

URGES MORE USE OF TOAST TO CUT WHEAT SURPLUS

CHICAGO, Nov. 29.—Father, mother and the children will have a "toasting time of it" after December 3, if they follow the dictates of the Wheat Council of the United States, which has announced a movement to popularize the greater use of toast with the American public.

All food industries and interests of the country are cooperating in this concerted effort to promote, through toast, a greater consumption of wheat so that the huge surplus may be reduced. The Wheat Council states, adding that it is believed bread consumption can be increased as much as 10 per cent by showing consumers how toast can be prepared in the most appealing way.

"The wheat farmer's troubles are due to the fact that he has produced too much wheat," the council says. "The American people are not eating as much wheat as they did before the war and foreign countries no longer need the United States as a source of wheat supply. During the war the people were urged to eat less wheat, while the farmer was brought to grow more. The time has come to reverse the war processes and, until this is done the 2,235,000 farmers who grow wheat cannot prosper."

Dr. L. A. Rumsey, member of the department of research and development of the American Institute of Baking, and Grosvenor Dawe, secretary of the Wheat Council and former editor of "The Nation's Business," are organizing various large cities in the toast movement. The General Federation of Women's Clubs and civic organizations are actively cooperating in the "Eat More Wheat" movement while the U. S. Department of Agriculture and national farmers' organizations, including the American Farm Bureau Federation, are working with the council for the stabilization of wheat production, according to the council.

The Wheat Council of the United States is the permanent organization effected by the National Wheat Conference held here last June.

PRESIDENT COOLIDGE ORDERS FREIGHT PROBE

WASHINGTON, Nov. 30.—Acting on telegrams received from Governor Nestos of North Dakota and other citizens of that state, President Coolidge directed the interstate commerce commission today to make a special inquiry into allegations that freight rates on coal mined in North Dakota amounted to a conspiracy to destroy the state's coal mining industry.

Governor Nestos telegraphed the president several days ago complaining of the increased rates and urging a congressional investigation. In directing the special inquiry, Mr. Coolidge was moved by a desire to have complete information at the disposal of congress should that body desire to act.

Civilian Aviation Hurt By Quake.

TOKIO.—The recent disaster has destroyed the organizations of civilian aviation in Japan, at least four concerns having announced they would close, partly on account of damage, directly sustained, in the earthquake, but chiefly owing to suspension of subsidies from the government. Proprietors of two of these concerns announce they will resume business as upholsterers.

A BIGGER AND BETTER MEDFORD

Facts and Figures Taken From the Official Records to Show That Medford and the Rogue River Valley Are in Better Industrial and Financial Condition Than Ever Before in Their History.

Once upon a time Medford had a boom. Like most booms the Medford boom busted. Also like most booms the Medford boom was followed by several years of acute depression, rendered all the more painful by the contrast between abnormal activity, and subnormal activity.

That Medford boom has never been forgotten. Its after-effects have never been forgotten. But what has been forgotten, what very few local residents have apparently realized, is that several years ago Medford recovered from this boom collapse, regained its normal health, and since then has been going steadily forward, until today, Medford is in every way in better condition than it has ever been before.

In an effort to dispel this inferiority complex, to return Medford to that spirit of optimism and self confidence and faith in its Destiny, which the conditions justify, the Mail Tribune is starting today a series of statistical articles, illustrated by charts, showing in graphic form just what condition this city is in today, just what condition it was in during the so-called boom days, and just what condition it has been in during the period intervening.

These statistical charts have been prepared by the Medford Chamber of Commerce. But they are not of the familiar and somewhat discredited "hot-air" type. It is not pretended that they show Medford is once more a boom town, that the economic millennium has again arrived, that all the people of Medford have to do is open their eyes and see a city of 100,000 people tomorrow morning.

Not at all. These charts are not even booster propaganda. In a sense, they are not propaganda at all. They are merely official facts, supported in every case by the official records, giving in chart diagram form the true history of Medford's business development during the past twelve or fourteen years, the good and the bad.

