

How much Better they TASTE



with this mellow Golden Syrup. That's why good cooks like to serve this Golden blend of Bill Heer's with pancakes, waffles and hot-breads. They know it has the true, old-time sugar-house flavor. "I use the finest premium grade of syrup from the first run of the best cane sugar refineries," says Bill Heer, "to get this particular flavor." It's surprisingly inexpensive, too!

STALEY SALES CORPORATION, Decatur, Illinois

Bill Heer
Staley's Master Blender
For 47 years Bill Heer has blended and tested syrup flavors. A sample from every batch of Staley's Syrups must pass the test of his educated palate at each step in its making.



3 other delicious flavors
CRYSTAL WHITE (red label)
MAPLE FLAVORED (green label)
SORGHUM FLAVORED (brown label)
Staley's Golden Syrup comes in the BLUE can

Brophy's JEWELERS MEDFORD, ORE.

Pre-Inventory SPECIALS

- 25 to 50% Reductions on
- WATCHES
- RINGS
- SILVERWARE
- MESH BAGS
- TOILET SETS

See Window Display

Westfield Watches

\$17.75 Men's & Women's Watches \$12.75

HEATHMAN HOTELS 530 ROOMS

Best location in Portland in the hub of the shopping and theater districts and facing park block (convenient garage just across the street)

RATES
Single room with bath \$12.50 and up
Double room with bath \$13.50 and up

Concierge twice daily on \$25,000 organ

HARRY E. HEATHMAN
Manager

Portland, Oregon

TREE PLANTING COMPLETED AT WATER SOURCE

Commission Finishing Three Year Project to Conserve Moisture for Big Butte Springs.

The end of this week will mark the completion of the three-year program of tree planting the water commission has undertaken at Big Butte Springs.

During the springs of 1929 and 1930, 10,000 western yellow pine were set out.

This year a greater variety is being experimented with in conjunction with the school of forestry at the Oregon State Agricultural college.

Twenty thousand western yellow pine have already been planted this year. This is the hardest tree of the west and is familiar to everyone.

Five hundred Scotch pine are being planted on the ridges. This tree is similar to the yellow pine, but having an advantage over it in that it is not susceptible to insect attacks.

One thousand Port Orford cedar are being planted along the creek banks. This tree is a native of the Coast Range region. It has a beautiful foliage and is valuable commercially.

One hundred redwoods, wonder tree of the northern California coast, will be planted in a grove in the most sheltered location.

One hundred Russian mulberries will be planted on higher ground as they are a hardy tree and make a rapid growth in favorable conditions. This is an excellent tree for bird lovers as it exists where little other bird food survives.

One hundred Chinese elm will be planted in a grove. This elm is a recent importation from China and thrives in spite of adverse conditions. They attain a height of 65 feet and a diameter of two or three feet.

One hundred European larch, a hardy European species that makes an excellent timber tree, will be found now in the Big Butte springs area.

The water commission realizes the importance of a dense forest growth on the water shed, and have taken advantage of the service offered by the forestry department of the Oregon State Agricultural college.

O'HANLON EARNS STEP UPWARD IN GILMORE SERVICE

In line with an expansion program that has marked the activities of the Gilmore Oil Company, Ltd., since it began establishing branches in the northwest last year, several executive promotions and additions to the personnel



have been made, so that the same high caliber of service could be maintained along with a growing business.

Prominent among the executives who have won a place "further up the ladder" is A. M. O'Hanlon, who has been named by D. H. F. MacPherson, northwest division manager, as lubricating oil sales supervisor of the Oregon and southwest Washington district. In making this announcement, Mr. MacPherson declared that O'Hanlon would head a staff of lubricating oil specialists who will contact every point in the territory to give experienced and timely lubricating counsel to dealers and the automotive public.

O'Hanlon is well known to the automotive and oil fraternity of Oregon and southwest Washington, having been affiliated with the oil and gasoline business for the last 14 years. Until his present promotion he was in charge of the Gilmore activities in Medford, Grants Pass and Ashland. He will leave next week to attend a conference in San Francisco with other officials of his organization and will then return to Oregon to assume charge of the recently created department.

"Mr. O'Hanlon has made a very commendable record in southern Oregon and his promotion has been justly earned," said Mr. MacPherson. "Like other Oregon branch managers, his sales of Gilmore Blue-Green gasoline have doubled the original quota, and this factor, plus his wide experience with lubricating oils fully qualifies Mr. O'Hanlon for his new position."

ADVISE FARMER SEEK CO-OP AS MARKETING AID

Oregon Cooperative Council Told There Is Too Much Discussion Federal Board Members.

