

ADVERTISING PAYS FRUIT GROWER IN YAKIMA, IS WORD

Already known as the most consistent fruit center in the west, the Yakima valley has become recognized as one of the best agricultural regions for progressive advertising and display of its products.

Fruit shippers are convinced that the fruit grower pays for advertising has paid many times in results and that local apples are known favorably throughout the world.

So successful have been the apple publicity campaigns that like advertising is being planned for other fruits such as peaches and pears.

One fruit dealer has estimated that the national advertising of apples had returned a value of 5 to 7 cents a box in increased demand and better prices from the charge of 1 cent a box assessed producers.

Through co-operation in advertising as well as activity in working for reduced freight rates, better markets and favorable legislation, the farmers, shippers and business men have helped their valley as well as themselves by bringing the present comparative prosperity, which is attested to by visiting business men from many parts of the country who have often declared that this district is one of the least depression-hit in the nation.—Yakima Morning Herald.

ACTIVE PROGRAM FOR WINTER IS ANNOUNCED

The regular meeting of the Active club was held at the Holland Hotel Tuesday evening at 8:30 p. m. Mr. Owen and Dr. Ben Wilson, honorary members, were present. The program was furnished by three high school students in the form of two piano solos and one vocal solo, which were enjoyed and appreciated.

A complete and satisfactory report was given by the entertainment committee, and programs for the next twelve meetings described. Members are looking forward to the next three months with the anticipation of enjoying a variety of programs, which they expect to be the envy of all the service clubs in the city.

ROAD DISTRICT VOTE ELIGIBILITY STATED

SALEM, Ore., Sept. 17.—(AP) Attorney General I. H. Van Winkle, in an opinion handed down today, held that warehouse in Oregon which are duly licensed under the federal warehouse act, are not required to obtain a license under the state law.

In another opinion Van Winkle held that any legal voter of Oregon, who has been a bona fide resident of the district 30 days immediately preceding a meeting or election shall be entitled to vote at any district road meeting. In all other respects the Oregon law governing school district meetings shall control at road district meetings.

UTAH GRID STAR OUT WITH BROKEN ANKLE

SALT LAKE CITY, Sept. 17.—(AP) The University of Utah grid team was robbed of a promising ball carrier today—fate handing Coach Ike Armstrong another such blow as he received last fall, when a star half-back suffered a broken ankle early in the campaign.

Myrthen Elliott, a letterman from last year's Rocky Mountain conference championship squad, suffered a broken ankle in scrimmage yesterday afternoon and probably will remain out for six weeks. Last year Preston Summerhays, a regular of 1929, broke his ankle.

INDIAN FISHERMAN SHOT ON FORBIDDEN GROUND

THE DALLAS, Ore., Sept. 17.—(AP) Levi VanFelt, 19, a Umatilla Indian, was in a hospital here today, and Harry Isel was held in jail on a charge of having shot him. Isel told police he shot young VanFelt in self-defense, although several Indians witnesses declared it was without provocation.

VanFelt was fishing at Celilo Falls on property owned by W. T. Downes, employer of Isel. Indians have long been warned to keep off the property.

COLUMBIA 'U' FROSH BEAT BENSON TECH

PORTLAND, Ore., Sept. 17.—(AP) The Columbia university frosh opened their football season last night with a 6 to 0 victory over the Benson Tech eleven. Gene Murphy's Irish put over a touchdown in the first period.

North Dakota cows fed on corn silage produced 74 pounds more milk for each 100 pounds of dry ration than those fed on corn fodder.

MOON OF DELIGHT by Margaret Bell Houston

SYNOPSIS: Juanita is hurt when Kirk seems to believe the gossip concerning her. Ledbetter's conquest of the valley elicits the girl's efforts to discover her identity. For only she and the moon, her close friend, know that Juanita, now accepted socially by Kelly, Kirk's grandmother, is really the girl called Moon of Delight. Despite the moon's efforts, Kirk tells Juanita he will marry her. At Kelly's Blount home Juanita does not understand that the code messages the moon sends to Kirk are love letters. Planning to attend Bobby Cranshaw's dinner, Juanita and the moon go with Kirk to his New Orleans home.

