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AN IMPORTANT POINT

THE other day we printed a communication from a former Kansas citizen, now a resident of Medford, complaining about the lack of cordiality he finds in Medford stores. Since then a number of people have spoken of the same thing. Where there is so much smoke there must be some fire. No retail store can have a more valuable asset than the creation of a friendly feeling and hospitable atmosphere toward every customer, regardless of whether he is an old friend or a new one; whether he buys things or merely looks at them. We know this first principle of "salesman psychology" is practiced by the proprietors of Medford stores, but perhaps some of the clerks are not as scrupulous in this regard as they might be. At any rate, this suggestion from a new resident will do no harm and may—where it is needed—do some good.

A FOOLISH PERFORMANCE

THIS barring of Bill Tilden from the Davis cup team for writing letters to the newspapers strikes us as being about the silliest exhibition of amateur pedantry in many long moons. Why shouldn't Tilden have the right to write tennis articles as Bobby Jones writes golf articles? Certainly the real spirit of professionalism is not embraced in any way. Whoever is responsible for this foolishness should be removed and Tilden allowed to return to his place on the Paris cup team.

AL SMITH'S CAMPAIGN STRATEGY

WELL! Well! Our former Republican friend, J. J. Raskob, followed our advice of last Thursday more quickly than we expected. We said he was talking too much, being altogether too explicit on the liquor issue, for the political good of his protegee, Alfred Emmanuel Smith. Now the chairman of General Motors, comes forward to state, that while he still opposes the "damnable prohibition law," he has no concrete substitute to suggest. Not a word about starting up the distilleries again, and manufacturing "intoxicating liquor for home consumption." He is merely "agin" the present situation. That's more like it. At least more like the necessary Democratic strategy. For it is becoming more and more apparent that the moment the Democrats abandon glittering generalities, regarding their modification program, they are in for a peck of trouble. Whatever plan Mr. Raskob or Governor Smith may suggest, let it be a definite, specific one, and they will find themselves where they don't want to be,—on the defensive; forced to explain, just such a plan will guarantee this country against the dangers, legal or illegal, of a return of the old saloon.

By hook or crook the Democrats must keep this saloon issue out of the picture. If they don't they are beaten before they start. And the only way, will be to say nothing about it,—leave their liquor program entirely to the imagination,—and concentrate, with all their heavy artillery upon the present short-comings and practical difficulties of National Prohibition. This unquestionably is Al Smith's plan. Unless all signs fail he will have very little to say about just how he proposes, to get the 18th amendment out of the Constitution, and give intoxicating liquor to those who wish it, but he will have a great deal to say, about the iniquities of the Volstead Act, the defiance of law, the increase of crime, and the horrors of dry hypocrisy. And if the Republicans are as slow witted and as "easy" as the Tammany board of strategy believe, the genial Al with his wet program on a dry platform may get away with it.

QUILL POINTS

Another explanation of several things is a girl in \$3 stockings picking 19-cent cotton.
Strange that nobody has invented a fly trap resembling a bald head.
It really takes three days for a picnic; one to prepare for it, one to enjoy it, and one to scratch.
Let us be grateful for sorry people. They afford the necessary contrast to make others complacent and happy.
"Fill 'er up": An Americanism, referring to the gas tank. Vulgar if spoken to a waiter in reference to your sweetie.
Perhaps if there was a young spirit along to make her giggle, daughter wouldn't think it such hard work to steer the vacuum cleaner.
Patriotism is the quality that makes all doctors seem quacks if they disagree with your doctor.
Privilege has one hand on the farmer's throat and the other in his pocket," said Bowers. Gosh! Suppose its nose got to itching!
Man is superior, of course, but you never see beasts adding to the complexities of life by trying to park all in the same place.
They say you can judge a man's character by the way he sounds his auto horn. That's the only way the family can judge daughter's boy friend.
Fine! When we have vision by radio, the announcer can throw us a kiss when he says "Good night."
Wives soon will be leaving for seashore and mountains, and he is a wise grocer who stocks up on sardines.
It's all the same to the merchant. The poor man pays a little each month for six months, and the rich man waits six months to pay.
Banana cloth is being used now. It should make a nice little thing to slip on when you're in a hurry.

FARMER ALWAYS WANTS MORE, IS RANCHER'S VIEW

PORTLAND, Ore., July 21.—(AP)—"I wish stalked into the interstate commerce commission grain rate hearing today, causing a changing of the appearance of witnesses. Thomas R. Hampton, Pendleton wheat grower, was to have been a witness this afternoon, but he was placed on the stand this morning during the cross-examination of Hugh A. Martin, grain buyer for Kerr, Gibbels & Co., Portland. It was explained that Hampton's sister died last night at Salem, and he wished to start there at noon today. If H. Meyer, interstate commerce commissioner, allowed the change in testimony, testimony to be made, no one objecting. The document was Mrs. Eugene Henderson, of Kent, Ore., who was visiting friends in Salem at the time of her death. Hampton, who has 3288 acres of wheat land near Pendleton, said the growers there want a lower freight rate. He said they know the railroad company is receiving too high a rate for hauling wheat to Portland. He said he knew nothing of freight structures, but that he did know he had to pay the railroad too much for the short haul. He declared that he did not think it would help the growers any to have more Seattle buyers at Pendleton, or to have the differential rate removed. He said there is lively enough competition there now to act as high a price for wheat as they could get. Martin was cross-examined in the very closest detail by R. J. Westrick, Seattle interest attorney, who was far from thorough when the Pendleton man took the stand. Martin admitted that it would help the Astoria mills to have the differential removed, but that was all the help he could see for this section. "The farmers always want more for their wheat than they can get," he said in his own defense. "The farmer does not think in terms of freight rates; he thinks in terms of dollars and cents." SUIR Making Them. NEW YORK, July 21.—(AP)—Henry Ford's museum will show how dramatic of other stars made pills. He has bought a collection of pharmacy catalogues from a store in Geneva. Some of them are to come out in course.

