The Weather
Forecast: Fair.
Maximum yesterday 74
Minimum today 39

MEDFORD MAIL TRIBUNE

Weather Year Ago
Maximum 73
Minimum 41

Daily—Twenty-third Year
Weekly—Fifty-seventh Year

MEDFORD, OREGON, SATURDAY, OCTOBER 20, 1928. No. 211.

Today

By Arthur Brisbane

Canvas $20,000 A Foot. Chrysler Builds High. Mr. Rockefeller's News. Cottages $1.10 Per Week.

(Copyright, 1928, by Star Co.)

The earth is beautiful and its best real estate corners are valuable, some in New York worth $500 a square foot and more.

—++—

Colonel Friedsam, of New York, has just bought a little painting by Vermeer, called "Allegory of the New Testament," paying for it $20,000 a square foot. Therefore, if your little boy shows no talent as a real estate agent, make him a painter.

—++—

Walter P. Chrysler, whose stockholders ought to insure his life, since it would be difficult to replace him, does first one thing, then another, without waiting between.

Now he is building a 68-story office building in the middle of Manhattan, to cost $14,000,000. More power to him and all that go high up into the air, giving agricultural and building genius a chance. More power also to S. W. Straus, man of vision, whose company lends $7,500,000 on the new building.

—++—

Mr. Rockefeller turned oil, plus business ability, and, as he said, "Patience and economy," into one of the world's great fortunes.

Now he turns that fortune into something worth more than gold, namely, PUBLIC HEALTH AND HAPPINESS.

The Rockefeller Institute announces a "convalescent serum" giving wonderful results in infantile paralysis. Slowly science conquers disease, as knowledge conquers superstition.

—++—

The British Viscountess Byng of Vimy unlocked with a silver key the doors of newly-built four-room cottages. They cost $750 each, and she rents them for $1.10 a week.

As she unlocked each door the countess, following an old custom, threw in a loaf of bread and a lump of coal that the tenant might never lack food or warmth.

The countess will get more than 6 per cent on her investment. Why couldn't that be done in our mining regions?

—++—

Just to show the bears that this is no time to sell short, stocks and bulls in Wall Street did all sorts of things Thursday.

Some stocks shot up $30 a share. And sad bears were heard to murmur, "I shall wait until every stock on the list passes $200 before I ever sell anything again and then I won't sell."

—++—

The fact is that this is a PROSPEROUS country, with all due respect to Democrats that call our prosperity a myth.

And while you should NEVER gamble, since it is both wrong and unprofitable, you should be extra careful not to sell short.

—++—

Wise spending is at least as important as wise savings, and often more profitable.

For instance, before the Panama Canal was built, before this country had learned to spend billions, many shivered at the thought of a $300,000,000 enterprise. Since 1914 that canal has collected in tolls $153,307,727.

It will pay for itself many times. In addition to more than doubling the value of the United States navy and promoting the shipping interests of the whole world.

—++—

Yesterday William Edward Hickman, after long delay, paid with his life for kidnaping and murdering a little girl in California.

Since his conviction Hickman

(Continued on Page Four.)

MYTH STIRS HOOVER AID TO ACTIVITY

Mississippi Governor Rebuked For Campaign Canard — Sharpest Message Sent—Story Most Indecent And Unworthy, Is Charge—Other Whispers Hit.

By James L. Wrest,
Associated Press Staff Writer.

WASHINGTON, Oct. 20.—(AP)—Governor Theodore G. Bilbo, of Mississippi, was the recipient today of a stinging message of censure from Herbert Hoover's general headquarters because of a statement attributed to him that the Republican presidential nominee had danced with a negro woman of Mississippi—a statement which was branded as "indecent" and "unqualifiedly false."

George Akerson, Mr. Hoover's assistant, took cognizance of remarks credited to the governor in southern newspapers and dispatched to him one of the sharpest messages of the campaign. It bristled with expressions of indignation and asserted that "no more untruthful and ignoble assertion was ever uttered by a public man in the United States than that attributed to you."

"You are quoted by the press in the south," Akerson said in his telegram, "as having stated in a public address that Herbert Hoover on one of his flood relief trips got off the train at Mound Bayou, Mississippi, and paid a call on a colored woman and later danced with her.