Chapter 29
LED BETTER REMEMBERS
Kirk, riding with Juanita and the moon to Bobby Cranshaw's dinner, hoped that the evening would bring a change in Juanita's attitude toward him.

Silly, he thought, that this foolish gossip about the Moon—what was it called?—the Moon of Delight—could away her so. In the alcoholic mirth at Adrian's dinner at Tarpon Point, Kirk's name had been jokingly linked with the Moon. Had Emmy Jean—he had seen Juanita talking with Emmy Jean—had Emmy Jean told her that he was one of the Moon's lovers, and had she been trying to make him confess?

Could it be that Juanita was trying to draw him out about the girl in Deloit's place? Kirk had thought that night at Tarpon Point, when the Moon was mentioned that Juanita had been lightly jealous of her, and he had enjoyed the belief.

Now he knew that her emotion had been a deeper thing than doubt. It was conviction—some strange conviction—that had swayed and changed her.

She had meant to tell him about this man in Barcelona, had decided that after all it was not necessary. It was not necessary to confide in him—Kirk—at all, since she did not intend to marry him. Yet she had meant that morning to marry him? Why couldn't she be frank with him?

Kirk did not sit next to Juanita at dinner. On one side was Cerise DuBois and on the other Phyllis Carver. Juanita, of course, sat at Bobby's right. On her left was a vacant chair.

Bobby had been unable to wait dinner on the tardy guest, inasmuch as they were all going to La Petite Theatre afterward.

Nalda was starting in something Trigger had written. Trigger would see that the dinner party arrived on time. Nalda and Dick were not at the dinner.

No one asked who was the late member of the party. Every one seemed to know. Kirk surmised only vaguely, being occupied with other things—chiefly watching Juanita who sat opposite him and striving to reply coherently to Cerise and Phyllis.

Cerise, fortunately, had something in common with Adrian on her other side, for Adrian too had been robbed—on one of the nights he had been in Biloxi. Cerise and Adrian discussed their losses, replying to general questions.

"Did they get the gold punch bowl, Adrian?"
They did.
"And your mother's pearls?"
The pearls, too.
Adrian looked up and frowned. He had been consoling with detectives for two days, during such time as he had not been dealing with his mother's despair.

"Whoop!" shouted some one. "Here's the big chief."
Eric Ledbetter had appeared in the door and at Bobby's signal took the chair beside Juanita.

A chorus of welcomes burred, a murmured introduction to Juanita, while Phyllis whispered to Kirk, "He couldn't miss Nalda in Trigger's play. Bet he just got off the train."

He had. "Got off the train less than an hour ago. Dressed at the St. Charles. Somersaulted here in a taxi. How's that for speed?"
"He'd better speed if he meets Dick," murmured Phyllis. Aloud she said, "You look as winsome as if you'd primped a week. When did you wake up enough to somewhat?"

"Anticipation," answered Ledbetter, "is as powerful as emergency. I knew where I was to sit," he added in a lower voice, with a side glance at Juanita. "No," as the hors-d'oeuvre was set before him, "I'll begin where the others are."

WIMER

WIMER, Ore., Oct. 17.—(Special.) Mrs. Mary Dimmick is in Portland attending business college and staying at the home of Mrs. Bernice Angel, nee Bernice Clington of Rogue River.

George Martin, the genial mail carrier on R. F. D. 1 employed a substitute two days this week while moving his wife and family to Ashland where they will reside this winter in order to take advantage of the better school facilities.

Mrs. Catherine Law and daughter, Mrs. Barto, spent Sunday evening at the home of Mr. and Mrs. Frank Greenwood.

