

## ASK MORE MONEY FOR IMPROVEMENT OF CITY'S AIRPORT

Expenditure of \$104,000 to Be Proposed to CWA — Council Mourns Passing of Member Clemenson

A new application for additional improvements at the Medford airport, calling for the expenditure of \$104,000 instead of the \$17,000 originally planned, will be submitted to the CWA by the city of Medford, it was announced at last night's meeting of the city council, when the application was presented by City Superintendent Fred Scheffel and approved by the council.

The new application will not call for additional men, however, Mr. Scheffel explained, as it will be necessary, so far as now known, to carry on the work with the allocation of men, already granted Jackson county. Should the new application be ap-

proved, however, a 300-foot cross-runway would be constructed and the present runway increased from 150 to 300 feet. High power poles along Biddle road would be eliminated and the lighting of the airport changed to conform to the new runways.

**Clemenson Mourned.**

A committee was appointed at last night's meeting by Mayor E. M. Wilson with instructions to draw up a resolution expressing the council's loss in the recent death of Councilman W. M. Clemenson, the resolution to be spread upon the city records. The committee is composed of George Porter, C. C. Furnas and C. C. Darby.

Councilman Porter was named chairman of the finance committee to act as mayor in the absence of Mr. Wilson.

Other appointments to be made for the new year will be announced at the next meeting of the city council, Mayor Wilson reported.

**Dog Problem Ironed.**

A step forward in the handling of the local dog problem was reported by City Attorney Frank Farrell, who announced that a contract had been signed by the county court giving the city 80 per cent of the dog license money collected on condition that the city appoint the agent to do the collecting. Attorney Farrell was instructed, following the report, to refer the matter to the Jackson County Humane society, which has handled the problem in the past.

Application for a beverage license, filed by Davis and Hartman, was presented by Councilman Darby and granted by the council.

## NEW INDUSTRIAL ADVISORY BOARD OF THE NRA



Members of the new industrial advisory board of the national recovery administration are shown as they met in Washington. Seated, left to right, are: Robert L. Lund, St. Louis; Pierre S. du Pont, chairman, Wilmington, Del.; Myron C. Taylor, New York; H. I. Harriman, New York; Standing, left to right: Ralph E. Flanders, Springfield, Vt.; Lincoln Filene, Boston; Alfred P. Sloan, Jr., New York; Clay Williams, Winston-Salem, N. C.; Thomas McInerney, New York, and Morris E. Leeds, Philadelphia. (Associated Press Photo)

Returned Home—Mrs. Mary Lickel Shreve, left today on the Shasta for Salem, who has been spending her holidays here with Mr. and Mrs. Roy Lickel. Mrs. Lickel is Mrs. Shreve's mother.

## IRRIGATION LOAN SLICING CHANGES REFINANCE SETUP

Approval by the federal finance corporation of a loan for \$375,000 to the Talent irrigation district—approximately \$125,000 less than the amount sought—will require some readjustment. Owen Arnsperger, general manager of the district, said today. Formal granting of the loan is now in the mails from Washington, D. C.

Manager Arnsperger said the bondholders who have impounded their bonds of the district would have to give consent for the distribution on approximately a 35 cent basis instead of the 50 cent basis as planned. Manager Arnsperger and Attorney Frank P. Farrell will leave for Portland tomorrow night to attend a meeting of the bondholders' committee.

No action has been taken on the loan application of the Medford irrigation district by the RFC. The application was filed two weeks later than the Talent district. The Medford irrigation district to-

day mailed to the land owners of the district the following circular letter, stating the 1934 policy relative to delinquent water users.

"The board of directors, at its last meeting, decided to adopt the policy of not serving water to land owners who are one year or more delinquent in their operation and maintenance assessments, or until at least \$3.75 per acre is paid.

"This action has become necessary due to the ever increasing amount of delinquency and to the fact that, in order to give satisfactory service, the canals and ditches must be kept in reasonable repair which, of course, cannot be done less operation charges are paid.

"This policy has been used for many years by several irrigation districts of Oregon, and it has been found decidedly beneficial to both the land owner and the district."

A similar policy, it is reported, will be adopted by the Talent, Rogue River and Gold Hill irrigation districts.

**Studebaker Sales Show Increase In Medford Territory**

The popularity that has greeted Studebaker's new 1934 new 1934 "skyway, speedway" models throughout America is reflected in the local market, according to B. L. Sanderson, local Studebaker dealer.

"Motorists of this city not only like the new Studebakers, they buy them," said Mr. Sanderson. "As a result our business has been much better during the last 90 days than it has been for months."

