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M. C. MOGENSEN & COMPANY
Office in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland.

Smudge Smoke

Stan Sherwood, of the po. has
skinned out for Los A. creating
a vacuum in the social whirl, of
vast proportions.

Reverse turning at live-wire
corners is now forbidden, causing
many to do it, who never
thought of it before.

The fauna and flora of the
valley is coming along fine, and
there will be a bumper crop of
fox-tails, yellow mustard, and
dandelions, the latter making
excellent wine.

A gutter of snow felt the first
of the week, not lasting any
longer than a snowball, in the final
abode of the ornerly.

The Wall Street enthusiasts did
not sell last month, or the month
before, they are not going to sell
now and if nothing happens they
are NEVER GOING TO SELL.

Brisbane's Today

(Continued from Page One)
The brokers are off for a three-
day rest, defying the bears and all
the powers of darkness.

A bad little boy told his mother,
"I didn't pray last night or the
night before. I am not going to
pray tonight. Then if nothing hap-
pens I am not going to pray any
more."

Britain plans gigantic bombing
planes, each with six turrets on
the wings, one on each wing tip,
one in the center.

Guns in the flying turrets
would have no "blind spots," per-
fect vision in all directions. Their
quick-firing guns would fight off
swifter pursuit planes attacking
while they dropped bombs on the
cities below.

Fortunately these planes are not
planned to attack us. We are about
as well prepared to receive them as
a rabbit in an open field to receive
half a dozen eagles.

Governor Smith vetoes a bill that
would prevent development of im-
portant water power and does it
wisely. Nature lovers say the
scenery around the proposed hydro-
electric development is beautiful,
and they don't want it disturbed.

THE ETERNAL QUESTION

EASTER as a festival of immortality, has undoubtedly greater
validity today than ever before.

In spite of the hard things said against Science, by those
who are called Fundamentalists, it is Science which has supplied
this validity.

For Science has reduced those who do not believe in Immor-
tality to this contention:

"Everything is indestructible but Life!"

Science has shown the elements of matter are indestructible.
Matter, in fact, is merely a form of energy. If what we call
matter is eternal, how much more reason is there for the belief
that what we call spirit, can never die?

With all our knowledge the secret of life is still untold.
But a faith in its continuation after death is justified more and
more as the limits of knowledge are extended.

Whether or not this immortality extends to a continuation
of the individual consciousness, is of course another matter.
This is probably something that in this world can never be
known.

But that the element of Life goes on and on, Science attests
and all Nature, particularly at this time of year, affirms.

IT MUST BE DONE

THE prompt decision of the special committee to secure an
enlarged and permanent airplane field for Medford is to
be commended.

The sooner this important problem is attacked and solved
the better for all concerned.

Such a field will cost money—more money no doubt than
those unfamiliar with aviation requirements expect,—but
from the standpoint of Medford's prestige and business future
it will be money well invested.

SPRING IS THE TIME TO COME

SOME DAY we hope a trainload of Easterners will come to
Oregon, over the northern route, in the month of April.

It would be a great advertisement for this state. Few people
realize how scandalously Spring lingers in the lap of Winter,
north of the Columbia river and Yellowstone Park.

At the present moment from St. Paul to Spokane, a green
blade of grass can't be seen. Northern Montana, Idaho and
Washington are a desolation of ice, snow, and dead grass.

Going to bed in a Spokane sleeper and waking up in Port-
land brings the unsuspecting traveler into another world.
Everything from Portland to Medford is a luscious green, with
fruit trees blooming, the sun shining and birds singing.

Later on the contrast won't be so marked. But today, an
Eastern excursion over the Northern Pacific or Great Northern
to Oregon would be simply a knockout for this section of the
coast.

QUILL POINTS

Correct this sentence: "Now," said the graduate, "I want
a good hard, man-size job where I can be useful to society."

Deficit: Noun, meaning courage. Ex: "The party treasury
has a deficit." Antonym: Corruption.

Note to Russia: There may be ways to outlaw war, but in-
terfering in other people's affairs isn't one of them.

If you really try, you can forgive everybody except the per-
son who lends you money you don't intend to pay back.

The presidency isn't a great strain on a man if he doesn't
meddle in national affairs.

Why not have a scientist on each submarine to make notes
on the way rats feel when the trap is lowered into the water?

Ass: An American in a novel written by an Englishman, or
an Englishman in a novel written by an American.

Press Comment

BARNUM WAS RIGHT
Salem and vicinity have had
more than its share of fake auto
contests during the past few
months—all of which prove that
Barnum was right—and the people
like to be humbugged, or if they
don't like it, they fall for it "again
and again and again."

When a newspaper cannot sell
itself on its merits as a newspaper,
or a theater cannot attract crowds
by the excellence of its produc-
tions, or some fly-by-night promoter
talks some lodge or service
club into staging a show or ex-
position—the auto contest is resorted
to as a stimulant. The services of
persons, usually women who crave
an auto are enlisted to pester their
acquaintances into buying some-
thing they don't want to aid the
contestant.

Some of these auto contests are
on the square, but so many are
crooked, that they have thoroughly
discredited the game, which has
degenerated into a get-the-money
drive, no matter how. The autos
usually go to those who puntle up
the cash to buy them out of their
own pockets, by previous arrange-
ment with the contest promoters,
or they are "framed" to dummies
—also by prearrangement. The
deluded contestants who really
work earning public support, have
only pains for their labor—they
get nowhere.

