

Book Review

By Arden A. Pangborn. SEVEN FOOTPRINTS TO SATAN by A. Merritt. New York. Bond & Liveright. Rooms without doors, corridors which end in nothing, screams from out of the night, strange white-faced Kehft friends, and the overpowering personality which has been vested in the character of Satan, all tend to make "Seven Footprints to Satan" one of the most fascinating mystery stories since "The Murders in the Rue Morgue." One must not be deceived into believing that "Seven Footprints to Satan" belongs in the same category with the usual modern detective story in which a murder is committed and following of clues is accomplished in a masterly and scientific manner. There is no guessing ahead on what it is all about, because one is certain to be wrong.

From the moment of the kidnapping of a famous explorer which took place in an open park in New York City in broad daylight to the last fascinating glimpse of the unearthly Satan the reader is held spellbound. The mechanical devices of the book are not noticeable as they are in many mystery novels. The story is swift moving and reaches a breath taking climax.

By far the most dominant of all modern crime characters is that of Satan, wielder of an unearthly power over men and women, partially through his own domination, partially through the use of the powerful Kehft drug which he controls. Eve, the loveliest of all of Satan's victims, is a charming but not insistent heroine and the explorer measures up to heroic standards admirably.

Those who loved the "Arabian Knights" will gloat over the panoramic splendor which is revealed in this book.

BLUE MURDER, by Edmund Snell. Philadelphia. J. B. Lippincott.

Alan Dighton is the perfect blonde hero for the latest volume from the pen of Edmund Snell, who seems to run to colors in his work. First came the "Yellow Seven," next the "Crimson Butterfly," then the "Purple Shadow," and now "Blue Murder." There is color galore in the latest volume, both local and continental. The trailing down and destruction of the Blue Death, which threatened all the civilized nations with its hideous power, makes a fascinating novel of mystery and romance. Worthy foes are presented to Dighton in the persons of the "Lizard," international crook, and Ahlberg, mad inventor of the Blue Death.

It is essentially a plot story and one must not expect too much characterization in that type of novel, but the author surprises one with his drawing of two characters, Marney, the American secret service man, and Mafalda, Italian conspirator. In fact, he makes Mafalda such an altogether attractive figure that it is hard to see her in the villainous of the story. To tell the plot would be to spoil any mystery story, but it is only fair to say that the reader will not be disappointed in the creepy thrills offered in "Blue Murder."

AMERICA, by George Philip Krapp. Garden City. Garden City Publishing Co.

A history of America in a new style, if not new interpretation, is offered by Krapp in his "America." Popularization, which has in the last five years spread rapidly to all fields of writing, particularly biography and the sciences, is utilized to a great extent and with a considerable degree of success in the volume. This popularization consists in treating the subject, not as a mass of facts to be squeezed into a given number of pages, but as a romantic and highly adventurous tale of action.

Beginning with the discovery of the new world and leading up to the great war, this story-telling style never lasses. Chronological order is followed as closely as possible and only those dates which are absolutely necessary are included. The volume was first published by Alfred A. Knopf in 1924, and issued in the present edition as one of the hundred old "Star Dollar" books of the Garden City Publishing company.

THE ROMANCE OF LEONARDO DA VINCI, by Dmitri Merejkowski. New York. Modern Library.

It is hardly necessary to speak glowingly of Merejkowski's "Romance of Leonardo Da Vinci," for the book has already done that for itself. Few readers of any attainments still lack all knowledge of the "Leonardo," though, owing to its length, many readers have been forced only to skip through it or to read it over a long period of time. The story is one of the greatest of the world, and comparable to the most important of the historical works of French and English artists. Abounding in poetry of thought and yet clinging closely to fact, the story unfolds in chronological order with all the interest of the most imaginative fiction. The present edition, published in the Modern Library series, is the translation of Bernard G. Blount.

WHAT WOMEN FEAR, by Florence Riddell. Philadelphia. J. B. Lippincott.

Women fear other women—that is perhaps the most outstanding answer to the title which is given in this book of contrasts. Marya Coombe, great explorer, marries a man twelve years her junior, fearing all the time that the difference in their ages will prove the breaking point in their marriage. They are perfectly happy until Marya, wise beyond her twenty years, comes to stay with them.

