

# ZIEGFELD GETS 30 LB. SALMON LEAVES HAPPY

### Noted New York Stage Producer Vows He'll Return for More Rogue Fishing Next Year.

(By Ernest Rostel)

Florenz Ziegfeld, famous New York theatrical producer, left Medford happy today. He caught a 30-pound salmon in the Rogue river this morning near Rogue Elk resort, making his 24 hour visit in southern Oregon a complete success. He arrived yesterday from southern California, accompanied by Mrs. Ziegfeld, the former Billie Burke, his daughter Patricia, and a party of friends, for an angling trip to the river while en route to Lake Edward, near Quebec, Can., and New York City.

He fished several hours yesterday afternoon, accompanied by Kenneth Jerome, Medford's fishing guide de luxe, and this forenoon related he had some difficulty in keeping up with the agile Jerome in jumping from rock to rock. At one point of the trip, Mr. Ziegfeld became a little too ambitious when he was in the cold river water up to his hips, and sat down up to his neck. The fish were jumping all around him, but they persistently refused to bite.

**Coming Back**  
"My partner was terribly disappointed," said Mr. Ziegfeld, "but I enjoyed it whether I caught a fish or not. I will never forget the sight of those jumping fish and I shall take advantage of the first opportunity to come back next year. I shall look forward to Mr. Jerome's company again. He seems to know where they bite the best. I found that out when I caught the salmon this morning. I had to fight with it over a half hour, but it was worth every minute of effort."

Mr. Ziegfeld was talking on the Southern Pacific depot platform and wandered inside to complete arrangements for his departure north. He pulled out a sheet of telegrams, increased by a half dozen yesterday, and picked one out from Joseph Schenck, United Artists producer, who joined others in congratulations on Mr. Ziegfeld's first movie production, "Whoopie," which had its premiere showing in Los Angeles this week.

**Wife's Birthday**  
While replacing the telegrams in his pocket, his face expressed a mingled feeling of surprise and displeasure.

"Hang it all!" he exclaimed, "I nearly forgot that today is my wife's birthday, and I even forgot to get a post card, but believe she will overlook the formality."  
He did not indicate the age of Mrs. Ziegfeld, well known as Billie Burke. Two local men still remember the time that they as youths became so enamored that they sent her a box of pears. They went to a young address and when they reached her they were badly spoiled.

Canby. — Northwest Equipment company started work on new bridge to span Molalla river, replacing old Good bridge, about two miles south of this place.

Multnomah. — Terwilliger boulevard being topped with non-skid pavement.

# Talkies Library of Noises Carefully Indexed Bedlam.



Thousands of sounds recorded at their sources have been put in a "noise library" for use whenever a talkie needs one.

**HOLLYWOOD**—(P)—Once an actor described as a "mere off-stage noise" could feel insulted, but that time is gone forever. In the early audible films studios spent effort and imagination to obtain realistic imitations of commonplace sounds.

Then someone concluded that the real thing would be better than any imitation, and started on a noise-hunt that has resulted in a "noise library" of thousands of different sounds, each available on short notice. The man with the idea was Bernard Brown. He also contrived the first artificial sound effect. About a year and a half ago Brown began building his collection of sounds.

He and his staff took microphones to railroad stations, beside babbling brooks, to barnyards, to roofs high above the city. Now these stored sound effects save endless time and money in picture making. Formerly a scene might have to be retaken several times because the clicking of a door latch would not record properly. Now Brown's men, with dozens of latch-clickings in stock, "dope in" the proper sound.

The search for new sounds, Brown has found, is as fascinating as the newspaper's search for its news, and very similar. The department's watchword, like the journalist's, is "What've you heard today?"

**Blue of Crater Lake Is Revelation For Admiral O'Callaghan of England**  
(By Myrna Bush)  
**CRATER LAKE, Ore., Aug. 7.**—(Special)—Admiral M. P. O'Callaghan, C.B.C.V.O., of the British navy, 80 years old and making his first trip to the western coast, is not an easy person to interview. Not because he is unwilling to give information about himself, but because he is modest, and is afraid that he will bore his listeners with tales of his accomplishments. He could never do that, however, for he is the most interesting, charming person that one could wish to meet. He has a wonderful sense of humor that flares up at every provocation.

