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RATES Per word first insertion... Phone 75 FOR WANT ADS

LOST AND FOUND LOST, STRAYED OR STOLEN—Small black and white male cocker spaniel...

WANTED—FEMALE HELP WANTED—Experienced waitress...

WANTED—SITUATIONS WANTED—Middle-aged widow wishes...

WANTED—MISCELLANEOUS WANTED—Cattle to feed on percentage...

WANTED—150 egg incubator...

WANTED—Household goods, stoves, tools...

JUNK WANTED A N D RADIAFORMS ALUMINUM BRASS COPPER...

HIGHEST PRICES paid for furs, hides and pelts...

FOR RENT—HOUSES FOR RENT—Furnished five room bungalow...

FOR RENT—FURNISHED ROOMS FOR RENT—Sleeping room at 132 Almona St...

FOR RENT—APARTMENTS APT. FOR RENT—806 W. Main...

FOR RENT—ROOM—BOARD RATES very moderate at 116 E. 4th

FOR RENT—MISCELLANEOUS CABINS FOR RENT—By day, week or month...

FOR EXCHANGE FOR SALE OR TRADE—One 8-ft. McCray case...

FOR SALE—REAL ESTATE 22 ACRES about 3 mi. from Medford...

FOR SALE—REAL ESTATE FOR SALE OR RENT—Modern home...

FOR RENT—Clean comfortable apt. for adults...

SEE Charles A. Wing Agency to buy your home...

DAIRY RANCH—14 acres rich river bottom...

FOR SALE—Must sacrifice Memorial park lot...

HOUSES FOR SALE OR RENT—Jackson County Building...

FOR EXCHANGE—REAL ESTATE WANTED TO TRADE—Modern house...

FOR SALE—AUTOMOBILES GOOD USED CARS Low Prices—1933 License...

FOR SALE—17 white Leghorn chickens...

WHEAT OR FEED OATS \$1.50 ctt. mixed barley and alfalfa...

FOR SALE—Jack hammers & Stocker air compressor...

FOR SALE—Astronomy, children's and old books...

FOR SALE—Hay, Incubator, Dodge pick-up...

SAVE MONEY—Haul your own wood. Dry manzanita...

FOR SALE—Samsen tractor, model M in good shape...

Cash paid for furs, hides, pelts. Johnson Produce Co...

FOR SALE—62 tons 2nd cut alfalfa hay...

FOR SALE—Samsen tractor, model M in good shape...

FOR SALE—Used sewing machines all makes...

FOR SALE—Pear wood, Tel 744-X.

JAN SPECIAL—Dressmaking material...

KINDERGARTEN—Sparta Bldg. Music and dance...

IS YOUR HEARING IMPAIRED?—I have for sale or trade...

BUSINESS CHANCES FOR SALE OR TRADE—Income property...

BUSINESS DIRECTORY Abstracts JACKSON CO. ABSTRACT CO.

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BUSINESS DIRECTORY Expert Window Cleaners.

LET GEORGE DO IT—Tel. 1172 House cleaning...

Transfer. EADS TRANSFER & STORAGE CO.

HAWLEY TRANSFER—Expert packers and movers.

NEW modern method of instruction on trombone...

MONEY LOANED—\$50 to \$300 for personal or household purposes.

Safety of Your Investment in the MEDFORD FEDERAL SAVING AND LOAN ASSOCIATION.

NURSERY STOCK FOR HIGHEST QUALITY pear trees...

Painting & Paperhanging M. A. BLISS—Painting & paperhanging.

LEGAL NOTICES Notice. State of Oregon, County of Jackson.

Notice of Final Settlement. In the County Court of the State of Oregon...

In the Matter of the Estate of Bernard A. Koeppe, deceased.

Notice of Final Settlement. In the County Court of the State of Oregon...

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Sacred Heart hospital in Medford January 7, for treatment for pneumonia.

Mrs. Harry Ayres and Mrs. John Black spent the afternoon January 11 at the home of Mrs. Aaron Ayres.

Mrs. O. C. Dorothy and Carmen Dorothy visited Mrs. Arthur Davies January 11.

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TAX REDUCTION BY EFFICIENCY, HOPE OF NEW EXECUTIVE

(Continued from Page One) The aborigines and the forces of nature, will forever stand high on his page.

"I turn to our pioneer forebears in a sense of deepest reverence and greatest affection. They built well. They contemplated every element of the undertook to thwart their way. They put life and strength into the fundamentals which were intended to be the foundation of one of America's greatest commonwealths.

"Think for a minute of what this pioneer ancestry did for us. They led in water transportation, reaching the distant markets of the Pacific shorelines. They navigated the waters of the interior, with strong companies possessing the most modern equipment of the age for such service. They spread out over the soil and initiated agricultural production on the Pacific coast in a substantial way. They entered into our towering and forbidding forests and in these deep, dark recesses laid the foundation for cities, industries and farms. They financed the business of the northwest. Their traders penetrated every section of this region. In the great social and economic struggles of the nation, marking that period, they allied themselves with those powers which were carrying the structure for the greatest democracy civilization has produced. They were builders, creators and workers.