Tanis is seductive. Tanis is altogether feminine. Tanis has no code of honor in love. Dickie Hannister Marya's husband, is young, unversed in feminine ways, and an easy victim to the wise Tanis. It is little wonder that Marya tried to forget in the last outpost of the jungle, among the peoples with

FLIGHT ACROSS "TOP OF THE WORLD"



Left to right—Captain Wilkins and Lieutenant Eielson with their North Pole plane, photographed just before the start. Note the cans of Richfield gasoline which the aviators have shipped north for the successful flight. Below—The final take-off of the ski-shod "ship" from Point Barrow field.

The fact that Captain Wilkins used Richfield gasoline exclusively on their remarkable 2200 mile flight over the North Pole, and that this is his third successive year of Arctic aerial exploration using this famous Pacific coast "gasoline of power," is being widely commented on by automotive and aviation experts as well as by the countless thousands of mere motorists who demand the best in

auto fuels for their private automobiles. Beebe & Kindel of Medford and Central Point, local dealers for the Pennzoil company, received the following message, that was repeated from a radiogram sent by the flyers from Svalbard: "Pennzoil served us wonderfully well throughout twenty-two hundred miles of Arctic flight in temperatures ranging to forty-eight below zero."

"The importance of complete dependability of the plane's engine is apparent, and the completion of the flight in 20 1/2 flying hours is ample evidence of 100 per cent performance," continued Beebe & Kindel. "That Pennzoil provided safe lubrication, in spite of the tremendous hardships encountered is, we believe, one of its most impressive demonstrations of quality. Wilkins used Pennzoil on the two previous explorations."

whom she has come in contact in the course of her years of exploring.

The book is well written and the character of Marya is an altogether sympathetic one. Tanis is truly drawn as heartless, faithless and not even true to herself, while Dickie is merely adolescent as the husband. The volume as a whole is an entertaining study of an unusual woman.

EFFECTIVE BUSINESS LETTERS, by Edward Hall Gardner and Robert Ray Aurner. New York City. Ronald Press.

The American business letter as developed in the last twenty years is worthy of study. It is a new literary form which is of distinct cultural interest, and from the practical point of view its structure is well worth study by anyone who has to deal with people. Professor Gardner, of the University of Wisconsin, has been one of the men most actively identified with the development of this new art of business correspondence. The present book "Effective Business Letters" is far more than its title declares.

It is full of first-rate material on sales and business psychology, on handling business situations, on tact and diplomacy in dealing with others, and on the practical organization of correspondence as a business activity. Seventy thousand copies were issued in the first edition of the book.

Scientific Notes

Pockets of natural-gas, forming under the earth in a district of northern Australia, are thought to have caused upheavals that occurred there recently. Geologists who examined the area noticed that the atmosphere for miles around was heavily loaded with the odor of petroleum and benzene. In some localities the smell was so strong that it was feared an unprotected flame might cause an explosion.

With the aid of an accurate measuring instrument, Dr. D. T. MacDougal, of the Carnegie Institution, has determined that the trunks of pine trees shrink in the daytime and expand at night. A reason for this is that during the day, when the sun is shining on the leaves or needles, evaporation of moisture is stimulated and the needles are stretched while the tree is drawn inward a trifle as it attempts to relieve the tension by carrying sap up from the soil. At night, the reverse of this process occurs.

Clean rags wanted at the Mail Tribune office.

JACKSON COUNTY HAS BEST LAID-OUT FAIR GROUNDS IN STATE

Jackson county has the best laid out fair grounds in the state of Oregon and when her much needed building program is completed, she will so far outrank others that there will be no comparison available other than with state fairs. Our prestige in this respect must not be lessened.

The proposed one-mill levy is but the carrying out at this time of the original program of some six years ago—which contemplated a building especially for educational and school work, additional barns for stock and poultry, an automobile and machinery exhibit building, forestry building, auditorium, rabbit building, etc., all to be provided for by tax levies at proper intervals.

With the completion of these necessary buildings and the return to the management of the earnings of the merchants' building after this year and the dance pavilion after next year, the association will for the first time be in a position to carry on without first mortgaging itself to death for funds to stage the show.

It is sincerely hoped that the effort will be successful and the measure upon the ballot carried on May 18.

Hoover Revealed

There was a political surprise of the first magnitude in the returns of the California presidential primaries. It is not in the lead shown by Smith. It is not in the relatively small vote for Walsh. It is not in the place Reed has found in the three-cornered Democratic contest. It is in the Republican returns, which were awfully with a matter-of-course attitude.

