

# Medford's Praises Sung By Expert on Municipal Plans, Administration

## Foresight in Adopting Definite Objective Declared an Important Factor Department Heads Lauded

The following address was given by Professor Charles McKinley of Reed college in Portland, over radio station KOAC as a part of the radio series on municipal affairs, sponsored by the league of Oregon cities and the Bureau of Municipal Research. During the summer of 1934 Professor McKinley made a study of the city administrations of Hood River, Oregon city and Medford. This is his report regarding this city:

"Medford is the largest of the cities studied and I cannot do justice here to its many interesting and significant enterprises. It has a much larger variety of functions because a city of 12,000 must have its government do many things that Hood River could not afford and does not need so acutely. For example, it has a complete code of regulations governing the erection of buildings and a competent engineer to see that these are observed. It has an excellent airport with ample provision for hangar and administration services.

"But I wish to speak in more detail of its city planning work. Medford was the second city in the state to create a city planning commission. It began its activities in 1923. The need of a planning agency was particularly acute in Medford because important sections of the town had been given street plans that did not match, and that impeded through traffic. This was not the only reason why the progressively minded people there demanded the creation of a planning commission. They saw the opportunity awaiting the city to secure an unusual playground and park development, by utilizing the delinquent lots that had fallen into the possession of the city after the collapse of the pre-war real estate boom. They also wished to save the city from the blighting effects of mixing commercial and business uses with residential development. And they were keen about creating a beautiful civic center in which the leading public buildings would be beautifully and conveniently grouped about the central park blocks.

"All of these purposes have been realized in large part as a result of the strenuous and intelligent effort of the Medford commission. After years of careful study of their situation their work was brought to culmination when they secured the services of Jacob Crane, a nationally famous planner, to help them revise their zoning act, and develop their set-back line controls, their street plan and the park and civic center plan into a comprehensive and definite city plan. This study was embodied in a special report which was presented to the city council in March, 1931, and which was adopted as the official city plan for Medford.

"Another example of foresight shown by Medford officials is the acquisition and development of the beautiful Prescott Memorial Park, which lies on top of Boxy Mountain, about seven miles from the heart of Medford. For a very small sum of money the city acquired 1700 acres of the crest of this peak, most of it covered with beautiful pine forest.

"On a summer day, as one drives up the 6 per cent grade on the road now being constructed from the valley to the mountain top, one gets a thrilling alpine view of the lovely valley, with its dark green pines, evergreens and its lush clover and alfalfa fields encircled by the lofty peaks of the Glakisky and Umpqua mountains. And when the road reaches the timbered crest, with its grassy, spring-fed open spaces the visitor discovers a summer climate sharply contrasting with that which he left in the city below.

"It must be conceded that during July and August the Medford days get hot. Here on the mountain, in Prescott park, however, it is delightfully refreshing, since the cool air currents from the Pacific ocean play upon this summit and give it the coolness of the coast. This is a very unusual kind of park for a city in a warm summer climate to possess. Medford has the opportunity of developing it in a manner similar to that found in some European cities, but rarely used in America.

"It can be used not only for the customary picnicking and evening driving, but for overnight camping for boy and girl camping groups, and for the development of cottages by Medford residents on sites leased from the city. To be able to select either of two climates by a 15-minute drive is an opportunity given to very few cities and this is something that the Medford people may now do.

of building regulation, the supervision of garbage disposal and street cleaning, the custody of all public buildings, the purchase of supplies for all departments except for the water service (which is under a separate board), the maintenance of the airport, the making out of the payroll, and the looking after the odds and ends of city affairs.

"He does not have control over the health, police, fire or water departments; but for all the other administrative functions he is the responsible officer. The recorder and treasurer are independently elected officers, but their work ties in very closely at many points with that of the superintendent, and the latter is most heavily relied upon for budgetary advice and general administrative oversight by the city council. I have little hesitation in saying that if the charter were changed to make the superintendent a full-fledged manager with full control over all these agencies, he could render better service, much duplication of bookkeeping could be avoided, and a considerable reduction in overhead costs could be secured."

## SPORT SLANTS

Bobby Jones, still the emperor of golfdom to many, wisely enough does not feel that a king can do no more than realize, perhaps better than anyone, the mistake he made last spring when he took on the field in the Masters' tournament at the Augusta (Ga.) National Golf club without sufficient tuning up.

