

MEDFORD MAIL TRIBUNE
 Daily, Sunday, Weekly
 Published by the
MEDFORD PUBLISHING CO.
 21-23 N. 3d St. Phone 74

ROBERT W. NUBEL, Editor
M. SUMPTER SMITH, Manager
 An Independent Newspaper

Entered as second class matter at Medford, Oregon, under Act of March 3, 1879.

SUBSCRIPTION RATES
 By Mail—In Advance
 Daily, with Sunday, year.....\$7.50
 Daily, without Sunday, month.....75
 Daily, without Sunday, year.....6.00
 Weekly Mail Tribune, one year.....2.00
 Sunday, one year.....1.00
 By Carrier, in advance—in Medford, Ashland, Jacksonville, Central Point, Phoenix, Talent, Gold Hill and on @shawnee:
 Daily, with Sunday, month.....80
 Daily, without Sunday, month.....75
 Daily, with Sunday, one year.....7.00
 Daily, without Sunday, one year.....6.00
 All terms, cash in advance.

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Official paper of the City of Medford
 Official paper of Jackson County

Sworn daily average circulation for six months ending April 1, 1928, 4532.

Advertising Representatives
M. C. MOGENSEN & COMPANY
 Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, etc.

EXTENDING PEAR MARKETS THROUGH ENTIRE U. S. A.

THE facts brought out by D. R. Wood regarding the Bose pear at the annual meeting of the Fruitgrowers' League yesterday were of unusual interest.

Mr. Wood pointed out that over 90 per cent of the local Bose crop in the past year was sold in three large fruit centers, Chicago, New York and Boston. The remainder of the country absorbed only about 9 per cent of the crop.

In his opinion—and we believe his contention is sound—the first step in the solution of the Bose problem is to develop the markets in this vast undeveloped area.

Toward this end he favors the employment of a special salesman to visit the wholesale distributors in this area, familiarize them with the Bose pear, divert a proportion of the crop to these sections, thus preventing an over-supply in the large Eastern markets, and by increasing the range of the market, raising the prices to the local producer.

What is true regarding the Bose pear is, to a certain extent, true regarding all pears. There is no good reason for the pear market being confined almost exclusively to New York, Chicago and Boston. What has been done in these three districts can, by proper methods of salesmanship, be done elsewhere.

Similar markets in other parts of the country have not been developed. The obvious thing to do, is to develop these other markets.

What is needed, however, to make this plan a success,—or any other marketing plan for that matter,—is less independence and pride of opinion among the individual growers, and more cooperation—particularly a greater readiness to submit to leadership and properly constituted authority.

Unless such a disposition is manifested, no plan can succeed, and no material improvement in present conditions can be expected.

Fortunately in the selection of Albert Burch as president, the members of the Fruitgrowers' League will have a chief executive who will immediately arouse confidence and inspire enthusiasm. With the facts before them and under such leadership, the season of 1929 should be one of the most successful in the history of the local organization.

ADVERTISING MEDFORD PEARS

OFF and on for nearly twenty years the Mail-Tribune has advocated advertising, as the one greatest need in the bringing about not only of increasing but permanent prosperity in the pear industry.

Except for one year, and then only in a very inadequate way, no advertising has been done. From what we can find out, there is very little prospect of any extensive advertising campaign being conducted this next year.

Nevertheless, we firmly believe, the potential value of the pear business will never be fully realized until a campaign of publicity has been carried on.

To our mind the arguments in favor of advertising are unanswerable. For what is the one thing needed to secure the maximum success in any modern industry? Demand. That is all. Increase your demand, limit your supply, and, figuratively speaking, the world is yours.

By the nature of things, the supply of pears in this country is limited. Unlike wheat, corn and other staples, pears can't be grown anywhere, nor can they be successfully grown by anyone.

The only problem remaining is to increase the demand. Mr. Woods' plan, as noted above, is to employ salesmen and introduce pears in undeveloped markets.

That is good, as far as it goes. But, in our opinion, it does not, and never will, go far enough. For the fruit wholesaler is not going to take any special interest in boosting the pear market. His special interest will lie in profits for himself. His problem is, and always will be, not in handling what this grower or that particularly wants to sell, but in selling what the consumer wants to eat.

