

MEDFORD'S NEW CITY DIRECTORY NOW OFF PRESS

Medford Printing Co. Completes Accurate Compilation of Residents and Business Firms.

The 1930-31 city directory, printed by the Medford Printing company, is completed and is being distributed. The directory has seven distinct departments and is the result of careful preparation. The information was gathered by an actual canvass and was compiled in a way to insure maximum accuracy. The books, with 274 pages, sell for \$10 each.

Printed on tinted paper, a department on Medford and the Rogue River valley contains a brief, condensed resume of the city of Medford and the valley. The information is particularly interesting and instructive in connection with the substantial elements of the city and its environs. The Buyers Guide contains advertisements of Medford business firms. The names of residents, business firms, corporations and professional men of Medford are listed alphabetically. The name of the wife follows that of the husband, and number of the children is also included, as well as the occupation.

Business Classified
The classified business directory lists the various manufacturing, mercantile and professional interests in alphabetical order under appropriate headings. The street and avenue guide lists in numerical order, the street addresses, room and apartment numbers with the name of the householder following. Street intersections are listed in proper sequence.

The book also includes a numerical telephone directory with the name of the subscriber. By this you can ascertain the name of subscribers from the telephone numbers.

The resume of Medford and the valley, facing an airplane view of the city, tells of the location of the city and its continued growth during the past few years. It is brought out that Medford holds the center of the stage from a scenic standpoint and its natural gateway to the Grand Lake National Park is stressed.

The fact that Medford's population increased from 5500 to 13,000 in ten years is pointed out, as well as the 65 per cent increase in the growth of the county. The resume takes into consideration all improvements that have come to this section within the past few years.

PRISON BARBER IN MORNING ESCAPE

SALEM, Ore., Dec. 27.—(AP) Carl Krumsiek, 49, received at the state penitentiary July 21, 1930, to serve a seven year term on a charge of larceny through impersonating another, escaped from the prison at about 7:30 o'clock this morning and is believed to have been picked up by someone in an automobile and taken north toward Portland.

PULP MILL BUILDER MORTALLY INJURED

SHELTON, Wash., Dec. 27.—(AP) George Kuppler, 52, member of the firm of Chris Kuppler and Sons of Port Angeles, prominent pulp mill construction firm, is in the Shelton hospital, believed to be suffering from fatal injuries sustained in an automobile accident north of here last night.

TOLIER ANSWERS LURE IN MOLTEN METAL POT

DORTMUND, Germany, Dec. 27.—(AP) After years of labor at the blast furnace of the Dortmund Steel Works Robert Gormann came to feel a great affection for the furnace. Today he told companion workers that he seemed to be calling him. Later they saw him jump into the white hot molten steel.

HAROLD LLOYD HOPING STORK WILL BRING SON

HOLLYWOOD, Cal., Dec. 27.—(AP)—"I hope it's a boy," Harold Lloyd, bespectacled film comedian said in announcing the expected arrival of the stork in March. Mrs. Lloyd is the former Mildred Davis of the screen. They have two daughters, Mildred Clavin, 6, and her adopted sister, Marjorie Elizabeth, 5.

SALEM DOCTORS BAND TO BATTLE PORTLAND

SALEM, Ore., Dec. 27.—(AP) To reduce the volume of industrial hospital business that is taken away from Salem by Portland associations 28 Salem doctors last night organized the physicians and surgeons hospital association. The object of the organization is to provide service for employees of local industrial concerns at a fixed monthly rate.

BULLET ENDS LIFE OF CALIFORNIA TRAIN HOLDUP SUSPECT



Frank E. Smith (lower left) was shot and killed by Police Inspector Walter Garrett (right inset) attempting to escape when arrested with his wife, Ellen, in Oakland. He was the alleged leader in the \$56,000 Southern Pacific robbery at Nobel, Cal. The woman, pictured above is accused of having driven the getaway cars in the Pinole bank and McAvoy train holdups, previous "jobs." Above, at right, is an original found by police in the Smith cottage.

GATE CRASHERS FAIL TO ENTER DOHERTY DEBUT

WASHINGTON, Dec. 27.—(AP) A thousand guests braved inclement weather last night to attend the initial ball to society of Miss Helen Lee Eames Doherty, daughter of Mrs. Henry L. Doherty of New York.