SALEM, Ore., Jan. 29.—(AP)—Sixty members of the Oregon Cooperative council, central body of farmers' cooperative marketing organizations in this state, attended the annual session here yesterday and listened to a discussion of recent activities of the federal farm board by C. B. Denman, livestock member of the board.

Stabilization work of the board through national grain corporation saved a disastrous agricultural price panic, he declared, and while he is not in favor of the government entering business, he said recent steps were emergency measures in accordance with the marketing act and that government aid to farmers is no greater than has been accorded other industries in the past.

"There has been too much discussion of board members and too little of marketing act itself," said Denman.

Individual producers he advised to get in and stay in cooperative marketing associations and see that these backed together in regional and national bodies. Cooperatives, he said, must be in position to reduce spread between producer and consumer and add efficiency to marketing machinery to be successful. Cooperatives in general are still too local in nature, he said.

"The Silver Horde" Scores Hit at Holly

Drama, that portrayal by action of the things that make up the struggle of life, is given its most vivid picturization in "The Silver Horde," Radio Pictures' red-blooded outdoor romance of the north, which opened yesterday at the Holly theatre.



Thousands read, enjoyed and thrilled to this romantic novel by Rex Beach, which opened yesterday at the Holly theatre.

The tremendous, sweeping action is given appropriate backgrounds by cinematographers who captured all the majesty of Alaska's scenery and man-made beauty of metropolitan scenes.

The manner in which the story moves from the frozen wastelands, to fishing villages into an American metropolis and back again with rapid entertaining progress, brands George Archainbaud, the director, as an artist in his line.

Three terrific fights are staged with telling effect. One of them involves many boats and scores of men. Another, between Joel McCrea and Ivan Linow, is one of the most spectacular exciting man-to-man encounters ever staged for a motion picture.

"The Silver Horde," distinguished by brilliant characterizations of an unusually able cast and carrying racing thrills throughout, is heartily recommended as ideal screen entertainment.

Warrenton—The Columbia River Fishermen's Cooperative Packing Co. awarded contract to Edwards Ice Machinery and Supply Co. of Portland, for installation of new ice machines at their plant.

TALENT FRUIT MEN WILL MEET FRIDAY

The Talent District Fruitgrowers will meet Friday evening, January 30th, at the Talent District Irrigation office for annual election of officers and discussion of live questions relative to the industry. Light refreshments will be served. All growers are invited.

Communications

May Primaries Opposed

To the Editor:
Former Governor of New York Alfred E. Smith and candidate for president of the United States, says in an article published in the Oregon Journal of January 25 that May primaries are out of date. In this article Governor Smith says:

"While I realize that there is no law with regard to the time of nominating a candidate for the presidency and that it is simply a matter of party regulation, there is no reason in the world that I can see why a man should be nominated for the presidency in the month of May. It may have been all right years ago when it took a candidate all summer to travel around the country to greet his constituency and talk to the people, but there is no reason for it to day.

"No man should be asked to run for president for four months. I know that a great many people believe that he doesn't really get into action until late in September or early October. Anybody who has that notion in his head can very soon get rid of it by having himself nominated for president. By the time the camera men, the newspaper men, the committee on suggestions, the party leaders and all the rest of the army that stays with the presidential candidate during the entire four months, he is campaigning, set finished with him, he has to go away some place in Florida in January after his election. I was down there in search of the same thing he was—seeking rest and recreation after four months of the most intensive and strenuous work.

"The proper thing to do is to nominate in the middle of September. With our modern means of transportation, our publications spread out all over the country, and our national radio hookups, all the campaigning that is necessary can be done in six weeks, although years ago it may have taken four months. Relieved of the strain of two and a half months of campaigning, the newly elected president will be ready to assume the duties of his office in the first two weeks of January."

J. E. BENNETT.
Medford, January 27.

Electric trolley cars have been abandoned for motor busses in Huntsville, Selma, Gadsden, Alabama City and Attala, Ala.

ELDERLY PRINCESS DANGEROUSLY ILL

LONDON, Jan. 29.—(AP)—Physicians attending Princess Beatrice, 74-year-old aunt of King George, who is suffering from a broken arm and acute bronchitis, regard her condition as "not without anxiety." Queen Victoria of Spain, daughter of the princess, is en route here from Madrid.

The physicians said the left arm which was fractured last Friday in a fall in her rooms at Kensington palace, was making satisfactory progress but danger lay in the bronchitis.

Sounds in Speech Differ
WASHINGTON—(AP)—Sounds in speech as ordinarily pronounced differ widely in loudness, tests with deaf persons have indicated. That "aw" is loudest and that "th" as in thin is one of the weakest. Vowels generally are loud and consonants weak.

