

At Publishers' Convention

With additional delegates expected during the day, the following were registered this morning for the convention of the Oregon Newspaper Publishers' association:

Walter W. R. May, public relations department, Portland General Electric company.

E. A. Koen, publisher, Oregon City Banner-Courier.

Edward E. Brodie, publisher, Oregon City Enterprise.

Bob Robinson, owner, Robinson Morris company, Portland.

Reuben C. Young, publisher, Gold Beach Reporter.

James C. Grant, Willamette Valley Lumberman's association.

H. J. Cox, Willamette Valley Lumberman's association.

W. J. White, Crown Willamette Paper company, Portland.

Bruce Dennis, Oregon Chain Stores, Portland.

Robert C. Notzen, Oregonian, Portland.

A. J. Lampert, Zellerbach Paper company, Portland.

Leith F. Abbott, Southern Pacific company, Portland.

L. E. Tulch, W.N.U., Portland.

L. E. Bladine, publisher, McMinnville Telephone Register.

Reo Young, advertising manager, Forest Grove News-Times.

L. D. Felsheim, publisher, Bendon Western World.

Charles M. Hulsten, University of Oregon, Eugene.

Eibert Bede, publisher, Spectator, Portland.

David Eccles, Portland.

G. M. Green, publisher, Ashland Tidings.

Velma Allen, Portland.

Robert K. Allen, publicity, Portland Journal.

Dean Eric W. Allen, University of Oregon school of journalism.

Robert W. Ruhl, editor, Medford Mail Tribune.

C. E. Ingalls, publisher, Corvallis Gazette-Times.

John C. Burnett, O. S. C. News Bureau, Corvallis.

Myron K. Myers, Corvallis Gazette-Times.

Fred M. Shideler, Corvallis Gazette-Times.

Alton F. Baker, publisher Eugene Register-Guard.

Philip J. Sinnott, manager, NEA Service, San Francisco.

Dan Bowerman, foreign editor, United Press, San Francisco.

Gilbert Wellington, Fenger Hall company, Portland.

Bill Phillips, news editor, McMinnville Telephone Register.

Henry N. Fowler, Bend Bulletin.

Amos E. Voorhies, publisher, Grants Press Courier.

Jerry Ounens, editor Oregon Legionaire, Portland.

N. A. Bedsworth, Pictorial Promotions, Chicago.

Alene Phillips, Oregon Blue Book, Salem.

Ralph C. Curtis, Salem Statesman.

E. A. Brown, Salem Capital Journal.

Ralph R. Cronise, Albany Democrat Herald.

Mrs. R. R. Cronise, Albany.

Ross Mackey, West-Holiday company, Portland.

Robert P. Holliday, president, West-Holiday company, San Francisco.

Betty Wagner, O.N.P.A., Eugene.

Austin B. Fenger, president, Fenger Hall company, San Francisco, and Mrs. Fenger.

J. F. Gale, United Press, Portland.

Ernest R. Gilstrap, business manager, Medford Mail Tribune.

Tom Ginn, advertising staff, Medford Mail Tribune.

Carol Wall, advertising staff, Medford Mail Tribune.

Harry Schenck, advertising manager, McMinnville Telephone Register.

Herb Grey, advertising manager, Medford Mail Tribune.

L. D. Drake, business manager, East Oregonian, Pendleton.

E. W. Zuiderduin, East Oregonian, Pendleton, and Mrs. Zuiderduin.

Carl E. Ponath, Linotype News, Portland.

R. C. Wright, Blake Moffatt and Towne.

CRATER LAKE'S BEAUTY BRINGS TEARS TO EYES OF MISSOURI VISITOR

Crater Lake was so beautiful yesterday, its water such a deep blue and so placid, that the sight of it brought tears to the eyes of Mrs. Lee E. Walton, who with her husband and daughter Helen, viewed the scenic gem for the first time.

The Waltons were driven to the lake by Mr. and Mrs. E. C. Jerome and Mr. and Mrs. Paul Rynning, and Mr. Jerome said today that he had never seen anyone so enthralled by its grandeur as were the three guests, who live in Springfield, Mo.

Mr. Walton is royal impresario of the Royal Order of Jesters, a Masonic body, and with his family is making a tour of all lesser courts in the United States. He said they had visited all the national parks, but that none could compare with Crater Lake in scenic beauty.