THOUSAND GUESTS AT BRILLIANT AFFAIR IN CAPITAL—SOCIAL REGISTER IS WELL REPRESENTED.

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DEDICATE LA GRANDE UNION PACIFIC DEPOT

LA GRANDE, Ore., Dec. 27.—(AP) Union Pacific officials, headed by J. P. O'Brien, general manager, arrived here today to dedicate the new \$150,000 two-story union station in La Grande. The ceremony will be held at 3 o'clock this afternoon, when Mr. O'Brien removes drapes from the doors. The chamber of commerce will be host to the officials at a banquet to-night.

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Former Jacksonville Pair Add Own Reminiscence to Narrative of Early Days

"It was with pleasure that myself and wife read the pioneer article in the Oregonian, 'The First Oregon Gold Camp,' wrote Horace V. Grubbe of Waitsburg, Wash., to that newspaper, and then continues as follows:

"My wife grew up there and I lived there for a short time. It was almost a letter from home. Mr. Grubbe has written a very graphic description of those old times. As a child I spent the winter of 1856-1856 there at Col. J. N. T. Miller's. I remember the excitement of the Rogue River Indian war. And as my wife lived there from early childhood she recognized the pictures of several men given. Gem Lin and others. We remember the old Franco-American hotel, run by Madam Jennie DeRochem.

"How I remember that about the middle of April, 1865, I, with other recruit members of Company A, first Oregon cavalry, then stationed at old Camp Baker, went to old Jacksonville with the boys of Company I, first Oregon infantry, to a reception given them by the madam, at which time she presented them with a large silk flag, the emblem of her adopted country.

"How well, with what regal grace and queenly bearing, she marched down the street with Captain Spangue, commander of the company, that glorious flag floating over them. Reaching the stand, she, with a few words, presented it to the boys in blue. Kindly pardon my personal reminiscence, but as I marched that day I had little thought that there was a little flax-haired girl standing on the curb who ten years later I would lead to the altar as my wife, she who has walked with me for 55 years as companion, but her eyes were then on her father as a member of Company I.

"In reading over the Burroughs article the picture is renewed. Many scenes, many incidents are recalled. I see the early miner with pick and shovel in hand pack on his back or leading his burro, loaded with his equipment, going out into the gulches, in some places stopping to stink down a prospect hole. Others working their primitive rocker or washes or washing the soil with the old fashioned gold pan, sometimes being well paid by obtaining possession of bright golden nuggets.

"Then this primitive method was later displaced by the hydraulic method by mining companies. That I have seen in my later years where I have observed the work done at the Ankeny and Ennis mine at Sterling. Now I realize that, after all the hardships and privations of the pioneers of the old mining days old Jacksonville and the Rogue River valley are coming to the fore.

"Through my wife and I are now far from the scenes of our childhood and former days, yet we like to read of them as pictured by Mr. Burroughs and given us by the Oregonian."

ATTENDS ARMY MANOEUVERS



President Paul von Hindenburg (right foreground) with War Minister Wilhelm Groener at the autumn manoeuvres of the German army near Berlin.

MANY RECRUITS IN CATERPILLAR CLUB FOR YEAR

NEW YORK, Dec. 27.—(AP) The most exclusive club in the air—the Caterpillars—which has neither officers nor dues, has gained 141 new members in the 13 months since November, 1929.

Records compiled by the New York Sun from army data, list 326 fliers who when danger threatened took to their silken parachutes and floated safely to earth from unmanageable or fuelless airplanes.

The army and navy lead the list, followed closely by the air-mail pilots, the men who take the mail through—or try to—when other pilots would stay safely on the ground.

John Buttner is listed as Caterpillar No. 1 and Henry Wacker as No. 2. Both leaps were made in Chicago in July, 1919. Charles A. Lindbergh is a pioneer member, too. He jumped to safety from an unmanageable mail plane months before he flew to Paris.

'BILLY THE SCOUT' ON LAST LONG JOURNEY

HOLLYWOOD, Cal., Dec. 27.—(AP)—William H. Taylor, known in screenland as "Billy the Scout," 103-year-old Civil War veteran and hero of countless Indian fights has embarked on the long trail on which there is no backtracking.

