

### 20 MILLION NEW DOLLS THIS YEAR OF BLONDE TYPE

NEW YORK (AP)—America's doll population will be increased 20,000,000 by Christmas.

Doll makers estimate that the number of dolls in the United States after the holidays will exceed 100,000,000, allowing for casualties and replacements.

The New York and Paris trend toward longer skirts and longer hair this fall has forced doll factories to take on extra workmen. Dolls of both sexes and all nationalities are slaves to fashion. The 20,000,000 newcomers would not get even standing room under the Christmas tree unless they have precisely that final touch of the and color.

Ten thousand different types and styles of dolls are being turned out this year for the Christmas season. Higher waists, trailing skirts and the princess type of gown are being designed for the more aristocratic dolls as faithfully as in any Fifth avenue tailoring establishment.

But clothes are only one item of worry. In dollhood the laws require incessant change in everything. Doll makers must reckon on a market that is old enough to know what it wants and young enough to demand and get something different every minute.

Size, build, nationality and facial expression have undergone certain fundamental changes in the past year which may be bewildering from an anthropological standpoint but are easy to understand in the world of dolls.

Until this year, for instance, blonds maintained a steady, solid popularity. A blond, either with round, trusting eyes or with a bored doll-of-the-world expression, was able to find a home without difficulty.

This year, however, the race of blond dolls is waning, as far as American manufacturers are concerned.

Twenty years ago a doll census would have shown the blonds in a majority of four to one. Today the shelves of doll factories are creaking with brunets and when Christmas comes they expect to have things their own way.

Another change foreseen by doll makers this year is a decrease in the demand for infants. Costume dolls representing various nationalities, characters from the comic strips or those famous personages out of fairy tales, have almost superseded white dressed, yellow headed baby dolls in the affections of American children.

Doll makers spent thousands of dollars on molds and machinery when they create a new doll and they do so at their own risk.

Sometimes they strike a best seller but their young clients exercise their privilege of changing their minds so frequently that doll making is said to be more hazardous than publishing books.

### INTERESTING FACTS DISCLOSED BY TEXACO BUREAU

Pacific coast and inland cities and towns are now enjoying fewer automobile accidents than at any time during the last five years.

This information is contained in a report of the Texaco Travel Service bureau, a new department of the Texas company, refiner and distributor of Texaco petroleum products, following a survey made in a number of cities and from facts supplied by police departments.

The effect of more efficient traffic control, pedestrian traffic regulation and the education of drivers to the dangers of carelessness are given credit in the Texaco report for the reduction in the number of accidents.

The survey discloses a number of interesting facts. Here are several of them: There are fewer accidents in June than in any other month, while the largest number takes place in November; the major portion of accidents is due to the collision of cars, while the striking of pedestrians by automobiles comes second; failure to heed boulevard steps, left-hand turn accidents also reap a heavy toll; it is a surprising fact, on the other hand, that comparatively few accidents are attributed to exceeding the speed limit; many crashes are charged against motorists driving while intoxicated.

There are fewer persons under the age of four involved in automobile accidents than any other age, the Texaco analysis reveals, while the largest number injured in crashes are between the ages of 15 and 55.

#### Dressing The Line

We know that the city housewife demands more and more service, and is less and less inclined to do kitchen work when she can get out of it. But when it is suggested that it will be necessary for the turkey raiser to evolve a breed of birds with built-in dressing, we positively draw the line. —The Farm Journal.

GENOA (AP)—Fifty million lire—about \$2,000,000—will be expended on construction of low rental flats in this Italian seaport within the next few years. The plans call for 148 buildings containing 2,827 flats and totalling 8,563 rooms to be built with municipal aid.

The government pays a bounty of 10 cents for each fish caught of any species which prevails upon salmon in certain districts of Alaska.

### CHURCH PRESENTED TO BELLEAU



Above is a church presented by the 26th division, United States army, to the town of Belleau, France, where the regiment was encamped for a long time during the late war.

### Tree Rings Yield Data on History of U. S. A. Back to 700 A. D.

WASHINGTON, D. C., Dec. 14.—Solution of the most baffling question in the study of the pre-Columbian history of the United States—the dating of the scores of the important Indian ruins of our southwest—was announced today by the National Geographic society.

The answer is given in a unique form, a tree-ring calendar, worked out from the study of more than 5,000 cross sections of living trees and timbers from scores of the major Indian settlements of our Southwest.

