



Golden West Coffee

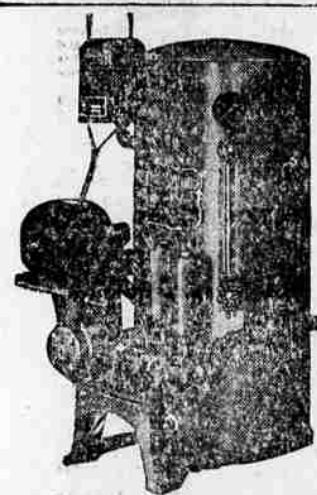
High Grown

It's just right

HEAD—NOSE—THROAT—EARS
KONDO'S for Headache, Deafness, Cold in Head, Dry Nose, Catarrh, Colds of all kinds. Doctors, Dentists, Nurses recommend KONDO'S. 30 years doing good. Ask for sample free.

KONDO'S CATHARTIC PILLS

Minneapolis, Minn.



WATER PAUL SYSTEMS

ARE FURNISHED AS LOW AS

\$120

DEMONSTRATION THIS WEEK

PAUL'S Electric Store

33 N. Central

Medford, Oregon

If this Signature

E. W. Grove

is NOT on the Box, it is NOT

BROMO QUININE

"There is no other BROMO QUININE"

Proven Safe for more than a Quarter of a Century as a quick and effective remedy for Colds, Grip and Influenza, and as a Preventive.

The First and Original Cold and Grip Tablet

Price 30 Cents

CALIFORNIA HOLDS RECORD FOR HEAT, ALSO 36 BELOW

SAN FRANCISCO, Cal.—California boasts about its climate. And California has lots of climate to boast about, according to the United States weather bureau here, which says California has a greater assortment of climate than any other state and more contrasts.

The hottest temperature ever recorded in the world was in Death Valley, July 10, 1913, when the mercury rose to 134 degrees in the shade. Bodie, in Mono county, holds the California record for the other extreme, with 36 degrees below zero.

While many parts of the state have never seen snow, Alpine county had a fall of 73 feet in the winter of 1906-07. Del Norte county registered 153.54 inches of rainfall in a single year.

Lake county had 71.54 inches fall in a single month.

In San Bernardino county it once rained 16.71 inches in a single day. In the same county there is a section where not a drop of rain has fallen for more than two years.

Point Reyes, on the California seacoast, has the coolest summer in America with a mean temperature of 54 degrees.

In some sections of California, high in her great mountains, frost can be found in every month in the year. Other sections never have frost and no extremes of heat, and vegetables, berries and fruit are harvested every day of the year.

San Francisco has one of the most equable climates in the world, the annual mean for 40 years being 56 degrees Fahrenheit. September, the warmest month, has a mean or average temperature of 59.1 degrees, while the coldest month, January, shows a mean of 49.6 degrees. Because San Francisco is never too hot and never too cold, manufacturers and other employers of labor say the San Francisco Bay district is the most efficient working place known.

In 20 years there have been only 28 thunderstorms in San Francisco. Since 1871 snow has fallen here only 14 times. It was never deep and never lasted long. Most of the snow was merely a passing fall of but a few minutes duration.

Church Congregation Following Sermon, Vote Pierce Support

SALEM, Ore., Feb. 11.—Following a sermon by Rev. Blaine E. Kirkpatrick, the congregation of the First Methodist church of Salem yesterday voted unanimously in endorsement of Governor Pierce's policy in enforcement of the prohibition law. This was on motion of Dr. E. S. Hammond of Kimball College of Theology. Governor Pierce was present.

The pastor's subject was "putting social sympathy into deed." He emphasized the points that every Christian citizen should be alive to the questions of the day and that every public official who does his duty should feel the backing of the church, while every public official who fails to do his duty should feel the condemnation of the church.

ARGENTINA MAKES STRIDES CHEESE-PRODUCING COUNTRY

BUENOS AIRES—As a producer of cheese, Argentina in the last decade has made the greatest showing of any country in the world, according to Leon Estabrook, the American agricultural expert, who is temporarily serving the Argentine government.

Between 1913 and 1923, his statistics show, the country's cheese production increased 766 per cent.

For Swollen Joints

Most remedies fail but Joint-Ease succeeds.

It's for joint troubles only, whether in ankle, knee, hip, elbow, shoulder, finger or spine—whether rheumatic or not.

It limbers up stiff, inflamed, painful, creaky joints so quickly you'll be astonished.

Two seconds' rubbing and away it goes through skin and flesh right down to the bone and ligaments—that's why it succeeds. Ask all druggists. Adv.

HAWLEY LEADS IN SUPPORT OF TAX REDUCTION

WASHINGTON, Feb. 11.—The revenue bill was formally reported to the house today by the ways and means committee which had it under consideration since the opening of congress. The measure will be taken up for consideration on Thursday with about a month of debate in prospect before it will be passed.

