandry department. Blizard trained Paul Adams, extension specialist, and A. R. Jacob, county agent of Woods county, who in turn trained the junior team. He also trained A. E. Darlow, associate professor of animal husbandry, who, with Blizard's help, trained the 1925 and 1926 college teams.

Blizard has been training livestock judges for 14 years. He selects his team from senior students who consistently have shown ability from the freshman year. He wants a constant rather than a flashy performer. His men are trained as thoroughly as a football team. They practice every day and enter contests each Saturday. Blizard insists first on a thorough knowledge of the qualities that make prize stock. Next his men must be good observers and steady in judgment. Probably of as much importance is the contestant's ability to think and talk on his feet—to forcibly express to the judges the reasons for his selections.

CLATSkanie.—Clatskanie State bank forms \$1,000,000 merger with First National Bank of Clatskanie.

OVER TWO TONS AIR MAIL WAS SENT IN 1928

Medford's Importance As Air Mail Center Growing—Pilots Improve Delivery Records—Heaviest Air Mail During the Fruit Season.

Air mail poundage from the Medford postoffice during 1928 totalled 5139 pounds, approximately one-tenth of the poundage handled by the Pacific Air Transport planes between Los Angeles and Seattle, based upon the figures of the previous year. This is a highly creditable showing.

The peak of the air mail was reached locally, in the fruit months—August and September—when 1146 pounds of air mail was consigned the air mail service, less costly than the telegraph, and faster than the regular mail—was extensively used by the shippers, in the transaction of business between this city and the eastern centers. Outgoing air mail for August totalled 561 pounds, and for September 585 pounds.

The outgoing air mail poundage from the local postoffice, for the year, by months, was as follows:

Month	Poundage
January	353
February	414
March	451
April	337
May	423
June	327
July	363
August	561
September	585
October	475
November	355
December (1927)	455

TOTAL 5139

According to local postal authorities, the efficiency and regularity of the air mail has increased in the last year. Up to December 15, the air mail planes arrived daily on scheduled time, except on three days. In 1927 it was not unusual for the mail planes to miss three and four days at a time. The weather condition this year has been practically the same as last year—unfavorable conditions over the Siakiyous. This year, the pilots thoroughly familiar with the topography forged through to land the air mail on time.

During 1928, Medford retained her position as "Air Queen of Oregon" with a fixed civic determination to hold the honors won, by being the first city of the state, Portland excepted, to recognize that aviation is the great medium of transportation of the future and that meeting the needs of the new order will yield rich harvests in years to come.

Last year the local airport was a point on the National Air Tour, and was visited unexpectedly by the national hero, Col. Charles A.

Lindbergh. It was also the daily terminal of the Pacific Air Transport company, and the West place of many other planes on Coast planes, and the stopping coast and trans-continental tours. Medford is recognized in aviation circles as an "air-minded city," midway between San Francisco and Portland.

An election is now pending for a bond issue of \$250,000 for the building of a new airport. The site has been tentatively selected and final decisions awaits the high court's ruling on the validity of airport bonds, voted by the city of Roseburg.

Flying School Established

The Harold Sanders School of Flying is operated from the local airport, and has enrolled from 11 to 15 residents of the Rogue River valley as student flyers. Three have purchased a privately owned plane which will be delivered in the spring, and used in pleasure and business flying.

Next June, according to the present plans, beacons will be installed, and the Rogue River valley area, equipped for night flying.

Conditions are practically ideal in southern Oregon for flying with no extremes of weather, and violent outbreaks of nature rare. During the foggy season, which lasts but a short period, mail planes land on the emergency field at the Barron ranch near Ashland. It is seldom that the emergency field is used. During the past year, no serious accidents have marred local aviation.

Statistics of the local airport, show that last year, an average of a passenger a day was carried by the mail planes, and that an average of 17 pounds of mail was carried daily, north and south, by the mail planes operating out of this city. There has been a minimum of delays, and none from mechanical defects. The mail plane service is operated by the Pacific Air Transport company, which was taken over by the Boeing company January 1, 1928. New Boeing planes were placed in operation May 24, 1928.

