

# MERCHANTS OPEN MEET ON MONDAY

### Medford Business Men to Study Advertising Salesmanship and Problems at Annual Institute — College Experts Coming.

Advertising, salesmanship, and merchandising problems of Medford merchants and business men are among the main topics to be discussed before the annual Business Institute, sponsored by the Oregon Retail Merchants' association and the Oregon State college school of commerce, which will open its two-day session here next Monday, July 14.

What's the matter with present day advertising? Does it pay? Is the policy of credit granting a profitable one for the retail stores? Is this policy a good one for the community? How can a merchant weed out his "boarders"? These are a few of the questions that will be answered by Prof. H. T. Vance, head of courses in merchandising at the state college, and Prof. E. E. Bosworth, accounting and auditing instructor, who will handle store management.

#### Will Illustrate Ad

Professor Vance will construct and develop an advertisement from the ground to its completed form, using an electric projecting machine and slides to illustrate his points. Ads which have been submitted by local merchants will also be thrown on a screen and these will be analyzed and constructively criticized.

O. F. Tate, secretary of the Retail Merchants' association, will lead discussions on modern store arrangement, illustrating his talks with material recently made available in the Middle West where the modern store has made its greatest strides. He will supplement his theories with visits to local stores, offering advice to those who want it and receiving rough sketches of their establishments and later submitting revisions suggesting possible improvements.

#### Banquet Feature

One of the outstanding features of the institute, according to Robert Strang, chairman of the committee in charge of the meetings in Medford, is the banquet Monday evening at 6:30 o'clock. The program following the dinner will be of particular interest to salesmen of all kinds. Professor Vance discussing problems pertaining to retail selling. The program for the first day includes discussions on retail advertising and salesmanship by Professor Vance, accounting for retail business and retail credits and collections by Professor Bosworth and store arrangement by Mr. Tate. Following a morning of special conferences the second day, the session will conclude with discussions on window trimming by Professor Vance and store organization and management by Professor Bosworth in the afternoon.

Other facts of interest to business men, such as announcement for the first time of the results of national business researches in various lines, will be given and will make the meetings have a wide appeal, those in charge here believe.

## TAKES OFF MONDAY IN NEW MYSTERY PLANE

SPOKANE, Wash., July 12.—(AP)—Nik Namer, Spokane pilot, said here today he would take off Monday at 5 p. m. at St. Paul in a new "mystery ship" in an effort to fly from that city to Seattle and return in 24 hours.

The ship is a single place two-winged monoplane with a 300-horsepower motor. Namer said it will cruise at 170 miles an hour.

## COMMISSION DOCTOR ARRESTED FOR FRAUDS

PORTLAND, Ore., July 12.—(AP)—Dr. Richard P. Landis, physician in the Weatherly building here, and examiner for the state accident commission, was released on \$1000 bond today following his arrest last night on an indictment charging him with falsifying his reports to the commission.

## STANLEY MYERS WAS CRUEL, CLAIMS WIFE

PORTLAND, Ore., July 1.—(AP)—Stanley Myers, Multnomah county district attorney was sued for divorce here today by Mrs. Myers, who charged cruelty.

Mrs. Myers seeks alimony of \$300 per month and the custody of four minor children. Among other things Mrs. Myers alleges her husband "drinks to excess and frequently threatens me and my children."

## Business Experts Will Be Heard



H. T. Vance



O. F. Tate

H. T. VANCE, head of merchandising courses at O. S. C.; O. F. Tate, secretary Retail Merchants Assn., and E. E. Bosworth, accounting instructor, will speak at the annual business institute here Monday and Tuesday.



E. E. Bosworth

## CLASSIC IS WON BY GALLANT FOX

ARLINGTON PARK, Chicago, July 12.—(AP)—Gallant Fox, with Earl Sande up, won the \$70,000 Arlington classic by a heat from Gallant Knight in 2:03 4-5 today. The distance was a mile and a quarter. Ned O was third in the field of six.

## AWARD CONTRACT FOR MEIER FRANK ANNEX

PORTLAND, July 12.—(AP)—L. H. Hoffman and W. S. Dhwiddie, Portland contractors, today were awarded the contract for construction of the quarter block addition to the Meier-Frank department store. The \$2,000,000 addition will start immediately.

## MISS CLARK MARRIED TO NELSON ROCKEFELLER



The marriage of Mary Todhunter Clark to Nelson Aldrich Rockefeller, second son of John D. Rockefeller, Jr., linked one of the most prominent of the old families of Philadelphia to one of the best in the world. The bride and groom are shown leaving St. Asaph's Protestant Episcopal church, 35 a, Pa., after the ceremony. Fathers of the young couple, Mr. Rockefeller (left) and Percy H. Clark, are shown left, and below are Mrs. Clark (left), mother of the bride, and Mrs. Rockefeller.

## ADMIRAL BYRD RECEIVES HOME CITY'S WELCOME



Pictures tell the story of the ovation extended to Rear Admiral Byrd when he returned to his home city of Boston after 18 months in the Antarctic. He is shown in inset at the State House receiving a gold medal from Gov. Frank G. Allen while his wife looks on.

