

CASH PRIZES FOR BEST ANSWERS TO OLD GOLD QUERY

NEW YORK, April 11.—(Sp.)—A nation-wide cash prize contest, expected to surpass in interest all previous "battles of the century," will shortly be announced in this newspaper.

The contest will be conducted along the following lines: For the best answers to the question: "What makes the Old Gold Cigarette so popular?" a total of \$37,500.00 will be distributed in cash prizes.

The judges of the contest will be: Anne Morgan, the distinguished social welfare worker, and daughter of the late J. Pierpont Morgan; Irvin S. Cobb, eminent author and one of the most famous of American short-story writers; and Granland Rice, leading authority on sports.

The contest announcements will be carried in the advertising columns of daily newspapers from coast to coast. Extra mail clerks and a large secretarial staff have been engaged to handle the entries as they come to New York contest headquarters from all parts of the country.

The contest marks the opening of an intensive nationwide advertising campaign to familiarize smokers with Old Gold's natural tobacco flavor. First official announcement of the contest is made today. It will be followed by other announcements during the life of the contest, which will run until May 15th.

The winners of "Old Gold's Not a Cough in a Catwalk Contest" will be announced about July 1st, in order to give the judges and their staffs time to read every submission carefully, no matter how large the entry list.

FORMER PHOENIX PRESIDENT BURIED

PHOENIX, April 11.—(Sp.)—Funeral services for Wm. Rissue were held at the Presbyterian church here Thursday, with interment in the Phoenix cemetery beside his wife and three children. Rev. Bennett of Medford preached the services and A. H. Hearn, John Roberts, Lloyd Colver, Sam Edwards, Bill Wright and Bert Stancliffe acted as pallbearers.

THRONE CLAIMANT FAILS TO "ARISE"

LOS ANGELES, April 11.—(AP)—The hour of 3 p. m. passed today without the predicted return of life to the form of John David Guelph of Windsor, claimant to the throne of Britain, declared dead by doctors and undertakers but believed to be in a state of suspended animation by his family and friends.

Filipino Students Travel MANILA.—(AP) A shipment of students from the University of the Philippines has completed a 15-day tour of the principal agricultural and commercial sections, studying the natural resources of the islands.

Aged Egyptian Beret BENI SOUEF, Egypt.—(AP) Ismail Yousef, who claims to be 106 years old, was beret recently of part of the joys of living when he set his last tooth.

Now on Display! The New Crosley Electric Refrigerator \$119.50

DENISON Radio Shop 402 E. Main Phone 1920

Society and Clubs Edited by Eva Nealon

Miss Brannan Finds Old Friend in Medford

A pleasant feature of her stay in Medford over the week-end, Miss Eleanor Doddridge Brannan, associate secretary of the National Council for Prevention of War, stated yesterday, was her reunion with an old friend, Mrs. Frank C. Doremus, whom she knew 20 years ago in New York.

Following her address in Ashland yesterday, Miss Brannan left for the north. She will continue to Portland, stopping in all cities between here and there to deliver lectures.

Local Musicians Entertain at Lecture

The large and enthusiastic crowd which attended the lecture of Miss Eleanor Doddridge Brannan at the Christian church Saturday afternoon also enjoyed a lovely program of music, played by two local artists, Mrs. H. E. Marsh and Mrs. H. O. Purucker.

Elect Miss Snider Member of Honor

Among the ten women on the University of Oregon campus pledged to membership in Phi Chi Theta, national commerce fraternity for women, was Miss Mary Snider of Medford, daughter of Mrs. M. Snider.

Announcement in the Oregon Emerald, school daily, said formal pledging will take place at a luncheon Wednesday noon.

Party of Local Folk Motor in Weed, Cal.

Mrs. Wm. Nikalos and Mrs. Vern Van Dyke spent the week end in Weed, Cal., as guests of Mr. and Mrs. John Broad. They were joined in the northern California town yesterday by Messrs. Van Dyke and Nikalos and Mr. and Mrs. Everett Brayton and Miss Jean Dunsey, with whom they motored back to Medford.

