

Here is a message of great importance to those who have never experienced the superior comfort of riding on genuine low air pressure tires.

TODAY car owners want to know just two things about balloon tires—their ability to give greater comfort, and ability to give long wear.

In too many instances one characteristic is found without the other.

That is, many balloon tires must be run too hard for comfort, in order to save them from excessive wear.

Or if the tires are run soft enough to give full balloon cushioning, they wear too rapidly.

In U.S. Royal Balloons this trouble has been entirely avoided by two outstanding achievements in tire building.

Achievements which make it possible to run U. S. Royal Balloons at true low air pressures with absolute safety to the tires.

The new flat "Low-Pressure Tread" distributes the weight evenly over a much larger tread surface than a round tread balloon. The wear is slow and even.

Latex-treated Web Cord construction gives this famous tire that exceptional combination of strength and flexibility which permits perfect balloon cushioning.

As a result of these U. S. Rubber Company developments, U. S. Royal Balloons have been established as "the Balloon Tire Principle at its Best."

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U.S. Royal Balloons

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with the New Flat "LOW-PRESSURE TREAD" and built of Latex-treated Web Cord



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ACUTE COLD TO BE ELIMINATED BY HEALTH BID

Dr. C. J. Smith Tells of Work of State Board of Health—Believes Cold May Be Conquered As Housefly Menace and Typhoid Epidemics.

That the state board of health intends to make Oregon as free of acute colds as it has made it free of the housefly and typhoid fever, was the statement of Dr. C. J. Smith of Portland, president of the board, at the meeting of the Oregon state medical society here last night.

Dr. Smith pointed out that the acute cold has represented a loss in the country of four per cent of the school funds, due to absences of pupils and teachers. He predicted that through research and preventive medicine and hygiene, the common cold could be greatly reduced if not practically eliminated.

"Many people will ridicule this prediction," said Dr. Smith, "just as they ridiculed the prediction that the housefly would be rendered innocuous and that formerly dreaded scourge, a typhoid fever epidemic, made practically unknown in this state. But Oregon can do it, just as Oregon did away with the common drinking cup. We have naturally one of the healthiest states in the country. We have the best and purest water systems in the country. Oregon took the lead in fighting the common drinking cup, and today this menace to health has been swept from the United States. We can do the same with the common colds."

That the people of Oregon who insist upon healthy nursery stock, should insist upon an examination of the mental, moral and physical health of the men who treat them for disease, was one of the contentions of Dr. Wilson Johnson of Portland, who gave a talk on the aims and purposes of the Oregon Public Health League. Dr. Johnson endorsed a uniform examination for all health practitioners. The time has passed, said Dr. Johnson, when the family doctor can attend to community health. With the growth of population, public health has become a department in itself, and the health league answers an imperative public demand, particularly in the line of personal hygiene and preventive medicine.

Today was given over largely to papers of technical nature, closing tonight with the annual banquet at the Hotel Medford and the address by the president of the society, Dr. Alfred C. Kinney of Astoria.

Need of Medical Treatment. Twenty-five million youths and adults in the United States are below par physically and are in immediate need of medical aid.

This was the statement of Dr. E. A. Sommer, chairman of the executive committee of the Oregon Public Health League, and a member of the Gorgas Memorial Institute. "There is now in the hands of the scientific medical profession," said Dr. Sommer, "sufficient definite information about the prevention and cure of disease to reduce the present average number of 3,000,000 cases of daily illness in the United States at least 25 per cent, probably 33 1-3 per cent, if the public will co-operate intelligently with the doctors. This means a saving in preventable illness and premature death, measured in money, of one and one-half billion dollars. It means in addition that the average span of life will be increased from the present average of 58 years to 65 or 70 years and more. It means longer life and better health, the minute each individual realizes his body is but a machine and should be treated with the same care and attention a man gives his automobile."

