

ADVERTISING DAY FEATURE OF LION LUNCHEON MEET

An interesting feature of yesterday's noon luncheon of the Lions club was "Advertising Day," during which each Lion in turn was asked to speak briefly on the merits of his own business. The idea was an original one of Lion Grey, who was chairman of the entertainment committee.

The various Lions introduced, and their business affiliations, were: R. Schino, Woolworth's; H. W. Conner, Conger Funeral Parlor; T. M. Higgins, General Petroleum Corporation; K. D. Ross, Pittsburgh Plate Glass Co.; Carol Hays, Associated Oil Co.; E. C. Williams, on Modern Plumbing & Sheet Metal Co.; L. B. Thurman, Medford Ice & Storage Co.; Michael Beck, Beck's Bakery; E. G. Harding, internal revenue department, and George Newberry, Medford Business College.

Lion Earl Fey, manager of the American Legion dart game, also spoke briefly, as did Ed Mann of the Main Auto Body Co. Others included Lions Leland Knox, C. P. A. Frank Gray, Western Union; J. Vern Shangle, photographer; Larry Pennington, Pennington Battery service; Al Littrell, Littrell Auto Parts; Circuit Judge H. D. Norton, Chief of Police Clarence McCook, and Victor Tensfeld, United States commissioner.

Lion Hays stated that the Associated Oil Co. will furnish movies of the Stanford-Washington game, the Oregon State-U. S. C. encounter, and the Oregon-California game, once a week, for Lion meetings.

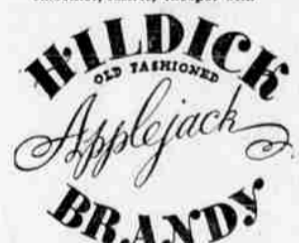
Fire Chief Roy Elliott spoke of the necessity of providing toys for needy children at Christmas time, and it was again brought out that the Lions were supporting a movement to save Alpine milk labels, deposit them in the grocery stores in boxes provided for the purpose and then turning them in on toys just before the holiday.

The response on the part of the public has been slack to date, and a fear was expressed that there would be nowhere near enough to go around.



IT'S SPORT TO BOWL

says Major Gruff, but the bowl I like best is the punch bowl, providin' the punch is rich and heady with good old mellow Hildick Applejack!



AVAILABLE IN OREGON HILDICK BLACK LABEL QUARTS—No. 408A—\$1.95 PINTS—No. 408C—\$1.00 HALF PINTS—No. 408D—\$3.55

Society and Clubs

By JANET WRAY SMITH

Mesdames Brown and Barkhoff Honored at No-Hostess Luncheon

Mrs. Del K. Barkhoff and Mrs. John Davis Brown of Seattle, who arrived Tuesday for the badminton exhibition matches to be played tomorrow evening, were guests of honor at a no-hostess luncheon given today at the Town club.

Covers were laid for 16 guests being Mrs. Robert Maertz, Miss Dorothy Roberts, Mrs. W. W. Aldrich, Miss Frances Sparrow, Mrs. Shelby Tuttle, Mrs. Ned Viles, Mrs. C. M. Roberts, Mrs. Corbin Edgell, Mrs. Weldon Bidle, Mrs. J. J. Emmens, Mrs. Louis Salade, Jr., Mrs. Donald Clark, Mrs. H. Chandler Dean, Mrs. Sprague Rice and the honor guests.

Mrs. Brown and Mrs. Barkhoff are house guests of Mr. and Mrs. W. W. Aldrich while here, and further plans are being made for their entertainment.

Luncheon at Town Club Today Mrs. Franklin H. Dewey and Mrs. Rosa D. Guy were hostesses today at the regular bridge luncheon meeting of the Civitan Conservation corps of officers.

The luncheon was given at the Town club, where the ladies played bridge for the remainder of the afternoon.

Former Student Married in Reno Friends and acquaintances of Miss Bernice Gordon will be interested to know of her marriage in Reno Tuesday to Thomas S. Elliott of Lakeview.