Put the desire to eat pears in the heads of the American people, by attractive advertising and insistent suggestion, and instead of soliciting the fruit brokers to buy Rogue River Valley pears, the fruit brokers would be soliciting local pear growers to supply them.

To those who say "advertising is all right but too expensive," we would suggest that they look over the recent history of the Hawaiian pineapple. In 10 years, skillful advertising lifted the pineapple industry from the "two-bit" into the multi-

millionaire class. It has worked similar miracles in industries too numerous to mention.

What has been done with pineapples, can be done with pears,—not to such a great extent, perhaps, but certainly in the same direction.

And in our opinion until it is done, as we said above, the maximum possibilities of the pear industry will not be realized.

Personal Health Service
 By WILLIAM BRADY, M. D.

Signed letters pertaining to personal health and hygiene, not to disease diagnosis or treatment, will be answered by Dr. Brady if a stamped, self-addressed envelope is enclosed. Letters will be brief and written in lay terms. Due to the large number of letters received only a few can be answered here. No reply can be made to queries not conforming to instructions. Address Dr. William Brady, in care of this newspaper.

WHAT WE KNOW ABOUT THE FLU.

The influenza outbreak at present giving some anxiety to the people in various parts of the country, notably California and some of the southern states, are evidently not the severe type of a season that overwhelmed the country in the great epidemics of 1918 and 1926. It is probably not the same disease at all. The present epidemic is, in all probability, to become dangerous in any locality. From all the reliable information at hand today I am inclined to believe that the present alarm is nothing more than an exaggerated view of the usual annual prevalence of our old friend, the common respiratory infection.

I believe the doctors are for the time being calling it the "mild" because patients, always susceptible to suggestion from the newspaper stories, come to the doctors complaining that they believe they have a touch of this flu. You may not understand how this can be, but if so, you've never practiced medicine, that's all.

The health authorities are still as helpless as ever to cope with the present flu of course. We know no more about the nature or cause of that mysterious and terrible disease than we did when the great epidemic paralyzed the country.

A generation ago we recognized influenza as a specific disease, caused by a clearly described, distinguishable bacillus, and we believed it was usually, if not always, a respiratory infection, regardless of the part of the body that suffered the brunt of the attack. I recall that one of the characteristic features of signs by which the physician thought he could distinguish certain cases of pneumonia from influenza was an absence of leucocytes, that is, the increased number of white blood corpuscles, in influenza. In ordinary pneumonia there was a marked leucocytosis. Besides its diagnostic significance, we assumed that this peculiarity meant that the patient made a feeble fight against influenza, and that in the way the white cells recruited to battle the invaders in pneumonia.

All this seems to have been a wobbly assumption. At any rate, one hears no more about it in modern practice.

Not that I care a hoot whether other doctors ever acknowledged my terms or not, or whether they are in recent my writings about it as a good practical working rule for the management of such epidemics. But, please believe that if any of my neighbors develop on this 1928-29 brand of flu, I am going to try to keep out of their spray range, conversational or longer range, though I do not think any of my neighbors would be such a vicious beast as to cough or sneeze upon me when he had erl.

Our ignorance of the specific cause of real flu should occasion no more anxiety than does our ignorance of the actual nature of what you and your doctor may consider to call a "cold," or maybe the "grip." In any case the public can do but one thing: We must stand our ground and try to dodge the spray.

QUESTIONS AND ANSWERS.

Run Away.
 I want to tell you how very fine your remedies for seasickness are. I returned from Germany recently. I took the tablets you suggested three times daily and never was seasick, although we had a very rough sea for three days on this return voyage. This was my second trip. On the first trip I was pretty seasick. I am very thankful to you. I enjoyed the crossing both ways very much indeed and never missed a meal, thanks to your advice.—Mrs. N. A. W.

Ans.—Well, we'll chalk it down

as a score, though honestly, who knows whether you would have escaped the seasickness this time even without any treatment? Some thousands of voyagers have now looked for my method of prevention, and very, very few of them have ever reported what results they experienced from it. Human nature remains about the same.

