CHANCE FOR ALL IN GIRLS' LEAGUE TO USE TALENTS

PISA, Italy, Feb. 24.-(49-The last sacraments were administer-ed today to Cardinal Maffi, one of the most prominent of the col-lege of Cardinals, who is believed

TOM KAY SEES FLAX

SALEM, Ore, Feb. 24—(P)—
State Treasurer Tom Kay, speaking before the Saine chamber of
the state legislature present as
guests Monday, stated that he exguests Monday, stated that he expected to see the day when the
initiation and other enthusiastic evidences
the flax industry.

Kay was speaking upon the flax
industry as engaged in by the state
and declared rumors to the effect
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Incidents In Melba's Life Reveal Singer's Generosity Many Sought Free Passes

CARDINAL MAFFI Washington Birthday Twins Named George and Martha

FOUR KILLED BY CAPITALISTIC WAR

Manager of Advertising and Research Libby, M. Neill & 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.

"But the Bureau needs the support of every important user of publication space. In my opinion it has not be-gone to reach any first of its usefulness. I consider it one of the most fundamental advertising expenditures our



LICHTENBERG BERNARD

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 trailed The earnest attempt on the part of such organizations

The earnest attempt on the part of such organizations as the historiporated Society of British Advertisers, the Australian Association of National Advertisers, the German Reklame-Schutzverband, and the Mexican Association de Annuociantes, among others, to form an Audit Bureau in their countries based on our own A. B. C., is an indication of the fact that thoughtful advertisers around the world have seen the worth of such an organization.

Bunudbicktenley

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

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 adver-

Once a year now, into almost every important publication office, go the auditors of the A. B. C. Every circulation record is open to them.



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

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?

An Advertisement by the

FLEAS AT CRATER **ALWAYS READY TO**

EAGLE POINT

EAGLE POINT, Orc., Feb. 24.-

cthe most prominent of the college of Cardinals, who is believed dying of influenza.

The cardinal insisted upon risman a few minutes before midnight from his bed and kneeling at a little aftar to receive the host which has brought in a procession from the cathedral.

When his secretary read a number of telegrams including messages from the pope and the king and queen the cardinal wept.

TOM VAY CITC FIAV

Grownsboro store, was a business dsitor Thursday. Mrs. O. E. Henderson and Mrs

Roy Stanley visited at the home of Mrs. John Norvis at Jacksonville

Thursday.

Miss Helen High attle Charles Pettegrew were dinner guests at the home of Mr. and Mrs. Percy Haley Thursday evening.

W. S. Chappell, who has been seriously ill, was taken to the Sarred Heart hospital Thursday. At this time Mr. Chappell is reported alightly impraved.

dightly improved. Mrs. Buford Clark and Mrs. A C. Mittle-leadt were visiting at the home of Edith Weldman Friday. Miss Fern Simpson and Miss Yetta Olson entertained the high

chool students with a party Sat-Mr. and Mrs. C. F. Davies and daughter spent the week-end at Salem, visiting relatives.

Ruth Aitken spent the week en-Ruth Althor spent the week end in Eugene and attended the bas-ketball rame between U. of O. and Oregon State college teams. Miss Wilda Darneille apent the week-end with her mother in Med-

The Home Economics club will hold its regular section hold its regular meeting at the home of Mrs. R. T. Scaman, Wed

Mes. Reariets Campbell, Me and Mrs. W. H. Young and children spent Sunday at the home of Mr. and Mrs. Walter Engberg at Phoe-

Mrs. Edith Weldman and so Rids were Medford callers Sun-day. Rudy, who has been work-ing in the vicinity of Medford for he past year, is now staying at home and goes to and from work

each day.

Mrs. A. Swazy and Sam Harnish
were dinner guests of Mr. and Mrs.
Harry Robertson of Medford Friday. They attended "Cimarcon."

A fine registered Red Hampshirson belonging to T. T. Hatlett is
the proud mother of 17 youngsters
(No real this control of 18 youngsters)

We feel this is a fine family. The Civic Improvement club will

and Mrs. Lena Stowell.

