

**RUGGED INDIVIDUALISM HELD INDUSTRY'S NEED TO RETURN PROSPERITY**

NEW YORK, Dec. 5.—(AP)—A 1935 platform of "rugged individualism," as opposed to New Deal policies, was submitted today to the National Manufacturers' association.

Leaders of the large industrial organization, meeting in its fortieth annual convention, predicted overwhelming ratification of the platform.

The platform, drafted by a group of the leaders and formally submitted

by C. L. Bardo, association president, demands:

"The maintenance of constitutional guarantees, preservation of the freedom of private enterprise, maintenance of sound tax and financial policies and security through economic progress."

Submission of the program came after a series of speeches hostile to the New Deal. Nearly every speaker has attacked it. Among them have been Alfred P. Sloan, Jr., president of General Motors, Robert L. Lund, chairman of the association's board of directors; James A. Emery, the association's general counsel, and Bardo.

Snowmen to Meet—A full attendance was requested today for the meeting of the Rogue Snowmen at the Jackson County Chamber of Commerce at 7:30 Monday night. Officers for the new year are to be elected and plans for winter sports mapped out.

**INSURANCE CHIEF LAUDS SCHEFFEL**

Frank E. Russell, regional director for Oregon, Washington and Idaho of the California Western States Life Insurance company, accompanied by Earl Knutson, former manager of the Medford branch and now promoted to the Portland office, was a visitor in Medford Thursday conducting a regional sales conference.

While here Russell highly complimented Howard Scheffel, present manager of the company here, for his remarkable work in writing \$76,500 in insurance business here in November. Salesmen who were working under Scheffel to crack the old

high record were Ben Gibson of Ashland, Emil Drehr of Klamath Falls, Howard Hart of Lakeview, Fred Nelson of Grants Pass and Sidney Blood of Medford.

Russell stated before leaving with Knutson for a sales conference in Marshfield that business is increasing in leaps in southern Oregon as well as in other parts of the west coast.

**JACKSONVILLE SCHOOL BAN IS CIVIC ASSET**

JACKSONVILLE, Dec. 6.—(Sp1.)—Jacksonville parents are enthusiastic about the new high school band organized by Mr. Botts of Medford and are eagerly awaiting its first public appearance. This is the first band of its kind here for several years and is hailed as a fine asset for the high school and community.

**Lethal Gas Death Prison Gas Death Declares Warden**

RALEIGH, N. C., Dec. 6.—(AP)—Warden H. H. Hinnecutt of the state prison here, who has seen 160 electrocutions in an official capacity, doesn't think much of the state's new lethal gas chamber.

"I had to die," the veteran prison warden said today after viewing tests of the gas chamber. "I rather go in the electric chair. I believe the chair is quicker and a great deal less painful."

WINDOW GLASS—We sell window glass and will replace your broken windows reasonably. Trowbridge Cabinet Works.

**Ashes of Chapman To Rockford, Ill.**

NEW YORK, Dec. 6.—(AP)—Ashes of Arthur Chapman, 62, who wrote the poem, "Ours Where the West Begins," will be taken to Rockford, Ill., where he spent his boyhood, after cremation tomorrow, members of his family said today.

Author, and former managing editor of the old Denver Times, Chapman died at his home in Greenwich Village last night.

**MARCOLA MILL CREW REMAINS ON STRIKE**

EUGENE, Ore., Dec. 6.—(AP)—One hundred and fifty employees of the Fischer Lumber company at Marcola remained away from their jobs today following yesterday's walkout which silenced, wood, sawmill and planer

operations there. Pickets were at work and no new developments were reported. Cause given for the strike was alleged discrimination on the part of mill officials against an employe.

**First Quarter Tax Due December 15th**

Fourth quarter payments of taxes are due December 15, and according to the tax collection department of the sheriff's office, the final payments have starting coming in. Next week is expected to see a rush of taxpayers.

Payments also continue fairly brisk on personal taxes and a few have paid up their delinquent taxes.

**Coos Bridge Spans Are Joined Today**

NORTH BEND, Ore., Dec. 6.—(AP)—Officials from numerous Coos county cities gathered today to watch state highway workmen join two giant cantilever steel spans from the north and south piers of the \$2,255,000 Coos Bay highway bridge.

No formalities were scheduled. The bridge, more than a mile long, will be the largest sidewater highway span in the northwest.

**Portland Postal Receipts Growing**

PORTLAND, Dec. 6.—(AP)—Portland's November postal receipts were \$238,130.96, a 10.14 per cent increase over November, 1934, the postmaster announced today. Money orders increased 16 per cent to \$1,242,160.