Milk for Children.
 Kindly print the amount of milk my children aged 2 years and 4 years should drink daily to obtain the required amount of vitamins. Is goat's milk good for children and does it contain the same vitamins as cow's milk?—Mrs. J. W. B.

Ans.—As a general rule all children from 2 to 16 years of age should take not less than one quart of pure fresh milk daily, preferably certified milk if that is available.

If the child dislikes milk, it is not absolutely essential. Egg yolk and any kind of fresh vegetable or relish will supply all the necessary vitamins. For infants under a year old, any fresh fruit juice or canned tomato or other vegetable juice, and a fraction of a spoonful of cod liver oil daily, will insure adequate vitamin rations. Goat's milk is at least equal to cow's milk, if every respect, rather preferable from the viewpoint of freedom from tubercle bacilli.

As Long As We Please the Ladies.
 I have used your dandruff treatment, your corn cure, and your "old Doc" ointment with great satisfaction. I am very grateful to you and am writing to say so. I enjoy your daily talks very much and find the wit and humor mixed in just the right proportion. Long life and happiness to you.—Miss M. A. B.

Answer.—Whoopee!
 (Copyright John F. Dille Co.)

Abe Martin

CARROT'S WITH OR WITHOUT TEARS
 A SMALL DEPOSIT REQUIRED ON ALL LIVER ORDERS

There's nothin' cheap about Mr. Kresge when it comes 'r heart balm. I hadn't seen a fat horse since 'r breweries closed.
 (Copyright, John F. Dille Co.)

Brisbane's Today

(Continued From Page One)

developing this part of the wonderful coast of Georgia.

Here, it is just warm enough and just cool enough in winter, never uncomfortably cold, never oppressively hot, and there are all kinds of things to be killed, if you happen to be a sportsman.

Twenty miles down the coast of the mainland, quickly reached with a speed boat, Mr. Coffin has a game preserve of 60,000 acres. If you start at three in the morning and

Flu-Grip
 Checked at the start
 RUB your chest with Vicks before your little cold gets BIG.

Vicks acts two ways at once to check the cold and prevent complications:

(1) It is vaporized by the heat of the body and inhaled for hours direct to the inflamed air-passages;

(2) It acts through the skin like an old-fashioned poultice, "drawing out" the tightness and pain.

acts 2 ways at once
VICKS
 VAPORUB
 OVER 12 MILLION JARS USED YEARLY

Caution: Naturopathy

Dr. H. P. Coleman
 8th Successful Year in Medford
 Treatments by Appointment
 Medford Center Bldg. Phone 955
 Electrotherapy Food Science

Shop In Comfort

Pick out a box of cigars from one new clean stocks and we will mail it anywhere in the United States.

New stocks of Candles in letter grades in fancy gift packages.

Hotel Medford Cigar Stand
 A. C. BEVAN, Prop.

INSURANCE

First Insurance Agency

A. L. HILL, Manager
 Phone 105 • 30 N. Central
 Medford, Oregon

Ye Smudge Pot
By Arthur Perry

Ye Beauty Shoppe's report ye foggy huns maircelling.

ying to the icy condition of the roadways, it will be ten days, according to the doctor, before he will be able to leave home at 8:07 a. m. and be at work by 7:59 a. m.

WHAT? NO POISON GAS!
 (Eugene Register)

A good old-fashioned charity was tendered Mr. and Mrs. Martin Hanon Monday night by neighbors and friends. Several blasts of dynamite were set off and guns were fired before the party entered the house to offer congratulations and good wishes.

Uncle, 85, called this morning looking for a Congressional Record, saying: "I feel like I ought to keep an eye on them idiots."

"She's well upholstered," sneered Lady Ford Coupe of the local imitation British set.

Only a week until the coming of Santa Claus, after which the poor will not recognize their poverty.

E. Davis has specks, and there is one less baseball umpire on the rising line.

Many of the stores are counting their beans, and measuring their calves.

The entire valley is colder than butchery, and consider the Eskimos who wield the meat axes.

A citizen reports that he had a wild experience the other day, due to carelessly pouring a cup of heany coffee into the midst of a swirl of moonshine.

The attention of the local social lions is called to the evidence that the impending treaty in the pact, is due to the King taking off his hat in the rain.