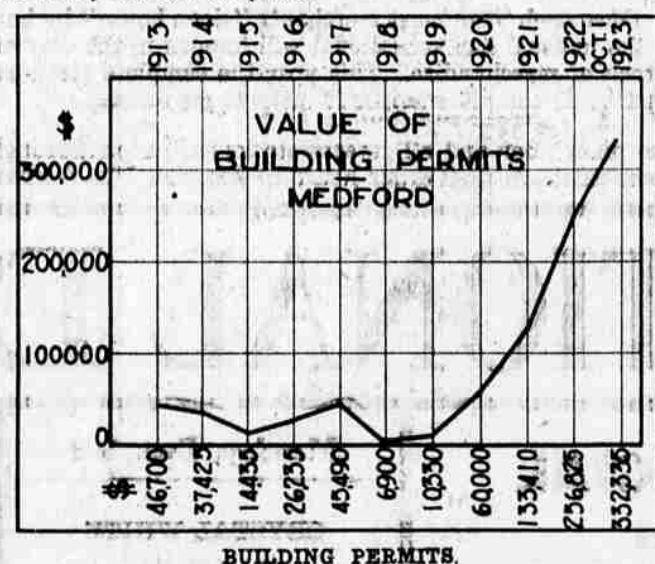
Know Thyself! That is the idea. These articles are printed so that the people of Medford may know what their city really is, what its condition is today and therefore what it is reasonable to believe its future is to be.

The first charts printed below show the growth in building permits and telephones. In explanation of these charts and those which follow it should be noted that no pretense is made that this is a complete survey, or even that all important local developments have been included. The committee in charge instructed to find out the precise business condition of Medford at the present time, simply adopted the methods employed for a similar purpose in other fields.

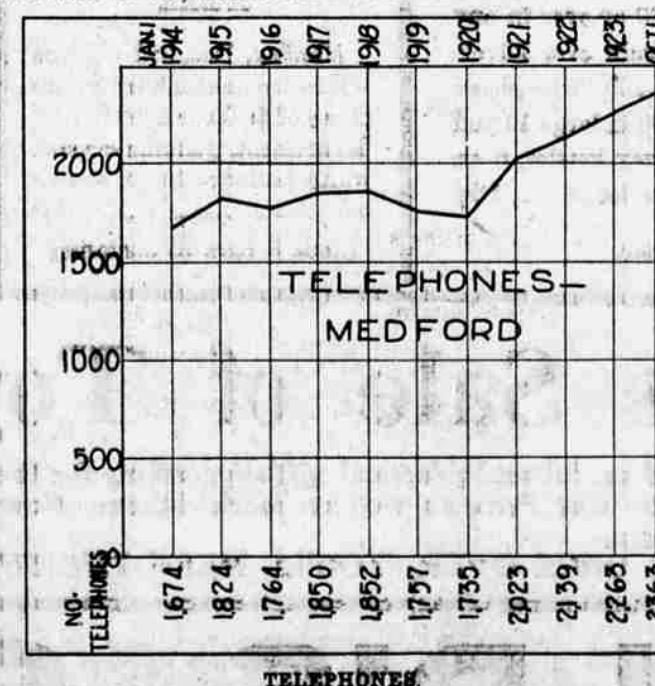
Limited by space and time the committee proceeded to investigate as many salient departments of the community as possible and particularly departments in no way related, so that the final result could be fairly termed, representative. No attempt was made to pick and choose. What might be called "samples" were taken here and there without any particular system and the results tabulated.

It might be stated at the outset, that the committee members were amazed at the result. We believe anyone who carefully studies today's tables and those which will follow will also be amazed to find just how encouraging the local situation is.

The first samples are printed below and more will follow until the survey has been completed:



Medford enjoyed no war prosperity, but since the war her growth and industrial improvement has been steady and consistent. See how the building permit curve has jumped upward since 1918 from a value of \$8,900 to a value of \$332,335 for nine months of 1923, an increase of nearly 5000 percent in less than one year. This record will undoubtedly be exceeded in 1924. For Medford has a genuine house shortage. There is a crying need for more homes to rent and buy, particularly of the better class. There is a great opportunity here for business capital to make a safe and profitable investment in new and modern home construction.



This chart tells the same general story. Over fifty percent increase in the number of phones in Medford in the past nine years. The record starts at 1674 phones in January, 1914, and the increase is gradual until 1920, when the number of phones jumps sharply upward.

GERMAN PEOPLE AT LAST CONVINCED THEY LOST THE WAR

BERLIN, Nov. 29.—Even the bitterest enemies of Germany, the enemies who have been most insistent in their declarations that Germany does not realize she has lost the war, would probably feel that Germans very generally realize their defeat if they could see the average German family struggling for sufficient food in the midst of unemployment, currency collapse and indigestion, or producers to exchange products of the land for paper marks which may be obtained by the billion in exchange for a single dollar.