"During November of last year we sold and delivered five new Studebaker automobiles to motorists living here. In November of 1933, we made retail delivery of one car. Thus, we see that our 1933 November just past was the best since 1930, when we made five retail deliveries. And we also find that we delivered more new cars in November than in any month since January of 1930, when we made six deliveries."

The Studebaker factory is breaking records in selling cars to its national dealer organization, Mr. Sanderson stated.

"The new Studebakers are just as popular nationally as they are in this city," he stated. "Factory sales to dealers during November, 1933, were 12 per cent greater than the combined business of November, 1929, 1930, 1931 and 1932. In fact, the November just past was the greatest in any similar period since 1924."

Mr. Canfield III—Ira D. Canfield, commander of the Veterans of Foreign Wars, is confined to his home with an attack of flu.

Returns to San Diego—George McLaughlin, who spent the Christmas holidays in Medford at the home of Mrs. Mary J. Story and Lola Van Dyck, left Sunday for San Diego, where he is stationed with the U. S. navy.

# The FIRST BABY of 1934



**Bottled Health for Baby**

Phone 51

**Gold Seal**  
WITH EVERY MEAL

**Pasteurized Milk**

**1934's First Baby**

Should get the right start with GOLD SEAL milk. Two weeks FREE DELIVERY of 1 quart of milk for 1934's first baby!

**For Milk Delivery—Phone 51**

**FREE NIGHT LIGHT AND BED LAMP**

Will be presented by this store to the Mother of Little 1934

**People's Electric Store**

**MENNEN'S TOILET SET**

Including these necessary articles: Baby Ointment, Borated Talcum Powder, Medicated Toilet Soap, Nipple and Wash Cloth.

**For The Lucky Baby**  
Whose Daddy Is Asked To Call At

**WOODS DRUG CO.**  
Corner Main and South Central

**A SUIT AND DRESS**

Will be cleaned free of charge for the parents of Little 1934!

**Unique**  
CLEANERS

S. Central. Phone 96

**Beautiful Free Photograph of 1934'S FIRST BABY**

Start the photographic habit when baby is little—Nothing will preserve happy memories more than photographs . . . We make a specialty of baby pictures—and 1934's first little baby is invited to pose for a photograph FREE.

**The PEASLEY'S**  
OPPOSITE THE HOLLY

**FREE FINGER WAVE!**

We will give the mother of "Baby 1934" a beautiful finger wave. Call for an appointment whenever it is convenient.

**CINDERELLA BEAUTY SHOP**  
East 8th St. Phone 1526

**A Silver SPOON**

for

The little Girl or Boy who was the first to be born in Jackson county in 1934.

from

**Lawrence's**

Specializing in Sterling Silverware with the largest and finest stock in Southern Oregon.

**FREE DINNER**

For the Mother and Dad of Little 1934. Delicious food and friendly service.

at the

**HOTEL HOLLAND COFFEE SHOP**

Mr. and Mrs. Vencil Gerveny, Proprietors

**IF YOUR baby was the first to be born in 1934, the baby's in for a store of marvelous, free, needed gifts, with not a string attached to any of them! Send in all information as soon as possible! We want your baby to be happy and lucky even if it isn't the first . . . so let these merchants be your guide.**

### CONTEST RULES

1. Mother and Dad must be residents of this county.
2. Baby's birth certificate must be received by this paper no later than midnight, January 9th.
3. Hour, minute and date of baby's birth must be confirmed by the attending physician.
4. Baby must be born within Jackson county.

THE WINNING BABY WILL BE ANNOUNCED IN THIS PAPER JAN. 10

### Don't Leave Baby's Future to Luck

**N**OTHING is more essential in a child's life than to assure its future financial security with a sound savings plan. Perhaps you've been too busy up to now to give this matter much thought, but we have not forgotten. We want you to accept, with our compliments, a savings bank book with an initial deposit of \$2. And may we remind you that \$1 saved weekly until your baby reaches maturity will amount to \$1092 plus interest. What a real financial start in life that will be!

## The First National Bank

"A DEPARTMENTIZED BANK"

**ECONOMY MEAT MARKET**

206 E. Main. Free Delivery. Tel. 46

Offers

**The Parents of the Baby**  
A Very Choice Sugar-Cured

**HAM**

THE ECONOMY FEATURES HIGH GRADE MEATS PRODUCED IN THE ROGUE RIVER VALLEY

**THE PROUD PARENTS**

OF THE WINNING BABY ARE INVITED TO CALL AT PALMER'S AND RECEIVE A FREE . . .

**\$2.50 Merchandise Order**

**PALMER ELECTRIC STORE**  
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