Hebo—New warehouse and store room of highway commission completed.

Don't wait until it is too late!



—to correct a rundown condition

A fact you should not overlook

More red-cells in the blood! Good health and resistance to infection and disease, depend on that! Loss of appetite, underweight, sluggishness, a weakened condition, nervousness, pimples and boils are symptoms, often seen, of a deficiency of red-cells in the blood. If a lowered red-cell count is allowed to continue, ANEMIA often results. S.S.S. should be your safeguard. A hundred years of experience has proved its usefulness in building red-cells in the blood. Take it before meals. Millions of people have found it the easiest and surest way to restore their red-blood-cells. The appetite picks up, the whole body is invigorated. Get S.S.S.—take it and possess a wonderful power of new life and vitality. Ask for the large size. At all drug stores.

Announcing . . .

The Initial Showing of the Newest in Spring Frocks and Millinery

Jaques Lenox
Millinery and Frocks
303 E. Main

Friday and Saturday a Corsage of Fresh Spring Flowers Will Be Given With Each New Hat or Frock

ADVERTISING HELD CONFIDENCE BASIS

SAN FRANCISCO, Cal., Jan. 29.

Confidence is the keynote to the present business situation, Kenneth Barnard of Detroit told the furniture dealers of western states in convention here. Barnard is past president of the affiliated Better Business Bureaus of the United States. He was addressing the Western Furniture Dealers' association.

Advertising is the key to confidence, he told the furniture men, emphasizing the necessity for sound and dependable policies.

EPISCOPAL LADIES CHOOSE LEADERS

PORTLAND, Jan. 29.—(AP)—

Mrs. A. H. Cousins of Portland will again head the women's auxiliary of the Oregon diocese of the Episcopal church. She was elected yesterday at the first session of a two-day conference.

Other officers elected included the following heads of deaneries of the state: Northern, Mrs. John

NEWS BRIEFS

PORTLAND, Ore., Jan. 29.—(AP)

As a memorial to the late Nelson P. Macduff, who was for years supervisor of the Cascade national forest, the United States geographic board named a mountain after him.

PORTLAND, Ore., Jan. 29.—(AP)—The Coffee Cup cafeteria at Broadway and Washington street, for years a landmark of the city, was closed today and in the hands of receivers. Liabilities were listed at \$33,317 and assets at \$7637.

WHITE PLAINS, N. Y., Jan. 29.—(AP)—Justice Morschauer of the state supreme court, who has been hearing about quarrels of married folks for 27 years, is happily married himself. This is one reason: He suddenly recalled something and declared a recess to send 42 roses and a telegram home on the 42nd anniversary of his marriage.

Light Travels Centuries

NEW YORK—(AP)—Light from the great nebula Andromeda must travel 186,000 miles a second for more than 800,000 years to be visible from the earth. The nebula is 180 quadrillion miles in diameter and is visible to the unaided eye.

RUM RUNNER IN AMERICAN SEAS

NEW YORK, Jan. 29.—(AP)—

Testimony that the Canadian rum-runner Josephine K. was within the territorial waters of the United States when she was captured by coast guardsmen Saturday night was before the two governments today.

Captain William P. Cluett, master of the vessel, was wounded fatally by a one-pound shot and liquor valued at \$100,000 was seized from his and two other craft.

SEEK CONSOLIDATION STATE COMMISSIONS

SALEM, Ore., Jan. 29.—(AP)—

Charles H. Gram, state labor commissioner, was last night instructed by the joint ways and means committee of the legislature to bring before the committee some scheme of consolidation whereby some other state activities can be joined with the labor office. The committee had in mind particularly the state bureau of inspection of child labor and the industrial welfare commission.

LAMPORT'S ANNUAL 9c SALE 9c AGAIN

Friday and Saturday

For the benefit of those who were unable to get the amount of bargains they wanted before we sold out last Saturday—

We Have Secured an Unlimited Supply of the Following:

- 18x36 Congoleum Rugs 9c
- 18x36 Turkish Towels 9c
- 3 Tumblers 9c
- Green Cut Glass Tumblers 9c
- New Green Sherbet Dishes 9c
- New Green Eight inch Plates 9c
- Special Magazine Racks 49c
- Ivory and Green Combinettes 89c
- Ivory and Green Percolators 89c

And Boy! A Lot of New Things This Time!

Don't Forget That Our Paint and Wall Paper Sale Is Still On

LAMPORT'S

226-230 East Main "What You Want When You Want It"