The former scout for General Crozier and veteran of 26 years of Indian warfare, who for years had been a colorful member of Hollywood's film colony, died yesterday of old age.

OCCASIONAL RAIN TO FEATURE NEXT WEEK

SAN FRANCISCO, Dec. 27.—(AP)—The weather outlook for the week beginning December 28, was announced here today by the United States weather bureau as follows:

Far western states: Generally fair in California and Nevada and occasional rains or snows in Washington, Oregon and Idaho. Temperatures will be below normal in California and the plateau regions and about normal elsewhere.

Old Resident Dies
LA GRANDE, Ore., Dec. 27.—(AP)—John S. Darr, 96, a resident of Aign for 45 years, who died Christmas day, was buried this afternoon at his home city. He was one of the oldest residents of the state.

SALE OF BONDS PAVES WAY FOR WORK ON SPAN

Cottage Street Bridge Issue Goes to Portland Firm at Premium—Work Starts Soon.

With Mayor-elect E. M. Wilson presiding as vice mayor of the council in the absence from the city of Mayor Pipes, and Allan Curry, deputy city recorder-treasurer, acting as recorder in the absence of M. L. Alford, the city council last night, with only five members present—Messrs. Wilson, Grey, Wing, Thorndyke and Hammond—awarded the Cottage street bridge \$25,000 bond issue to the brokerage firm of Smith, Camp & Company of Portland, the highest bidder, at \$102.41.

The sale of the bonds at \$102.41 is regarded by the city officials as an excellent price.

Preliminary work for the construction of the new bridge at Cottage street over Bear creek was begun yesterday by the contractor, in the way of preparing for the abutments. It is understood that the construction work will begin in a big way the last of this month or the first of next, the work to be rushed from then on until the structure is completed inside of 90 days, barring possible delay caused by floods in the creek.

The only other business transacted at last night's short special session of the city council was the passage of a number of ordinances declaring assessments for various street and sewer improvements. Between now and the night of January 6, on which the new and old councils meet jointly, the former to finish all its business before the swearing in of the new council, and the latter and the mayor taking over the reins of city government, a half dozen more improvement assessment ordinances will be ready for passage.

Estimates given by Fitzerald for 1930 by states follow:
Idaho, 700,000,000 board feet.
Washington, 5,500,000,000 to 5,750,000,000.
Oregon, 3,162,000,000 (possibly too low).
California and Nevada, 1,953,000,000.
Total, 11,315,000,000.

HUNTING ACCIDENT IS FATAL FOR STUDENT

DENVER, Dec. 27.—(AP)—Robert H. Hunter, 27, University of Colorado law student and a graduate of the University of Pennsylvania, was shot to death yesterday by Thomas Bowman, his companion on a hunting trip near Dillon, Colo.

Hunter was crawling through the brush when Bowman, attracted by a moving form, which he thought to be that of an animal, fired.

No reason was advanced for the change in program.

SAN SEBASTIAN, Spain, Dec. 27.—(AP) The French steamer Bouganville lay on the rocks in the channel at the entrance to Port Pasajes harbor today in imminent danger of breaking up after grounding last night in a storm. Several ships have gone to her aid.

Marshfield—Going Hotel opened at Anderson and Broadway.

PHIL L. THOMSON

Director of Public Relations
Western Electric Company

"Business would never have spent millions to buy circulation by the pile. Accustomed to purchase copper, lumber or lead by an accepted unit of measure, we asked the same type of yardstick for space. The A. B. C. gave it to us."

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Miss L. Dodson, 90, last surviving sister of Lewis Carroll, the author of "Alice in Wonderland," died recently at Guildford, England.

Confessed Slayer



Raymond Gunn, 30, ex-convict, held in St. Joseph, Mo., as the alleged confessed slayer of Velma Colter, 19, school teacher, who was beaten to death in a rural school near Maryville, Mo.

COAST LUMBER OUTPUT SHOWN FOR THIS YEAR

SAN FRANCISCO, Cal., Dec. 27.—(AP)—Materially raising statistics hitherto published, the 1930 lumber output of the Pacific coast region, including five states, is estimated at 11,315,000,000 board feet by J. H. Fitzerald of the West Coast Lumbermen's association. He prepared a statement for the Associated Press.

