

1929 SET NEW HIGH MARK IN TOURIST CROP

Over 113,000 Visited Crater Lake Compared to 85,000 in 1928—Over 180,000 Visited Crater National Forest—Rogue River Magnate to California Millionaires.

Table showing growth of Crater Lake visitors from 1909 to 1929. Columns include year and number of visitors.

Exceeding the total of 1928 by 15,112, last year broke another record for visitors in the Crater Lake National park...

The fame of Crater Lake is becoming widespread and visitors last year included representatives of nearly every state in the union...

Camping Is Popular In the Crater National Forest last year, there were 3,000 hotel and resort guests...

The average cotton yield an acre in Mississippi during the five-year period from 1923 to 1928 was 21 pounds of lint...

In 1928 under the reforestation act (Clarke-McNary) of 1924, nearly 29 million forest tree seedlings were distributed...

Many Rustic Summer Cabins Line the Banks of the Famous Rogue



Rogue River is famous for its excellent steelhead fishing and anglers from all parts of the world come to match their skill with the fighting denizens of this famed stream.

COPCO COMPLETES SUCCESSFUL 1929 SEASON; NEW SUBSTATION TO BE BUILT HERE THIS YEAR

Perhaps no one thing contributes more to the growth and development of modern communities than progressive utility service.

This has been particularly true of this city which has derived inestimable benefits from the location of the Copco general offices, warehouse and shops in this community.

Growth Is Shown Since The California Oregon Power Company was first incorporated in 1912, as a result of a merger of numerous little power companies throughout southern Oregon and northern California...

Power Rates Reduced A general rate reduction benefiting users of small motors under the power rate and large users under commercial, cooking and heating rates was put into effect May 15, 1929...

Many Airways Beams Served This company, in cooperation with the United States Department of Commerce, has recently completed several line extensions to serve new air beacons and emergency landing fields located on the Pacific airway in southern Oregon and northern California.

New Substation for Medford Judging from present indications a good year is in store for Medford and in fact the entire territory served by The California Oregon Power Company.

1929 Was Good Year The past year has witnessed a continuance of the steady progress and development which has characterized the rapidly growing territory served by The California Oregon Power Company in southern Oregon and northern California.



GOOD PROSPECTS FOR COMING YEAR SEEN BY BANKER

SAN FRANCISCO (AP)—The outlook for 1930 is promising, believes A. J. Mount, president of the Italy National Trust and Savings Association, San Francisco.

ness and industry, and the strong support of the government. Some of the biggest developments in our history are in prospect, notably the construction of Boulder dam, the expansion of construction programs by the railroads and other public service corporations...

NEW YEAR SONG Our Old Year goes, and let him go! A New Year comes, We hardly know The change, so peaceful and so slow, And unsought, too; but be it so!

Corvallis—New entrance being built into building housing Eleventh Street grocery store at corner of Eleventh and Van Buren streets.

KMED SETS RECORD FOR BROADCAST

Medford Station Gives More Sport Programs Than Any Coast Station—Weather Reports Given Orchardists—Power Increase Planned—Station Advertises Community.

Repeating its achievement of the year before, KMED, the Mail Tribune-Virgin radio broadcasting station, in 1929 broadcasted the most football games, play by play, of any station on the Pacific coast...

On three occasions, the station was on the air beginning at 11 o'clock and continuing until late in the afternoon, giving accounts of two games, difference in time making it possible for play by play returns of eastern games, in which western teams took part...

World Series Broadcast KMED was also the only station on the coast to broadcast complete returns of the world series baseball games and was done through the cooperation of the Mail Tribune, which began the use of radio three years ago to disseminate the news of the annual series.

Another big service of the station is the daily broadcast at 5:30 of special syndicate educational hours for school children. KMED is the only small station to have this service and is proving to be immensely popular.

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of the reports of foreign, national and local news, in addition to market and weather reports. A wise crack, as written daily by Arthur Perry in the Smudge Pot column of the Mail Tribune, is also included.

Last Minute News Given In addition to being on the air at these hours, the station has often broadcast news of special interest and it was only last month when the death of Governor Paterson, Saturday night, December 21, was put on the air 12 minutes after the first telegram was received in Medford.

Help to Orchardists The station in the spring of each year is of especial importance to the orchardists of Rogue River valley. Floyd Young, government frost expert arriving each year in the spring, sends frost warnings through the station, which is open to his use at any time.

Power Increased Planned However, due to atmospheric conditions, there are some orchards in the valley that have difficulty of listening to Medford, and to overcome these conditions, made worse by undue interference, the station is planning to increase its power so that its important service in protecting the annual five-million dollar fruit crop, may be 100 per cent successful.

ST. PAUL (AP)—Conditions in the ninth federal reserve district after a year of good business are encouraging. The drop in stock prices promises a return to greater investment "at home" with increased building activity and farm land purchasing as results.

That is the view of George H. Prince of St. Paul, president of the First National Bank Stock corporation, controlling 23 banks including locations in every state in the district, and chairman of the First National bank here.

Clearly we are headed for easier money. Construction in small towns and cities which has been delayed should go ahead as a result.

FARM BUYING TO SUPPLANT STOCK GAMBLING IN '30

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Happy New Year . . .

May your happiness and prosperity during the coming New Year be greater than ever before. In the future, as in the past, the First National Bank will assist you to its fullest capacity by placing at your disposal complete facilities for all your banking needs—with the personal co-operation that makes banking here a pleasure.

The First National Bank of Medford

Advertisement for the First National Bank of Medford. Features a large banner that reads 'May each new day of 1930 lead you to greater heights of Prosperity'. Below the banner is an illustration of a child and the bank's name.