Miss Gordon was a student in the Medford high school during 1929 and 1930, and was prominent in school activities. She has been residing in Lakeview for some time.

British Embassy Target for Mob Italian Students

ried bairners denouncing Britain's action against Italy in relation to the sanctions, marched through Rome, and were frequently cheered by the population. Police guards kept them under control at the embassy, but their cries were plainly heard inside.

Italian officials, seeing their World War friendship fading, expected Germany and Austria—enemies of Italy in the war—to furnish the coal, iron, steel and other products needed by Italy.

The feeling was general about Geneva that Mussolini, if negotiations are forthcoming, will have to take less than he could have obtained weeks ago when the league's committee of five sought a compromise.

The league's sanctions staff of 22 nations convened today to lay down the deadline for the imposition of the drastic economic sanctions—the "buy nothing from Italy" boycott and the prohibition on exporting key products to Italy.

Reports to the field headquarters in the north said the southern Italian forces under General Ruffolo Guzziani, after crossing most of the Ogaden desert, routed the outpost defenders of Goralah. The Italian artillery was moved up for a bombardment of the town.

In the northern sector, the advance columns marching south from Adigrat and Adawa to Makale, the strategic mountain pass, had taken the fortress of Amba Sion, 30 miles north of Makale.

Hallowe'en Spirit Prevails at Dance

Through the diligent efforts and use of ingenious device by the committee in charge, the dance floor of the Elks' temple has been transformed into a convincing and naturalistic fall setting in preparation for the annual Hallowe'en dance which will be an event of this evening. Using cornstalks, pumpkins and autumn foliage of all kinds, a highly festive atmosphere has been attained.

All Elks and their invited friends will be guests. A special invitation has been issued to CCC officers and their ladies.

George Dayton's reorganized orchestra has been acquired for the evening. Dancing starts at 9 o'clock.

Dinner for St. Mark's Parish St. Mark's Parish will hold its annual dinner Friday evening at 6:30 in the Parish house. Everyone who is interested in the welfare of St. Mark's, whether a regular communicant or not, is cordially invited to attend.

In addition to the dinner, a program of short talks and music will be presented.

Penny Circle Meeting Friday The East Side Penny circle of the Baptist church will meet Friday afternoon, November 1, at the home of Mrs. Jacoby, 22 Almond street. Study topic will be the 22nd chapter of Acts.

Guild Will Meet Tomorrow All members are urged to be present at the regular weekly meeting of St. Mark's Guild at the Parish house tomorrow afternoon at 2:30.

Junior Gridders to Play Ashland Here on Friday Russ Ashton's fighting Junior high school football team will meet the Ashland Juniors at Van Scoyoc field tomorrow afternoon at 2:30 o'clock instead of 3:30 as previously announced, it was made known today.

To date Junior high officials have received no answer to their query relative to a game with the Klamath Falls Wildcats, so it is possible that tomorrow's game will be the last for the local Bulldogs before the uniforms are hung in moth balls for another year.

In a former game with the same squad, which ended in a 0-0 deadlock, many discrepancies showed up in the Medford offense and defense, and since that time Coach Achison has been ironing out the rough spots, and tomorrow will present what is expected to be the flashiest offense of the year, featuring passes, laterals, spinners and reverses.

The starting lineup for the Juniors has been announced as: Bob Verbeck, left end; Don Monteth, left tackle; Armine Lewis, left guard; Lewis Thurman, center; John Prentice, right guard; Albert Brewer, right tackle; Ray Crosby, right end; Al Piche, quarterback; John Wall, left half; Don Gillispie, right half; Clifford Clegg, fullback.

This afternoon the midgets of the two schools, in the 115-pound limit division, will tangle on the Van Scoyoc field sawdust in a game originally called for Ashland. The place was changed from the Lilia City to Medford because of bad weather to the south.