Mr. and Mrs. Walton and daughter were entertained at a dinner and meeting last night in the summer cabin of Jimmy Valentine on Rogue river, at which 14 members of the order of Jesters were present. Wednesday night, the visitors were entertained at a dinner by Ashland court 108. They left Medford today for Portland, with the promise to return in the future for a longer visit, and still expressing the wonderment of Crater Lake.

SUMMER CLASSES IN LEISURE ARTS

The leisure arts classes conducted at Lincoln grade school the past year, a WPA and local school project, will be continued through the summer months, or until further announcement, City School Superintendent E. H. Hedrick said today.

Under the direction of Mrs. Harriet Loomis, the classes will be here on Mondays, Tuesdays and Thursdays from 9 to 11 a. m. and from 1 to 3 p. m. All elementary school students in the city are invited to attend.

The classes instruct the youngsters in the art of pottery, sewing, basketweaving, model airplane building, coping-saw work and other manual arts.

Become Predatory
SACRAMENTO, Calif. (AP)—H. S. Vary, Sacramento county game warden, has added mowing machines and hay rakes to his list of "predatory animals." He says they destroy nests.

Livestock

Portland
PORTLAND, June 17.—(AP-USA)—HOGS—400 including 318 direct; market active, steady with Thursday's average; good to choice 170 to 210-lb. drivels, \$8.75@8.85; carload lots, \$9.00; few 240-lb., \$8.25; light lights, \$8.25; packing sows, \$6.00@6.25; choice lightweight feeder pigs, quotable \$8.75 and above.

CATTLE—50 including 30 direct; calves 50 including 34 direct; scattered sales steady; market mostly on cleanup basis; common steers, \$5.50@6.00; week's best grass steers, \$6.00; grain fed steers, \$6.75; common and medium heifers, salable \$5.25@7.00; low cutter and cutter cows, \$3.25@3.75; fleshy dairy type cows, \$4.50; bulls, salable \$5.00@5.75, few choice vealers \$7.50.

SHEEP—150 including 90 direct; market steady; 84-lb. spring lambs, \$6.25; common 45-lb., \$5.25; few old crisp lambs, \$4.00; medium and good 122-lb. slaughter ewes, \$2.25.

South San Francisco
SOUTH SAN FRANCISCO, June 17.—(AP-USA)—HOGS—400 including 247 direct; steady; about one low 185 to 215-lb. California, \$9.55; possibly 5 cents higher to packers; dozen packing sows, \$7.65.

CATTLE—100 including 88 direct; largely nominal, practically no steers on closing days; week's top \$7.50; heifers, mostly unchanged; for week all cows 25 to 50 cents lower, very dull; dairy cows showing maximum decline, hardly above \$4.00 at close; old head, \$3.50@4.25; bulls, largely \$5.00@6.00. Calves 36, including 22 direct; nominal; few 227-lb. calves, \$8.00.

SHEEP—1000 including 690 direct; holders 1200. No early sales; slow, largely north coast lambs; weak with yesterday's 25 decline; approximately 700 head medium to good 70-lb. north coast lambs, \$6.75 straight late yesterday.

CHICAGO, June 17.—(AP-USA)—HOGS 7,000, including 2,500 direct; uneven, 5-15 lower than Thursday's average; top 9.25; good light packing sows 8.00-30; medium weight and heavy kinds 7.40-85.

CATTLE 1,000; calves 500; most killing classes around steady in cleanup trade; best yearlings available 9.75; no load heifers offered; market quotable steady; most cutter grade cows 4.25-5.25; light kinds down to 3.75; bulls weak; light and medium weight offerings very drabby; practical top 6.75; vealers mostly 9.00 down; few 9.50.

SHEEP 4,000, including 3,000 direct; old crop clipped lambs and springers active, fully 25 higher; sheep firm; four doubles choice 82 lbs. Idaho spring lambs 9.75 straight; scattered small lots natives upward to that price; good and choice 80-89 lbs. clipped lambs 6.50-7.15; few head native slaughter ewes 3.00-5.00.

Portland Produce

PORTLAND, June 17.—(AP)—BUTTER—Prints: A grade, 27½c lb. in parchment wrappers; 28c in cartons; B grade, 26½c lb. in parchment wrappers, 27½c lb. in cartons.

BUTTERPAT — Portland delivery.

buying price: A grade, 25-25½c lb. in country stations; A grade, 23½c lb.; B grade, 1½c less; C grade 6c lb. less.