The bill, as reported by Chairman Green, provides for complete revision of the federal taxes and a 25 per cent reduction in the 1923 personal income taxes payable this year. Three other reports were made, however, the differences centering on the income rates with particular reference to the surtax schedule which was reported on the lines recommended by Secretary Mellon.

Eleven republicans submitted one of the additional reports, arguing more vigorously for the 25 per cent surtax maximum than did the chairman, who has openly supported a maximum rate of 35 per cent.

The eleven were: Representatives Hawley, Oregon; Treadway, Massachusetts; Young, North Dakota; Tilson, Connecticut; Bacharach, New Jersey; Hatley, Washington; Watson, Pennsylvania; Mills, New York; Kearns, Ohio; Chittenden, Illinois; and Crowther, New York.

Representative Fear of Wisconsin, republican insurgent, submitted a separate report, arguing for retention of the present surtax maximum of fifty per cent and a greater cut in the normal taxes, while Representatives McLaughlin, Washington and Timberlake, Colorado, the other republicans on the committee abide by the report of the chairman. Eleven democrats of the committee signed the other report which places the surtax maximum at 44 per cent and calls for greater cuts in the normal income tax rates than provided for in the Mellon schedules.

COMMANDER OF SHENANDOAH AND OFFICER REMOVED

WASHINGTON, Feb. 11.—Predictions that Commander F. R. McCrary and other officers are to be removed from the personnel of the navy's dirigible Shenandoah and that Lieutenant Commander Zachary Lansdown, will command the big ship on her polar exploration flight will be published today in the Washington Post.

The article states that Commander McCrary is to be removed from command of the Shenandoah and the Lakehurst, N. J., air station, and assigned to sea duty, while his executive officer, Commander J. H. Klein, Jr., also is to be relieved from duty aboard the dirigible, but may be given command of the station, and Commander R. D. Weyerbacher, the construction officer, probably will be transferred to command of the naval aircraft factory at Philadelphia.

Captain Anton Helms, employed by the navy in a civilian capacity as an engineer, it is added, is expected to accompany the crew on the polar flight.

CHURCHILL TO SPEAK AT FORUM WEDNESDAY

J. A. Churchill, superintendent of public instruction of the state of Oregon, and H. B. Pier, financial secretary and manager of the organization and service department of the Oregon State Chamber of Commerce, will address the members' forum of the Medford Chamber of Commerce on Wednesday noon at the Hotel Medford.

Superintendent Churchill has before delivered interesting messages to members of the Chamber and as the department of government which he represents is of great importance, members of the chamber should be in touch with its program.

Secretary Pier is making his first visit to southern Oregon. He occupied a responsible position with the Los Angeles chamber before coming to Oregon.

Remodeling of Conger Parlors Nears Finish

The Conger funeral parlors are near completion after a thorough remodeling of the interior. Several new rooms with new furnishings have been added and the entire chapel, family room and music quarters are finished in ivory.

The change marks another forward step in the progress of the Conger mortuary, and affords the people a service along these lines, equal to that of a city many times the size of Medford.

Haskins for Health.

R. A. M. Crater Lake Chapter No. 32 Special convocation Tuesday, Feb. 12th, 7:30 p. m. Royal Arch Degree. Refreshments served. Visitors welcome. A. F. NOTH, Secy.

FAKE BOOTLEGGERS RESPONSIBLE FOR MANNIKEN'S DEATH

NEW YORK, Feb. 11.—With the body of Louise Lawson on the way to her home in Walnut Springs, Texas, the police today continued efforts to establish the identity of two men who gained entrance to her apartment last Friday when she was strangled in bed. The police are working on the theory that the murderers were the same two, who, claiming to be bootleggers, were refused admittance by the young woman a month ago.

Miss Charlotte Wakefield, friend of the dead girl, told police of last month's visit, which, she said apparently had disturbed Miss Lawson. The men had shouted through the closed door that they were bringing a case of gin, sent by friends.

Miss Lawson had a girl visitor at the time and did not admit the pair, but told them she was not expecting liquor and would not receive it. The police believe it possible the men, pretended bootleggers at the time contemplated robbing Miss Lawson of her many jewels. Disconcerted by the presence of a visitor, it is thought they may have watched the girl's movements and finally forced an entrance upon the same pretext when she was alone.

JACKSONVILLE VOTES FOR A SCHOOL GYM

In a special election Saturday, the Jacksonville school district by a vote of 61 for, and 51 against, voted in favor of a school gymnasium to cost \$7500. The school board will start work at once on the building of the structure.

DETECTIVE REDUCED TO POLICEMAN, SUICIDES

NEW YORK, Feb. 11.—Patrolman Charles Battalora, for ten years a first grade detective, and who was reduced to a patrolman, shot and killed himself with his service revolver in his Brooklyn home last night. The demotion carried with it loss in pay of \$800 a year.