Baptist Dinner Speaker Enjoyed W. G. Boyle, evangelist of Brooklyn, N. Y., took as his subject at the fellowship dinner at the First Baptist church Wednesday evening the words of Christ: "I am the vine, ye are the branches."

His talk was helpful and interesting.

MILLION DOLLAR APPLE LOSS FOR WENATCHEE AREA

(Continued From Page One) are still in the orchards in boxes and are partially frozen. With moderating weather, they can be saved, growers said.

R. B. Clemens, Okanogan district horticulturist, reported much frozen fruit already falling from the trees, meaning its loss.

Low Record at Spokane In eastern Washington, Spokane had 9 degrees at 7 a. m. today, breaking all weather bureau records for October. The mark was 26 degrees below normal for the day, the bureau said.

Similar frozen apple orchards were reported from Yakima, another central Washington fruit center. In the Walla Walla valley, all lettuce was killed and potatoes and spinach damaged. It was 15 below last night, one degree lower than the previous night.

The cold continued in Montana, despite light flurries of snow. Have reported 6 below and Helena 4 above. Seattle had 32 in the business district and 30 at the Boeing weather station. A trace of snow fell at Longview last night, with a temperature of 29 degrees. Tacoma maximum of 36 for the past 24 hours, was the lowest maximum on record for October.

(By the Associated Press) Winter tightened its icy grip on Oregon today as cold winds made the cold more poignant and brought new snow in places.

A silver thaw and six inches of snow crushed trees at Corvallis. Salem awoke with five inches of snow on its streets. Other Willamette valley towns also were blanketed.

Fears for the winter wheat crop increased as the cold spell continued over eastern Oregon and the Inland Empire. If the cold continues, much of the winter wheat will have to be replanted, it was feared.

Some snow fell at Baker, where the temperature was down to 18 degrees. At other eastern points, including Lakeview, the weather was cloudy and temperatures below 20 degrees.

Snow was falling at Bend, where the temperature was 18 degrees. For the third successive morning, snow was falling at Klamath Falls in an unprecedented October storm. The thermometer dropped to 17 degrees.

COUNTY GETS COIN TO MAKE WAR UPON ANIMAL PARASITE

Federal funds in the amount of \$5000 have been allotted to Jackson county for control of animal diseases, according to County Agent Robert G. Fowler. This fund, according to the county agent, will be devoted to the control of liver fluke in sheep and cattle.

The money will be devoted to the draining of low, swampy areas, and treating the surface with copper sulphate. These areas are the breeding spot for the liver fluke parasite and drainage is essential in control of the disease. Control of the disease in animals has been found impossible and preventive measures have been found the most practical and useful method, the county agent states.

Dr. Robert Jay of the United States department of agriculture, in charge of liver fluke investigations in the western states, will be in Jackson county Friday to confer with Fowler. A meeting will be held Friday evening at 8 o'clock, at Eagle Point, in the Eagle Point irrigation district offices, for discussion of ways and means of getting the liver fluke control project started locally.

Liver fluke, according to the county agent, is a serious menace in some sections of Jackson county, and all livestock owners and interested parties are urged to attend the Eagle Point meeting.

Markets

Livestock PORTLAND, Oct. 31.—(AP-USDA)—HOGS 500, including 207 through and direct. Market steady. Good to choice 170-220 lbs. mostly \$10.00; 230-250 lbs. largely \$9.50; light lights \$9.25; packing sows \$7.50; no feeder pigs offered. Choice lights quotable \$11.00 or better.

CATTLE 100, including 27 direct; calves 55, 12 direct. Market active, mostly steady to strong. Some cows strong to 25c higher. Few grass steers \$5.25-6.25. Common heifers \$3.75-4.50; low cutter and cutter cows \$1.75-2.75; common to medium \$3.25-4.00; good beef cows up to \$4.25. Bulls \$3.75-4.35; common vealers \$4.50-7.00; choice quotable to \$9.00; few heavy calves \$1.50-7.50.

