

CHANCE FOR ALL IN GIRLS' LEAGUE TO USE TALENTS

Every member of the Girls' league organization at the senior high school, which includes all of the girls in the school, has an opportunity to use their talents at some time during the school year by assisting with various entertainments and social work.

LIFE EBBING FOR CARDINAL MAFFEI

PISA, Italy, Feb. 24.—(AP)—The last sacraments were administered today to Cardinal Maffei, one of the most prominent of the college of Cardinals, who is believed dying of influenza.

TOM KAY SEES FLAX AS MAJOR INDUSTRY

SALEM, Ore., Feb. 24.—(AP)—State Treasurer Tom Kay, speaking before the Salem chamber of commerce and many members of the state legislature present as guests Monday, stated that he expected to see the day when the principal industry of the Willamette valley and one of the leading businesses of the state would be the flax industry.

Incidents In Melba's Life Reveal Singer's Generosity Many Sought Free Passes

LONDON, Feb. 24.—(AP)—Many incidents in Dame Nellie Melba's long career—pathetic, humorous and dramatic—were recalled here today in connection with the diva's passing Monday. One she once told herself related how the great and austere Lord Kitchener was moved to tears. It happened at a dinner where she, Kitchener and two or three others were guests.

Washington Birthday Twins Named George and Martha

CHICAGO, Feb. 24.—(AP)—A boy was born to Mrs. Nicholas Bushman a few minutes before midnight Sunday, George Washington's birthday anniversary.

FOUR KILLED BY REFINERY BLAST CAPITALISTIC WAR MENACING SOVIET

PORT ARTHUR, Texas, Feb. 24.—(AP)—Four men were killed and six seriously injured in an explosion of a Gulf Refinery high pressure still here last night.

FLEAS AT CRATER ALWAYS READY TO WELCOME TOURIST

"A skeptical gentleman from beyond the continental divide, who has been spending the winter here, inquires as to a statement made recently in the Oregonian (a dispatch from Medford, I believe) regarding the appearance of snow fleas at Crater Lake," says D. H. Palmate in his "Subject to Argument" column in the Oregonian.

EAGLE POINT

EAGLE POINT, Ore., Feb. 24.—(Sp.)—Miss Rosy Harris of Sublimity, Ore., is visiting her uncle and aunt, Mr. and Mrs. Charles Humphrey.

THE CRIME IN THE DUTCH GARDEN

SYNOPSIS: The mystery of the murder of Annabelle Querdling depends on Police Superintendent Richmond and Jimmie Hawkwell, amateur detective, probe the tragedy in her Dutch garden.

Chapter 6 WHAT THE LETTERS SAID HERE, Superintendent Richmond considered, was a case where it might in the absence of eye witnesses, prove difficult to bring the guilt home to any individual.



Duckworth's possession. Shortly after she left at Richmond's request to summon him, Duckworth came in, looking tired and haggard, and delivered the envelopes, arranged in the order received.

Superintendent Richmond and Jimmie scrutinized the letters closely. They were rudely scrawled in printed characters on cheap note paper. The first was the longest and bore a postmark nearly five months old.

Let them be dotted out of the book of the living and not be written with the right hand. Donatista Houston said that she suspected Joe Allen, the gardener dismissed for making love to one of the maids, as the writer of the notes, because Joe had once been in the choir. "He swore he wasn't," admitted the constable.

There are several new cases of fleas around Medford. Among them are Mrs. J. D. Giddens, Mrs. L. M. Jones, Mrs. B. G. Jones, Mrs. A. E. Jones, Mrs. H. E. Jones, Mrs. J. E. Jones, Mrs. K. E. Jones, Mrs. L. E. Jones, Mrs. M. E. Jones, Mrs. N. E. Jones, Mrs. O. E. Jones, Mrs. P. E. Jones, Mrs. Q. E. Jones, Mrs. R. E. Jones, Mrs. S. E. Jones, Mrs. T. E. Jones, Mrs. U. E. Jones, Mrs. V. E. Jones, Mrs. W. E. Jones, Mrs. X. E. Jones, Mrs. Y. E. Jones, Mrs. Z. E. Jones.

RIVIERA, Ore., Feb. 24.—(Sp.)—Ray Boling and family of Rogio River were visiting at the home of his brother, Lester Boling, Friday evening.

666 LIQUID OR TABLETS For Colds, Headaches, Fever 666 SALVE CURE'S BABY'S COLD

BIG TAILORING DISPLAY and Exhibit of Fine Woolsens FROM J. Price Co. CHICAGO Largest tailors in the world of GOOD made-to-order clothes. Hundreds of styles in the full piece. A representative of this nationally known house will be with us. This is the biggest opportunity ever for the right suit at the right price. This Year from \$25 up THINK OF IT! Tomorrow and Thursday February 25 and 26 LEE'S MENS SHOP Next to Rialto Theatre

Last Call! SOUTHERN PACIFIC DOLLAR DAY Friday Feb. 27th \$1 FOR EACH 100 MILES* GOOD ON ALL TRAINS - RETURN BY MIDNIGHT TUESDAY. Examples OF ROUNDTrips: MEDFORD TO Portland \$7.15 Salem 6.00 Eugene 4.45 San Francisco 9.10

Southern Pacific J. C. Carle, Agent—Phone 34

HEATHMAN HOTELS 530 ROOMS. Best location in Portland in the hub of the shipping and theater districts and facing park block. Convenient garage adjacent to the street. RATES: Single room with bath \$12.50 and up. Double room with bath \$13.50 and up. Concerts twice daily on \$25,000 organ. HARRY E. HEATHMAN, Manager. Classified Advertising Gets Results



BERNARD LICHTENBERG Vice President, Alexander Hamilton Institute

"Buying advertising space in newspapers and periodicals without referring to A. B. C. circulation audits is like buying a pig in a poke. The old time farmers never traded horses blind."

Twenty years ago there was chaos in advertising. Nobody knew what his dollars bought—whether a thousand readers or ten thousand. Nobody, except by infinite pains and shrewdness, could find out. Could advertising, on that basis, ever have grown to its present importance? Would business ever have rested its trust in a sales weapon of metal so doubtful in assay? Hardly, think men who today direct advertising expenditures that total millions. Through such leaders as these the Audit Bureau of Circulations came to be organized. And largely through the activities of the Bureau, there is order today in the buying of advertising space.

GUY C. SMITH

Manager of Advertising and Research Libby, McNeill & Libby

"Any American advertising manager who wants to learn the value of the Audit Bureau of Circulations need only start buying newspaper space in foreign countries. The impossibility of knowing accurately, without special and costly research, the amount and breakdown of circulation of publications in any other country, is a sharp contrast to the information which has become available to advertising in this country by reason of the work of the A. B. C."

Mr. and Mrs. C. F. Davies and daughter spent the week-end at Salem, visiting relatives.



To no publisher, no agency are they responsible. They work directly for the Audit Bureau of Circulations, and on the directorate of this institution a majority must be advertisers. The Bureau's Audit Reports thus give the detailed findings of experts controlled by advertisers. They bring to light the complete circulation facts. Can any budget yield full returns without use of this only recognized method of appraising advertising space? Can any important advertiser, whether national or local, afford to be unrepresented upon the membership roster of the Audit Bureau of Circulations?