CENTRAL POINT P. T. A. WILL MEET SATURDAY

The members of the board of the Central Point Parent-Teachers' association will meet Saturday afternoon at 2 o'clock, with Mrs. P. A. Tracy, president of the association, at her home on Gold Ray Dam road.

PORTLAND TAKES SECOND STRAIGHT FROM TRIBESMEN

(By the Associated Press)
San Francisco handed the Los Angeles Angels their second straight defeat last night, a 14 to 9 shutout.

Two Angel pitchers were knocked out of the box, in the eighth inning, Nelson who went in for Los Angeles after a seven run rally by the Seals in the seventh, held the San Francisco team for the remainder of the game. Gibson, who hurled for the Seals, allowed five hits and fanned six men.

Portland gave Seattle the little end of the score for the second straight time. Last night it was 11-7. The Beavers bunched hits off two Seattle pitchers in the second. Seattle had taken the lead 4 to 1 in the first inning.

Oakland showed ahead with an 11-inning, 6-5 victory over Sacramento, the second straight Acom win of the current series.

The Mission Reds eased over an extra run to defeat Hollywood 4-3 in their second straight whipping of the Stars. Leiber, who pitched for the Missions, and Page who tossed for the Stars, battled throughout the game, Leiber fanning six and walking two, and Page fanning five and walking one.

HI SCHOOL CAFETERIA OPENED TO STUDENTS

The Medford high school cafeteria, under the supervision of Mrs. G. G. Gates, opened Wednesday noon, serving lunch to 78 persons.

A total of \$18 in cash and meal tickets was taken in. The tickets sell for 75c and \$1.00.

The work in the cafeteria is done by 13 students, who work either for their board or 25c an hour. The waitresses are Velma Smith, June Davis, Lois Snyder and Ruby Stone. Ruby Wedell is cashier and Blanche Wedell serves as checker. Elmer Zumburn, husky grid star, and only boy in the organization, is in charge of the lunch room. Six other girls work in the kitchen from 12:30 to 1:30.

MEETINGS SCHEDULED BY PHOENIX GROUPS

PHOENIX, Ore., Sept. 17.—(Sp.)—Neighbors of Woodcraft will meet in the Grange Hall September 23 at 8:00 p. m. It is hoped that all members will be present.

Regular meeting of the Phoenix Grange will be held at the Grange Hall September 22 at 8 p. m. Plans will be made for the visit to the Eagle Point Grange October 6.

Wenatchee Apple Estimate Pared

WENATCHEE, Wash., Sept. 17.—(AP) Harold Bliss, district horticultural inspector, today made a revised estimate of the Wenatchee-Okanogan apple crop, reducing the harvest from 22,201 cars to 19,870 cars.

Heavy worm and red spider infestation with lack of sizing in apples reduced the July 1 estimate.

STEIWER'S SECRETARY MARCHES TO ALTAR

PORTLAND, Ore., Sept. 17.—(AP)—Word was received here today of the marriage yesterday of Miss Doris Swayze, secretary to Senator Frederick Steiwer, Miss Swayze, a resident of Hermiston, Umatilla county, married Roger Bounds of Maryland, attached to the United States Chamber of Commerce.

HEBO STORES AND RESIDENCE BURNED

HEBO, Ore., Sept. 17.—(AP)—Fire today destroyed the general store owned by J. P. Cuey of Hebo, and spread to the adjoining residence of P. D. Ott and a confectionery store operated by Bert Martin. All were burned to the ground.

Four automobiles were destroyed.

No More Piles

Pile sufferers can only get quick, safe and lasting relief by removing the cause—bad blood circulation in the lower bowel. Cutting and salves can't do this—an internal remedy must be used. Dr. Leonard's Hem-Roid, a harmless tablet, succeeds, because it relieves this blood congestion and strengthens the affected parts. Hem-Roid has a wonderful record for quick, safe and lasting relief to pile sufferers. It will do the same for you or money back. Jarmin & Woods and druggists anywhere sell Hem-Roid with this guarantee.