He told us he was an admiral. We inquired as to his rank and he said, "Well, I am a vice-admiral and a rear-admiral most of the time, but after meals I am a full admiral!" and then he laughed heartily.  
Admiral O'Callaghan served in the British navy from 1864 until his retirement in 1907. During that time he was aide-de-camp to King Edward VII and accompanied him on his frequent visits to Kaiser Wilhelm of Germany. Since his retirement he has been training King George in the rudiments of the navy. He taught him how to manipulate the king's yacht, the "Meteor," and accompanied the king to Kiel, Germany, to the famous boat races some years ago. He leads an active life in the service of His Majesty. He has led many naval battles, one of the most outstanding engagements being that which he led and won on the Mediterranean sea with the sea-roving pirates, the Burmese. These people, he said, are merciless and they line the rigging of their ships with the skulls of their victims.  
Admiral O'Callaghan is visiting with his nephew, Percy H. Blythe of Portland. He spent the past five months in New Zealand and came to the United States through the Panama Canal. Mr. Blythe and son, Edward, accompanied the admiral to Crater Lake Monday.  
Admiral O'Callaghan said that he never, in all his travels over the waters of the earth, had seen a blue to equal the blue of Crater lake.

"I have been on the bay of Naples many times," he said, "and it is noted for its blue coloring, but it cannot be compared with the blue of Crater lake."  
He was enthusiastic in his praises of the lake and said that he would never tire of telling his people in England of its wonderful beauty.

The party left Tuesday morning for Crescent City and will journey from there to Portland where Admiral O'Callaghan will begin his trip east. He is to go to Montreal and in September will return to his home in Hampshire, England.

# 105 NEW FAMILIES CAME TO OREGON

Nineteen states sent a total of 105 new families to Oregon during July who bought 7488 acres of land and invested \$403,200, according to the monthly report of W. G. Ide, manager, state chamber of commerce, California, as usual, led in new families with 65; and New Jersey, Massachusetts, Ohio and Florida were also represented. A large number of the new families entered business in Oregon, five auto camps and stores being purchased, two grocery stores, a laundry, a hotel and other business investments made by the new people.

The report also shows ten large land sales made to families sent to Oregon by the Los Angeles office of the state chamber, one 500-acre purchase in Klamath county being for \$22,500 and one 160-acre tract in Baker county bringing \$10,500.

# CHOW CALL FOR LOCAL GUARDSMEN TONIGHT

The officers and enlisted men of Headquarters company and company A of the Medford national guard will meet tonight at the Armory for the annual mid-summer feed.  
A surprise in the form of entertainment is being planned. A careful check was made on the turnout for civic service of the two companies and it was found that 50 enlisted men and five officers were on duty at the airport to handle the traffic and policing the crowds.

# Rialto to Feature Opener Today

In order to accommodate patrons who are unable to attend the big Saturday shows, the Fox Rialto theater will open the regular Saturday program on Friday for a two day run beginning tomorrow.  
Defying the underworld to save her brother's life, and risking the loss of her sweetheart's love is the central theme of the stupendous James Cruze production, "The Big Fight," coming tomorrow to the Fox Rialto theatre. The story culminates in a battle for the heavyweight championship, with "Big Boy" Guinn Williams and Tony Stambone as opposing contenders and some of the most realistic and gripping fight scenes ever staged are seen in this dramatic photoplay.

State highway department preparing for construction of 1300-foot tunnel through Buncoc mountain, east of Elkton on Drain Scottsburg highway in Douglas county.

# GRAIN VALUES TUMBLE WHEN PROFITS TAKEN

**CHICAGO, Aug. 7.**—(P)—Sudden severe tumbles in grain values took place during the late dealings today. Corn fell about 4 1/2c a bushel from the day's top level and wheat about 4c.

Urgent efforts to realize profits after corn and all other grain had reached new high price records for the season proved to be of too overwhelming a character toward the last, with new buyers backing away, although no general break-up of drought appeared to be in sight.

May delivery of wheat showed an extreme temporary break of 5 cents a bushel from the day's top point, and September corn a maximum drop of 4 3/4. Wheat and corn both closed yesterday's high and corn showing 1 1/4-2 1/2 net decline with oats 7-8 to 1 3/8 off and provisions at 10-17 advance.

# OREGON BENEFITS AS GRAINS SOAR DURING DROUGHT

**PORTLAND, Aug. 7.**—(P)—Commodity prices have begun to answer the call to higher ground. With corn and wheat values soaring at Chicago, flour, butter and egg quotations are likewise soaring. The first two products advanced materially Thursday with eggs firming up, evidently in anticipation of another advance.

All grades of butter were up 1c at the Portland produce exchange, bringing extra to 35c.

Butterfat at the same time stepped up 2c to 35c, delivered Portland.  
Family patents and pastry flour were advanced 20c by the Sperry Flour company.

Two of the summer's choicest fruits—peaches and cantaloupes—are now in very liberal supply, and prices are considered reasonable.