Jones is not going to be caught napping again this year, if he can help it. He'll profit by that unpleasant experience, be sure of that. He discovered that playing friendly practice matches did not remove the rust acquired in the absence from tournament play.

Having learned his lesson, he has embarked on an exhibition tour, playing real matches of the stiffest competition available, which he hopes will bring him to the second edition of the Masters' in April ready to give a better account of himself.

Coming Close Doesn't Count. Bobby played fine golf in the tournament last year, finishing ahead of many leading professionals and being tied with Denny Shute, who was the British open champion at the time. But the only sort of golf satisfactory to Jones is winning golf.

His golfing skill is as sound as ever so the flock of stiff matches should help him to regain the renowned "Jones" touch if it is at all possible. On any occasion when his putter is functioning Jones is still the most dangerous shotmaker in the game.

Unless he can come mighty close to his former peak, he can hardly hope for complete revenge. This year's Masters' tournament promises to rival the national open in strength and brilliance.

A group of Europe's outstanding club swimmers will be on hand along with the elite of our native golfers. A cast of 75 will be invited to battle it out for the 15 prizes worth \$5000.

Henry Cotton Heads Invaders. Heading the foreign invaders will be Henry Cotton, holder of the British open championship. Cotton had hoped to make the trip to these shores as a member of the British Ryder cup team. His affiliation and residence at a Brussels, Belgium, club, however, made him ineligible so his quest for glory and gold will be of an entirely personal nature.

Additional bits of international flavor will be added in Auguste Boyer, Swiss open champion, and Alf Padgham, reputed to be one of England's finest professionals and winner of the German open. Aubrey Boomer, of St. Cloud, will also be there.

Horton Smith can look for a difficult time in trying to repeat the triumph he registered in the inaugural 72-hole test.

## IDA HINTS AT NATURALIZATION



Shortly after returning from her native England, Ida Lupino (left) indicated she may petition for citizenship papers in the United States. She is pictured here upon her arrival in Hollywood with her 15-year-old sister, Rita, who plans to study dancing in the movie colony. (Associated Press Photo)

## TALK ON RUSSIAN SITUATION GIVEN AT LION'S LUNCH

The Lions club held an interesting meeting in the banquet room of the Hotel Medford at a noon luncheon yesterday, at which William Haluk who was born and raised in Russia, talked informally to the Lions about the rise of Bolshevism and the fall of the Czar in that country.

Mr. Haluk pointed out that at one time nearly all of the land in Russia was granted by the Czar to 50 or 60 feudal landlords, and this situation eventually so irritated the common people that discontent got a foothold on the country, leading to serious results. He also condemned the tolerance of bolshevistic practices in this country.

Discussion was held on the Elks plan to prevent the overthrow of this country's government by violence, and on the criminal syndicalism law in Oregon. A resolution was passed to send a telegram to the state legislature now in session, asking that the syndicalism law be retained on the statute books, and that more force and effect be given it.

Dr. Williams, state commander of the B. A. V. was a visitor, and several local ladies entertained with numbers. They were Mrs. Lila Purucker, piano, Mrs. Royal Cobb, violin obligato, with Mrs. C. I. Drummond singing.

The Lions quartette made its debut at this meeting, under the able direction of Sebastian Apollo, who has devoted much time to the work. The members were George Beckham, Earl Foy, Mr. Williamson, and Victor Tengwald.

## TOURNEY CAPTAINS MEETING TONIGHT

Officials of Rogue Valley golf course and captains of the two teams which will meet Sunday in the first annual "Rose Bowl" golf tournament will assemble tonight at 7:30 in the first National bank building to make final arrangements for the tournament. It was announced.

Teams will be paired at the meeting, and rules of the novel event will be outlined, assuring close competition between the players from the east and from the west sides of town.

Captain Gene (Bobby Grayson) of the west side stated that an addition to his team is Mark Miller, who was previously announced as being on the east side. Captain Thorndike said the Crimson Tide of the east side is planning to stage a Civil war game, i. e. "out in '61 and back in '65."