EGGS—Buying prices by wholesalers: Specials, 22½c extra, 20c; standards, 18c; special medium, 18c; extra mediums, 17c; undergrades, 16c dozen.

Cheese, country meats, live poultry and turkeys unchanged.

CANTALOUPE—Standards, 45c, 2.25-2.65; jumbo, 45c, 2.85-3.00; do. 36s, 2.70 crate.

WOOL—1938, nominal; Willamette valley, medium, 18c; coarse and braids, 18c lb.; eastern Oregon, 16-18½c lb.

Potatoes, onions, hay, unchanged.

Chicago Wheat

CHICAGO, June 17.—(AP)—Wheat: Open High Low Close
July 80½ 80½ 78½ 78½
Sept. 81½ 81½ 79½ 79½
Dec. 82½ 82½ 80½ 81½

Portland Wheat

PORTLAND, Ore., June 17.—(AP) Wheat: Open High Low Close
July 75 75 74 74
Sept. 74½ 74½ 73½ 73½
Dec. 75½ 75½ 74½ 74½

Cash grain:
Oats—No. 2, 38-lb. white 25.00; No. 2, 35-lb. gray 25.00.
Barley—No. 2, 45-lb. B. W. 25.00.
Corn—No. 2, E. Y. shipment 28.75.
Millet—standard unquoted.
Cash wheat bid:
Soft white 76; western white 75; western red 74.
Hard red winter ordinary 74; 11 per cent 75; 12 per cent 79; 13 per cent 85; 14 per cent 89.
Hard red spring ordinary 74; 11 per cent 75; 12 per cent 79; 13 per cent 85; 14 per cent 89.
Hard white-barn ordinary 77; 11 per cent 78; 12 per cent 79; 13 per cent 81; 14 per cent 83.
Car receipts: Wheat 31; flour 10; hay 3.

Wall St. Report

NEW YORK, June 17.—(AP)—Stocks found the going more difficult in today's market and an early feeble rally soon faded into a declining move that cut leaders down fractions to a point or more at the close.

At the start the list acted as though it wanted to extend yesterday's improvement, but readers quick-

ly lost heart and minus signs predominated after the first hour. A little support appeared just before the close and extreme set-backs were reduced in many instances.

The trading pace picked up a trifle on the forenoon sell-off, then slackened to a crawl which prevailed throughout the remainder of the proceedings. Transfers approximated 350,000 shares.

Today's closing prices for 32 selected stocks follow:

Al. Chem. & Dye	147½
Am. Can	86½
Am. & Pgn. Pow.	34
A. T. & T.	129½
Anaconda	23½
A. T. & S. F.	24½
Bendix Avia.	10½
Beth. Steel	41
Caterpillar Tract.	41½
Chrysler	41½
Coml. Solv.	7½
Curtiss-Wright	4½
DuPont	96½
Gen. Elec.	33½
Gen. Foods	29
Gen. Mot.	29½
Int. Harvest	80½
Int. Paper	8½
Johns-Man.	60½
Monty Ward	31½
North Amer.	18½
Penney (J. C.)	62½
Phillips Pet	32½
Radio	5½
Sou. Pac.	10½
Std. Brands	7½
St. Oil Cal.	28½
St. Oil N. J.	46½
Trans. Amer.	60½
Union Carb.	65½
Unit. Aircraft	25½
U. S. Steel	41½

San Francisco Butter
SAN FRANCISCO, June 17.—(AP-USA)—Butter, score 92, 26c; 91, 25c.

SACRAMENTO, June 17.—(AP)—Churning cream butterfat: first grade 28c; second grade 26c.

MAN HELD HERE ON ROSEBURG CHECKS

Wanted in Roseburg for allegedly passing fictitious checks, Arvel Lewis Black, 38, of Portland is being held in the county jail to await arrival of Douglas county authorities, who will return him there to face a charge of obtaining money under false pretenses.

Black was arrested by state police late yesterday afternoon on the Pacific highway north of Medford, following information received by radio. Black is also suspected of having issued bad checks in other counties, state police said.

PUBLISHERS HEAR NEWS EXPERTS ON TASTES OF PUBLIC

(Continued from Page One.)

relationship with business but believe that the newspapers, too, were caught unprepared to satisfy this sudden appetite on the part of the public for facts about industry. I think that they were not only slow in comprehending the size of the 'story' but that even now they are falling to realize its importance."