"The Gorgas Memorial Institute," Dr. Sommer said, "is a national foundation to carry out ideas of preventive medicine, demonstrated on a grand scale by General Gorgas when as Surgeon General he cared for the physical well-being of nearly 5,000,000 soldiers; and previous to that in the Panama Canal Zone, where his preventative measure conquered yellow fever."

"Calvin Coolidge is titular head. The board of directors consists of such men as William D. Haggard, president of the American Medical Association; Judge John Bassett Moore, Dr. Ernst A. Sommer, Tyson Dines, attorney, Denver; Edward L. Doheny, Major General Merritt W. Ireland, Surgeon General Cumming, G. M. Reynolds, Adolph Ochs, editor of the New York Times; Dr. William J. Mayo, Dr. Franklin Martin, Dr. G. W. Crile, Bernard Baruch, Vice-President Charles G. Dawes, Dr. Leo S. Rowe, director of the Pan-American Union; Dr. Gilbert Fitzpatrick and Dr. Frank Billings."

"Through the medium of the Gorgas Memorial Institute," continued the doctor, "leaders in medicine and in finance have united to show people how to acquire good health and to live long and productive years. The problem heretofore has been to make knowledge available to the average individual in such a form that he will understand it and make its presentation sufficiently attractive to command his attention. But now the Gorgas Institute is doing that with co-operation of its members and the newspapers, the radio and the magazines. No one can instruct in matters of health so well as the physician who has spent many years of his acquiring the best knowledge obtainable in the care of the body medicine."

"Education is imperative. The great American University, the newspapers, must be relied upon to assist in educating the public to

better ways of health. The newspapers of this city, I desire to thank for their help. Other newspapers from the Pacific to the Atlantic are co-operating because they know less sickness in their own community means more money for their people to spend for other things. It means more flivvers, better food, clothes, more homes, more satisfaction in living."

"The yearly health audit, whereby the physician is enabled to discover incipient diseases before they have wrecked the body beyond repair is an important part of the Gorgas Memorial program. The health audit is the only means of guarding against the so-called degenerative diseases of middle age and also to check ill results which follow wrong habits of living in young and old," concluded Dr. Sommer.

Public Health Service. Dr. Walter H. Brown of Salem cited in his brief speech on "The Child Health Program and the Family Physician" that by personal hygiene the relationship between the physician and child welfare could be strengthened to a great extent. If such were practiced in the form of periodic examinations physicians could hold a supervision of the health of well persons. As he concluded he added that personal hygiene will be made one of the features of the state health program.

Due to the inability of Dr. Harold C. Bean to attend the present session, his speech on "Periodic Examinations of Well Persons" was cancelled.

Dr. Wilson Johnson of Portland followed with his speech on "Aims and Purposes of the Oregon Public Health League." He stated the main purpose of the league is for the forming of a connective link between the people and the members of the medical profession, and that he believed public meetings, such as last night's, brought the two more together. He also emphasized the need of doctors, coming into the state from another, to take examinations to prove that they are competent in handling the ill of the people.

Dr. Ernest Tucker of Portland, who was to have presented the last number of the program, an address on cancer, was unable to attend. "Reward of Courage," a film used in connection with the address, was shown without the speaker.

Local citizens, as a whole, did not take advantage of the splendid opportunity offered last night to improve their knowledge of disease prevention, as was expected. However, those who were present, were highly appreciative of the many truths given by the various speakers during their talks on their respective subjects.

Today's Program. The program for today was as follows:

- 8:00 A. M.: Second session of the house of delegates.
- Roll call.
- Reading of minutes of house of delegates.
- Address by chairman of the council.
- Memorials and communications.
- Unfinished business.
- New business.
- Report of committee on nominations and election.
- Adoption of minutes as a whole.
- Adjournment.
- 9:30 A. M.—Scientific session.
- Dr. C. A. Hamann, Cleveland, Ohio, "Some Features in the Diagnosis and Treatment of Gall-Bladder Diseases."