## IDAHO U. ATHLETES TO TRAVEL IN OWN COACH

MOSCOW, Idaho—(AP)—University of Idaho athletes don't have to worry about traveling expenses any more. The student body has purchased a 25-passenger stage to transport athletic teams, pep bands, singers, dramatists, judging teams and other student groups around the Pacific northwest.

The bus has a large specially designed compartment at the back for baggage, and is painted in silver and gold—the school colors. The words "University of Idaho" are lettered in red on the sides.

## CUBE BUTTER UP HALF A CENT IN PORTLAND MART

There was an advance of 1/2 cent in the price on cubes during the late session of the produce exchange, only first grade being expected.

Claim is made that the advance here is due to the extremely stormy weather in the midwest and east which forced advances there.

Butterfat quotations were not changed, the reported advance in butter going to the manufacturers alone.

Trading in the egg market continued more or less uncertain. A rather liberal degree of strength was suggested in outside markets and especially where the holdings of storage stock were greatest.

Higher prices were named for cheese for the day. Tillamook reported an advance of 1 cent in both triplets and loaf while on the produce exchange there was a rise of 1/2 cent.

Market for chickens showed a firm tone along the wholesale way with killers eagerly seeking their needs which practically included all weights and colors.

Country killed meats showed continued strength here and generally without quotable price changes. Top quality stuff remained in active call and a full price.

There was practically sufficient home grown root vegetables and of good quality to take care of current needs of the trade with the exception of beets. California stock was being boosted.

Hothouse rhubarb was slow with the price down to the minimum prescribed by the Washington code.

California cauliflower was being sold here without Oregon code stamps.

Onion trade was steady at late prices.

San Francisco Butterfat  
SAN FRANCISCO, Jan. 24—(AP)—First grade butterfat 35 1/2 c. o. b. San Francisco.

Silver  
NEW YORK, Jan. 24—(AP)—Bar silver steady and unchanged at 54 3/4 c.

Loss of temper is loss of sense.

HEXOL GERMICIDE  
Will not burn the tissues. A teaspoonful to a quart of warm water effective, safe as a cleansing douche. Hexol has a pleasant odor. Ask your doctor.

## Markets

Livestock  
PORTLAND, Ore., Jan. 24—(AP)—CATTLE—150. Calves 50; 25-30 lower for low grades; heifers, common and medium, \$3.75-6.50; cows, common and medium, \$3.50-5; low cutter and cutter, \$1.75-3.50; others unchanged.

HOGS—300; 10c lower. Lightweight, good and choice, \$8.25-8.75; medium weight, good and choice, \$8.25-8.75; others unchanged.

SHEEP—100; steady, unchanged.

CHICAGO, Jan. 24—(AP)—(U. S. Dept. Agr.)—Hogs, 22,000; moderately active, generally 5-10 higher; better grade weights above 200 lbs. \$7.80-90, top \$7.95; 170-200 lbs. \$7.60-85; light lights \$7.00-80; packing sows \$7.35-80.

CATTLE: \$3,000; market slow on strictly good and choice steers after sharply higher asking prices on early rounds; little done prospects steady on top medium weight and weighty offerings with yearlings weak to 25 lower.

SHEEP: 14,000; fat lambs slow, generally asking fully steady on limited numbers strictly good and choice lambs; sheep firm; steady to strong on feeding lambs; quality considered; strictly good and choice lambs held 9.00-25; small lots bid \$9.10 by small killers; larger interests talking \$8.75 downward; but as yet, no bids on bulk; good to choice slaughter ewes \$4.50-5.00 upward to \$7.50 bid on feeding lambs, lot mixed fat and feeding lambs bid \$9.25.

Portland Wheat  
PORTLAND, Ore., Jan. 24—(AP)—Wheat:  
May 85 85 85 85  
July 77 77 77 77  
Cash:  
Dark hard winter (12 pct.) 97 1/2  
Dark hard winter (11 pct.) 88  
Big Bend bluestem 89  
Soft white, hard winter, northern spring and western red 82  
Western white 81  
Oats—No. 2 white, \$32.50.  
Corn—No. 2 E. yellow, \$41.25.  
Millrun standard, 126.  
Today's car receipts: Wheat, 11; flour, 13.