SHEEP 200, Market active, fully steady. Few fairly good 85-lb. lambs \$8.00; 116 lbs. \$7.50; common to medium \$6.50-7.50; culls down to \$5.50. Few yearlings \$5.50-6.00. Good fat ewes quotable to \$3.50; odd head common down to \$1.50.

CHICAGO, Oct. 31.—(AP-USDA)—HOGS 16,000; 15-25 lower; top \$9.35, desirable 180-250 lbs. \$9.25-30; 140-160 lbs. \$8.75-9.00; cows \$8.00-25.

CATTLE 6,000; fed steers and yearlings steady to lower; top steers of long yearling type \$12.75; few loads \$10.65-11.35; common native and western killers \$7.40 down, but rank and file of crop unsold; cows steady to weak; heifers about steady; bulls firm active; vealers scarce, steady. \$9.00-10.00; 1/2 pig sausage bulls \$5.75; stocker and feeder market slow. \$6.25-7.75.

SHEEP 7,000; fat lambs uneven; 25 lower; sheep about steady; feeding lambs scarce; good to choice native lambs \$9.25-50; fed come-backs practically absent and range lambs scarce; load plain Idahos \$9.25; native throats \$7.00-50; slaughter ewes \$3.00-4.50.

SOUTH SAN FRANCISCO, Oct. 31.—(AP-USDA)—CATTLE—300; bulk of run steers, active, fully steady; one load good 1140-lb. California, \$7.90; 2 loads, 1025 to 1040-lb. California, \$7.25; choice vealers quoted to \$9.50.

SHEEP—None; choice around 80-lb. woolled lambs quoted to \$9.35; best ewes eligible around \$4.00.

EGGS — Buying price of wholesalers: Fresh specials, 53@54c; extra, 33c; standard, 29c; extra medium, 26c; 60 medium firsts, 20c; undergrade, 18c; pullets, 15c dozen.

COUNTRY MEATS—Selling price to retailers: Vealers, No. 1, 12@12 1/2 lb.; light and thin, 8@10 lb.; heavy, 9 1/2@7 1/2 lb.; others unchanged.

ONIONS—Oregon, \$1.75@2.00 per 100 lbs.

POTATOES—Local, \$1@1.05 cental; Klamath, \$1.25@1.35 cental; Deschutes, \$1.20@1.25 cental; Yakima Gems, \$1.10@1.15 cental.

Cheese, milk, live poultry, wool and hay, steady and unchanged.

PORTLAND, Ore., Oct. 31.—(AP)—Grain: Wheat: Open High Low Close May 82 1/2 83 1/2 82 1/2 83 1/2 Dec. 81 1/2 82 1/2 81 1/2 82 1/2

Cash: Big Bend bluestem 1.15 Do (18 pct.) 1.20 Dark hard winter (12 pct.) 1.10 Do (11 pct.) .89 1/2

Chicago Wheat

CHICAGO, Oct. 31.—(AP)—Wheat: Open High Low Close Dec. 97-98 99 97 98 1/2 May 97-98 98 1/2 97 1/2 98 1/2 July 89 1/2 90 1/2 89 1/2 90 1/2

Wall St. Report

NEW YORK, Oct. 31.—(AP)—The stock market pointed upward during most of today's session, but prices slipped back somewhat in the final hour and the close was about steady.

Early strength was shown by the motors, alcohol and scattered specialties and a few new highs for the year or longer were recorded. Late profit taking was absorbed without much difficulty. Transfers approximated 1,800,000 shares.