"A few of their accomplishments are worthy of our review. Deep sea ships, then more than now, carried our larger commerce, and as the genius of the west, carrying goods within or without their movement, they realized that a great port must be provided. In the early eighties, through their insistent demands, they secured from the board of engineers of the United States army a plan for conquering the mouth of the Columbia. When this plan was approved by the best engineers of that time, they fought for the funds to carry it through. The mastery of the Columbia's entrance was then regarded the most difficult engineering feat before any American harbor and its successful conclusion must be rated today the highest in this line of construction. They started the work for a deep sea channel from the Pacific to Portland and beyond. It has been taken to a 35 foot project stage which, with the magnificent results accomplished at the mouth of the river, is capable of admitting the greatest ships of the Pacific to this port. It cost great sums of money, but it has been done and is today one of the foundation stones in this splendid economic structure.

"The Oregon Steam Navigation company reached into the interior as well as toward the sea. Pioneers whose names will forever live in our history wrought well and carried our commerce to every section of this river basin, serving producer, trader, man and financier in the most exemplary manner.

"These pioneers set the stride for agricultural production, inaugurated the lumber and wood products industry, joined hands with the first railways in bringing them here, established colleges and universities that were leaders of their day, sailed ships with our products to the Orient, to

Alaska and to the eastern seaboard. Operated banks that financed the major business requirements of the northwest, developed newspapers which were unique and most powerfully illustrated the pulp paper industry for this region, utilized in a modern way for the first time hydro-electric energy, laid the program for marketing flour abroad, created the salmon fishing industry on the Pacific coast, built the first great hotel for the Pacific northwest and did many other things which are the product of leadership, courage and energy.

"With the passing of that generation, our leadership was lost. Agriculture, horticulture, dairying, canning, pulp paper manufacture, flour milling, salmon packing, distributive business, hotel, industrial products and other lines of business face us primarily both to the north and south of us. Our educational institutions have been forced to secondary rank in comparison with others of the Pacific coast.

"Why did all this happen? Because you and I did not deeply love our Oregon and did not willing to give thought of our time and masses and were so humble in our position that we permitted the score against us. When the railroads entered the Pacific northwest, they at first recognized our position. As control of these mighty transportation interests shifted to Wall street, major ports to the north and south received a tremendous impetus. We did not have the initiative, the courage nor the strength to prevent. We permitted doubt to prevail about the ultimate achievement of developing the Columbia. We did not challenge with our natural strength a trend shaping in the eastern finance center and which was not to our highest benefit.

"A new order has arrived for us as well as for the rest of the nation. This mighty river system, which was once the main artery of northwest business, is about to be restored to its inherent position. Our president, with a forward looking patriotism, has wrested control of finance from that group which saw us in a minor role. He has ordered the re-creation of the development of the Columbia and the beginning of a development of our other great resources. He has set a new stage for us, giving us a new opportunity and invites us to rise again.

"Our opportunity today will be measured by our courage, our faith and our energy. Gravity alone will not bring us that we desire. Man's strength must shape and direct, even the forces which gravitate control. Every great institution is the height and shadow of a great man.

"Let me beseech you now to rise in your strength; permit me to place myself wholly and completely at the call of a new and greater Oregon; pledge yourselves to take up the great task of what we desire. Man's strength must shape and direct, even the forces which gravitate control. Every great institution is the height and shadow of a great man.

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ture which will yield them a larger gross return and a better profit. We have a great, rich state and we must find the way of getting our farm people on to a better business basis.

"We have a national leadership in President Franklin D. Roosevelt which is turning to the forgotten man and to forgotten opportunities. This national leadership is intended to be the fair trial of the state and we must find the way of getting our farm people on to a better business basis.

"I pledge myself to the broadest and most effective possible program, and I solicit sincerely and deeply your full cooperation.

"The burden of the hour is unemployment and non-remunerative production. Our people must be employed and not permitted to drift into that demoralized state toward which the dole and charity lead. Americans have a right to work. There can be no hunger and suffering, if not by the voluntary bid of the individual. While taking care of those who, through no fault of their own, have been deprived of the means of sustenance, let us keep our eyes steadfastly upon those forces which will, through development and creation of new opportunities, preserve our people in the richness and bounty of human comfort which every courageous Oregonian deserves.

"Most of us assembled here today are newcomers to the state government. The results of the recent election must be significant to you as to me. The tremendous vote cast for liberal and progressive candidates is a mandate of the great majority of our people for a new deal in state government as well as national. Voters of other states have issued the same mandate. It cannot be ignored. None of us are here because of our personal popularity. We are here because of the liberal policies supported in our campaign.

"This mandate of the voters not only calls for a greater development of the resources of the state, and greater opportunity for economic security for those who toil, but for greater efficiency and economy in government as well.