Great Opportunity.
Newspapers today have the greatest opportunity in their history, because, through facts, they can point the way to common sense opinions, Mr. Youel said. This can be done better by newspapers than any other medium, he continued, because (1) the press has behind it a tradition for impartial presentation of the news and "facts are now badly needed"; (2) newspapers provide a balance wheel through their editorial pages; and (3) newspapers are close to the people.

Human Interest Tops
Interested primarily in features, Mr. Sinnott advised the editors and publishers to allot their reporters more time to develop human interest stories and to ascertain the "why" and "who" of routine stories that in the haste of daily publishing are ordinarily accorded only commonplace treatment.

Mr. Sinnott said he subscribed to Horace Greeley's credo that, next to himself, the average human being is interested in his neighbors. That is why, Mr. Sinnott said, so much interest is shown in society and sports pages and in personal columns.

Frequently, Mr. Sinnott said, a small, routine article is culled from local papers and developed into an appealing story by the wire and feature services, the local journal having ignored its human interest values.

Mr. Sinnott pointed to newspaper over-emphasis of crime in an effort to mirror life.

"We say we must emphasize this news to keep society informed as to the dangers it faces," he quoted a newspaper friend. "On the other hand, we must develop a technique for covering the achievements of life which will compare with that for covering life's defeats."

Penter Not Present
A morning address by Morris Penter, assistant publisher of the San Francisco Examiner, was postponed as Mr. Penter was unable to arrive on time.

Mr. Baker introduced Dan Bowerman, former Medford resident and now associated with the United Press in San Francisco, and George Green, editor and publisher of the Ashland Tidings, who invited the delegates to inspect his new plant.

After the luncheon in the Hotel Medford, business was set aside for the day in favor of social events. A program for the remainder of the day included a golf tournament, a tea at the home of Mr. and Mrs. Ernest R. Gilstrap and a picnic supper and entertainment at the Elks picnic grounds at the Rogue river. This picnic is being given by the Crater club and several of the visiting delegates are to be initiated into honorary membership, the club putting on its impressive ritualistic service.

The convention will continue tomorrow, with business sessions scheduled for the morning, a tour for the afternoon and a dinner and program at the Chateau in the evening.

Starfish Saves Glasses
DEPOE BAY, Ore., June 17.—(AP)—Dick Pitts never expects this to happen again: He lost his glasses over a cliff. A few days later a tourist found starfish entwined around them. The glasses, identified as the ones Pitts lost, were undamaged.

KOOLAID
MAKES 10 BIG, COOL GLASSES
WITH Sunshine VITAMIN D
BOYS GIRLS FREE Aviation Caps
ASK YOUR GROCER

GIVE DAD A BREAK
Next Sunday is Father's day. Send him a card to show you care.
SWEM'S GREETING CARDS

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Open Evenings and Sundays

THERE IS A DIFFERENCE

There is a difference in delivery service. Our deliveryman, who is trained to give you personal service, is a regular member of our staff. That's why we call it the "Delivery service with a personality."

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CORN 2 cans 15c
Standby Golden Bantam

COOKIES, Nobility, lb. pkg. 29c
A Loose-Wiles product

PEAS
Goody Goody—that good kind.
No. 2 tin. The big size **10c**

MILK
All Brands
4 cans 25c

SHORTENING, Snowdrift, 3 lb. can 51c
COFFEE, Riverside Hiway, 3 lb pkg. 43c

SARDINES
Packed in Oil
6 cans 25c

BABY FOOD
Libby's or Gerber's
2 cans 15c

KERR LIDS, regular, 3 pkg. 25c
Pork & Beans, Van Camp's, 3 cans. . 25c
22½ ounce can. A summer favorite

ORANGES box \$1.39
Tree Ripened Valencias

VINEGAR gallon 15c
Jones's 40 grain. Bring container.

