

VAUDEVILLE, HUNT'S CRATERIAN



Flo Eckert & Co. on Next Wednesday's Bill

AT THE RIALTO TODAY



MARIE PREVOST AND HARRISON FORD in 'The Rush Hour'

Business Claims the Presidency

Dedicated to the proposition that our national life is predominantly commercial and, therefore, our government should be of, by and for business men, an active and ingenious group lately has begun to "sell" Herbert Hoover to voters as the greatest commercial leader of them all, and, therefore, the logical candidate for president of the United States.

This group, appropriately, is the Business Paper Publishers Hoover-for-President Campaign committee, functioning through a special Business Paper Editorial Advisory committee. On the latter committee are individuals associated with the Textile World, of New York; the National Provisioner, of Chicago; the Iron Trade Review, of Cleveland; the McGraw-Hill Publishing company, Inc., which owns a chain of trade magazines; Railway Age, of New York; and the Furniture Manufacturer, of Grand Rapids. On the general committee are publishers of every sort of trade paper or business magazine from the biggest to the most insignificant, and devoted to everything from monkey wrenches and knit underwear to hoisting machinery and millinery.

These committees carefully explain that their organization is "entirely an unofficial one," and that it has "no connection with any organization of editors or publishers." They also say that "no attempt will be made to influence the editorial policy of any business paper editor."

One may be permitted the opinion that these verbal precautions are appeasement. If there were no national organization of trade paper publishers, the Hoover-for-President group would form an entirely adequate one. If they do not wish to influence editorial policy, why have they organized?

What is actually in existence is an organization representative of an entire class of publications that comes pretty close to speaking with one voice for a single political candidate.

The plan of operation has been explained by the chairman of the Editorial Advisory committee as follows:

"In connection with the recent organization of business paper publishers in favor of Secretary Hoover's nomination and election, a general editorial committee was appointed to cooperate with that organization. This editorial committee will work independently and will serve as a clearing house for information regarding Mr. Hoover."

"The plan calls for the establishment of a contact point in Washington from which such information will be made available to the editorial committee and disseminated to business paper editors for such use as they care to make of it."

"This service will be along the following broad lines:

1. Dissemination of positive and constructive news releases outlining Mr. Hoover's accomplishments as secretary of commerce; his philosophy as it affects business and industry in general; and his views on and activities relating to specific fields and problems.
2. Supplying actual facts in answer to false charges or misunderstandings regarding Mr. Hoover's attitude on specific problems.
3. Establishing contacts with daily newspapers throughout the country in order that knowledge concerning Mr. Hoover's program as interpreted by the business press may be made available to the general public.

The following committee titles appear over the first series of articles submitted to trade paper editors on behalf of the commit-

tee: "The Significance of a Census of Distribution"; "Prosperity, 1928 Model"; "The Leadership of a Nation"; "They all depict Mr. Hoover as an efficient business man, a fact that would seem sufficiently demonstrated by his having procured so phenomenal an instrument for his campaign as the trade paper publishers' committee."

A biographical sketch accompanies the articles. In it, Mr. Hoover's foresight in cultivating the friendship of editors during the last seven years is rewarded.

It might have been added that in his carefully organized campaigns for simplification in manufacturing, for economy in distribution, for expert trade and so on, he has succeeded virtually in determining the major editorial policies of many such papers. If, as a consequence, a majority of them now look upon Mr. Hoover's candidacy as a "business problem" rather than a political one it is not surprising.

The belief that Mr. Hoover has incited among business men, in his primary interest in their welfare, appears, if the proper phrases be given to certain phrases, in the following "excerpt" from the business paper editors' release called the Leadership of a Nation:

"This nation of ours is predominantly a nation of workers. Our leisure class is so small as to be negligible. Our life is ruled by the factory bell, the store time clock, sunrise and sunset on the farm and ranch."

"It seems to us that we are now at a critical point in our national development. At no time since George Washington planned an economic program for a new nation do the complexities of rapid development of material wealth crowd us more. We need inventories and stockpiling of national goods. We need re-adjustment and realignments of our business machinery. We need, if we are to continue to maintain our rising standard of living and to assure to all of us a continuation of material progress, a kind of thinking in this powerful office of national leadership we call the presidency, which will insure a national program of advance."

There is further eloquence which ascribes to Mr. Hoover capacity for doing the "kind of thinking" specified, but I shall avail myself of the permission given in a legend that accompanies all the "releases." It states: "Not necessarily to be used in form presented but as a basis for such editorial or news comment as the individual editors may wish to make."