From Sun Spots to Timbers. The quest for the missing dates extended over years. It ranged from astronomical study of sun spots, through geology, archeology and kindred sciences, until it culminated in piecing together the fragmentary clues of timber and tree rings—evidence as conclusive as that of finger prints.

Two series of National Geographic society expeditions were involved in the results. One series, comprising eight expeditions led by Nell M. Judd, explored the world-famous Pueblo Bonito ruins in Chaco canyon, New Mexico, and patiently dug from tons of earth hundreds of art objects, household utensils and ceremonial apparatuses. The other series, led by Dr. A. E. Douglass, studied tree rings from Pueblo Bonito and dozens of other ruins.

Known Details, But Not Dates. Of the daily lives of the people at the giant pre-Columbian apartment house at Pueblo Bonito, as at many other Indian ruins in the Southwest, which was North America's metropolis before Columbus came, we long have known as much as we do of the early Egyptians, Babylonians, or Persians.

As travelers stood in amazement before one or another of the ruins of these marvelous civilizations of our own continent their almost invariable question has been, "How old is it?" And that has been the question which archeologists could not answer.

Scientific Value of Finds. Dr. Gilbert Grosvenor, president of the National Geographic society,

219 years old when cut. Pueblo Bonito had reached its golden age in 1067 and was still occupied in 1127.

#### Some Mesa Verde Dates

In many instances, Dr. Douglass' report points out, one group name is applied to several ruins. The "talkative tree rings" enabled the explorers to date each ruin of the groups studied. Thus, in the Mesa Verde group, Cliff Palace is dated 1073; Oak Tree House, 1112; Spring House, 1115; Balcony House, 1190-1206; Square Tower, 1204, and Spruce Tree House, 1216 and 1262.

Explaining the procedure by which the tree-ring calendar was worked out, Dr. Douglass explains: "The method which we have used in extending the historical calendar of the Southwest is the outcome of a long attempt to read the diaries of trees. Every year the trees in our forests show the swing of Time's pendulum and put down a mark. They are chronographs, recording clocks, by which the succeeding seasons are set down through definite impressions. Every year each pine adds a layer of new wood over its entire living surface of trunk and branches.

#### How a Tree Registers Time

"If every year were exactly the same, growth rings would tell the age of the tree and little more. Only in rare cases would they record exceptional events of any interest to us. But a tree is not a mechanical robot; it is a living thing, and its food supply and adventures through life all enter into its diary. A flash of lightning, a forest fire, insect pests or a falling neighbor may make strong impressions on its life and go into its diary.

"But in the arid regions of our Southwest, where trees are few and other vegetation scarce, the most important thing to man and trees is rainfall. This fact has helped vastly in our dating work, for certain sequences of years become easily recognized from tree to tree, county to county, even from state to state.

From sun spots to tree rings seems a long scientific jump. But it illustrates how one fact of science may have far flung results in other fields. For Dr. Douglass is an astronomer.

#### A Dramatic Confirmation

"Originally my work was a study of sun spots," he writes. "It is known that there is a periodicity in their occurrence; they are most numerous at intervals of eleven years. As an aid in that astronomical investigation, I studied trees, for solar changes affect weather, and weather in turn affects the trees in Arizona's dry climate, as elsewhere.

"The first confirmation of my general interpretation of a relationship between tree rings and sun spot periods came in a most dramatic way. "Evidence of the eleven-year sun spot cycle had been easily found in Arizona pine trees. The regularly recurring periods had been recorded for 500 years by tree rings, except for the interval from 1650 to 1725. During that 75 years the tree rings gave no evidence of periodical changes in the weather such as were to be expected.

"Several years after we had encountered this puzzling fact the late Dr. E. Walter Maunder, an eminent English astronomer, unaware of my findings, wrote to me that he had discovered that there were no sun spots recorded between 1645 and 1715, and that if my tree rings did not indicate some effect of this absence of sun spots, my work was being conducted on an erroneous hypothesis.

"The coincidence between the failure of Arizona trees to register any sun spot effect upon the weather during those years, and establishment of the fact, by entirely independent study, that the customary sun spot cycle did not occur during approximately the same period of years helped confirm the relationship between the growth of trees and solar changes.

"Just as the far-famed Rosetta Stone provided the key to the written mysteries of ancient Egypt, so the collection of an unbroken series of tree rings has made clear the chronology of the Southwest. "These researches have carried the calendar back to A. D. 700 in the Southwest, and they have provided the beginnings of a continuous weather chart for 1,200 years.

