

# SOCIETY and CLUBS

By Janet Wray Smith

## Business Women to Begin New Year at First Fall Meeting

Mrs. Mabel Mack, new president of the Medford branch of the Business and Professional Women's club, has announced that the first meeting of the fall season has been scheduled for Monday evening at 8 o'clock. Footless at that time will be Mrs. Maude Sander, at her home, 16 North Orange street.

Program and work for the ensuing year will be outlined and discussed at that time, according to Mrs. Mack, who urges all old members to be present. A cordial invitation is also extended anyone interested in becoming associated with the group. Although organization proceedings will take up a large part of the evening, an entertainment program is also being planned.

The Grants Pass Business and Professional Women's club will entertain the Medford, Klamath Falls, Crescent City and Roseburg clubs at a picnic in the city park this Sunday, beginning at 12 o'clock. Swimming, boating, tennis and other recreations are planned for the day, with dinner at 2:30 o'clock. A cottage on the park's edge has been engaged for the day. Medford members are requested to call 62 for further information as to transportation and other details. The affair is expected to attract a large group of members and prospective members throughout southern Oregon.

**Janneys Away On Motor Trip**

Many Medford folk are taking advantage of crisp and clear early fall days for vacation traveling, it being the opinion of a large number that Oregon scenery at this season presents an even more beautiful array than during the summer months.

Leaving early this week by motor for the north were Mr. and Mrs. Edwin H. Janney, who planned a two weeks' vacation tour. They went first to Walla Walla and after spending a few days there planned to return southward by the coast highway whose five new bridges completed this year make the route one of the most enjoyable in the west.

The Janneys will stop at a number of coast points en route home.

## Shower Honors Bride of Sept. 3

Mrs. H. R. MacCullough, nee Sue Shelton, whose marriage was an event of September 3 in this city, was honored at a shower Wednesday evening arranged by Mrs. Sam Goldstein.

Guests included Mrs. Gene Narreagan, Mrs. Mabel Wright, Mrs. E. T. Burelson, Mrs. J. H. Sigg, Mrs. Earl Foy, Mrs. Harry Lay, Mrs. Margaret Seeler, Mrs. Ransom Webster, Miss Frances Maquin, Mrs. Sam Jennings, Miss Alice Westfield and the honor guest, Mrs. MacCullough.

**Portland Guests At Vincent Home**

Mrs. Alice Vincent has had as her guests recently her mother, Mrs. John Geist, and Mrs. Vincent's sister, Mrs. Sarah Henderson, both of Portland. Mrs. Henderson returned to her home the early part of the week and Mrs. Vincent and Mrs. Geist are spending a few days as the guests of friends and relatives in Klamath Falls.

**Mrs. Wray Leaves To Visit in North**

Leaving by train this morning was Mrs. M. T. Wray, who plans a vacation visit in northern cities. She will stop in Salem to spend several days as the guest of friends and relatives, continuing from there to Portland for a further stay.

Mrs. Wray plans to be away for the greater part of a month.

**Misses Salade To Leave Soon**

Among the many members of Medford's younger set planning to leave soon for schools and colleges are the Misses Helene and Jeanne Salade. The Misses Salade will leave by train Tuesday evening for Rose, Calif., where they will continue their studies at Katherine Branson's school.

They are the daughters of Mr. and Mrs. Louis Salade, Jr.

**Mrs. Stark Visits Here**

Among out of town visitors in the valley this week is Mrs. Stanley L. Stark, of Alturas, Calif. She is spending several days as the guest of her parents, Mr. and Mrs. H. Hamstrom, at their home near Central Point. The Starks are former residents of Medford.

## PRESIDENT STARTS TURBINES TURNING AT BOULDER DAM

(Continued from Page One.)

chief executive at the end of his address. He called the attention of the audience to it as the instrument for stirring into "life and creative activity" for the first time the "powerful turbines" of Boulder dam.

His words at the pressing of the button were written at the White House, as follows:

"Boulder dam, in the name of the people of the United States, to whom you are a symbol of greater things in the future; in the honored presence of guests from many nations; I call you to life!"

In the body of his address, the president said that America was rapidly becoming a "matured" nation and with this was developing an "increasing concern on the part of nearly every citizen for his economic security."

"This matter of economic security, I take it," he continued, "is not to be achieved by stinging for restriction of national income—real national income—but by aiming for more abundant and more widely distributed national income."

"A satisfying standard of living and security for a national household of nearly 130,000,000 people," he said, "is to be realized only by high productivity, broadly and equitably distributed, and wisely proportioned with respect to its drain on natural resources and to the variety of human wants it is destined to satisfy."

**Need Public Policy.**

He re-urged a public policy that would bring about a wider distribution of energy at the "lowest possible cost" and a decentralization of industry.

"Steeper inertia," he said, "has caused us to neglect formulating a public policy that would promote opportunity for people to take advantage of the flexibility of electrical energy that would send it out wherever and whenever wanted at the lowest possible cost."