Today's closing prices for 32 selected stocks follow: Al. Chem. & Dye 166 Am. Can 142 1/2 Am. & Pan. Pow. 8 1/2 A. T. & T. 144 Associated 21 1/2 At. T. & S. F. 48 1/2 Bond. Avia. 21 1/2 Bend. Steel 40 1/2 California Pack'g. 34 1/2 Caterpillar Tract. 56 Chrysler 85 1/2 Coml. Solv. 17 1/2 Curtiss-Wright 2 1/2 DuPont 134 Gen. Elec. 33 1/2 Gen. Mot. 53 Int. Harv. 57 1/2 I. T. & T. 103 Johns-Man. 85 1/2 Monty Ward 33 1/2 North Amer. 25 1/2 Penn. (J. C.) 79 1/2 Phillips Pet. 34 1/2 Radio 8 S. Pac. 18 1/2 Std. Brands 14 1/2 St. Oil Cal. 36 1/2 St. Oil N. J. 48 1/2 Trans. Amer. 9 1/2 Union Carb. 70 1/2 Unit Aircrat. 20 U. S. Steel 46 1/2

Pear Markets

NEW YORK, Oct. 30.—(AP-U. S. Dept. Agr.)—Pear market slightly stronger on California stocks; firm on best northwest D'Anjou; weaker on other stock. Five cars arrived; 4 Oregon cars, 4 California, 3 Washington unloaded; 22 cars on track.

Oregon Boscas: 2,500 boxes extra fancy, 1.95-2.05, average 2.35; 1,074 boxes fancy, 1.75-2.00, average 2.21; 211 boxes fancy and better, 1.90-2.35, average 2.32.

Oregon D'Anjous: 672 boxes extra fancy, 2.20-2.65, average 2.30; 523 boxes C grade, 1.60-1.80, average 1.72. California Bartletts: 449 boxes, 2.15-2.50, average 2.37.

California Boscas: 823 boxes, 1.40-2.50, average 2.09. Washington D'Anjous: 720 boxes extra fancy, 1.80-1.90, average 1.70; 759 boxes unclassified, 1.35-1.60, average 1.56.

CHICAGO, Oct. 30.—(AP-U. S. Dept. Agr.)—Pear auction market. One Oregon car arrived; 2 cars on track; 2 cars sold.

Oregon Boscas: 432 boxes, extra fancy, 2-2.45, average 2.13; 318 boxes fancy, 1.90-2.35, average 2.07.

NEW YORK, Oct. 31.—(AP)—Bar silver steady, unchanged at 65 1/2.

SAN FRANCISCO BUTTERFAT. SAN FRANCISCO, Oct. 31.—(AP)—First grade butterfat, 34 1/2c, fob San Francisco.

WORST TEBLOR SINCE OCT. 18TH ADDS TO DAMAGE

(Continued from Page One) the depot were hurt and were rushed to a hospital.

The sturdy Placer hotel building was reported heavily shaken and persons housed in the Red Cross disaster and city relief departments.

People rushed into the streets from all buildings and residences amid much terror and confusion. Children, hardly recovered from the October 18th scare, were in tears and huddled close to their elders.

Two men were reported buried beneath the falling smokesack under repair at a brewery east of Helena, but this could not be immediately confirmed.

The fire department raced from its improvised quarters soon after the first shock.

The ancient city hall, wrecked in the first quake, was badly hit. Police quickly roped off emergency areas in the downtown section which emptied almost instantly.

Hysteria threatened as scores of families immediately moved bed clothing, warm clothes and other quickly movable belongings into cars to make a hurried exit from the city.

In the eleven hundred block on Ninth avenue the upper stories of a house had settled down on the foundation.

At the Marlow theater, a large building which escaped the brunt of the first quakes, one wall was reported leaning outward.

Cold causes suffering. The quakes hit Helena with the mercury settled near zero and much suffering was expected. However, power lines remained intact today though service was momentarily interrupted.

The first of the series of quakes came at 11:37, followed by additional quavering as one minute intervals up to 12:07.

The first tremor was believed to have lasted from 20 to 30 seconds. Reports reaching Helena indicated the violence of the shocks extended to Kallispell and Missoula on the west slope of the continental divide in northwestern Montana, and as far west as Spokane, Wash.