Chicago Wheat  
CHICAGO, Jan. 24—(AP)—Wheat:  
May 96 1/2 97 1/2 96 1/2 96 1/2  
July 88 1/2 89 87 1/2 88 1/2  
Sep. 86 1/2 87 1/2 86 1/2 87

Wall St. Report  
NEW YORK, Jan. 24—(AP)—A few power company issues moved up moderately in today's apathetic stock market, but most of the list dragged along slightly lower levels. Some of the metals were a bit heavy. The close was easy. It was the dullest full session in more than three months. Transfers approximating only 450,000 shares.

Portland Produce  
PORTLAND, Ore., Jan. 24—(AP)—BUTTER—Prints: A grade, 35c lb. in parchment, 36c lb. in cartons; B grade, parchment wrappers 34 1/2 c. lb. cartons 33 1/2 c. lb.  
BUTTERFAT—Portland delivery: A

grade, deliveries at least twice weekly, 30-36 lb.; country route, 34-36 lb.; B grade, or deliveries, 33-34 lb.; C grade at market.  
EGGS—Sales to retailers: Specials, 27c; extras, 26c; fresh extras, brown, 26c; standards, 25c; fresh mediums, 25c; medium firsts, 24c; fresh pullets, 23c; doers.  
EGGS—Buying price of wholesalers: Fresh specials, 24c; extras, 21c; extra mediums, 20c; pullets, 16c; checks, 16c; bakers, 16c; doers.  
Cheese, milk, country meats, live poultry, onions, potatoes, wool and hay—steady and unchanged.

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## AIRWAYS RADIO STATION MOVED TO CITY'S PORT

The U. S. Dept. of Commerce airways station moved into their new headquarters at the municipal airport building from their old headquarters on the Crater Lake highway today, according to information given by Tom Culbertson, airport manager, this morning. R. A. Martin is in charge, with G. R. Robinson as senior operator, and E. C. Dickes and M. H. Sears as assistant operators. The T-L type radio range beacon, with identifying signal M-F, effective for 150 miles, with 500 watts

power, and voice transmitter KCX of 2,000 watts, will be moved.  
The equipment from the old station and the radio beam station at 4-Corner, has been moved to the new station south of Medford near the Voorhies crossing, and the old stations will be discontinued and dismantled.  
The new station will be under one roof, and will be remotely controlled from the head office at the airport, Culbertson stated. The station is 8 and a half miles from the airport by road, and 6 miles by air.  
Convenience in operation will be greatly facilitated by the new set-up, and a 24-hour watch will be maintained, a condition which will add greatly to the activity at the port, the manager said.  
The division of natural resources of the University of Texas recently commemorated its 25th anniversary.  
Prunes stuffed with cream cheese make tasty garnishes for fresh or frozen fruit salads.

## Telephone man estimates he will save 7 1/2 gallons of gasoline

ONE MONTH'S COLD STARTS CAN DO IT

Averaging 8 cold starts every day, and conservatively saving only half a cup of gasoline each time with Super-SHELL, a motorist should get 75 to 150 extra gasoline miles in a month

Expect real savings when you change to Super-SHELL.  
Up to a cupful of gasoline on each cold start. And even in mild winter weather, there's a worthwhile saving.  
It's because Super-SHELL is Thermalized. It vaporizes so much faster than ordinary gasoline, you need to use the choke only 1/2 as long.

## CHOOSE CHEVROLET FOR QUALITY AT LOW COST

**\$465**  
AND UP. List price of New Standard Roadster at Flint, Mich. \$465 With bumpers, spare tire and tire lock, the list price is \$20.00 additional. Prices subject to change without notice.

**\$560**  
AND UP. List price of Master De Luxe Coupe at Flint, Mich. \$560 With bumpers, spare tire and tire lock, the list price is \$25.00 additional. Prices subject to change without notice. Knee-Action optional at \$20.00 extra.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
Compare Chevrolet's low delivered prices and easy G. M. A. C. terms. A General Motors Value

## Montana Rides Again

A serial story of romance and adventures south of the Rio Grande.

Begin TODAY in the Mail Tribune See Page 11

Holds False Teeth Tight All Day Long  
Fateeth, a new improved powder, keeps plates from dropping or slipping. No gummy, pasty feeling. Restores breath. Gives real teeth comfort all day. Erased by soap and denture cleanser. Avoid water. Get Fateeth at your druggist. Three sizes.