"If Oregon is to meet its obligation in this regard, we must initiate and follow a direct and forward course of action. In other words, we must have a plan and a program. My conception of this plan and program will be submitted in detail in later messages to the legislature.

"On the pressing question of taxation, it seems to me that we are already collecting ample tax money to meet our purposes of state and local government and to take care of relief or social insurance demands besides. If we use a little more common sense in spending it, it is not unlikely that present needs might even be reduced if government operations were conducted with less extravagance, resulting from duplication, overlapping, 'third-leg' services (not needed) and substituting therefor centralized control and decentralized operation.

"Private business throughout the nation has been compelled to get along on greatly reduced operating income in the face of extensive fixed operating cost in the past few years. It has generally been able to do so and survive. I see no reason why state and local government cannot do the same if practical business economy and efficiency are employed.

"I do not see where we are going to get any more tax money. Property is already taxed beyond the point of endurance; incomes and intangibles cannot be materially increased without jeopardizing the very existence of our business life; and the people have repeatedly voiced their disapproval of any form of sales tax. It must therefore be obvious to all that we must make a great effort to get along with what we are now collecting.

"I have taken an oath to support and enforce the laws of the state. It goes without saying that law and order must be preserved for the protection of society. I propose that my administration shall be as strong as the law.

"I shall go along with the national administration in a relentless warfare against crooks, whether big or small, and shall insist that our local authorities give their full faith and support.

"Society must be sharply awakened to meet the challenge of lawlessness and there must be no patience with the sentimentalists who shed tears over the criminal who goes to his punishment by a route of his own choosing. I shall carefully guard the pardoning power.

"And so, my friends, with our goal clearly defined, with our unselfish purposes clearly understood, let us go forward to our destiny, to the Oregon where its fine loyal citizenry, its God-given gifts, its justice, its law, its rising chorus without a discordant note, that we work out of economic depression, that we preserve the institutions and democracy of our fathers, and that we enrich our spiritual lives."

"The work of English artists will be shown on the screen for the Medford Camera club at the January meeting next Thursday evening, Lantern slides, with lecture, giving 50 of the outstanding works, will be presented by Mrs. John Grubbly.

A book, "Grubbly's 'Photography as a Fine Art,'" will be reviewed. The round table and print criticism will be open for discussion of members' work.

The exhibition of the work of local artists, so favorably received at the December meeting, will be continued and is open to all who care to contribute.

The club will meet in the court-house auditorium at 8 p. m., and all interested are welcome.

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WANTED TO RENT WANTED TO BORROW

Continuation of Consolidations is Farewell Plea

(Continued from Page One) However, the legislature memorialized congress for construction of the Bonneville project to its full capacity and to construct the necessary transmission lines.

Objectives Reached Introducing his talk Merler declared that he was justly gratified that every major objective touched upon therein (his inaugural address four years ago) has been achieved or is well on the way of achievement. This has been accomplished, he added, despite the fact Oregon has experienced a period of economic and social stress and strain which none of us dreamed of four years ago.

"I promised the people of Oregon an economical and business-like administration of state affairs. During the four years of my administration state appropriations have been reduced \$5,450,136, and an inherited deficit which one time reached \$4,500,000 has been wiped out," Merler told the joint session of the house and senate.

Would Cut Local Taxes Among his other recommendations listed as he reviewed the various achievements of the state departments with which he has had contact, Merler urged consideration of legislation to reduce local taxes as well as holding the budget down in order to wipe out the state tax on real property.

He urged the state police department "be left free to continue and strengthen its activities unhampered by political fear or favor." He dwelt considerable time lauding the work of the police department and the "organizing ability and untiring labor of the Oregon National Guard."

In framing unemployment legislation, the chief executive during the past four years urged legislators to keep in mind "that an increasing measure of financial cooperation is to be demanded of the state, and that the problem of caring for the unemployed indigent is to be rigidly returned to the local communities, through influence by the federal government."

Road Commission Lauded The governor also urged consideration of the demands of hotels and restaurants in dispensing liquor, a subject "difficult of solution." He lauded the work of the state highway commission and its economic administration, and the work of the Oregon National Guard during the recent strike unrest in Portland.

In closing the executive paid tribute to Thomas B. Kay and Hal E. Hoar, treasurer and secretary of state respectively, who died while in the service of the state the past four years. He also commended P. J. Stadelman, retiring secretary of state, his secretary, Beatrice Watson Sackett, and to all department heads who cooperated with him during his administration.

Normal Will Present Neal Coward Drama 'Hay Fever' Feb. 22

"Hay Fever," another dramatic production under the capable direction of Prof. Angus L. Bommer, of the faculty of the Southern Oregon Normal school, started rehearsals last week, and southern Oregon people are looking forward to its presentation February 22 and 23 in the Normal auditorium in Ashland.

The play, a three-act comedy, written by Noel Coward, has a four-person lead, all the members of the Bliss family involved having equally important parts.

Two members of the cast are well known in dramatic circles in this city, Helen Edmiston (who plays the part of Sorel Bliss), and Donald Darnelle (who