Unqualifiedly False

"That statement is unqualifiedly false. There is not the slightest foundation for it. It is the most indecent and unworthy statement in the whole of a bitter campaign."

Asserting that he was with Hoover "every hour of the four months while he was engaged in the flood," the nominee's assistant declared that the then secretary of commerce "gave all that was in him to . . . a task necessitating experience and influence which no other man in the United States possessed and for which the gratitude of the state of Mississippi was unanimously expressed by its legislature."

Akerson said Hoover was never in Mound Bayou except for a three minute stop of his train there and that he never left the platform of the train, but received a memorial from the negro people of that vicinity "for the service he had rendered their race."

This was the second time during the campaign that Akerson had taken cognizance of attacks levelled at the Republican nominee.

Hoover and his associates at general headquarters have been silent under assaults from the camp of the opponents on campaign issues and this silence has been broken only when matters were brought up which in their judgment had nothing to do with the campaign.

The first statement issued by Akerson was after Senator Bruce, Democrat, Maryland, had stated in a speech that Clarence Darrow, noted criminal lawyer, had said he had had a drink with Herbert Hoover. The nominee's assistant said Hoover had not taken a drink since he became a constitutional officer of the United States government and subsequently Darrow denied that he had said he had drunk with Hoover.

JACKSON, Miss., Oct. 20.—(AP)—Governor Theodore G. Bilbo said last night that he had not yet received a telegram from George Akerson, assistant to Herbert Hoover, which branded as "unqualifiedly false" a statement said to have been made by the governor that Hoover had danced with a negro woman.

"I did not say that as a direct statement coming from me," Governor Bilbo said. "What I did say was that the statement was made at a public rally held in Jacksonville some time ago."

SINGER SUICIDES CHICAGO HOTEL

CHICAGO, Oct. 20. (AP)—Belle Applegate of Louisville, Ky., the one-time "Mme. Phedris Ago'n" of European opera stages, killed herself yesterday, and in a bitter farewell note said: "My blood be upon America for her treatment of the daughter of the daughter of Kentucky pathfinders."

At the theatres in Dresden, Weimar and Cologne she had in other years been praised for her singing of Carmen, Ortrud and Delilah; yet "the end of an opera star" as she laconically described her own death, came in a hotel room paid for from the proceeds of a pawned fur coat.

Traffic Cop Halts Rockefeller Car But Gets No Dime

YONKERS, N. Y., Oct. 20. —(AP)— A traffic policeman ordered a car to pull over and demanded the motorist's name.

"John D. Rockefeller, Jr.," came the answer.

"Well," proceeded the policeman, "I'm President Coolidge. Show your license."

The motorist obeyed and received an apology. Mr. Rockefeller then demanded that he be given a summons if he had violated the law. He did not get one.

WM. A. WHITE ATTACKS SMITH AND TAMMANY

Kansas Editor Declares The Democratic Candidate 'Perfect Flower of Tammany' — Tammany Oligarchy Real Issue Of Campaign, Is Claim.

INDEPENDENCE, Kan., Oct. 20. —(AP)—Renewing his charges that Governor Alfred E. Smith was subservient to Tammany hall while a member of the New York legislature, William Allen White, Kansas author and editor, took the stump here last night and declared the explanations given by Smith of his votes on saloon legislation were "all specious, and all twisted with the Tammany viewpoint."

"In his defense of his record more than in the record itself," White asserted, "Governor Smith today by his shifting, undemocratic explanation of that record reveals himself the perfect flower of Tammany who does not dare, because he cannot, appeal to the American conscience."

"Young Al Smith always gave his vote on the liquor question to Tammany," White declared. "If Tammany has a good saloon record then young Al Smith should have been a Methodist bishop."

White, in a statement issued in New York some weeks ago, detailed Smith's votes as an assemblyman on various bills affecting saloons and drew a heated reply from the New York executive. Charges by White at that time that Smith's votes in the legislature had been cast for the protection of prostitution and gambling later were withdrawn by the editor.

In his address Friday at a rally under the auspices of the Republican state central committee, White declared that the "Tammany oligarchy" was the real issue of the presidential campaign, and he said the Democratic presidential nominee typified the "Tammany mind."

In contrast, White said, "Herbert Hoover, idealist, humanitarian, a farm boy consecrated to public service, has the American mind and the American background."