Muirheads Return From Portland Visit

Mr. and Mrs. Walter H. Muirhead have returned from Portland, where they have been for several weeks.

Mrs. Brice Compliments Local Parent-Teacher Units

Mrs. W. T. Brice, state president of the Oregon Congress of Parents and Teachers, was the main speaker at the April County Council meeting held in this city Saturday.

Mrs. Susanne Homes Carter also spoke briefly of her contact with parent-teacher associations and stated that she found the members most helpful in the school activities and welfare work.

Mrs. Mabel Mack, home demonstration agent, spoke of the study groups formed throughout the county under the supervision of Mrs. Sarah Prentice of Oregon State college.

Mrs. T. P. Tollefson, state vice-president from southern Oregon, told of her visits to many of the units and asked that they feel free to call on her for any assistance she may be able to give.

The following enjoyable musical program was given: A violin ensemble of fourteen students from the Institute of Musical Education, under the direction of Mr. Levy, played "Patriotic Airs," "Sorority Waltz" and Spanish serenade, "Don Juan," with Mrs. Levy at the piano.

Joyce Banish and Dorothy Gore gave a Russian dance, June Doris a negro solo; Margaret Childers gave two piano numbers, "Racokky" and "Rain."

Aileen Guy, Mary Roseberry, Doris Rose, La Marie Beck, Grace and Jane Osgood, the girls' sextet from the high school, sang "Songs My Mother Taught Me" and "This False Report," Miss Baldwin accompanying.

A luncheon was served by Medford council with Mrs. H. D. Parwell as general chairman.

Bible Class Meets Tuesday Evening The Men's and Women's Bible class

will meet at the Y. W. C. A. Tuesday evening, April 12, at 7:30 o'clock. The Passover in Exodus, chapter 12, will be studied, linking up the meaning it has for us today. This is the outstanding chapter of all Exodus, the instructor describes it, and all persons interested are invited to attend. Mrs. E. N. Warner conducts the class.

Garden Club Members Enjoy Book Review

A book of much interest to all flower fanciers was reviewed by Mrs. C. C. Darby at the last meeting of the Medford Garden club, according to talk in social groups today, who are anxious to start planning their outdoor living rooms. The book, written by Ramsey and Lawrence, dealt with the latter subject.

The first step necessary in the development of an outdoor living room, Mrs. Darby told her eager listeners, is a survey of property and boundaries. One should have a mental picture of the room to be realized before starting work, she pointed out in accordance with the book. The two greatest essentials she listed as livability and privacy.

An interesting comparison of outdoor and indoor living room, drawn in the book, was repeated by Mrs. Darby. The walls of the room are matched in the great outdoors by trees and shrubs; the pictures on the walls by the flowers, the heart of the garden. An attractive entrance is as necessary to the outdoor as the indoor living room, Mrs. Darby informed the club members, and beyond the entrance must be an object of attraction, which will draw all guests into the outdoor living room.

Many Medford flower lovers are planning to convert their backyards into the garden advocated in the Ramsey and Lawrence book, and others have already developed similar outdoor retreats.

Plans for a plant sale to be held Friday and Saturday of this week were also made at the Garden club meeting. Mrs. L. Bundy was named chairman of the sale and the place for holding it will be announced soon.

Mrs. H. E. Harding presided in the absence of Mrs. V. O. N. Smith. The by-laws were amended to have four meetings yearly, namely, October, December, February and April.

The county work will be under the able leadership of the following newly elected officers: Mrs. H. E. Harding, president; Mrs. J. H. Harker, vice-president; Mrs. O. E. Hoover, secretary, and Mrs. Ed Vincent, treasurer; Mrs. V. O. N. Smith and Mrs. G. A. Briscoe, directors.

A luncheon was served by Medford council with Mrs. H. D. Parwell as general chairman.

Bridge Benefits to Draw Large Crowd Tuesday The Oregon State college club is anticipating a large crowd for the benefit card party to be held at the Senior high school tomorrow evening to raise funds to finance the trip of the local high school band to Corvallis for participation in the state contest.

