

WHAT YOU WANT Classified FOR EASY REFERENCE

WANTED TO BUY WANTED TO SELL

WANTED TO RENT WANTED TO BORROW

CLASSIFIED COLUMNS DON'T MISS IT! Read every ad on this page...

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

LOST AND FOUND LOST—New black and red check book...

WANTED—MALE HELP WANTED—Man for ranch work...

WANTED—SITUATIONS WANTED—Position, practical nursing...

WANTED—MISCELLANEOUS WANTED—Model T Ford truck...

FOR RENT—APARTMENTS 2-ROOM APT. furnished, 229 So. Ivy...

FOR RENT—MISCELLANEOUS BUSINESS LOCATION FOR RENT...

FOR SALE—REAL ESTATE ANY PARTY looking for lumber or small sawmill site...

FOR SALE—15 A. irrigated, good soil, fenced with 800 ft. wire...

FOR SALE—AUTOMOBILES A-1 BUG for sale, new rubber, At sacrifice...

FOR SALE—LIVESTOCK HORSES FOR SALE 8 head gentle work horses...

FOR SALE—POULTRY AND EGGS WHITE LEHORN setting eggs 500 C A DeVoe...

FOR RENT—HOUSES FOR RENT—5-room house, 2 1/2 acres irrigated...

FOR RENT—FURNISHED ROOMS FOR RENT—Room for two, with or without board...

BOARD AND ROOM RATES reasonable at 718 E. Main.

FOR RENT—APARTMENTS FOR RENT—Front apartment, 241 1/2 Grape St...

AVAILABLE MAY 1—4-room modern furnished apartment...

FURNISHED APARTMENT—Combination living and dining room...

FOR RENT—APARTMENTS 2-ROOM furnished apt. with sleeping porch and private bath...

PERSONAL MRS. MARTIN PSYCHIC Crystal reader, Psychologist, Reading daily...

MRS. CLARK GUARANTEED RESULTS—Bring your problems to me...

FOR RENT—Corner apartment in Mail Tribune building...

TESTS made by the North Carolina agricultural experiment station...

BUSINESS DIRECTORY

JACKSON CO. ABSTRACT CO. Abstracts of Title and Title Insurance...

MURRAY ABSTRACT CO.—Abstracts of Title Rooms 3 and 5, No. 32 North Central Ave. upstairs.

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

LET GEORGE DO IT—Tel. 1172 House cleaning, floor waxing, oriental rug cleaning...

DENTISTRY—DENTISTRY—Dr. L. H. Gove, 325 E. Main.

EDS TRANSFER & STORAGE CO.—Office 1018 N. Central Phone 315 Prices right. Service guaranteed.

HAWLEY TRANSFER—Expert packers and movers. Special livestock moving equipment. Prices right. 618 North Riverside Phone 618.

JOHN H. LOCK, Painter and Decorator. Fine interior work a specialty. Painting, paperhanging, HARRY MARX, Route 1, Phone 14-F-4.

WE CREATE DISTINCTIVE CHARM in colors for your home by painting, tinting, paperhanging, HARRY MARX, Route 1, Phone 14-F-4.

M. A. BLISS—Painting & paperhanging. Tel. 646-W 313 So. Grape.

LEGAL NOTICES Notice of First Meeting of Creditors. No. B-19982—In Bankruptcy.

Notice of Final Settlement In the County Court of the State of Oregon, in and for the County of Jackson.

Notice of Sheriff's Sale. By virtue of an execution in force and effect issued out of and under the seal of the Circuit Court of the State of Oregon...