Governor Smith's long, unbroken record as a member of the legislature, voting with Tammany on the question of liquor, was published several weeks ago, White said. "That roll call was read to prove one thing, that in the New York assembly young Al Smith put his vote on the saloon and its interests in escrow with Charles Murphy, the boss of Tammany hall.

"These Tammany votes which he does not deny show him lining up with Tammany on every question affecting the saloon and its associates. The roll call shows him voting to allow saloons to operate near schools and churches.

American Mind

In voting a bill to allow saloons near school houses, Governor Charles Evans Hughes revealed the American mind in sharp contrast to the mind with the Tammany taint. Governor Hughes evidently felt that the American schools have rights which Tammany and the liquor interests are bound to respect. But Tammany has no use for the schools. It has debauched them time and again for its own grafting ends.

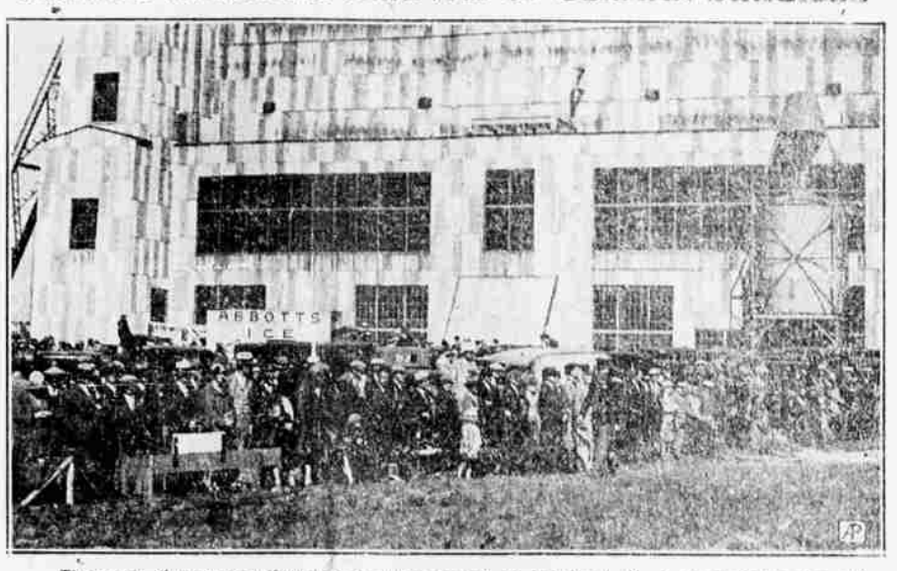
Governor Smith was confronted with his vote on bills which would make conviction easier for violators of the old saloon law. He justified that vote by saying that a majority of the assemblymen voted against it, not explaining that to make that majority he was voted with a solid Tammany block, along with a few Republicans—a branded tiger cub in a cage.

He does not in any of the roll call lists discuss the moral implications of the bills. Never once does he explain his vote for the saloon upon the ground of reason or conscience. . . .

"When it was proved that he voted to keep the saloons open after midnight in small towns, his defense was peculiarly a Tammany defense, yet it was not made 20 years ago, but less than 60 days

(Continued on Page Six.)

CROWDS AWAITING ARRIVAL OF GERMAN DIRIGIBLE



Thousands of persons gathered at the giant hangar at Lakehurst, N. J., to greet the German trans-Atlantic Dirigible Graf Zeppelin.

PECULIAR LIGHT MAY BE CLUE TO AVIATOR'S FATE

LIVERPOOL, Oct. 20.—(AP) The passengers and crew of the British liner Montclaire which arrived here this afternoon, reported seeing a strange light in the sky, which dropped into the sea Thursday evening at 8.15 when the ship was 150 miles off the coast of northern Ireland.

This light was seen in the sky in a southwesterly direction, several passengers and members of the crew saw it drop from the sky with a streaming tail. They observed this from the stern of the steamer, having been watching because they heard that Lieut. Commander H. C. MacDonald, British aviator, was attempting an Atlantic flight.

The position of the light was approximately along MacDonald's intended course and just a few hours behind the missing airman's estimated schedule.

AUSTRIA ADMIRAL AND WIFE SUICIDE BECAUSE POVERTY

VIENNA, Austria, Oct. 20.—(AP)—Rear Admiral Baron Arthur von Bourguignon-Baumberg and his wife have chosen death rather than attempt longer to make out an existence on a meager government pension.