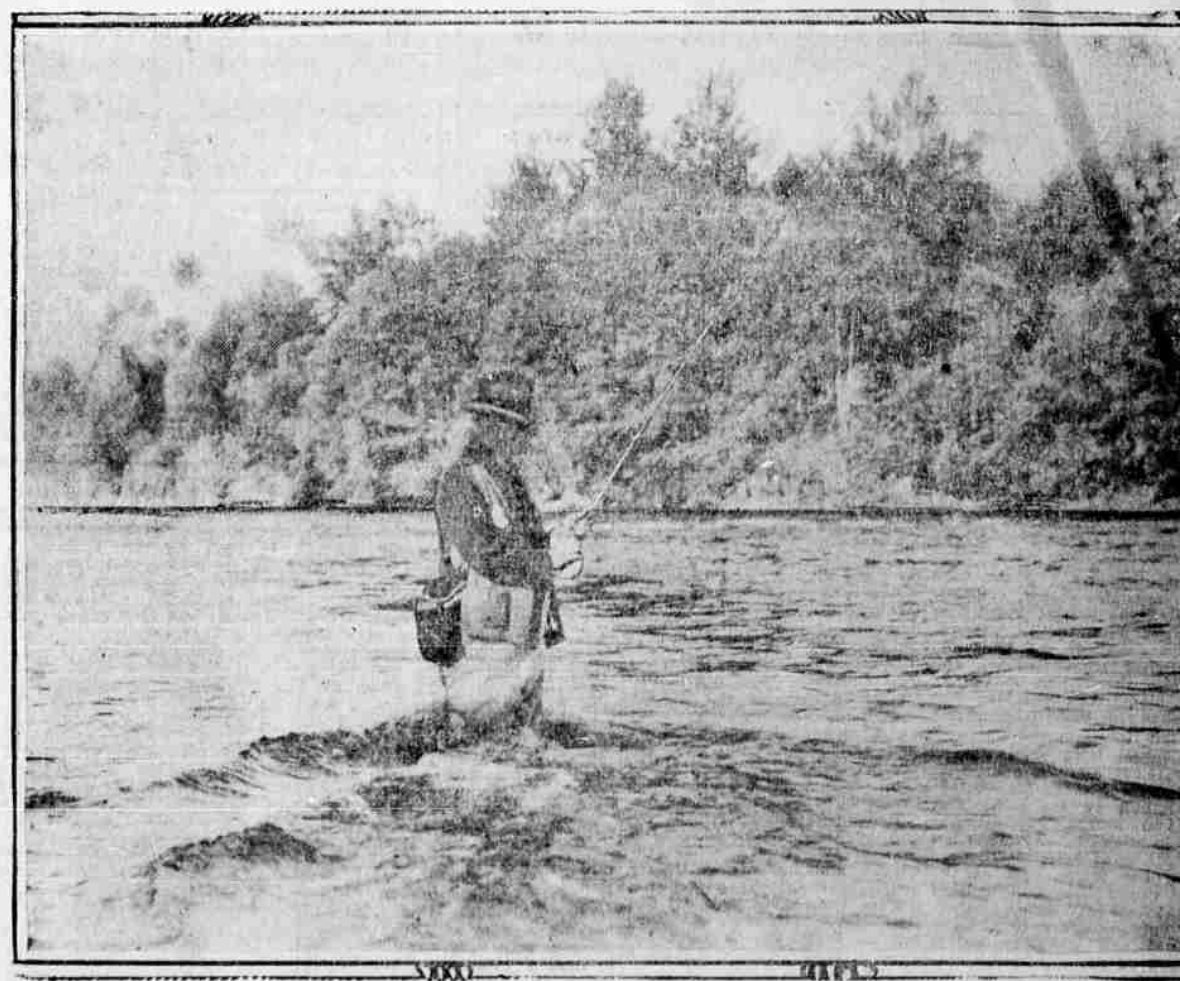
Traffic increased steadily, and December 1, two new Boeing planes were placed in commission, to handle the Christmas mail. They are passenger planes, and later will likely be placed in that service. On December 3, a seven day week mail service was installed. Before, the mail planes did not operate on Mondays.

Up to November 1, according to official figures the Pacific Air Transport plane had flown 575,615 miles, and carried 1392 passengers. Mail tonnage totalled 102,144 pounds. On May 15 last a contract with the American Express company was signed and about 2500 pounds of express carried by the planes.

A rapid increase in air mail was noticeable after August 15 last, when a five cent postage rate was put in effect. The rate calls for 19 cents per ounce after the first ounce, but very few mailpieces exceed this limit.