## AFFIRMATIVE FOR INITIATIVE BILLS SHOULD BE FILED

SALEM, Ore., July 12.—(AP)—Although today is the last day allowed by law for the filing of affirmative arguments on initiative and referendum bills to be voted on in November, no arguments had reached the secretary of state's office up to noon on some of the most important of the measures. Among these was the state income tax bill which holds an important place in the setup of the state's new taxation system. This bill was passed by the legislature and the referendum was invoked against it.

Other measures on which affirmative arguments had not been filed were: Amendment relatives to filling vacancies in the legislature, Multnomah county additional circuit judge bill, anti-cigarette amendment, lieutenant-governor amendment, and people's power and water utility district bill.

## BOMBAY RIOTERS INJURED BY COPS

BOMBAY, India, July 12.—(AP)—Estimates today were that more than 500 persons were injured in police suppression of yesterday's nationalist demonstrations, staged by the All-India congress committee in sympathy for 17 members of the Royal Gharwal Rifles who were imprisoned for disobeying orders during Peshawar riots.

## Sousa Suffers Fall on Liner Returning Home

NEW YORK, July 12.—(AP)—John Philip Sousa, famous band master and composer, returning from Europe, slipped on a companionway of the Le-Vianth as the liner was docked at this morning and was knocked semi-conscious. Four stitches were taken to close a gash above his ear. When the surgical measures were completed Sousa attended to his debarkation as if nothing had occurred. He is 75 years old.

## CAPONE ACQUITTED ON CHARGES OF PERJURY

MIAMI, Fla., July 12.—(AP)—Sourface Al Capone was acquitted of perjury on a directed verdict in criminal court here today. On a wager of 60 cents two British autoists, J. A. R. Bromage and S. G. Stubbs, recently drove their cars 6,000 miles from India to London. The journey occupied 73 days of which 41 were running days and the others rest periods. The men traveled from Lahore to Baluchistan, across the Persian desert to Iraq, thence to Syria, and by the sea to Greece, after which they continued through Austria and Germany, and on to Calais, where they crossed the English channel. Both autoists are in the Indian government engineering service.

#### One-Man Speed Trap Ready

A one-man speed trap for reckless autoists has been invented by a police inspector at The Hague, in collaboration with the director of the State Marine Institute at Leiden, and is ready for the market. The new instrument resembles a single opera glass, with a circular base from which certain finer stops protrude. As the speeder car approaches, the traffic officer focuses his glass on it and starts a stop watch contained in the instrument. Afterward he gets the time from the watch and by referring to a chart can ascertain the speed of the car.

#### Moccasins from Scotland

That thousands of moccasins sold in the United States as Indian souvenirs are manufactured in Scotland has just been revealed by Arthur Wilson, managing director of a large Glasgow firm. "Tourists in the United States buy Indian moccasins as souvenirs of the land which was once peopled by the redskins," said Wilson. "They are not made on Indian reservations at Niagara, as tourists probably suppose, but in Glasgow, and exported to the number of about 2000 pairs a month."

#### The "Adoption" by Arr. Setland

of the little town of Aire in the Ardennes came to an end recently, along with the release of 40 French towns and villages which were mothered by British communities. Aire was badly battered during the world war and the Scotch town helped it get back on its feet, presenting a peal of bells to the new church and adding other gifts. Pleasant relations between the two communities grew into a warm friendship when it was found that "Aire" is one of the old forms of spellin "Ayr."

#### MOSCOW, July 12.—(AP)—

The commissariat of labor recently ordered all state and cooperative enterprises of Moscow and Leningrad to prepare lists of employees who had any knowledge of road building with the idea that on demand they could be sent to the provinces to help the highways program.

## MARRIAGE LICENSES

LeRoy E. Pike and Eleanor E. Dorland.  
Harry F. Wiggins and Lulu B. Wille.  
Stephen G. Nye and Evelyn M. Dew.  
Raymond E. Yarnell and TeLitha E. Hollars.  
Pleasant M. Aldridge and Velma V. Cole.  
Lloyd E. Ferg and Maxine Hoebne.  
Floyd A. Crabtree and Helen E. High.  
Willard F. Seymour and Silva Ayres.  
Melvin H. Hall and Dorothy Crews.  
Daniel E. Stein and Bonnie L. Carr.  
Marion C. Yarnell and Wayne S. Welch.  
George E. Maddox and Aileen M. Crawford.  
Merrill A. Taylor and Merle E. Freudenthaler.  
Glen N. Hinckley and Gladys L. Spencer.  
Frank A. Cory and Frankie Brainard.  
George O. Wolgamott and Martha M. Dovey.  
Ernest P. White and Frances E. Pratt.  
Vincent Ferrari and Lucy Possett.  
Clyde Thornton and Nancy E. Robinson.  
Archey M. Stacey and Lorene Adams.  
Arvon L. Smith and Susie V. McNally.  
Hugh Combest and Alice McMullen.  
Glen Allen and Lena Mazzoni.  
William A. Brown and Laura C. Nash.  
Dorwin F. Holliday and Mayme I. Smith.  
Ivan Davies and Nancy J. Ragdale.