SATURDAY and MONDAY  
DECEMBER 7th and 9th

**I.G.A. STORES**

SATURDAY and MONDAY  
DECEMBER 7th and 9th



**Santa is coming to town!**

SIX CHRISTMAS CARDS & 20 SEALS IN BEAUTIFUL GIFT BOX

with the purchase of one 2-lb. can of IGA

**COCOA**  
BIG 2-LB. CAN **29c**

Six beautiful Christmas cards and forty colorful seals with each purchase of two lbs. of that good IGA Cocoa! Use it for all your fine baking.

It's time to get ready for old Santa! He will soon be in town with a bag full of gifts for everyone. Let us help you save Christmas money with these unusual combination offers which provide alluring story books for children, Christmas cards and seals for yourself, and wholesome foods for the entire family.

**Free!** ONE OF THESE BEAUTIFUL JUVENILE STORY BOOKS PRINTED IN FULL COLORS

with the purchase of each pound of

**BLUE "G" COFFEE**

1-LB. BAG **22c**  
FRESHLY ROASTED  
FRESHLY GROUND

A beautifully illustrated story book with each purchase of one pound of Blue "G" Coffee! The children will be delighted to find one of these popular fairy stories among their presents on Christmas morning. And the whole family will appreciate the excellent flavor of Blue "G" Coffee.



**Baking Needs**

It isn't the cost of the baking supplies that counts—it's the cost of the cakes and pastries that fail that's expensive! Use IGA products for easier, surer and more economical way to baking success.

**Baker's**  
PREMIUM No. 1  
**Chocolate**  
1/2 lb. **16c**  
cake

**Rumford**  
**BAKING POWDER**  
can **19c**



- Edward's Marshmallows 1 lb. pkg. 19c
- IGA Cake Flour 44-oz. Pkg. . . 23c
- IGA Hot Sauce 8 oz. can 3 for 14c
- Scot Tissue . . . . 3 rolls 23c
- Waldorf Tissue . . . 4 rolls 18c
- Kremel, assorted . . . 3 for 14c

**DID YOU KNOW**

That the word "cocoa" comes from a word which means "food of the gods"?

THE WORLD'S FAMOUS MAPLE BLEND  
**Log Cabin Syrup** medium tin . . . . **39c**

LILY WHITE HARDWHEAT  
**Family Flour** 49 lb. bag . . . . **\$2.10**

**FRUITS and VEGETABLES**

SATURDAY ONLY

- BANANAS, Fancy Golden Ripe, 4 lbs. for . . . . 25c
- ORANGES, Navel Juice, 2 doz. . . . . 27c
- GRAPEFRUIT, Fancy Arizona, 6 for . . . . . 19c
- CELERY, Extra Large Utah, 2 stalks . . . . . 27c
- POTATOES, Klamath Nettle Gems No. 2, 50 lbs for 59c
- FANCY SWEET POTATOES, 4 lbs. . . . . 17c

**MEAT SPECIALS**

- Swift's Jewel Shortening  
4 lb. cartons . . . . . Ctn. 59c
- Swift's Silverleaf Lard  
1 lb. cartons 18c . . . . 2 for 35c
- Swift's Sugar Cured Skinned Backs . . . . . lb. 35c
- Swift's Empire Picnics  
4 to 6 lbs. . . . . lb. 24c
- 4 Bars Giant Size Crystal White Soap for . . . 19c**
- 1 Package Super Suds . . . . 1c
- 30c value for . . . . . 20c

**GOLD HILL HAM'S GROCERY**  
MEATS, GROCERIES, FRUITS, VEGETABLES

**GRANTS PASS STAR SEED and GROCERY**  
409-411 'G' Street Phone 43

**ROGUE RIVER HEATH and HOLLISTER**  
GENERAL MERCHANDISE

**CENTRAL POINT FABER'S Cash MARKETS**  
GROCERIES, FRUITS and VEGETABLES - FEED

**BUTTE FALLS FABER'S Cash MARKETS**  
GROCERIES, FRUITS VEGETABLES FEED, MEATS

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A Complete Line of Battle Creek Health Foods  
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Fresh Meats and Vegetables  
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SUPER FOOD MARKET  
GROCERIES MEATS FRUITS VEGETABLES BAKERY  
Corner Main and Bartlett

**JACKSONVILLE GODWARD MERCANTILE**  
GROCERIES GENERAL MERCHANDISE

Your independently-owned IGA Store offers you the price advantage possible by buying in conjunction with hundreds of other successful IGA stores.

**IGA Stores Feature IGA Brand Merchandise . . . Highest Quality At a Saving Price Always!**

**TALENT TRYON MERCANTILE**  
General Merchandise Hardware

**ASHLAND DOUGHERTY GROCERY**  
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**CAVE CITY SCHUMACHER'S GROCERY**  
The IGA of the Redwood Highway