An auto contest, even honestly
conducted, is detrimental to a
newspaper in the long run and the
reaction is always demoralizing.
Subscribers who have been gyped
into taking something they don't
want, cherish a deep and abiding
resentment. Losing contestants
who feel that they have been bun-
ked, do not throw up their hats
and cheer for the framed-up win-
ners. The newspaper itself is the
loser—for an honest contest costs
at least 75 percent of the receipts
in some local cases 100 percent,
leaving the publisher to hold the
sack for circulation income.

So we hope the publishers as
well as the public are fed up on
these fakes, for the time being at
any rate, and will refuse to coin-

Communications

To the Editor:
Especially every man that buys
a fishing and hunting license
should be at the banquet to be
held at 7:30 o'clock at the Elks
Temple in Ashland on April 11th.

The state association is going to
hold their meeting in Ashland on
April 11th, and both the state and
Game Association will hold their
monthly meetings at the Lithia
Hotel on that date and will attend
the banquet that evening. Sports-
men from all over the state are
indicating their intention of being
present.

The Lane County Sportsmen's
association of Eugene, Oregon
writes the following letter:
Officers 1926: Ray Glass, pres-
ident, Ray Veatch, vice president,
Fred H. Peters, secretary.

Lane County Sportsmen's
Association
Eugene, Oregon
March 17, 1928.

To the Jackson County Game
Protective Ass'n.
Medford, Oregon.

Dear Sirs: We thank you very
much for the kind invitation to
participate in your meeting of
April 11, at Ashland.

We will be glad to send dele-
gates, and will let you know just
how many will be there repre-
senting our club on or before April 1st.

Respectfully,
S. C. Endicott.

Wedding Bells

Double Wedding
Is Solemnized.

A beautiful double wedding,
uniting two sisters, Miss Emma
Simmons, 19 and Miss Sadie Sim-
mons, 17, to two first cousins,
Charles Coghill, 21, and William
Coghill, 23, respectively was so-
lemnized at the Carzell Court
apartment of the bride's mother,
Mrs. Frances Simmons last night
at seven thirty. The double ring
ceremony was read by Rev. E. P.
Lawrence pastor of the local
Presbyterian church.

The girls were given away by
their two uncles, Oscar (18)
Dunford, and Charles Dunford,
and the couples alternated as
witnesses.

The brides, petite brunettes,
were dressed alike, in stunning
rose taupe ensembles of geor-
ette, the long coats being heav-
ily embroidered in lavender silk
designs. They carried old fash-
ioned bouquets of veri-colored
sweet peas and made a dainty
picture as they took their places
beside their husbands who had
preceded them into the room
where Mr. Lawrence was awaiting
to meet them.

The ceremony was read before
a gathering of relatives and in-
timate friends of the brides and
grooms, after which the wedding
party proceeded to the home of
Mr. and Mrs. Oscar Dunford where
a delightful buffet supper was
served.

The brides are both natives of
Jackson county, one of them hav-
ing been born in Medford and
one in Jacksonville. They attend-
ed the local high school. Charles
Coghill is connected with the
Owen-Oregon Lumber company
and William Coghill with the
Medford Sand and Gravel com-
pany.

Following a brief honeymoon,
the couples will move into their
bungalow, across the street from
one another, in the Berrydale
district. Consistent with the
double ceremony, the homes of
the couples are furnished exact-
ly alike.

CHICAGO, Ill., April 7.—(AP)—
Thomas Gaynor, wealthy auto-
mobile dealer, held for \$100,000
ransom by a band of kidnapers, was
rescued, apparently unharmed, and
four of his captors were arrested
and jailed here today, Michael
Hughes, commissioner of police, an-
nounced.

Radio Program

KMED
Mail Tribune-Virgin Station

Program Monday, April 8th
10 to 10:30 a. m.—American
Laundry.
10:30 to 11 a. m.—Los An-
geles Soap Co.
11 a. m. to 12 noon—Talent
hour.
12:15 to 1:15 p. m.—Lewis
Super Service Station.
4:15 p. m.—Medford Mail
Tribune, news items and
market reports.
5:00 p. m.—Frost report by
Floyd Young.

An oligarchy is a form of gov-
ernment in which the power is in
the hands of the few.

Political Announcements

FOR SHERIFF
I am a candidate for the repub-
lican nomination for sheriff, pri-
mary May 18. CHAS. D. STACY
May 17

I am a candidate for republican
nomination for Sheriff at the May
primaries. I have had experience
in both tax and criminal depart-
ments and promise efficient and
economical service.
GEO. B. ALDEN.
May 17.

COUNTY CLERK
I am a candidate for republican
nomination for county clerk; prom-
ising personal attention, economy
and courtesy. G. R. CARTER,
Talent
May 17.

I am a candidate for the nomi-
nation as County Clerk on the Re-
publican ticket.
A. J. CROSE,
May 17.

SCHOOL SUPERINTENDENT
I am a candidate for the re-
publican nomination for school
superintendent. V. A. DAVIS.
Medford, May 17.

COUNTY COMMISSIONER
I am a candidate for re-nomi-
nation on the republican ticket for
County Commissioner. If nomi-
nated and elected I will continue
to do my best to give the people
an economical business adminis-
tration. VICTOR BURSELL.
May 17

WHY THEY ACT THAT WAY? — by George



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EXAMINED
NOW!
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IS THE
GREAT
ENEMY!
We pay a terrible
PENALTY
off-times from eye neg-
lect. 'Tis better to be safe
than sorry.
OUR SLOGAN
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them, otherwise GOOD
ADVICE.
Dr. Jud Rickert
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