SAN FRANCISCO

Temporarily closed to highest in this country. For its excellent Dining Room and Coffee Shop.

60-66

HOTEL CALIFORNIA
TAYLOR AT O'FARRELL

Meteorological Report

September 17, 1931.
Forecast:
Medford and vicinity: Tonight and Friday unsettled. Probably rain. No change in temperature.
Oregon: Unsettled tonight and Friday, probably with rains west and showers east portion. Cooler east portion Friday.
Local Data:
Lowest temperature this morning, 57 degrees.
Temperature a year ago today:
Highest, 88; lowest, 83.
Total precipitation since September 1, 1931, 1.08 inches.
Relative humidity at 5 p. m. yesterday, 31%; 5 a. m. today, 75%.
Sunset today, 5:18 p. m.
Tomorrow: Sunrise, 5:54 a. m. Sunset 5:15 p. m.

City	High	Low	Wind	Weather
Baker City	54	42	—	Clear
Boise	—	—	—	—
Bozeman	78	56	—	Clear
Chicago	92	74	08	City.
Denver	84	64	—	City.
Des Moines	95	62	02	City.
Fresno	90	60	—	Clear
Helena	72	42	—	Clear
Los Angeles	76	62	—	City.
Medford	81	57	—	City.
New York	78	62	04	City.
Phoenix	70	56	—	City.
Portland	68	70	—	Clear
Reno	84	68	—	Clear
Roseburg	78	56	—	City.
Salt Lake	80	56	—	Clear
San Francisco	62	54	—	City.
Seattle	64	54	—	City.
Spokane	74	54	—	City.
Washington D.C.	85	68	14	Rain

SCOTCH MINISTER TO HOLD SERVICE

Rev. Geo. W. Scott.
Rev. George W. Scott of Glasgow, Scotland, known as the Scotch evangelist and singer, will speak on "The Cure for Depression," at the Salvation Army hall on North Bartlett



street at 8 p. m. tonight. He will also sing, "Blood and Fire," a song he composed and dedicated to the Salvation Army.

The evangelist is making a tour of the world, singing and preaching, and doing good wherever he can. He has

spoken before various groups of 19 leading evangelical denominations, and lectures on the numerous mission fields he has visited.

Following his address this evening, he will leave for San Francisco. This is Rev. Scott's first trip to the United States, having come to the western section from Philadelphia.

RADIO MAN ON PLANE SUCCUMBS TO INJURY

PANAMA, Sept. 17.—(AP)—Roy J. Miller, radio operator of the navy airplane that crashed and burned yesterday near David, with the death of three of its crew, succumbed to his burns last night.

The opening program of the delightfully variable H-O radio series will be broadcast over the Columbia Pacific Coast network, 1200 to 9:30 P.M. As with all successive H-O programs, tonight's initial broadcast will come as a distinct surprise, announced at 10 talent and program series, each will be entirely different in character, offering an unusual variety of entertainment continuing throughout the series. Listen in 9:00 to 9:30 tonight and find out how the Columbia Broadcasting System is doing on every Thursday evening at the same hour.

Hecker-H-O
"SURPRISE PROGRAM"

STATION KOIN
PORTLAND
Every Thursday
Evening 9:00 to 9:30

WIRING and ELECTRICAL WORK

— in —

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—Medford's Fine New

Confectionery and Cafe

Was Installed By

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IT IS natural that McCRADY'S would insist upon the very best, DEPENDABLE electrical service—that is why our experienced electricians were relied upon to handle the electric work in this fine, new confectionery and cafe.

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Congratulations to

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New Restaurant and Confectionery

A Beautiful Cafe—A Credit To Our City

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TROWBRIDGE CABINET WORKS

Makers of Fine Fixtures for Over 20 Years