Contract and auction bridge will be played and numerous parties are reported in formation for the evening. Playing will begin at 7:45 o'clock. Table reservations may be made by telephoning Mrs. Chas. Glenn Smith at 201-B.

On the committees for the evening

are Mrs. Smith, Mrs. L. L. Sanders, Mrs. Harold Reichenstein, Miss Kathryn Sweeney, Mrs. Chester Hubbard, Mrs. C. D. Thompson, Mrs. Robert Fowler and Leland Metzger.

Many Church Groups To Meet Tuesday

One of the most festive meetings in church circles scheduled for tomorrow, according to plans announced, is the birthday luncheon planned by the Women's Home Missionary society of the First M. E. church, to be held at the home of Mrs. E. C. Koppen, on North Oakdale. Each member is asked to bring a guest and a penny for each year of her age. The study period will be led by Mrs. Carl Grant.

The Ladies' Auxiliary of the Baptist church will also meet tomorrow, at the home of Mrs. Harry Rimbarger, 841 East Ninth street, to be the scene of the session. Officers for '32' year will be elected.

Mrs. L. D. Hodgkins will be hostess to Merit circle of the Presbyterian church at her home on Taylor street at 2:30 o'clock, and the East Side circle will meet with Mrs. Charles Gates on Queen Anne for luncheon.

Music Teachers Meet At Gore Home Tonight Mrs. E. E. Gore will be hostess to members of the Jackson County Music Teachers association at her home on Geneva street this evening. A program has been arranged and plans for observance here of national music week will be discussed.

Chrysanthemum Circle To Hold Initiation Initiation will be held this evening at the meeting of Chrysanthemum circle No. 84, Neighbors of Woodcraft, and a good attendance is requested by the committee.

Greater Oregon Women Meet Tomorrow at Hotel

The Medford branch of the Women's Greater Oregon association will meet at the Hotel Medford tomorrow afternoon at 2:30 o'clock for regular session. Locally manufactured products will be described by an interesting speaker. All women of the valley are invited to participate in plans to promote southern Oregon products.

C. E. Hally Tomorrow

Tomorrow evening a pre-convention Christian Endeavor rally will be conducted at the Presbyterian church, with a pot-luck supper at 6:30 o'clock. The finals for the poster contest in this district will be held, with registration fee being given as the prize. The state convention is scheduled in Portland, from April 24 to 27.

Taylor's Visit In Medford Mr. and Mrs. B. C. Taylor of Portland were in Medford yesterday, visiting A. S. Rosenbaum and other friends. Mr. Taylor is general passenger agent for the Southern Pacific company, with headquarters in Portland.

Phoenix Extension Unit Feasts Upon 12-Pound Prize Ham

PHOENIX, April 11.—(Sp.)—Phoenix extension unit met at the Grange hall last week with 23 ladies present. Mrs. Mabel Mack, home demonstration agent, was present with helpful suggestions.

The final lesson on vegetable cooking was conducted by Mesdames Florence Drake and Mildred Ward, who

prepared several very appetizing vegetable dishes, which were enjoyed during the lunch hour. The 12-pound ham promised to the club securing the most labels of home products and won by the Phoenix ladies, was prepared and served at dinner. Individual prizes for labels were awarded as follows: First prize, Mrs. Florence Drake, who had 229 labels; second prize, Mrs. Ethel Carter, 130, and third prize to a lady of the Applegate club, who ran a close race to Mrs. Carter.

Miss Pankhurst to Speak at Christian Church on April 14

(Continued.) Christabel Pankhurst, noted personage of London, England, will speak at the Presbyterian church, Thursday, April 14, both afternoon and evening. The afternoon is especially for women, but all are welcome.

Miss Pankhurst has a logical, sane, helpful and hopeful message no one can afford to miss. The unusual interest shown concerning her visit among us throughout all the Rogue River valley is warranted by the prominence of herself and family throughout all Europe, which gives her a prestige and standing that few speakers have.

Gandhi Quits Goat's Milk AHMEDABAD, India.—(AP)—Mahatma Gandhi no longer drinks goat's milk, said his 60-year-old wife, when she came here after a visit to him in Poona jail just before she was herself again imprisoned.