Unemployment, rising prices and hard times generally made their struggle more and more difficult in the face of their declining years. They made a pact to destroy themselves and took poison.

In a small dark room where they had made their futile struggle against privation, the two were found clasped in each other's arms. They were dressed in furs, as though they were going on a last cold journey together.

The rear admiral was once chief of the torpedo service in the Austrian navy. His wife was highly esteemed for works of kindness and charity.

MARTIAN MESSAGE TO BE BROADCAST BY BRITISH RADIO

LONDON, Eng., Oct. 20.—(AP)—The Daily Mail announced today that Dr. Mansfield Robinson, telepathist, would make another attempt to communicate with Mars by radio Wednesday.

His message will be accepted by the British Post Radio Service at 36 cents a word. But the service will not guarantee delivery. The communication will be broadcast from the Rugby station on an 18,500 meter wave length and the St. Albans station will listen for a reply on a length of 30,000 meters.

Two years ago incredulous operators at the Rugby station broadcast a message to Mars for Dr. Robinson, who claimed later that he had received a reply from Gomarun, a Martian woman.

Guard Moves

SALEM, Ore., Oct. 20.—(AP)—Headquarters of the Oregon National Guard will be moved from the fifth floor of the Masonic temple to the new Bligh building at State and 12th streets, Adjutant General George A. White announces. Fourteen rooms on the south end of the second floor of the Bligh building are being prepared to receive the guard offices.

COLLINS CASE CAUSES ANGER AGAINST COPS

Public Indignant Over Police Action In Holding Woman —Damage Suit Prepared —Boy Admitted Hoax— Neighbors Deceived.

LOS ANGELES, Cal., Oct. 20.—(AP)—A cloud of public indignation hovered over the Los Angeles police commission today, the outcome of its investigation into the holding of Mrs. Christine Collins in the city psychopathic ward for 10 days because she doubted the identity of a boy who, police had insisted, was her son.

While the mother prepared to prosecute a $508,300 damage suit against police authorities, a group of women, a grand jury, a city public welfare committee and another band of citizens started efforts toward a public airing of the case.

The sudden turn of events traveled close upon a decision of the commission clearing a police officer of liability in imprisoning Mrs. Collins in the ward.

She was the mother of missing Walter Collins named in murder indictments at Riverside, Cal. as one of the victims of torture and murder on the Wineville chicken ranch of Gordon Stewart Northcott.

Young Collins disappeared from his home here last spring. Subsequently a boy was found at De Kalb, Ill., and returned here by police as the missing youth. For months he lived in the Collins home, the mother repeatedly denying his identity. Then, a few weeks ago, he revealed himself as Arthur Hutchens, of Marion, Iowa, and perpetrator of a hoax upon the police solely because he wanted to come to California.

In the meantime, Captain J. J. Jones of the police juvenile bureau had removed the mother to the city psychopathic ward for mental observation because of her denials of the youth's purported identity as her son. Police previously had demanded that she keep the youth.

At the resulting investigation of the police commission Jones was freed of blame of the assertion that he could not be censured when Hutchens consistently had received friends and neighbors of the family, despite the mother's claims.

FOOTBALL SCORES

At Seattle: Washington Freshmen 19; Idaho Freshmen 0.

At Cambridge: Army 15; Harvard nothing.

At Philadelphia: U. of Pennsylvania 14; Penn State College nothing.

At New Haven: Yale 32; Brown 14.

At Columbus: Ohio State 19; Michigan 7.

At Annapolis: Navy 6; Duke 0.

At Princeton: Princeton 47; Lehigh 0.

At Atlanta: Georgia Tech 13; Notre Dame 0.

Turkeys High

SPRINGFIELD, Ill., Oct. 19.—(AP)—King Turkey, traditional piece de resistance of the Thanksgiving menu, will be an expensive bird to serve on the family table this year. Prices will be higher than usual, the Prairie Farmer advised today, due to a small crop.

Plenty of Turkey

WASHINGTON, Oct. 20.—(AP)—Prospects are bright for plenty of eats turkey day. The department of agriculture forecasts that the principal ingredients of Thanksgiving dinner will be 4 per cent more than last year.