The Democratic contest was the hottest waged in any state by either party. There were three organizations to get out the vote. There was no Republican contest. The only incentive Republicans had to go to the polls was to pay tribute to the candidate representing that state. A comparatively small vote was expected, which is usual in uncontested elections. But Hoover polled far and swayed more votes than the three Democratic candidates combined.

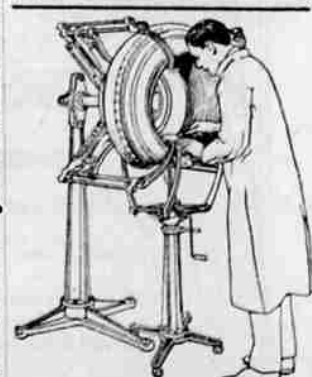
Talk about favorite sons! California Republicans have made the



We pay a terrible PENALTY oft-times from eye neglect. 'Tis better to be safe than sorry.

OUR SLOGAN Good glasses if you need them, otherwise GOOD ADVICE.

Dr. Jud Rickert Optometrist 222 E. Main



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Taxis

Taxis would be fine things were it not for taximeters. They cost a little more than the street car or bus, but it is customary to argue that you save the difference on the wear and tear to your clothes and you also get to places much quicker. Then it is still something of a distinction to remark in an offhand sort of way, "I took a taxi." You can do that instead of boasting about your ancestors, which is considered bad form.

Then taxi-drivers are such pleasant fellows. They are almost un-American in their politeness. They have such a nice way of singling you out from the crowd as if to say that they can see as one that you are not the sort of person who would ride in an ordinary public conveyance.

The first person in a party who suggests "What about taking a taxi?" at once establishes himself in a position of superiority. You can infer that he has sporting blood or has been to one of the better colleges. As soon as you are in the taxi he is almost certain to suggest that you match for it and be generally wins.

But about this time the taximeter begins to get in its deadly work. A taximeter is like a person who says he is going to be perfectly frank with you. It conceals nothing. It proceeds in the most brutal way to point out what a spendthrift you are with your money. It confirms your suspicion that you will never be rich. It seems to say that if it looks after the dime the dollar will take care of themselves.

Many persons who ride in taxis make up their minds that they will not look at the meter. But they always do, just as they take a morbid interest in reading about crime. The taximeter always seems to be giving the lie to the speedometer as if to say that no matter what the latter may register you are really creeping along. It gives positive proof that your idea of distance is much too conservative.

Taximeters are still in their infancy. Some day one may be invented that does not appear to add an extra dime just as you reach your destination.—Baltimore Sun.

Sudan grass and soybeans are excellent crops for growing in mixture. A better yield and a better balanced forage is obtained, as the Sudan grass is low in protein and the soybeans high. Best results are obtained by broadcasting ten

pounds of Sudan grass seed to 50 pounds of soybean seed to the acre.

inflated matings of rubber tubes has been devised by a western physician. There are twelve tubes, each in a cloth case and with a valve for inflating. The casing is washable.

The fastest horse has run a mile in about 95 seconds. A railway train has covered the distance in 30 seconds. An automobile has done it in 14 seconds, and an airplane in 11 seconds.