ACROSS 1. Vipers 2. Flowering plant 3. Remnant of combustion 10. Go swiftly 12. Tableland 14. Holder of the Ark variant 15. Cylinder for winding thread 17. Porch or gallery 19. Shipping container 21. Daily 22. Slumberer 23. Edged tool 24. OWLS 25. Cools slowly 26. In 27. Wise old man 28. Discontent 29. Chair 30. Dictator 31. Visionaries 32. Revolves rapidly 33. Rocky mountain park 34. She who let all humankind out of the ark 35. Hermit property

Solution of Yesterday's Puzzle 11. Percuss through the ear 14. Once around 15. Accumulate 20. Tried 22. Thin tapering piece of wood, metal or stone 23. Narrow road 24. Perception 25. You and I 26. TART 27. Heavily spherically 28. Male contractions 29. Again prefix 30. wodka 31. Written agreement between nations 40. That on which a door turns 41. Philippine 42. Intervening law 43. Arranged 44. How attendant 45. Hatred and class 46. River, Spanish 47. Front of the 48. Plural ending

DOWN 1. Advertiser's office 2. Juice of a woody plant 3. Method of operation or treatment 4. M. J. C. establishment 5. Part of a house 6. Future 7. Utilize 8. Reference 9. Subsidary 10. Soft drink, colloidal

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

Pomona Grange

Regular meeting of the Jackson County Pomona Grange will be held at Rogue River, April 27, under auspices of Live Oak Grange.

Members of the two new Granges, Upper Rogue and Gold Hill, are cordially invited to attend this Pomona meeting and meet the many Grangers of the county.

WAGNER CREEK WAGNER CREEK, April 25.—(Sp.) Miss Eleanor Bowers visited Mrs. L. O. Penland of Fern Valley, April 21.

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Beagle Trail

BEAGLE, Ore., April 25.—(Sp.)—Easter Sunday following the regular Sunday school, Rev. Millard delivered a wonderful Easter sermon which was enjoyed by a large number of people.

TRAIL, April 25.—(Sp.)—Wilmer Bowers has returned home after spending several days in the community hospital in Medford, where he was treated for poison from mushrooms.

Mr. and Mrs. Boyd Tucker returned home April 24 after six weeks in Yreka, Cal., with their daughter, Mrs. Henry Flock, and family. Mr. Tucker was working in Ashland most of the time.

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NEWSPAPERS HELD SUPERIOR MEDIUM FOR ADVERTISING

Survey Shows Dollars Spent On Magazines and Radio Reach Fewer People Than Ads With Newspapers

NEW YORK, April 25.—(AP)—National advertisers paid \$163,000,000 for newspaper space and \$349,655,000 for all mediums in 1934, the bureau of advertising reported today to the American Newspaper Publishers association.

The estimates indicate distinct gains over 1932 advertising expenditures, more than recovering the losses of that year to place 1934 slightly ahead of 1932.

In 1934, the bureau reported, general advertisers spent \$148,000,000 for newspaper space out of a total of \$298,000,000.

Superiority Shown. Saying "The first quarter of 1935 finds the newspapers facing unusual conditions for the national advertiser's dollar," the report presented figures to show that the daily press was superior to both the magazine field and the radio as an advertising medium.

The survey contrasting newspapers and magazines involved nearly a million homes in 15 cities. "The final conclusion," said the report, "is that the advertiser who uses newspapers alone is getting the best available coverage at the lowest cost."

One newspaper in each city would reach 607,300 homes at a cost of \$2.09 a line, the survey showed, whereas it would cost \$7.15 a line to reach 472,420 families through the 17 magazines with the largest circulations and 85 per cent of the advertising revenue.

Few Remember Radio Ads. The bureau of advertising reported that although 61.5 per cent of the nation's homes have radios, only 4.5 per cent are tuned in to a single program and only 3.2 can identify the advertiser or his product.

One automobile company program was said to reach an average audience of 545,000 listeners at a cost of \$11,698, for which the bureau said the advertiser could buy more than a page and a half of newspaper space reaching 1,000,000 readers.

The publishers' association opened its three-day convention today with a discussion of the newspaper code at the head of the program. Howard Davis, president of the association, was scheduled to lead it.

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