#### Circuit Court.

H. L. Claycomb vs. Thomas Potenza. Chattel lien.  
O. V. Myers vs. Walter B. Holmes. Chattel lien.  
Frances W. Parker vs. Charles M. Parker. Divorce.  
Eagle Point Irrigation District vs. Lottie Pelton, et al. To foreclose tax lien.  
Frederic Smallwood vs. Lyda C. Smallwood. Divorce.

#### Real Estate Transfers

James G. Love to Leona M. Love—W. D. to tracts D, E, F, G, O, P, Q, X, Y and Z of Snowy Butte or chards; also block 25, Central Point; also lots 14 and 15, in block 1, Grand View Add. to Central Point.  
John F. Mace et ux to G. H. Atherton et ux—W. D. to 70 acres in Sec. 34, Twp. 35 S., R. 4 W.  
Nancy E. Robinson to Clyde Clyde Thornton—W. D. to all of lots 1, 2, 3, 22, 23 and 24, block 28 in Railroad Add. to Phoenix.  
E. T. Sichelmeier to Elta L. Sichelmeier—Q. C. D. to lot 19, Jo Jack Sub, unrecorded.  
W. E. Thomas et ux to Ernest B. Bishop et ux—W. D. in D. L. C. 79, Twp. 37 S., R. 2 W.  
Miles B. Plinton to George Edw. Mathews et ux—W. D. to lots 37, 38, 39, in Highland Park Add. to Ashland.  
Angelo Vivari et ux to Sarah Josephine Brown—Deed to SE 1/4 of SE 1/4 of Sec. 30, Twp. 35 S., R. 1 E.  
Mark E. Putnam et ux to Bert Vinson et ux—W. D. in D. L. C. 46, Twp. 37 S., R. 1 W.  
David Ebenezer Wood et ux to C. K. Bower—W. D. to lots 1 and 2 and the E 1/2 of NW 1/4 of Sec. 19, Twp. 32 S., R. 2 E.  
Mrs. Bertha Dunlap et ux to Annie Burg—W. D. to acres in NW corner of NE 1/4 of SW 1/4 of Sec. 34, Twp. 34 S., R. 1 E.  
Pearl Grieve to Mary Frain—Deed to lot 4 and the SW 1/4 of the NE 1/4 of the SW 1/4 of Sec. 3, Twp. 41 S., R. 4 E.  
Marvin M. Abbott et ux to Catherine N. Law—W. D. to lot 4, block 69, Central Point.  
Robert J. Luke to John Bolten—W. D. to the SW 1/4 of the SW 1/4 of Sec. 3, Twp. 40 S., R. 3 E.  
Wm. Campbell to John H. Lock—W. D. to lot 1, block 2, Highland Park Add. to Medford.  
F. J. Newman, trustee, to Anna Mitchell—Q. C. D. to part of Stewart acres sub.

#### W. H. Applegate et ux to Chas. E. Brown et al.—W. D. to 4.07 acres of the 9.07 acres of lot 18, known as Crestbrook Orchard tract.

#### SAN JUAN, P. R., July 12.—(AP)

Congress has been asked to decide whether the name of this island shall be spelled officially in the Spanish version of "Puerto Rico" or the present Anglicized form. "Porto Rico" came into use after the Spanish-American war.

#### BUDAPEST, Hungary, July 12.

The new St. Emery bell, hung in St. Stephen's basilica here in connection with the 900th anniversary of the national saints, was rung recently and was heard for miles. It weighs 15,000 pounds.

#### ATHENS, July 12.—(AP)—

During the decade from 1919 to 1929, automobiles increased in Greece from 1,112 to 24,151, according to statistics just published.

#### LISBON, July 12.—(AP)—

Portugal's seventh census is to be taken shortly. It is expected to reveal what portion of the 6,000,000 inhabitants of the country have learned to read and write since the count of ten years ago.

#### LISBON, July 12.—(AP)—

Altho the cortes has not met for four years, the Portuguese parliament building is being repaired at a feverish pace which has caused gossip of an early restoration of parliamentary government.

#### NAPLES, Italy, July 12.—(AP)—

Sasa Pedersoli, wishing to play the public lottery, noticed that his telephone number was 23922. He split it up into 23-9-22 and won \$3,000.

## RISKO TAKES MATRIMONIAL COUNT



Johnny Risko, Cleveland heavyweight fighter, and his bride, Margaret Yoder of Shaker Heights, Ohio.

## FARES TO CALIFORNIA CUT ALMOST IN HALF FRIDAY, JULY 18 ONLY

# \$10<sup>50</sup> ROUNDTRIP SAN FRANCISCO

# \$20<sup>50</sup> ROUNDTRIP LOS ANGELES

Good on all trains Friday, July 18, only. Tickets may be used in reclining chair cars or IN TOURIST and STANDARD PULLMANS upon payment of regular Pullman charges. Return limits: San Francisco, 10 days from date of sale; Los Angeles, 12 days. Make reservations early! Buy Tickets Now!

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