Green corn has dropped to about 15c a dozen.

# THE MARKETS

**Livestock.**  
**PORTLAND, Aug. 7.**—(P)—Cattle 800, calves 10; quotably steady. Hogs 1100, including 958 direct or on contract; opening steady.

Sheep 700, including 132 direct or on contract; quotably steady.

**Produce.**  
**PORTLAND, Ore., Aug. 7.**—(P) BUTTER: Cent higher. Cubes: Extras, 36c; standards, 35c; prime firsts, 34c; firsts, 31c. Creamery prices: Prints 3c over cube standards.  
MILK: Butterfat 2c higher; raw milk (4 per cent), \$2.30-2.40 cwt., delivered Portland, less 1 per cent; grade B milk, \$2.45. Butterfat deliveries in Portland, 35c.  
EGGS: Firmer, unchanged.  
Poultry, country meats, onions, potatoes, coal, etc., unchanged.

# Wall Street Report

**NEW YORK, Aug. 7.**—(P)—Stocks seasawed with grain in today's market.  
In the early hours of trading, stocks sold off while grains continued to advance, but share prices turned upward and cancelled some of their losses during the afternoon, while wheat and corn reacted.  
Stocks closed irregularly lower, with losses running from 1 to 4 points in many shares. Utilities and rails were heavy, but several of the industrials were well supported. Trading was the most active of the month, but still held at comparatively low levels, with a turnover of 1,450,000 shares.  
Among rails losing 2 to 4 points were New Haven, Union Pacific, Atchafson, Rock Island and Southern Railway, the last two reaching to lowest levels in three and five years, respectively. Consolidated Gas, North American, Electric Power and Light, Radio, American Tobacco B and Case closed off 1 to 3. U. S. Steel, General Electric and American Telephone were practically unchanged.  
Today's closing prices for 16 selected stocks follow:  
Am. Can. .... 126 1/2

# Five Dollar Silk Dress Sale

### Left Over From Our Summer Stock

**75 DRESSES**  
Regular \$9.95 to \$16.50  
**TO CLOSE OUT**  
**\$5.00**  
Misses Styles 14 to 20  
Women's Styles 36 to 50  
**BUY TWO OR THREE AT THIS SALE**

**NEW FOR FALL**  
the "Vagabond" Dress  
and Printed Sleeveless Dresses. Sizes 14 to 44.  
**\$6.85**  
**Frenchie Frocks**  
\$2.95 and \$3.95 Voile and Print Wash Dresses. 300 models. Sale price—  
**\$1.95**  
**50 Wash Dresses**  
\$1.95 values. On sale at **\$1.00**

**New Fall Dresses**  
Chiffons, georgettes, crepes and satins. August special price  
**\$17.95**  
**35 Summer Hats**  
On sale at **\$1.00** each

**Silk Skirts and Botany Flannel Skirts**  
On sale at **\$4.50**

**Rollins Fine Silk Chiffon Hose**  
**Rollins Runstop**  
The stocking with the tiny red dotted line at the hem that positively stops all garter rucks.  
A beautiful chiffon hose, dull in finish. Full fashioned with Rollins run-stop top. New panel or pointed heel.  
Eight new shades in sizes 8 1/2 to 10. Suggested selling price \$1.95. Our price **\$1.79 PAIR**  
A complete line of Rollins run-stop silk hose carried here. Priced from **\$1.00 UP**

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POPULAR PRICE STORE  
101 S. Central Ladies' Ready-to-Wear Phone 28

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Amesuda	50%	Kennecott Copper	39 1/2	United Air Craft	59
Col. Gas	34 1/2	Mont. Ward	34 1/2	U. S. Steel	164 1/2
Curtiss Wright	7 1/2	Radio Corporation	42 1/2	Int. Tel. & Tel.	45 1/2
General Electric (new)	70 1/2	Sears Roebuck	65 1/2	S. S. of Cal.	62 1/2

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# Fibre Chairs and Rockers

These chairs are made of carefully selected and machine woven materials and the seat cushions are covered in attractive patterns of cretonne. . . . These chairs are ideal for lawn, porch or sun room.

**Chairs and Rockers**  
\$11 \$11.35 \$12.50 \$17

**3-Piece Set, \$49.00**  
Davenport \$27, Chair \$11, Rocker \$11

**10 New Patterns in Felt Base RUGS**  
Made by Congoleum-Nairn Company  
7 ft. 6 in. x 9 ft. **\$4.50**  
9 ft. x 12 ft. **\$6.95**

Also 10 New Patterns in GOLD SEAL Congoleum Rugs

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