The records of the company also show that the northbound air mail, exceeds the southbound volume, by approximately one-third. The Pacific Air Transport company began operations September 15, 1928. It was organized by Verne G. Gorat of Marshfield, Ore., as president, and A. D. Humphries of San Francisco as vice president. Stanley V. Hall is local representative.

President Elect Hoover Matches Skill With Rogue Steelhead



Following his nomination as president of the United States, President-elect Herbert Hoover spent a short vacation in southern Oregon so that he might fish in Rogue River. The wily steelhead, which inhabit the waters of the Rogue, offer the angler sport that cannot be excelled anywhere. From the four corners of the globe, sportsmen come to enjoy the thrill of Rogue River fishing. For those who enjoy trout angling, countless small streams in southern Oregon afford excellent sport while Diamond Lake, Crater Lake, Fish Lake, Lake-of-the-Woods and Squaw Lake lure the fisherman who delights in lake angling.

Medford Is Becoming the Home of Many Infant Industries

The following list of manufacturing concerns in Medford, will serve as an eye-opener to those who have thought the only resources in Southern Oregon were covered by the fruit and lumber industries:

Art Goods—Bliss Heine company, advertising novelties, emblems, costumes. Handicraft Shop, art needlery. Colonial Bakery. Electric Bakery. Gates & Lydiard.

Batteries—Medford Battery Shop.

Blue Prints and Maps—The Blue Print Shop.

Box Shook—Tomlin Box company.

Brooms—L. J. Dunaway; Medford Broom Factory; Mack Neighbors.

Canned Goods—Rogue River Valley Canning company, canned goods. Knight Packing company, catsup, canned goods. Bagley Canning company, Asaland.

Cider-Vinegar—Walden Bros.

Cigars—Lew Rukes.

Cement—Beaver Portland Cement company, cement, Gold Hill.

Concrete Products—T. H. C. Lagan, pipe and concrete products. Medford Concrete Construction company, sewer pipe, drain tile, sand and gravel.

Creameries—Gold Seal Creamery, creamery products and bottled drinks. Snider's Dairy & Produce, creamery products and bottled drinks.

Seed & Feed, seed, etc. Mutual Mill & Seed company, flour, seed, furniture—Aberlin's, Antique Shop.

Fur—Wardwell Fur company, fur products.

Gas—Southern Oregon Gas corporation.

Glass—Medford Plate Glass and Mirror Works.

Granite—Oregon Granite company, monuments; granite products. Ice—Medford Ice & Storage company.

Insecticides—Bear Creek Spray company, insecticides, spray products.

Iron & Allied Products—Medford Iron Works. T. T. Merriman, wrought iron and allied products. Ladders—Medford Ladder Works.

Lumber—Fir-Pine Lumber company, Medford Planing Mill; Owen Oregon Lumber company.

Mattresses—Medford Mattress company.

Millinery—Miss Taylor.

Paving—L. O. Herrold company.

Potato Chips—Carroll J. Parker.

Pictures and Photo Products—Anderson Studio; Harwood Photo Service; The Peasleys; Patterson Pictures; J. Verne Shangle.

Printing, Rubber Stamps—Klocker Printery; Kuntzman Printing company; Marshall Printing company; Medford Printing company; Daily News; Pacific Record Herald.

Rugs—Medford Pluff Rug Works.

Sand—Medford Sand & Gravel company. Medford Concrete Construction company.

Seed and Feed—Farm Bureau Co-operative Exchange; Monarch Seed & Feed; Hoover Ranch, bluegrass seed; Mutual Mill & Seed company.

Sheet Metal and Allied Products—Brill's Sheet Metal Works; Campbell Sheet Metal Works; Medford Sheet Metal Works; Modern Plumbing & Sheet Metal company; Showers Sheet Metal Shop; S. H. Hawk.

Signs, Decorating—H. S. Cleveland, also interior decorating.

Coast Display Advertising company, signs, poster & Kleiser, signs, Hook Sign company, signs, Jonkin's Sign company, signs.

Tailors, Dressmakers—Gus the Tailor, men's and women's clothes. P. J. Huber, men's and women's clothes. E. J. Klein, men's and women's clothes. Fashion Shop, women's clothes, novelties. Natwick, Inc., women's clothes, novelties.

Taxidermist—F. W. Starboard.

(Continued on Page Eight.)