HICKMAN NORMAL DOCTORS FIND IN A POST MORTEM

SAN FRANCISCO, Oct. 20.—(AP)—The Examiner today said that University of California medical authorities, after performing an extensive post mortem examination on the body of William Edward Hickman announced that so far as they could determine, the kidnaper and slayer of 12-year old Marian Parker was practically normal physically and that there was no organic evidence of insanity.

Hickman was hanged at San Quentin prison yesterday. The report of the examiners indicated that there was nothing abnormal about the endocrine glands—the internal organs of secretion which are held by scientists to contribute toward mental affliction. The brain was found to have been unusually large.

Hickman's insanity defense included reports of medical men which said his physical condition indicated insanity or lack of mental balance.

PRINCETON PARADE PROTEST AGAINST FRANCHISE DENIED

PRINCETON, N. J., Oct. 21.—(AP)—As a protest against being barred from voting in the coming national elections, 1500 undergraduates of Princeton university last night paraded through downtown streets and tore down two political banners, one a Smith and one a Hoover emblem.

Police charged the crowd, attempting to arrest those who tore down the banners, but were prevented by other students from taking anyone into custody.

When the students recently were denied the right to register on the ground that they were not citizens of the city a boycott was threatened but merchants report this has not been put into effect. The parade was the first mass action of the students in protest against the ruling.

BAKER INDISPOSED TALKS CANCELLED

CLEVELAND, Ohio, Oct. 20.—(AP)—Newton D. Baker, secretary of war in President Wilson's cabinet, will not be able to address a Democratic rally at Tulsa, Okla., October 29, it was announced here last night. Mr. Baker has canceled speaking and business engagements on the advice of his physician.

There is nothing seriously wrong with Mr. Baker, it was said, but because of overwork at his law office it was deemed advisable he take a long rest.

LUMBER INCREASE SHOWN FOR WEEK

NEW YORK, Oct. 20.—(AP) Lumber production and shipments in the week ended Oct. 13 increased appreciably over the week before, reports to the National Lumber Manufacturers association from 585 softwood and hardwood mills disclose. Production totalled 465,387,000 feet; shipments, 391,654,000 feet, and orders, 389,715,000 feet. Automobile body wood orders brought hardwood mills 28 per cent increase in business.

Cycling Butler of Vice-Presid Is "Jenkins, ."

CHICAGO, Ill., Oct. 20. —(AP)—There are some odd laws to watch out for even if one be "Jenkins, Sir," butler to the vice-president of the United States.

They arrested Jenkins who butlers have first names?, for riding a bicycle without a light on it.

"I am Jenkins, Sir" he said, "butler to Vice-President Dawes, Sir."

The police went into a huddle and decided the infraction was really not as heinous as it might appear, especially since since it was Jenkins. So they gave him a good talking to and let it go at that.

BUSINESS MEN HEAR JENKINS ON ADVERTISING

Eugene Chamber of Commerce Head Discusses Value of Advertising For Merchants — Newspaper Best Medium, Is Stated.

Advertising is an integral part of business and is as important to its success as the heart to the human body, said Frank Jenkins, president of the Eugene Chamber of Commerce and business manager of the Morning Register, before a group of local merchants gathered at the Hotel Medford in regular session of the Jackson County Merchants association. Mr. Jenkins was the principal speaker of the evening and dwelt on the value of advertising to the merchant, telling of its abuses as well as its benefits.

Of the three main media of advertising, the newspaper, said Mr. Jenkins, ranks highest for use by the merchant if used intelligently. Billboard advertising and magazine advertising are good, he said, but cannot be used to advantage in encouraging sales as is the case in persistent newspaper advertising, made valuable by the circulation enjoyed by the paper.

"In answer to the question, What Is Advertising?" said Mr. Jenkins, "it is multiplied salesmanship, making it possible for the merchant to come in direct contact with the trade territory in which his establishment is located with the least cost. Advertising had its birth with the birth of merchandising centuries ago when ancient merchants first brought goods to the bazaar, where they displayed it to the trade.

"This form of advertising has endured until the present day," he continued, "and we find it in the display windows of stores. There is no better advertisement than that, but its benefits are limited to the number of people passing by the establishment, and the merchant has turned to the newspaper as the next best substitute. The newspaper, through its advertisements, brings the display window to the public by the description of goods carried in stock.