The article called "Prosperity, 1928 Model," is also instructive. Its title is especially so, because prosperity is one thing that business men have been complaining does not appear on the present horizon. They have also complained of the restrictions involved in the Clayton and Sherman Anti-Trust acts, which recently have liked them more than ever. The latter fact relates to the sentences I have italicized in the following excerpt:

Mr. Hoover, it is stated, "has transformed the department of commerce during the last seven years from a rather expensive luxury maintained by federal taxation into the most vital and effective public service ever created by government. He has brought about a new attitude on the part of the government, toward certain associational activities formerly regarded as dangerous but recognized by him as absolutely essential. He has given his personal encouragement and the aid of his department funds to all such enterprises when

legitimately and sincerely undertaken."

If Mr. Hoover's candidacy is being put forward in much the same spirit as that of a candidate for, say, presidency of the United States Steel corporation, no one can say that his propounds are not within their rights.

(Baltimore Sun.)

SERVICE SCHOOLS ARE CONDUCTED BY PACKARD

Cosmopolitan atmosphere surrounds a school now being conducted at the factory of the Packard Motor Car company in Detroit. Students have gone to the school from many different parts of the world, including France, Norway, Colombia, S. A., Germany, Porto Rico and the Philippine Islands.

Experts of the factory service department are the members of the faculty. They give lectures about all parts of the car and show the students how to make every kind of adjustment. Each student has to be able to tear down every part of the car and reassemble it properly. Diplomas will be given to all who pass final examinations.

The school room is filled with motors, rear axles, transmissions, carburetors and all the other parts of a car. Finished cars belonging to the school take the students out on the road for study of driving conditions. Lectures are given daily by service engineers who design the special tools and fixtures Packard is constantly producing to reduce even further the time owners must give up their cars when any service adjustments are necessary. Each student also does the actual work with the service tools under the direction of the engineers.

The new service school is designed eventually to place one or more men who are experts on these operations in every service station Packard in the entire world, under the Packard standardization service plan owners of cars know that one service operation will be done just the same in one service station as in any other anywhere. They know also in advance exactly what the total cost of each operation will be.

The service school for export service men is an indication of the increasing favor which the Packard car is finding throughout the world. Because of their simplicity of operation and maintenance the Packard six and eight have both been popular all over the world with necessarily lesser service facilities than offered in America. Packard now is endeavoring to extend as nearly as possible the same kind of service abroad as is found in this country, where it now has more than 1,000 service stations.

DUNCAN SISTERS HUNT'S CRATERIAN

There is an appalling shortness of Duncan Sisters. This will be clearly demonstrated when those who are specially inns of movement, Rosset and Vivian, come to Hunt's Craterian today in their first screen vehicle, "Topsy and Eva."

Altho the picture carries the plot of "Uncle Tom's Cabin" through it—even to the characters—it is an uproarious comedy of many ludicrous situations and movements that should easily rank it as one of the most enjoyable laughing films of years. The antics of Rosetta Duncan in her black-face role of "Topsy," the little slave girl, are so effervescent and absurd that they produce laughs without the slightest seeming effort. Vivian Duncan as the little angel child, "Eva," is an excellent foil for her sister's natural gift of comedy.

REGINALD DENNY RIALTO MONDAY

White lies have caused lots of grief in actual life but they cause lots of joy in the new Reginald Denny comedy, "That's My Daddy," which is coming to the Rialto tomorrow.

This very gay comedy of situations starts with a white lie told by a little five-year old girl, Denny tells another lie to save her from a spanking and has to plunge himself into an inextricable maze of predicament in order to save his original innocent fib.

This creates many laughable situations highly amusing to the audience but which wouldn't be so funny if you were in the same fix yourself.

Mell to Make School Address

Carman F. Mell, pastor of the First Christian church, has been engaged for several school back-to-school and commencement addresses. On Friday evening, May 18, he speaks for the Table Rock school, on the evening of May 20, back-to-school service at Gold Hill, May 23 commencement for Sams Valley high school, May 27 back-to-school for the Central Point high school. Other invitations have been received by him.

Mr. Mell has also been invited to act as director of music for the state convention of Christian churches which meets at Turner chautauqua grounds, June 30 to July 5.

AL JOLSON OVER VITAPHONE



Al Jolson in "The Jazz Singer"

"Those who have not heard Vitaphone have heard of it and know it as the instrument which synchronizes motion and sound. This wonderful invention is to have its opening in Medford at Hunt's Craterian Thursday, May 24th and will be opened with the feature, "The Jazz Singer," starring Al Jolson.