"Through this work we have learned of some outstanding events in America which were contemporaneous with the conquest of Spain by the Moors, and we know that certain Pueblo Indian settlements were enjoying their golden ages when William the Conqueror faced Harold the Saxon at the battle of Hastings.

"The earliest beam we recovered from Pueblo Bonito was cut A. D. 919 from a tree that was

### HERBERT BERNSTEN PURCHASED AGENCY FRED CURTIS WHITE

LOS ANGELES, Dec. 21.—An announcement of widespread importance, in view of the fact that the interests he represents have national and even international distribution, was that Herbert C. Bernsten, formerly of San Francisco, has purchased the nationally recognized advertising agency of the late Fred Curtis White. Mr. Bernsten and Mr. White had been personal friends for many years. They were associated in business prior to the establishment of Mr. White's own agency.

Mr. Bernsten states he has disposed of his San Francisco business interests, and that he will devote full time to operating the new agency he has acquired in Los Angeles.

"I have no special plans to announce," he stated, "except that I wish to say the business will be conducted in general just as it was before Mr. White's untimely death. He not only had my personal friendship but my sincere admiration and I believe that I could do no better than to follow his successful business policies."

Mr. Bernsten, veteran newspaper man before he entered the advertising business, was in the advertising department of the San Francisco Chronicle for 10 years prior to 1923, the last six years of that period as advertising manager.

He entered the advertising agency business in 1923 and became vice president of the Lockwood-Shackelford Company in charge of that organization's San Francisco offices. In 1928 he purchased that office and, merging it with an agency operated by Leon Livingston, formed the Bernsten-Livingston, Inc., agency.

In 1925 and 1927 Mr. Bernsten was president of the California Association of Advertising Agencies.

#### Front Seat Advice

Don't overlook the differential when you oil and grease your car. It doesn't require attention as often as other running parts, but when it does need lubrication it needs it badly.

An air cleaner, an oil filter and a crankcase ventilator added to the life of an automobile engine, but only when they are clean and working properly. Have them attended to once in a while.

Make a study of your regular mechanic as well as your car. Like a family physician he must be absolutely dependable, because he doesn't do a lot of things you probably don't know any

thing about. If you find you can't trust him, get another doctor for your car. Underinflation, overinflation and uneven inflation all cause discoloration and trouble. The instruction book that comes with your car tells you at what pressure to keep your tires. Follow instructions. The four "great killers of man-kind," are listed by the U. S. Public Health service, are heart disease, kidney disease, cancer and pneumonia.



### Are You Celebrating Christmas In Your Own Home?

At Christmas time it's a great satisfaction to enjoy the holidays in your own home. It's a feeling of security for yourself and your family—Our convenient

### HOME LOANS

make this possible. Now is the time to plan for it—Begin a home saving fund. It won't be long before you will have the down payment on a home saved—then the rest will be easy!

### Our Preferred Stockholders Earn 7%

Capable home management and the fact that your money is secured by first mortgages on carefully chosen Jackson County property assures this ABSOLUTE SAFETY. Combined with this SAFETY is PROFIT and AVAILABILITY.

JACKSON COUNTY

## BUILDING & LOAN ASSOCIATION

Over 20 Years in Medford—Not One of Our Stockholders Has Lost a Penny

### We Cater to the Most Exclusive Trade In Medford

Everybody Can Eat

# TURKEY

for Their Christmas Dinner

OUR TURKEYS ARE ALL SELECTED BIRDS.

- We Also Have
- GEESE HENS DUCKS FRYERS CAPONS
  - BEEF PORK LAMB VEAL
  - FRESH OLYMPIA and EASTERN OYSTERS
  - Beef Tenderloin Pork Tenderloin
  - Eastern Cured Hams and Bacons
  - Brookfield Butter Brookfield Sausage
  - Brookfield Eggs
  - Fancy Roasts of All Kinds
  - Fresh Fish Fresh Crabs

"THE HOME OF GOOD MEATS"

## LIBERTY MARKET

Government Inspected Beef — Swift's Best

Free Delivery Phone 164

### Do Not Neglect Colds

Often severe colds are serious. If a cold "hangs on" long, it is wise to spend a few days in a hospital. Influenza may often be attributed to neglect in taking proper care of a cold.

A hospital offers you a place to rest and recuperate, offers you cool, airy rooms, the best of scientifically prepared foods and the personal service of capable graduate nurses.

All of this service costs no more than the charges at a first class hotel.

YOUR hospital is a public service institution, maintained for YOU and at your service whenever you wish to avail yourself of its accommodation.

### Community Hospital

It's a Good Cause—Buy Christmas Health Seats!