Mr. Roosevelt spoke a word of defense also for the "public policy" toward electricity. He said:

"One who considers the matter with forthright vision can not convince himself that public policy for promotion of availability of electric energy can really harm the electric industry that exists today."

The president said it was not "irrational to believe that in our command over electric energy a corresponding industrial and social revolution is potential; that it may already be under way without our perceiving it."

**Cheap Power Coming.**

He said he still held the belief he expressed two years ago at Grand Coulee dam—that power eventually would be so cheap that it would become a "standard article of use, not only for agriculture and manufacturing, but also for every home within reach of an electric light line."

Urging a "higher form of accounting" of natural resources which takes into account "social values now left

## TO MERE ASSUMPTION" THE PRESIDENT SAID:

"If a nation were to establish in its social balance sheet a capital account for its energy assets, and were to charge against that account the water it permits to go unused, as well as the coal and oil that are used; or if the petroleum industry were charged with the gas it permits to go to waste—a quantity that is enormous in the United States; then perhaps all citizens would perceive that public policy and private conduct in respect to natural resources should be quite different from what they now are."

**Enroute to Capital.**

En route to the capital by a special train that caught up with him at North Carolina City after a 150-mile motor dash from Asheville in the western part of the state, the president was greeted by pushing and shouting after-dark crowds last night in the three tar heel cities of Salisbury, High Point and Greensboro.

**Boulder dam, across the Colorado River in Nevada and Arizona, was completed by contractors and formally turned over to the government last February 29. The structure, 727 feet high, backs up water in the greatest man-made lake on earth.**

Work started March 11, 1931, and the dam construction cost \$54,500,000. The whole federal project, including an all-American canal in Imperial Valley, California, is to cost \$165,000,000. A \$220,000,000 aqueduct to southern California also is under way.

## HANGING OF HALL DELAYED DAY BY PLEA OF MOTHER

(Continued from Page One.)

told newspaper men whom he called into his office. He said he acted on his own authority which allowed him to execute Hall at any time during Friday, September 11.

Hall was sitting in the death cell waiting for the guards to come when Butts informed him of the delay.

"He's the whitest man I ever knew," Hall said to Butts, referring to the warden's action.

Mrs. Hall last night wept in the governor's office in Olympia as she begged him to reprieve Hall, 34, former seminary student. The governor refused to stay the execution, but later, when telephoned asking for a two-hour delay so that she might fly to Walla Walla, he granted the request.

Butts made a wild dash by automobile across the state last night and early today to reach the penthouse before Hall was hanged. Butts telegraphed once from Ellensburg, just east of the Cascade mountains, that he was on the way. His automobile ran into an embankment, delaying him an hour, before he finally got there.

## THE ST. LOUIS AMERICAN CLUB IS THE ONLY MAJOR LEAGUE TEAM THAT NEVER HAS WON A PENNANT.

Mickey Cochrane, Detroit Tiger manager, thinks Ed Rommel, former-

ly of the Philadelphia Athletics, was the best fielding pitcher he ever saw.

Bert Johnson, Kentucky star half, is father of a husky son about five months old.

Jimmy Dykes, Chicago White Sox pilot, has never had a fight in baseball.

Closing time for Too Late to Classify Ads is 1:30 p. m.

## Mr. H. Popick Special Representative of Pacific Coat Co. Manufacturers of SPORT COATS DRESS COATS TAILORED SUITS 3-PIECE SUITS Will Take Special Orders at Burelson's Saturday — All Day



Advance 1937 styles shown now for the first time! Come in and inspect this grand line of coats and suits. Mr. Popick will take orders to your individual measurements and cooperate with you in finding the type of coat or suit you want for Fall and Winter.

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## INDIA TO WIDEN RADIO SERVICES UNDER ENGLISH

**DELHI — (UP) —** Immediate construction of a radio chain of nine new transmitting stations, located in various parts of India, is recommended in a report to the government made by H. L. Kirke, director of the British Broadcasting company's research department.

Construction of an elaborate radio system is in keeping with Viceroy Linlithgow's announced policy to make the fullest possible use of radio. This medium will be used extensively in India's new campaign of rural reconstruction.

Kirke has just completed an intensive study of broadcasting problems in this country.

He recommended that the first consideration must be distribution.

To carry out this program he reported medium wave retransmitting stations should be established in various parts of India. These stations should cater in language and program material for the province in which they are located.

Kirke's report indicated India offers a large field to the manufacturer who can produce cheap, simple receiving sets. At present Japanese sets are about the only ones on the market. British firms have, according to the report, scarcely touched this field.

At present virtually all broadcasts are made from Delhi, Calcutta and Bombay. Empire short-wave programs are rebroadcast for English listeners.

Considerable research work is to be undertaken immediately to enable maximum benefit from large sums of money the government plans to spend on radio broadcasting.

Indian universities and three scientific institutes already have started work on various radio and broadcasting problems.