All cars washed or greased 75c. P. O. Super Service Station.

In Memorium

In affectionate remembrance of August H. Sunderman, who passed away April 9, 1932. Sadly missed.

Not—How did he die? But—How did he live? Not—What did he gain? But—What did he give? Those are the units to measure the worth Of a man as a man, regardless of birth.

Not—What was his station? But—How did he earn it? And—Was ever ready to play his God-given part? He was ever ready with a word of good cheer.

Not—What was his church? But—How did he befriend those really in need. Not—What did the sketch in the newspaper say, But—How did we miss him when he passed away?

Phoenix Grange Meets Tuesday

PHOENIX, April 11.—(Sp.)—Regular meeting of the Phoenix Grange will be held at the Grange hall Tuesday night at 8 o'clock. An interesting and entertaining program will be given. All members are urged to be present. Refreshments will be served at the close of the Grange meeting.

Portraits of distinction The Peakeys opp Holly theater.

TO THE LOWEST FARES

EAST

SOUTHERN PACIFIC ADDS

A FREE TICKET THROUGH CALIFORNIA

A free ticket through California! That, in effect, is what you get when you go East on Southern Pacific this year.

On May 22, we remove the extra charge for including California in summer roundtrips East. Then from this city and most other western Oregon points you can visit California on your way to and from the East for not 1c more than the lowest round-trip direct East and back.

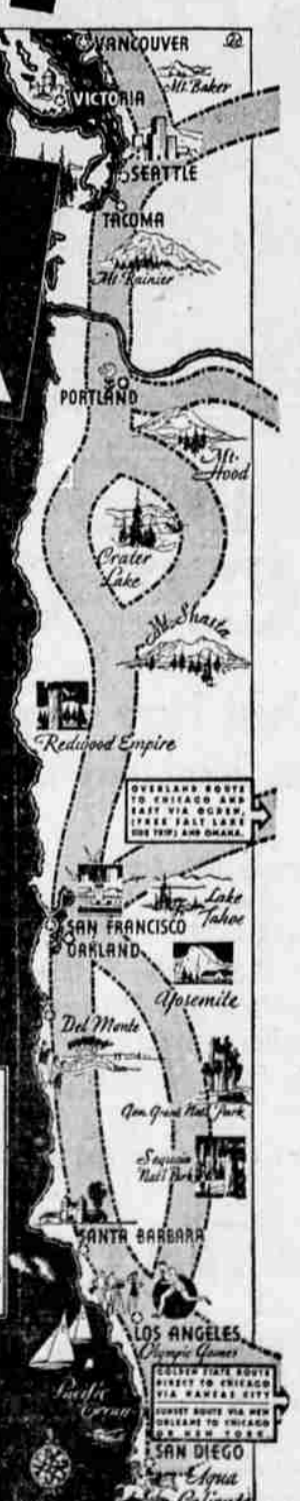
Here's what this means in dollars and cents: Last year the round-trip fare to New York through California was \$169.70. Beginning May 22 this fare will be cut to \$135.12 for the season roundtrip (\$119.77 for a 30-day roundtrip)—and at either fare you can visit California on your way to or from the East.

You need but study the map for a moment to see how much more this exclusive Southern Pacific privilege will give you for your money. First, there's California! A summer vacationland that millions have crossed the continent to see. And this is the year of the Olympic Games. Your choice of Southern Pacific Routes to the East. Return through California or by any northern line—or reverse the order. All at no added fare.

If your destination is New York, choose Sunset Route via New Orleans, and include the delightful ocean voyage on an S. P. steamer to New York. Berth and meals on steamer included in rail fare.

Table with 2 columns: City, Fare. Includes New York, Chicago, Indianapolis, Philadelphia, Boston, Washington, D.C., Detroit, Cincinnati, and many more.

Southern Pacific J. C. Caffie. Phone 34



One smoker tells another... and so it goes! SMOKERS just can't help telling each other Show downright good Chesterfields are—smooth, mild, not a trace of harshness. All over the land, more and more men and women are discovering this new and better taste every day! Chesterfield