CERTO 2 bottles 45c

Better Meats

ROASTS	STEAK specials
Beef . . . lb. 15c Swift stamped, shldr. cuts	Round . . lb. 22c Swift stamped
Veal . . lb. 15c Fcy. milk fed veal shldr.	Rib lb. 22c Swift fcy. stamped beef
Lamb . . lb. 15c Shoulder of spring lamb. Very fancy.	Pork . . . lb. 18c Shldr. cuts fcy. young pork
	Lamb . lb. 17½c Shoulder cuts

HAM ½ or whole lb. 22½c
Fancy small hams

BEEF BOIL lb. 10c
Short ribs or briskets

VEAL STEW . . . lb. 12½c

Western Thrift Stores

TOILETRIES CIGARS REMEDIES

Every week-end for the past four and one-half years, your WESTERN THRIFT STORES have offered the people of southern Oregon and northern California outstanding values. We shall continue to do this every week-end. And that isn't all—our every-day prices are going to be kept down to the lowest possible minimum. So this is what it amounts to—lowest possible every-day prices and red-hot specials every week-end. Our slogan really carries weight—YOU CAN ALWAYS SAVE AT WESTERN THRIFT.

HINKLE PILLS BOTTLE OF 100 9c	ZINC OXIDE REGULAR SIZE 9c
HEINZ Strained Foods All kinds 4 cans 27c	SOAPS Giant O.K. 3 bars 10c Giant P. & G. 3 bars 10c Large Ivory 3 bars 25c Medium Ivory 6 bars 29c Lux and Lifebuoy 3 bars 17c Palmolive 10 bars 49c
PEROXIDE 4 OUNCE BOTTLE 4c	ASPIRIN Pure—5 Grain 12 FOR 2c
HELMETS We have the largest assortment of helmets in southern Oregon. Protect your face and neck from the direct sunlight. See the large display at our Main Street store. Dozens of colors and shapes to choose from and each helmet is priced right.	GOGGLES Colored goggles are practically a necessity these bright days. These glasses may be had in a variety of colors including light or dark smoke, blue or amber. Priced as low as 18c. We believe we have the best goggle values in town.

AVALON CIGARETTES Carton of 200 **SAT. ONLY 79c**

STOCK UP!! Vacuum Bottles
Buy your lamps in cartons of six and always have an "extra" on hand. We feature the genuine Edison Mazda lamps at the following prices:

25 Watt
40 Watt
50 Watt
60 Watt
75 Watt
100 Watt

15c EACH

Vacuum Bottles
ONE PINT 100-HOT Made in the U. S. A.
SATURDAY ONLY **63c**

TASTY - LAX
A gentle yet effective laxative tablet made from tasty Holland chocolate.
50c SIZE while they last
48 tablets **11c**

YOU CAN ALWAYS SAVE AT WESTERN THRIFT
UNDER THE BIG CLOCK At Main and Central Streets
125 EAST SIXTH ST. The only Red Front on Sixth Street

HATS-For Summer



Nothing so fresh and frosty looking . . . nothing so down-right flattering as a white hat! Cool, light felts in veiled charmers, flaring bretons . . . as well as loads of classic brims! See them all!

\$2.98 to \$5.00

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FINE GRAIN FILM DEVELOPING
Our prints are clearer, brighter, better—you get more good pictures on every roll
"Twice-a-day" delivery
SWEM'S
Kodaks & Supplies

IT'S A BULL'S EYE TIRE VALUE

GOODYEAR R-1

4.40-21 71c A WEEK	4.75-19 81c A WEEK
5.00-19 88c A WEEK	5.25-17 93c A WEEK

LOOK what you get when you buy the R-1! All the proven features that have made Goodyear tires the most popular tires in the world—CENTER-TRACTION to stop your car quicker . . . BLOW-OUT PROTECTION through patented Superwast Cord . . . 12% MORE RUBBER in the tread for longer wear—and many others! Only the price is ordinary.

USE OUR EASY PAY BUDGET PLAN

GOODYEAR ALL-WEATHER The extra-quality tire . . . the most famous tire on the market. First-choice of car owners for 23 years.	GOODYEAR SPEEDWAY A safe, dependable tire at big-saving prices. Guaranteed for life. As low as 50c A WEEK
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GOODYEAR TRUCK TIRES
Let us help you select the right Goodyear Truck Tire to fit your hauling need. A slight change of size or type can mean dollars in your pocket! Come in—no obligation.

If Your Casings Are In Good Condition It Will Pay You to Investigate Our **Re-Treading Service**
Let us examine your casings . . . we will tell you frankly if they are right for a re-tread job. If so, we can assure you the finest possible service PLUS moderate prices! You can DEPEND upon the re-tread work if it is backed by the reputation of this long-established, Medford concern!

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