KELVINATOR

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MODELS OF THE MOST POPULAR OF 68 SIZES NOW ON DISPLAY

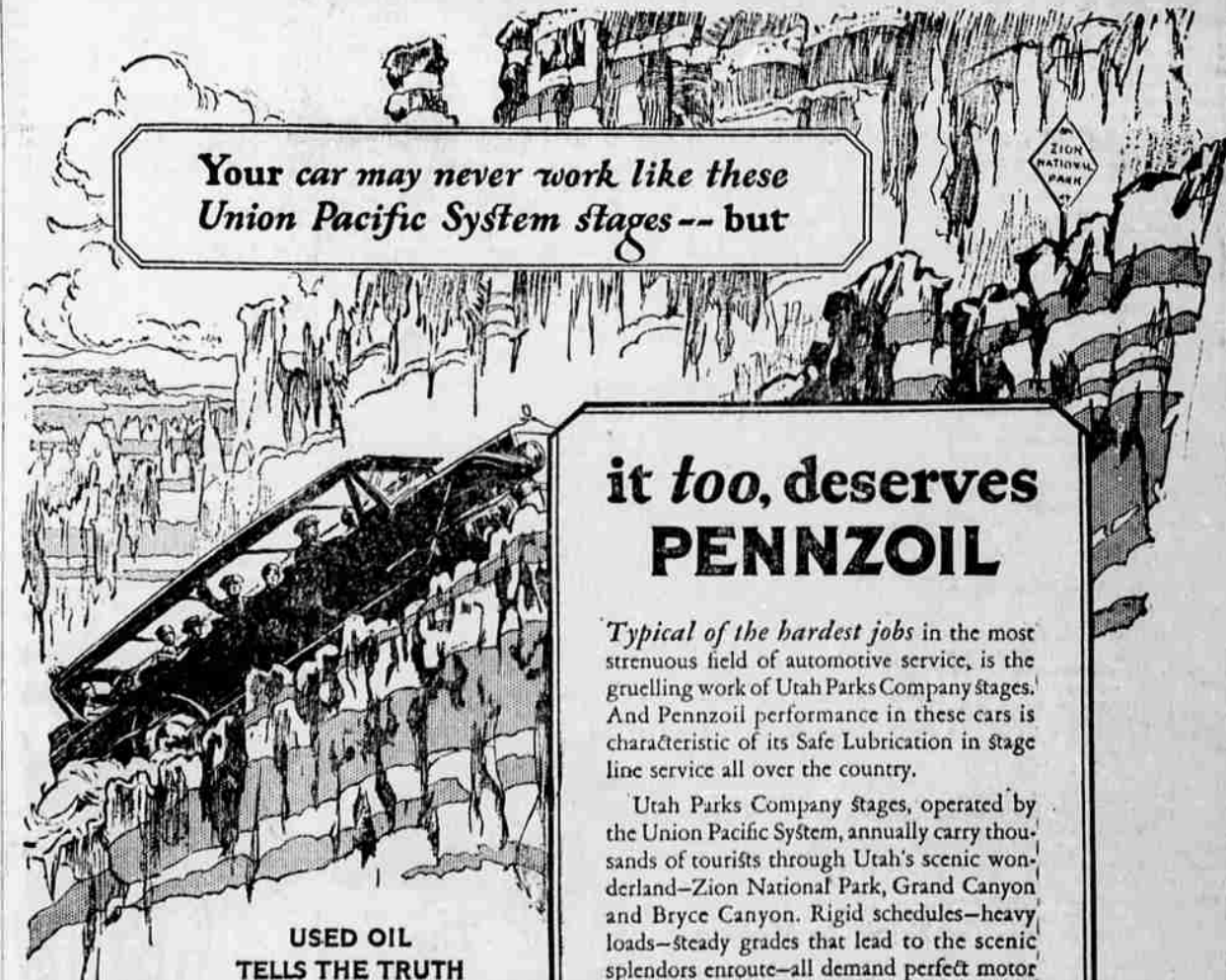
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More than five years ago the first Kelvinator was installed in the home of a Medford resident and it has operated most perfectly ever since. Ask local owners of Kelvinators what they think of their refrigerator after years of continuous use. Their names will be furnished upon application

FREE—A Kelvinator delicious frozen dessert recipe book to those who register their names. Supply limited.

SOUTHERN OREGON ELECTRIC

Your car may never work like these Union Pacific System stages -- but



it too, deserves PENNZOIL

Typical of the hardest jobs in the most strenuous field of automotive service, is the gruelling work of Utah Parks Company stages. And Pennzoil performance in these cars is characteristic of its Safe Lubrication in stage line service all over the country.

Utah Parks Company Stages, operated by the Union Pacific System, annually carry thousands of tourists through Utah's scenic wonderland—Zion National Park, Grand Canyon and Bryce Canyon. Rigid schedules—heavy loads—steady grades that lead to the scenic splendors enroute—all demand perfect motor performance. Pennzoil makes such performance not only certain, but economical as well!

Think what Safe Lubrication under such conditions means to your car in ordinary driving: Reserve Strength that gives greater power, economy and motoring satisfaction—positive motor protection in any emergency. Your car deserves PENNZOIL, too!

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USED OIL TELLS THE TRUTH



When your car is drained, use the oil that comes out of the crank case. Rub a little between your fingers. Ordinary oil, after 500 miles, feels thin, watery, lifeless. Pennzoil, after more than 1,000 miles of use and friction, still feels 'oily.' Still has life and body. Will leave Safe Lubrication.



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SUPREME PENNSYLVANIA QUALITY

PENNZOIL SAFE LUBRICATION

BEEBE & KINDLE Distributors for Medford and vicinity MEDFORD, Oregon