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PORTLAND, Ore., Dec. 27.—(AP) The practice of allowing foreign lumber to enter this country unmarked is to continue unchanged. This was the word received here yesterday by the collector of customs, who was informed that a meeting to have been called by the bureau of customs in Washington, D. C., had been cancelled.

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Vice President in charge of Advertising
General Foods Corporation

"I cannot believe that the present enormous budgets would have been voted by responsible business men without such a measuring stick as the A. B. C. provides. Its foundation marks the turning point in advertising."

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NOTED FIGURES CALLED BEYOND MOURNED HERE

Kenneth H. Day, Friend of Fruit Men, Passes in New York—Business Will Continue, Word.

Two men, nationally known in their respective lines of endeavor and known in this city and valley, passed yesterday.

One was Frank McKinney (Kin) Hubbard of Indianapolis, Ind., creator of the quaint and lovable "Abe Martin" of humorous fame, and the other was Kenneth H. Day, vice-president of Sogbel & Day, fruit distributors of New York City, locally represented by C. C. Lemmon.

Hubbard was a personal friend of Ed M. White of this city, and the local resident was one of his most ardent admirers. White knew Hubbard before he rose to fame, and saw the start of his cartoons and philosophy when both were residents of Indianapolis. White was manager of a restaurant and member of a symphony orchestra in Indianapolis when Hubbard was a reporter on the Indianapolis Star. They met daily and the friendship formed then survived the years.

Inspired Quips
Many of Hubbard's quips and jests about the trombone were inspired by White, and the sudden passing of an old friend was a severe blow to the local man.

Kenneth H. Day was well known among fruit growers and shippers of this city and valley as his firm was among the first to establish plants here. He was an annual visitor and a member of the New York committee of the local shippers and growers.

He was a steadfast friend of the fruit industry of this section and advised often in decisions affecting local conditions in the eastern markets. On his visits here he invariably addressed the traffic association.

According to word received by Mr. Lemmon, the organization started by Horace Day, father of Kenneth, 62 years ago, was left in excellent condition and the entire personnel will continue to carry on the Sogbel & Day service and policies.

KNIGHTS OF COLUMBUS LEADER SERIOUSLY ILL

GRAND RAPIDS, Mich., Dec. 27.—(AP)—Martin H. Carmody, 58, supreme knight of Columbus, is in a serious condition in a hospital here with pneumonia. Mr. Carmody is a member of the French legion of honor and is a knight of the order of St. Gregory the Great.

In 36 years the late Augustus Gordin wrote 84,913,250 words for the Logan, Utah, Journal, of which he was editor.

Advertisers, men who direct the budgets of great companies... Men who spend money for space in order to promote more profitable business... Looking back over the active decades, they search out the turning point in American Advertising, the period when the confidence of business was won. Independently, they agree on time and place.

It was the discovery of the Yardstick... The finding of a unit of measure for the value of advertising space. A unit as positive, as reliable, as the measure for coal or wheat.

Sixteen years ago a group of advertisers met with publishers and agencies in Chicago. To bring order out of chaos in circulation claims, they founded, on May 20, 1914, the Audit Bureau of Circulations.

In 1914, publication advertising totalled about \$250,000,000. In 1927, year of the latest government report, it had reached over a billion dollars.

That this growth could not have come without the A. B. C. is the judgment of advertisers themselves. Founded at the instance of advertisers, having advertisers in the majority on its Board of Directors, the A. B. C. exists to safeguard the interests of advertisers.

For them, it forms the bulwark against the chaos that once was advertising. It has enabled them to buy advertising with confidence.

In recognition of this service, an increasing number of leading advertisers hold membership today in the Audit Bureau of Circulations.

STORY 1

(Continued from Page 1)
bushels of corn yearly. Under such circumstances, a rise of nearly 2 cents from record breaking bottom quotations reached today for corn was witnessed. Wheat also rallied from fresh low record prices.

Klamath Falls—New addition to Pelican school to be started soon.

An Advertisement by
AUDIT BUREAU OF CIRCULATIONS
Executive Offices . . . Chicago