

**NEWSPAPER ADS  
FILL ROOMS IN  
BIG S. F. HOTEL**

"Rooms occupied at this hotel during the five months ending February 23 last totaled 2 percent more than during the same period the year previous—the first time in our entire history that our business during any period was ever greater than during the same period the year before. We feel that this is a definite indication that the bottom of the depression is actually behind us, and that we are now really riding an upward trend in business."



So declared Edward M. Kennedy, assistant manager in charge of advertising and publicity, Hotel Sir Francis Drake, San Francisco, who was today a visitor in Medford, and under whose direction during the past three years the hotel's promotion activities, including solicitation of conventions and business conferences, have been conducted. "Furthermore," continued Kennedy, "we have also enjoyed most satisfactory improvement as to permanent guests—for eight consecutive months now we have had more rooms occupied by permanent guests during any other respective months since this hotel opened."

When asked to what he attributed the hotel's success in promotion, Kennedy said: "Newspaper advertising—and newspaper advertising only. Ever since the promotion of this hotel was placed in my charge early in 1932, we have used only newspaper advertising to tell our story to the people of the Pacific coast. In other words, we put ourselves, so to speak, solely in the hands of the newspapers—and relied on their advertising columns to pull us thru the depression. The results speak for themselves."

**14 KILLED WHEN  
TORNADOES WHIRL  
OVER MID-WEST**

(Continued from Page One.)

hall began falling. Then the tornado truck. No one could see it coming because of the dust. It lasted five minutes. I had to steer my car in and out between the house roofs and debris in the streets to get out of town."

Several small tornadoes were reported in Nebraska, striking about Tryon, North Platte, Dix and Big Springs. Buildings were damaged, communication wires were cut and trees were uprooted.

The wind battered down buildings at North Platte, Neb., demolished many farm dwellings, and crippled communications. At the Harry Fyzer farm near Tryon, a sandhill town of 100 population, six persons were killed. Two others were killed in the vicinity and a 15-year-old boy was killed camping near a lake north of Paxton.

**Children Victims**  
The Nebraska dead were Willis Bender, 29; Don Bender, 9 months; Iola Fyzer, 7 years; Mary Evelyn Fyzer, 8; Mrs. Doris Fyzer, 25; Mrs. Edna Nelson, 23; the Misses Mary McIntyre, 60, and Lizzie McIntyre, 58; William Collman, 15.

At Liberal the dead were Mark Grossman, Mrs. Lottie Voght, Neal Hrggett and George Rosendale.

Andrew Fell, 86, of Wellington, Kas., was injured fatally by the overturning of his motor car in the tornado near Garden City.

**BEAR KILLS SHEEP  
WILLIAMS CREEK**

**WILLIAMS CREEK, May 23—(Spl.)**—Eugene Morrison discovered Friday morning that a bear had entered his sheep corral and carried off a sheep. After eating what he wanted he had left the carcass a short distance up the hill. Cleve Wilson, who lives near, has also been losing sheep. A group consisting of Mat Morrison, Billy Wilson, Harry Sorrelle, Gene Morrison and Cleve Wilson, with guns and dogs, gave chase. The group took different parts of the hill and as a bear was seen by two different parties at practically the same time at widely different points it is thought there must be two or more. Nothing of particular importance occurred so if anyone wants a bear he is cordially invited to come and get it. The bears returned Saturday night and got another sheep at the Wilson ranch.

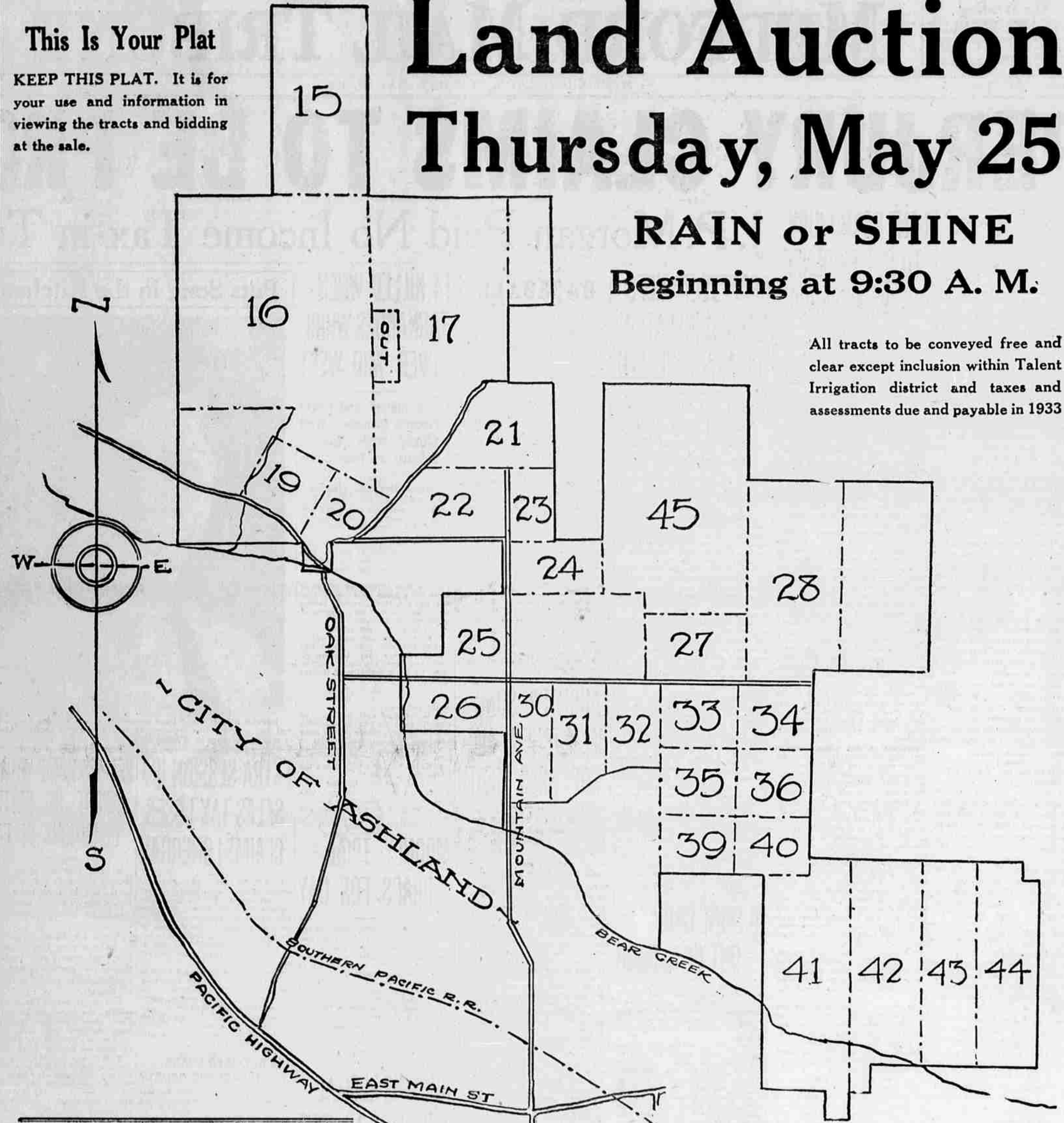
**WANTED  
Used Cars**  
Our used car stock is almost entirely depleted. In order to restock used cars, we will offer some very attractive trades on NEW 1933  
**CHEVROLETS**  
Medford Prices on NEW CARS as Low as \$630.00  
**Pierce Allen  
Motor Co.**  
Phone 150