Dr. Alexander H. Peacock, Seattle, "Symptoms of Preteral Sticture." A study of one hundred cases, with synopsis of fifty cases, with lantern slides.

Dr. H. W. Howard, Portland, "Chronic Urethritis As a Source of Abdominal Pain." With lantern slides and case reports.

Dr. John G. Cheetham, Portland, "Pyuria—Significance of Its Presence or Absence in Urological Conditions."

Dr. A. C. Crank, Portland "Relative Benefits and Responsibilities of the Oregon Compensation Law."

1:00 p. m.—Obstetrical symposium.

Dr. C. E. Hunt, Eugene, "The Gwathmey Method of Anaesthesia in Obstetrics."

Dr. A. W. Holman, Portland, "Morphine Scopolamin Narcosis in Obstetrics."

Dr. J. T. McKay, Hillsboro, "Prolonged Labor."

Dr. C. J. McCusker, Portland, "Summary of Present Day Treatment of Eclampsia."

Dr. W. T. Phy, Hot Lake, "Spinal Anaesthesia."

Dr. E. A. Pierce, Portland, "Some Diagnostic Points in Thoracic Adenitis." With lantern slides.

Thursday, September 3, 6:00 p. m.—Organization of woman's auxiliary.

7:00 p. m.—Annual banquet, Hotel Medford. All physicians and their ladies.

President's address, Dr. Alfred C. Kinney, Astoria, "The All Round Good Doctor—Then and Now."

There will be other speakers and entertainment on the program.

Dr. A. C. Kinney, president of the society, who was scheduled to arrive yesterday, is expected to be in the city some time today. Dr. Kinney is making the trip from his home at Astoria to Medford by motor.

In the way of entertainment, many of the visiting doctors and their ladies are being driven about the valley by local citizens to show the visitors the scenery for which Southern Oregon is noted. Others take advantage of the local golf course. Tonight and tomorrow night many will attend social functions given especially in their honor.

Tomorrow Program. For tomorrow, the last day of the session, the following program has been prepared.

Friday, September 4, 8 a. m.—Third session of the house of delegates.

Roll call.

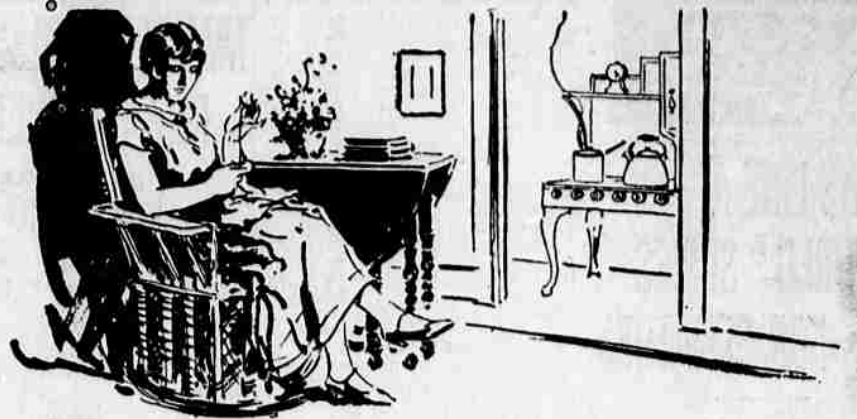
Unfinished business.

Adjournment of house of delegates.

9 a. m. General Session—Reading of minutes of house of delegates.

Election of officers.

Election of three councilors.



ELECTRIC COOKING —less watching

The roast, for instance—first a quick searing to seal in the savory juices, and then a slow cooking heat as in a fireless cooker. That's in the oven.

But over here, something is simmering gently in a saucepan. Another pan is bubbling vigorously at the lid. Tomorrow morning's prunes are stewing leisurely between whites.

Dinner is being prepared—and it must be watched, too. For each different dish requires a different method, a different heat. One fire will not do for all.

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