The vibrations shattered windows in Kallispell. Reports there indicated severe jolts were felt at Conrad, Choteau, Glacier Park station and Whitefish.

Butte felt the shocks but no damage was reported.

at that time, the special rate will be \$4.55 round trip. This is a substantial reduction over the regular fare. It is advised that those who wish to take advantage of this offer call the depot as soon as possible so that a definite check may be made.

Jennings in Hospital—Ceel Jennings of Medford was receiving medical treatment in the Ashland hospital today.

It's a HIGHBALL Whiskey

LET THIS HIGHBALL test CONVINCING YOU, too

The only way to test a whiskey's quality and flavor is either in a highball or straight. Cocktails conceal a whiskey's true worth. That's why many whiskeys that "get by" in cocktails fail in the highball test.

Hiram Walker's TEN HIGH is a highball whiskey—a straight whiskey that needs no "dressing up" with other ingredients.

And you'll find that the way to make a perfect cocktail is to use a good highball whiskey. TEN HIGH! PINT code No. 189C 70c



Hiram Walker & Sons • P. O. • Helena

OFFER REDUCED RATE TO HOMECOMING GAME

Due to the unusual amount of interest being evidenced in regard to homecoming week end at the University of Oregon, the Southern Pacific railway has announced that if 15 or more people buy tickets for Eugene

Schilling MUSTARD TRY IT IT HAS MORE TASTE & FLAVOR

Soboba MINERAL HOT SPRINGS

REST, play and enjoy life at Soboba. Every facility for your comfort and convenience • 80 miles-park, an 18-hole golf course from Los Angeles. • Unexcelled curative mineral waters. • Riding, golf, swimming and hiking. • Excellent cuisine with moderate prices. • European plan from \$1.50 to \$4.50. Write for booklet to JOHN G. ALTHOUSE, Owner and Manager

SAN JACINTO California

Hotel Sandford CENTRAL LOCATION At the corner of Fifth Avenue and "A" Street—San Diego's fine Hotel with an unsurpassed location—Only one block from all Theatres and Stores. NEW POPULAR PRICE RATES \$1.50 Up Excellent food in the Hotel Sandford Grill J. B. TELLES, Manager SAN DIEGO CALIFORNIA

Elk's Club

ANNUAL HALLOWE'EN DANCE TONIGHT ELK'S TEMPLE Music By George Dayton AND HIS ORCHESTRA Admission \$1.00 Elks and Their Friends There will be a man to watch your car

THE CHOICE OF ALL PARTIES

BALLOT Seagram's Platform The People's Choice IT TASTES BETTER Taste Crown Whiskies—and you'll understand why America votes the Seagram ticket. The famous finer taste which has made them the nation's favorites, is a secret of distilling and blending gained through more than three generations of experience. To insure this taste, the House of Seagram holds in its bonded warehouses, millions of gallons of rare whiskey. Now, and for years to come you can "Say Seagram's and be Sure." Say Seagram's and be Sure Seagram Distillers Corp.—Distillers: Lawrenceburg, Ind.—Executive Office: New York Blended for Taste with a Master's Touch

Parker's New Deal FREE! This Beautiful \$2.50 Fountain Pen Unconditionally Guaranteed for 5 Years ABSOLUTELY FREE FRIDAY ONLY NOTICE TO AUTHORIZED DISTRIBUTORS In accordance with our agreement you are authorized to deliver a \$2.50 FOUNTAIN PEN FREE with each purchase of a package of PARKER'S RAZOR BLADES at 49c, and this advertisement sized. PARKER'S New Blades are made of finest surgical steel, hollow ground by our own patented process. With the purchase of each package of 49c, you will receive a beautiful regular \$2.50 fountain pen, unconditionally guaranteed for 5 years by the manufacturer. ABSOLUTELY FREE! LIMIT—2 SETS TO A CUSTOMER MEDFORD PHARMACY E. A. Moore—Medford, Oregon