**Curb Mile High Fire**

**LOS ANGELES, Sept. 11.—(AP)—** A mile-high fire in the Angeles national forest was curbed today after burning over 300 acres of valuable watershed of the Sierra Madre mountains.

Pete Appleton, Washington Senator hurler, is one of the best piano players in the big league.

## SCOTLAND YARD ADDS TO SPEED IN CRIME WORK

**LONDON.—(UP)—**Scotland Yard's expert cameramen who nowadays take numerous photographs at the scene of every big crime in the metropolitan area soon will get a new mobile darkroom.

The introduction of this vehicle, literally a laboratory on wheels, promises a big saving of time in the early stages of crime detection.

At present, photographers are rushed to the scene of a crime as quickly as possible, but their plates have to be taken back to Scotland Yard for developing. At times these pictures prove unsatisfactory and more photographs have to be taken. Many times on-the-spot conditions have changed considerably.

It is certain that photographers using the new van not only will save time but also achieve better results.

In addition to the darkroom with its tanks and other developing equipment, the van also will house a fingerprint compartment where experts can examine prints as soon as they are found and determine without delay whether they are important.

An extra strong chassis will enable the van to travel over rough ground and a special springing system will permit the photographic experts to work while the vehicle is in motion.

Another aid to police in tracking criminals is a provision endorsed by Sir John Simon, home secretary, which places airplanes at the disposal of police chiefs all over the country. The airplanes are available constantly, and while there is no intention that the police should purchase their own planes, a small rental fee is charged when planes are used.

**Weather**

Northern California: Fair tonight and Saturday, but overcast on Sunday; cooler interior north portion Saturday; moderate variable wind off the coast.

Oregon: Unsettled tonight, with rains northwest portion; Saturday rain, warmer interior tonight; cooler interior Saturday; increasing southwest wind off coast.

Closing time for Too Late to Classify Ads is 1:30 p. m.

## CHAMBER TO JOIN IN CIVIC EVENTS

Medford will be represented at all southern Oregon and northern California civic functions in future, it was stated today by Dwight Houghton, chairman of the Jackson County chamber of commerce inter-city visitation committee, following a meeting of his group yesterday afternoon.

Jack Bierna and A. Bender were named a sub-committee to provide Medford representation at the Gold Hill fair tomorrow.

Dr. W. F. Roney, Frank Gray and Dr. Lefroy C. Jensen were appointed to arrange for participation in the Yreka, Cal. Gold Rush Days on September 27.

The Rev. W. R. Baird, Dr. Jud Rickert and J. W. Rickert were selected to make provisions for representation at the Talent pear and tomato festival on October 2 and 3.

The city also will be represented at the annual convention of the Shasta Cascade Wonderland association in Klamath Falls on October 5, 6 and 7. C. M. Hurd being chosen to make necessary arrangements.

## PILOT NEAR DEATH FROM CRASH HURTS

**CROWN POINT, N. M., Sept. 11.—**(AP)—Beet with complications from internal injuries suffered in the crash of his Bendix racing plane a week ago, Benny O. Howard, Chicago transport pilot, battled for his life in the Indian Service hospital here today.

Damon Howard said his brother was weakened by recurring anking spells. Howard and his wife were seriously injured when their plane crashed about 40 miles north of this Navajo reservation post September 4, during the Bendix air race. Mrs. Howard, less seriously hurt, was described as recovering rapidly.

## FIVE KILLED IN WRECK ON MKT FREIGHT TRAIN

**ST. CHARLES, Mo., Sept. 11.—(AP)** At least five men were killed when 16 freight and oil-cars of an M-K-T train were derailed and destroyed by fire 20 miles southwest of here, and rescuers expressed fear several other transients may have burned to death.

Farmers and residents of small towns nearby gathered to aid rescuers in digging into the torrid pile of twisted iron and charred wood.

All of the train crew escaped injury.

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Of course there isn't! Real mayonnaise like Best Foods is made differently. That's why it's so much richer, creamier, more full-bodied! It contains only choice salad oil, freshly-broken eggs, a specially selected vinegar, and imported spices. No starchy fillers. It's all mayonnaise! And it's double-whipped for velvety smoothness.

Why not get a jar of Best Foods Real Mayonnaise today? See how much better you like it. Yet it costs but a trifle per salad. Ask your grocer.

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| Gums and Lifesavers, 3 for .....                  | 10c    |
| 2-quart Water Bottles .....                       | 19c    |
| 40c Squibbs Tooth Powder .... 25c size free.      | 33c    |
| Cashmere Bouquet Soap (formerly 25c), 3 for ..... | 25c    |
| Ipana Tooth Paste .....                           | 29c    |
| \$1.00 Adlerika .....                             | 79c    |
| 35c Lax. Bromo Quinine Tabs .....                 | 24c    |
| 1 doz. Aspirin Tabs., 5 gr. ....                  | 2c     |
| Packers Gloves, 3 pair .....                      | 19c    |
| 35c Hills Nose Drops .....                        | 19c    |
| Squibbs Adex (250 tabs.) .....                    | \$1.98 |

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