First and second degree work of the Grange was put on Tuesday evening by the drill team consisting of the younger members. This team, under the leadership of Glidys Cowden and Rudy Weid-man, do fine work and each mem-ber of the team should be given a word of praise from the mem-bers for their splendid part in the bers for their splendid part in the

The team goes to Rogue River evening. Wednesday evening to install the Mine Minic Biles was the guest Seimer and Rogue River Granges Saturday night and Sunday of her

The following stiended "Cimarron" Thursday and cridey considerations: Mr. and Grs. Replaced the State of the

THE CRUME ON THE DUTCH GARDEN HERENT

He said that on the night of the tragedy he had been in the room with Evelyn singing, remaining there until Marjorie had come to tell of her aunt's death.
"You didn't see any one to the

garden at any time?" the superior

"Well, as a matter of fact, I went to pull the curtains"—be pointed to the windows—"and I noticed a woman nurrying across the nathway you can just see. While I can't describe her well, she was of miderate height and were a long dark coat or mackintosh. I couldn't see her face, as she was going the other way. Of course, I didn't take particular notice."

"It was still quite light?" the superintendent asked, and dolling Duckworth's nod, continued, "then why did you pull the curtain?"

"Well," Duckworth smiled, "I was here with Miss Blake and we did not particularly want to be op-posite those windows. Besides it was hardly light enough for her to see the muste.

No one suggested who the woman turned at once to Major Greabam. that he called at the suggestion of



Aside from smudgier writing, the

Are you ready to die? The end is near. You made others sufer and you shall tay. You besit. The next merely said: Plants 59. 28. This means you. "What's the reference?" ques-tioned Jimmie. Old Annaballe Querdling had penciled it on the

Constable Roscoe said that he auspected Joe Allen, the gardener dismissed for making love to one of the minds, as the writer of the notes, because Joe had once been in the choir. "He swore he wasn't." admitted the constable.

I could have done if that week, wicked woman. I won't walt much

others continued in the same vein Richmond said treating the finger prints of the letters bad been unoeas, since many persons had handled them. At this point Duckworth say you called to see Miss Querd suggested possibly the letters had ling. If you did not go to her di not all been written by the same rectly you arrived-what were you

Doesn't help us much," muttered Illeamond. "When writing is dis-guised there are often differences. Then be turned to Duckworth and "Just what I say, On your own asked him for particulars about

"She did not aftogether like it," was Duckworth's fenck reply to the Mins Querdling was discovered superintendent's question concern dead." ing Miss Querdling's view of her niece's sugarement to him, "but I think she can getting more used to the olear

....

RIVIERA

the work of the first and second auni, Clara Hiles.

questions were not in keeping with this quieter mood. He blustered and protested that the questions were impertinent. As to the time he left his home to go arrows the links to the Querdling estate through the gate from the links -

"Call it 8:45, but what's the good of asking silly quations like that?" "When you went through the gardens to the lawn," persisted Richmond, did you see anyone

"Blight it, no!-I'd have valit so "It might take you 20 to 25 min tes to get from your house i the links to this garden That would make it ten past nine on your arrival. Now, what did you do when you got here?"

"Nothing-1 came to see Miss Querdling and her nieces met me funt was the next letter, and the and said there had been an acci-

dent."
"That was later." Richmond's glance was hard. "You arrived at 10 or 15 minutes after nine. You doing from the time you until you were seen by Marjorie

showing, you arrived in the garden at ten minutes past one and you were there until half past-when

(Copyright, 1930, A. R. Lippen of Call

The Civic Improvement club will hold its regular meeting in the to the idea."

to

Mrs. Charles McMerrick and her daughter, Alles, are at home after a three weeks' visit with her par onts on Williams Creek Mr. and Mrs. George Lance have en on the sick list.

been on the sick list.

Miss Genevieve Stumbo was the guest Friday night of her grand-mother. Mrs. Childers, at Gold Hill. During 1929 the chicago ele-vated railroad care ed about 123, 200,000 passengers.

666

LIQUID OF TABLETS Cara Colds, Haadaches, Fever 666 SALVE

CURE'S BABY'S COLD

BIG TAILORING DISPLAY

and Exhibit of Fine Woolens



Largest tailors in the world of GOOD made-to-order

Hundreds of styles in the full piece. A representative of this nationally known house will be

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



Examples

OF ROUNDTRIPS:

MEDFORD TO

Portland \$7.15 Salem 6.00 Eugene 4.45 San Francisco 9.10

Southern Pacific's great "Dollar Day" sale continues into its final week. Roundtrip tickets to all places on the Pacific Lines now on sale for three-tifths of the one way fare, approximately Ic a mile! Good on all trains leaving Friday, February 27.

GOOD ON ALL TRAINS - RE-TURN BY MIDNIGHT TUESDAY

Southern Pacific

J. C. Carle, Agent-Phone 34



GLASSIFIED ADVERTISING GETS RESULTS

AUDIT BUREAU OF CRACCERATIONS

Executive Offices . . . Chicago