IS YOUR CHILD GETTING GOOD MILK—with its purity guarded by Seal-Kaps?
"UNTIL a child is thirteen," reports the American Child Health Association, "a quart of milk a day is vital to complete development." Yet statistics show that every fifth city-child is undernourished. How about your youngster? Is he getting plenty of milk to drink? Pure milk? To keep our milk pure and good until it is consumed, we use Seal-Kaps on our bottles. Seal-Kaps cover the entire pouring surface. Seal-Kaps protect the rim from contamination. Seal-Kaps are easy to remove and replace. No need to pry with picks or knives. No milk splashing on your clothes. Afterwards, they make a handy—and safe—bottle cap until all of the milk is used. Have us deliver your first bottle tomorrow morning!

Snider Dairy & Produce Co. "If It's Snider's, It's the Best to Buy"

-SPECIAL- 50 Bridge Lamps and Shades \$2.98 Regular \$6.00 Value Peoples Electric Store 214 W. Main Medford, Ore.

HOTEL ST. JAMES THREE TO FIVE MINUTES TO FORTY THEATRES AND ALL SHOPS. Much favored by women traveling without escort. Rooms \$2.50 up with Bath \$3.00 up. Send Postal For Rates and Booklet. W. JOHNSON QUINN, Manager.

FREE! Diamond Wedding Rings. With \$100.00 Diamond Ring 5-stone 18K Diamond Wedding Ring Free. With \$125.00 Diamond Ring 5-stone 18K Diamond Wedding Ring Free. With \$75.00 Diamond Ring 3-stone 18K Diamond Wedding Ring Free. With \$85.00 Diamond Ring 3-stone 18K Diamond Wedding Ring Free. With \$50.00 Diamond Ring White Gold 18K Engraved Wedding Ring Free. Brophy's JEWELERS MEDFORD, ORE.

Personal, Friendly Service-- Community Hospital. That's what we want you to expect when you come to the COMMUNITY HOSPITAL. There's an atmosphere of rest here that you'll enjoy and a courteous, personal service that will make you feel at home. A hospital offers you much when you find it necessary to avail yourself of its services. A cool, airy room, scientifically prepared foods and the personal attention of graduate nurses—all at a cost no greater than a first class hotel's accommodations. The COMMUNITY HOSPITAL, like other institutions of its kind, offers you service that is sure to please you.

CLASSIFIED ADVERTISING GETS RESULTS. INSURANCE First Insurance Agency. WE DEVELOP FILMS FREE. ONYX POINTEX HOSIERY For Women \$1.95.

Smudge Smoke

The long-awaited hot spell has hit us at last, with no warning and deadly accuracy. Gen. Sherman once said, if he owned hell and Texas, he would sell Texas and move to his other holdings. Some feel the same way about this portion of the earth. The scorching is liable to last until the moon changes, which will not be until the 22nd. Owners of Model Ts are perspiring, and there is no frost on the windshields of the better type of vehicles. Billy Heath is out of the hospital's sound of wind and limb. The recently organized boy's drum corps is hard at it. Their maw's won't let them puntel their weapons at home, and the police won't let them do it down town. A crisis looms. The Greater Medford club held a meeting Friday, which could not have been any livelier had Mrs. Clem Shaver, who recently upset her husband, been present. Peoria Bill Gatos and P. J. McPherson are running together these days. They are a bonnie pair of Scotchmen, he jabber!

A hole was left in the alley by workmen, and some repaired before a tax payer could fall in same, break his leg, and sue the city.

Packing houses are assiduously making baskets for pears.

There is no interest yet in the November plebiscite.

Watermelons are no good unless they are stolen, in the moonlight.

The Weed ball team will be here today, for a good thumping, says J. Court Hill.

The planes of the National Air Tour stopped here Mon., and many complimentary remarks were aimed at the airport for its dwarfishness. The committee are all at work.

All the Associated Oil heads of this section are up to Portland for a conference. This is a rare treat, as a conference is practically unknown in that corporation.

Peter Stroff, a former resident here, was caught in California last week. He is well known at Sals and is a prominent evil-doer.

People are hitting for the hills with gusto.

Charlie Wing, the progressive teacher, has an electric sign, blinking his calling to the night life.

Several automobiles were jostled at the curb one day last week.

Brisbane's Today

(Continued from Page One) stable diet to prevent cancer. In a certain monastery where no meat is ever eaten, none of the monks has cancer. On the other hand, among savages on a meat diet, to savage has cancer. It would be interesting to hear from tribes within the Arctic and Antarctic circles that eat meat and fat only. Sir Thomas Horder, eminent authority, says a mixed diet of vegetables, fruit and meat, is best for cancer patients. In 1927, every American farmer on the average made \$157 more than he made in 1926. That's something, enough for the first payment on a new car. But the average farmer in 1927 earned only \$1,250 in all, less than the salary of an underpaid chauffeur in the city. The farmer takes care on the average of 275 acres, and he has to invest \$15,445 to own the farm. No wonder farmers' sons go to the city. OKLAHOMA CITY GETS OIL GUSHER. OKLAHOMA CITY, July 21.—(AP)—Oklahoma City's first gas well, with a volume of 25,000,000 cubic feet a day, blew in early today on a location a few miles southeast of the city. The well was drilled in by the Indian Territory Illuminating Oil company and the Reiter-Foster Petroleum company. Production was coming from sand encountered between 2927 and 4012 feet.