The result is that one not only sees Jolson, but hears the voice that has made the name a national institution. During the course of the picture Jolson sings six numbers and the applause that follows the rendition of each of the numbers is probably greater than the celebrated comedian ever received in the flesh. One of the numbers, "Mother, I Still Have You," has taken its place among the great Jolson hits.

In this picture the screen is audible and the marvelous thing about it is that there is no loss of personality. Jolson is just as effective singing on the screen as he ever was facing an audience in the flesh.

It is to be said of "The Jazz Singer" that it is one of the biggest hits that the screen has had. New York, Chicago and Philadelphia have given it their unqualified approval and it promises to have longer life than any of the great hits that have gone before it.

The Great I Am

I am a power eternal.
I am the chrysalis of eternity.
I bring the truth to light, defeat the ill.
I never turn back. "Always on-ward" is my motto.
I am the most valuable thing in life—its very essence.
I am as constant as law itself, as certain as principle.
I am an ever-moving point in life, eternity for my past, eternity for my future.
Some would mortgage me to the future, but it is impossible. You cannot use me today instead of tomorrow.
I am the past and the future, and the present is mine also, even to the passing second.
I am the benefactor of the dead, adorer of the ruin, comforter and only healer when the heart hath bled.
Many thoughtless people are trying to kill me in idle talk and shiffling ways, but they only work their own destruction.
I show no favoritism. I give of myself to each impartially, without price or condition, to do as he pleases in the passing seconds, moments, hours. I give myself unreservedly to humanity.
I am so necessary I give my existence that it is impossible for me to separate myself from me. To kill me is to kill your own life, your power to do and to be; to waste me is to ruin your possibilities, to wreck your career.
Once passed, you cannot recall me; now do I hold myself in reserve for your profligate abuse of me, your temptation to waste me, to squander the treasure I put within your grasp.
No potentate or leader is powerful enough to bribe me. No fortune is big enough to redeem me. Rich men would give millions for a little more of me, but I am not for sale. No amount of wealth can buy me.
Those who have been true to me have made fame and fortune, while untold millions who have been false to me, who have tried to kill me, have lost out in life, have lost their characters, their opportunities, their chances to make good.
I am—Time. (Toronto Globe)

RIALTO TODAY ONLY

THE BIG CROOK COMEDY— THAT'S GOING TO BE THE LAUGH OF YOUR LIFE.

Marie PREVOST in

The Rush Hour



3 DAYS—STARTS MONDAY 'That's My Daddy'

AND ROTHERMEL'S MUSIC with Good Added Short Features

Admission 10 and 25 Evenings 10 and 35

THE BIG EVENT!

HUNT'S CRATERIAN CENTRAL JUST OFF MAIN

THE WONDER OF WONDERS HERE TO THRILL AND AMAZE YOU

No single word (Vitaphone) however compounded, is quite adequate to suggest the amazing triumph which man has at last achieved in making pictures talk naturally, sing entrancingly and play all manner of instruments as skillfully as if the living beings were present in the more stirring fact that it will give immortality to the faces and voices of those whom the world wishes immortally to keep among the living.

SEE AND HEAR AL JOLSON IN "THE JAZZ SINGER" 6 DAYS STARTS Thur. May 24

ADMISSION CHILDREN 25c ADULTS 50c

Now HUNT'S CRATERIAN TODAY 3 DAYS STARTS TODAY

The DUNCAN SISTERS THE WORLD'S FAVORITE SISTERS IN THEIR FIRST BIG PICTURE

TOPSY and EVA

The comedy version of Harriet Beecher Stowe's "Uncle Tom's Cabin."

ALSO GOOD ADDED FEATURES COMEDY—NEWS AND NOVELTY

AND BETTY BROWN AT THE GIANT WURLITZER Presenting "THE RAG DOLL"

ADMISSION Matinees 10 and 35 Evenings 10 and 50

The Truck Driver

I believe Champion is the better spark plug because of the way Champions stand up in hard truck service.

Champion is the better spark plug because it has an exclusive all-metallic insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also new patented solid copper gasket-seal that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.

CHAMPION Spark Plugs Dependable for Every Engine

Auto Supply & Parts Co. Wholesale and Retail Distributors

Make Your Money Work for You

Nothing interrupts the process of "piling up interest" on your SAVINGS DEPOSITS. INTEREST gets busy the minute you open a savings account—it's always on the job!

Start a savings account here this week—you'll be amazed at the way it will grow.

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