When former Chancellor Cuno told American newspapers that Germans realize they lost the war, he voiced no untruth. There may have been millions of Germans who had not come to that realization before the mark declined to a point where a dollar brought one million marks, but when the mark fell below the value of the Russian paper ruble, German pride had such a fall that even the most recalcitrant followers of the ex-Kaiser were humbled.

In dualists may have profited by the drop in the mark, as is generally charged abroad, bankers may have reaped a big harvest (they have made extensive improvements in their buildings and expended fabulous sums in paper marks for betterments), but the distress of the average middle-class family cannot be questioned by a foreign observer who makes a study of the conditions in Germany, especially in the cities.

The middle class has been reduced to penury. With the unemployment following the closing down of so many factories because of the lack of fuel and raw materials and the upset condition of transportation, the laborers and their families are rapidly getting into the same distress that has hitherto been confined largely to white-collar folk.

Most factories which have not closed are working only part time, and the wages have not kept pace with the decline in the mark and the increase in the price of fuel and foodstuffs. The unemployment does not insure to supply even bread to the average family. Food riots are an everyday occurrence in most populous centers.

The average German mother realizes as she never realized before that Germany lost the war. The despair written on the faces of women in the markets when they inquire the prices of meat and potatoes and find their billions of marks will not buy a single meal for their children is a tragic demonstration of that realization.



He-Men Thrill, Page
There are few if any picture fans who did not see the epoch-making production of Rex Beach's novel of adventure in Alaska, "The Spoilers," made ten years ago by William Sells. It is safe to say that everyone who "saw" that picture will want to see Jesse D. Hampton's new screen version of it now playing here at the Page.

It pictures vividly the adventures, hardships, the rampant greed, and the devotion which were so forcibly brought out among the people taking part in the great Klondike gold rush. It is a thrill to the brim with just such rapid action, big dramatic moments and strenuous conflicts as screen patrons delight in.

The cast is a notable one, including Milton Sills, Barbara Bedford, Anna Q. Nilsson, Noh Beery, Robert Edeson, Mitchell Lewis, Wallace MacDonald, Ford Sterling, Robert McKim, Sam De Grasse, John Elliott, Louise Fazenda, Kate Price, Rockliffe Fellowes, Gordon Russell, Albert Roscoe, Tom McGuire and Jack Curtis.

"Trifling With Honor," Rialto
Real human drama is woven into the story of "Trifling With Honor," the photodrama at the Rialto theatre on Thanksgiving day.

On the baseball field Bat Shugrue hit around 400 and was the home-run king of the league. In private life his batting average was practically nil. Physically he was a battler, normally a derelict. But because his private life was his own and his professional life the public's, it was the latter side of his nature that "got into print."

Every kid who swung a bat on a sand lot knew of Bat Shugrue. He was a champion of his class, therefore a hero with the lads who loved the national sport.

Bat was signed by a sports syndicate to write a series of articles dealing with his boyhood life and early training.

It was a thrill to the kids, and because it depicted Bat as the cleanest type of youngster it left an indelible desire on the part of his boyish worshippers to do things worth while.

STOMACH MISERY, GAS, INDIGESTION

"Pape's Diapepsin" Corrects Sour, Upset Stomachs at Once

"Pape's Diapepsin" is the quickest, surest relief for indigestion, gas, flatulence, heartburn, sourness, fermentation or stomach distress caused by acidity. A few tablets give almost immediate stomach relief. Correct your stomach and digestion now for a few cents. Drug-gists sell millions of packages.

Announcement

Our large stock is daily increasing to meet the ever-growing demand of our customers for a more varied assortment of quality merchandise.

You are assured perfect satisfaction from the use of the following brands carried in our store:

Atkins Saws
Keen Kutter Nail Hammers
Chaney Machinists Hammers
Krauter Pliers, 68 patterns
Enterprise and Universal Food Choppers
Keen Kutter Axes
Garlock Packing
Lowe Bros. Paints
Keen Kutter Chisel
Chinamel
Colonial Ranges
Goodell-Pratt Machinists' Tools
Du Pont Explosives
Yale Locks
Vollrath Enamelware
Cannon Ball Door Hangers
S. & M. Spotlights, in Xmas Packages
Rie Nie Fan Belts
Nibroc Paper Towels
Community Silver Ware
Remington Pocket Knives
Genuine Stilson Wrenches

All these brands have a national reputation for being quality leaders in their line. It is the aim of this store to supply nothing but the best at the very lowest price possible.

Our guarantee means satisfaction to you

Medford Furniture & Hardware Co.

45 N. Bartlett