3 AMERICANS ARE DECORATED BY JAPAN GOVT.

TOKIO, Feb. 11.—(By the Associated Press.)—Three Americans were among those receiving imperial decorations today in ceremonies incident to celebration of Japanese Empire day, a national holiday. The order of the Sacred Treasure, third class, was conferred upon the Rev. David Bowman Schneider, of Pennsylvania, a mission-

ary of the reformed church in the United States and president of the North Japan college since 1901. He was awarded the fourth order of the Rising Sun in 1916.

The Order of the Sacred Treasure, fourth class, was conferred upon the Right Rev. Bishop John McKim, of the Protestant Episcopal church, bishop of Tokio since 1893.

Dr. Rudolf Boiling Tiesler, formerly of Richmond, Va., and commander of the American Red Cross in Siberia from 1918 to 1921, who came to Japan in 1900, was decorated with the Order of the Sacred Treasure, fifth class. He is a director of St. Luke's international hospital at Tokio and a member of the American embassy staff and the American Episcopal mission.

Irish Emigration Doubles. DUBLIN, Jan. 25.—Emigration

from Ireland continues to decrease. It was about 69,000 in 1902; 30,000 in 1914, and about 13,000 in 1923.

COLDS

Break a Cold Right Up with "Pape's Cold Compound"

Take two tablets every three hours until three doses are taken. The first dose always gives relief. The second and third doses completely break up the cold. Pleasant and safe to take. Contains no quinine or opiates. Millions use "Pape's Cold Compound." Price, thirty-five cents. Druggists guarantee it.

Tuxedo TOBACCO

fresh from the factory

WHEREVER YOU GET IT

NOW 12c

Just two things have made it possible for us to give you this 20% reduction on Tuxedos:

1. A reduction in the cost of Kentucky Pure tobacco and in package materials, as well.
2. The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)

Tuxedo is always FRESH. Every package is—

Guaranteed by The American Tobacco Co.

Newspaper Proven Dominant Factor in Publicity

The advertising history of 1923 has not as yet been written nor have the figures pertaining to it been tabulated and printed, but enough is known to warrant the statement that it was by far the most successful year in the long and expanding history of newspaper advertising, and that the newspaper as a vehicle for reaching and influencing the people through advertising, has proved itself to be the dominant factor, all other forms of publicity having been overwhelmingly surpassed.

Newspapers Have Decided Advantage

Newspapers have the advantages of local contact and frequency of publication, but the paramount advantage of the newspaper lies in its claims upon the intimate interest that exists between it and its readers, the really personal acquaintance that exists between it, its readers and its advertisers, and this intimacy begets a confidence that overspreads all, and it is this ever growing and ever cementing confidence that perpetuates newspaper superiority.

The magazine that enters a home, no matter how excellent it may be, is a visitor from a distance, a stranger within the family circle, and while it may furnish entertainment that is enjoyable, it cannot be accepted as a neighbor whose acquaintance has been improved over a long period, in many instances longer than runneth the memory of man, and this familiarity, which has attained the tangibility of substance, is a reliable bulwark upon which the newspaper can forever lean with the assurance that it will not crumble, and this is why the newspaper is so much more dependable as a messenger of advertising.

It is not an infrequent caller at the home, one that enters by chance, but one that is led there by necessity—a necessity born of curiosity that is inherent in every human breast, and must be satisfied—a thirst for knowledge of what the world is doing, what the people of a state are doing, what the people of a community are doing, and what is happening throughout these territories and there

is a vast difference between the dissemination of news and the dissemination of entertainment.

News must be had. Entertainment can be dispensed with.

This is a comparison of the power of news to perpetuate newspaper publication, and the absence of that power in a magazine or a periodical, and when it is considered that the newspaper of today also furnishes educational features, fiction and humor, and that it completely satisfies the reading zest of the average person, it must be clear that as the years roll on, and newspapers more and more fully appease the desire of men and women for information and instruction, guidance and entertainment, that the demand for the magazine must grow narrower and narrower, and that the day must eventually come when the justification for its existence will have diminished to the vanishing point.

Automobiles Have Helped Advertising

The mail order houses of the country have been dealt a wallop from which they will scarcely recover. The accessibility of the automobile has placed one in possession of nearly every man in the country and now he and his family ride to town to do their shopping, and this adds to newspaper popularity, because the post office department, having improved rural free delivery, slips a daily newspaper into the metal box that is attached to a post by the front gate of the agriculturist, and while he is posting himself upon the general political situation, his wife discovers where she can to best advantage trade.

Many stores in our centers of population, maintain mail order bureaus and during the year dispose of immense quantities of goods to ruralists who do their shopping by letter, ordering from advertisements that appear in daily and Sunday newspapers, and each of these transactions puts a crimp in the mail order house, and forecasts a millennium in which there will be no mail order magazines and no mail order houses.—Charles M. Peck.