"An advertisement," continued the speaker, "is the product of raw materials, paper, skill and circulation and without one of the three, advertising cannot be a success and when in writing one, which should be done by the merchant himself, the merchant should place himself as a salesman selling goods to a customer, his arguments instead going on paper. However, in arranging the ad, he can employ the aid of newspaper advertising men, but he should not let them write the entire ad by picking out items which they think should be sold.

Amount Needed

"The amount of advertising to be used can only be determined by the merchant himself, by figuring in how large an amount he can see profits. The Harvard bureau of research has perfected a set of rules as the result of a careful survey, and they indicate what percentage of the annual turnover should be used for advertising. The department store should spend 3.87 percent of its turnover for advertising. The furniture store should spend 3.73; men's furnishings, 3.14; jewelry store, 3.10; drug store, 2.76; shoe store, 2.65; hardware store, 1.42.

"Another rule," said Mr. Jenkins, "which can be applied is the fact that 3000 department stores have reached the conclusion that the annual advertising cost should be 10 percent less than the cost of rent. This would mean that drug stores would pay as much and grocery stores and hardware stores one-half as much.

(Continued on Page Six.)

SMITH RIPS GOP RECORD OIL LEASES

Governor Flays Republicans In Final Speech on Mid-West Soil—Hubert Work Assailed For Oil Leases —Smith To Visit Taggart, Indianapolis.

CHICAGO, Oct. 20. (AP)—Governor Smith left Chicago at 10 a. m. today for Albany, N. Y., by way of Indianapolis, where he will take part in a parade late this afternoon during an hour's visit there.

The Democratic presidential nominee has brought to a close his last invasion west of the Alleghenies mountains for the campaign and after today will confine his drive for the presidency to the north Atlantic seaboard states, where his name first rose to prominence.

From now until the ballots are counted in November he will carry the Democratic standard into a group of states which, with but few exceptions, have been regarded as a citadel of Republican strength in national elections.

The governor in his final speech on Mid-West soil here last night ripped time after time into the Republican record for the last seven and one-half years; he assailed Hubert Work, chairman of the Republican national committee, for renewing the Salt creek oil lease to the Sinclair interests while serving as secretary of the interior, and urged a cheering audience to remember the Republicans were promising a continuation of conditions in statu quo.

During the Indianapolis stop a brief visit to a hospital where Tom Taggart, the Democratic chief in Indiana, is undergoing treatment, will be made by Governor Smith.

No stops were arranged in Ohio and after the break at Indianapolis the candidate proposed to proceed direct to Albany, with the exception of a pause somewhere in western New York tomorrow morning to enable him and his family to attend church.

G. O. P. Platform

The governor opened his speech last night by quoting the Republican platform as saying the "record of the present administration is a guarantee of what may be expected of the next."

"Why limit the declaration to the present administration?" he asked. "The Republican party has been in power in this nation since the 4th of March, 1921, and I can read from that declaration only one thing, and that is a desire to get away from the black, dark record of the administration immediately preceding this one."

The audience broke out in applause at this juncture, some cheering and others booting horns.

The nominee asked what it was the Republicans desired to get away from, and almost in the same breath shouted out:

"Oil! The veterans' bureau and the administration of the office of the alien property custodian."

Turning to the Salt creek lease, he said Mr. Work had been quoted by the press as saying "the people are tired of hearing of these oil leases."

"I think they are not only tired," the governor added, "but they are thoroughly and completely disgusted with them. What gave rise to that statement? Why did the doctor have to tell us that we are all tired of hearing about these oil leases?"

The nominee answered his own questions by saying Work had renewed the Salt creek oil lease negotiated by Albert B. Fall, as interior secretary, with the Sinclair interests in December, 1922, and that earlier this week Attorney General Sargent had held the contract illegal and improper.

112 Policemen Pounce on Sheik When Lady Yells

CHICAGO, Ill., Oct. 20.—(AP)—When Moran (or was it Mack) said "Scat" he wasn't foolin'; and when Marie Santore last night yelled "Police" neither was she.

The action was fast. Marie was walking along. A man flirted. She screamed "Police." Within 10 seconds there arrived 112—count 'em, 112—policemen. Floyd Hatchen was arrested.

The secret of this police speed lay in the fact that Miss Santore happened to be passing detective headquarters when she screamed, and the 112 police happened to be mobilized to march to the armory, where Governor Alfred E. Smith was to speak.