**This Is Your Plat**  
**KEEP THIS PLAT.** It is for your use and information in viewing the tracts and bidding at the sale.

**Land Auction  
Thursday, May 25**

**RAIN or SHINE  
Beginning at 9:30 A. M.**

All tracts to be conveyed free and clear except inclusion within Talent Irrigation district and taxes and assessments due and payable in 1933



Tract Number	Number Acres	Acres Talent Irrigation	Down Payment Per Acre	Nov. 1st, 1933 Paym't Per Acre
15	80		\$ 1.00	\$ 1.50
16	198		1.00	1.50
17	146		1.00	1.50
19 and 20	39.23		2.00	3.00
21	35.07	16.80	3.00	4.00
22	36.10	23.00	3.00	4.00
23	14.22	14.22	5.00	5.00
24	22.98	22.98	5.00	5.00
25	26.30	16.10	5.00	5.00
26	22.20	10.00	10.00	10.00
27	30.80	30.80	5.00	5.00
28	82.30	17.30	2.00	2.00
30	23.42	10.00	3.00	3.00
31	26.25		3.00	3.00
32	20.69		3.00	3.00
33	20.62	15.50	5.00	5.00
34	20.29	20.29	5.00	5.00
35	20.27	20.27	5.00	5.00
36	20.33	20.33	5.00	5.00
39	20.33		3.00	3.00
40	20.80		3.00	3.00
41	58.30	40.58	3.00	3.00
42	66.53	33.00	7.50	7.50
43	52.06	49.50	10.00	10.00
44	51.50	50.50	10.00	10.00
45	146.80	20.00	2.00	2.00
6 and 7	36.60		1.50	1.50
8	18		1.50	1.50

**Important!**

**ALFALFA HAY**

This ranch will be offered in Tracts and as a whole.  
Tracts 6, 7, and 8 are situated to the West of this Printed Plat.  
The right is reserved to offer that part of tract 43 South of Bear Creek with an unplatted lot of about 3.83 acres fronting on East Main Street.  
Tracts 25 and 26 have a deeded water right and a private ditch from Bear Creek for 18 Acres.  
All necessary easements for ingress and egress to tracts will be reserved and all tracts sold subject to rights of way for Irrigation Ditches.  
First cutting alfalfa reserved from tracts 33, 34, 35, 36, 39, and 40. Space for stack lot reserved on tract 32.  
Possession otherwise June 1st.  
Evidence of Title by Purchaser's Title Insurance Policy to be paid for by the Purchaser.

After twenty years experience in growing and handling alfalfa I believe I am qualified to judge both alfalfa hay and alfalfa land. Yesterday I made a thorough inspection of the growing crops on the Balfour Guthrie Tracts to be sold at Public Auction. I found about 200 ACRES OF THE BEST ALFALFA LAND I HAVE EVER SEEN. There is not the equal of it anywhere in Jackson County. Until my inspection yesterday I had not fully realized the tremendous bargains going at this sale. Don't let these auction bargains get away from you. Never again will you have such opportunities.  
WALTER H. JONES.

**PASTURE**

Did you ever dream of an ideal stock ranch? Well watered gently rolling prairie on deep, rich soil, with hundreds of acres suitable for hay or grain farming. Below the snow line, overlooking the thrifty valley and the busy city just a few minutes away, on good all year roads. Electric line and all modern conveniences available. Think of all this at pasture land prices. Don't let some one else realize your dream in your stead. Be at the Balfour Guthrie Land Auction Sale and buy it yourself.