It's about time some upstate paper predicted that "the coming session of the legislature will acquit itself," as nobody else will.

Dear Santsy:
 Please put a boom in the civic necking, as we are about over the one we had in 1910.

Your loving friend,
 Johnnie Humdinger.

The year is petering out with rapidity, and it will soon be time to start a new leaf.

The fact that Bolivia has four times the war strength of Paraguay, has nothing at all to do with their present attack of ferocity.

(Emporia, Kan., Gazette)

They Feathered, 19, of Logan, Ohio, shot and killed an aged farmer-robot yesterday in the farmer's own request, and Feathered is now under arrest charged with "hunting without a license." Such a low state of public indignation seems impossible in Kansas, where the criminal would be languishing in the hoosegow under indictment for trespassing, committing a nuisance, or making a left turn against the red light.

Maybe justice took into consideration, that the victim took a drink, and voted for Al Smith.

False teeth are still being torn loose from their moorings on East Jackson.

A security girl from OSC, nee OAC, is back. "Honest to John" has been added to her slang vocabulary.

Low Taxi Fares.
 WASHINGTON—(AP)—Paris has lower taxi rates than any other European capital, according to a table compiled by a French source, the department of commerce reports. The average fare in Paris is 2.4 cents a mile. London has the highest fare, 24.5 cents a mile.

Shorts for Sports.
 PARIS—(AP)—There are shorts of the color and material of the skirt under some of the three-piece sport costumes shown by a specialist in styles for outdoor women. The tongs are added for warmth, skirts remaining almost at knee level on sport costumes.

Tapstry Story
 WASHINGTON, Dec. 18.—(AP)—The story of the election of Vice-President-elect Curtis, done on an American-made lace tapstry, was presented to him today by the Camp Fire Girls of America. It is told in the Arapaho Indian sign language.

MUTT AND JEFF—For a Very Worthy Cause

MUTT, I JUST INVESTED ANOTHER THOUSAND BUCKS. I BELIEVE IN MAKING MY DOUGH WORK FOR ME.

DIDN'T I TELL YOU TO SEEK MY ADVICE BEFORE YOU INVESTED ANOTHER NICKEL? WHAT INTEREST ARE YOU GONNA GET?

KID, I DON'T NEED YOUR ADVICE WHEN AN OPPORTUNITY LIKE THIS COMES ALONG! THIS INVESTMENT PAYS 100 PER CENT IN DIVIDENDS ANNUALLY!

FOOL, THAT'S IMPOSSIBLE! WHAT DID YOU INVEST IN?

I BOUGHT SOME CHRISTMAS SEALS! THEY PAY DAILY DIVIDENDS IN HAPPINESS AND GOOD HEALTH!

SMACK!

JEFF, I LOVE YOU!

By BUD FISHER

WHAT'S THIS?

SMACK!

JEFF, I LOVE YOU!

Rippling Rhymes
 By Walt Mason.

THE ANNUAL JO

The time to do our Christmas shopping is drawing near every day; old Father Time is nimbly hopping and skipping on his destined way. We know we should go forth in season, before the mighty rush begins; we know, if we can think and reason, delay is classed with grievous sins. Now in the stores there's room to enter from aisle to aisle, from place to place, and it is better far and sweeter to shop where thousands do not chase. Now we may take our time and ponder on what to buy for Uncle James, inspect the slippers over yonder, and rubber at the quilting frames. Now we may ask for information from smiling clerks, and get replies, and not stir up their indignation as being fresh and noxious guys. Now every beaming clerk strives a wish to make our visit gay, and all the genial merchant princes have time to smile and say "Good day." We know all this, we know it's wiser to get our shopping done in time, to patronize the advertiser before the Christmas snow and time. The roads are in the stores appearing, we should be shopping right away; but something's always interfering, and we put off the buying day. "We'll surely do that stunt tomorrow," we mutter, with a right good will, "even though we have to beg or borrow the wherewithal to pay the bill," and we procrastinate some more; we wait till Christmas bells are ringing before we start the ghastly chore. Then we are squeezed and crushed and hurried, we're hurried from footlocks to the dome, and all the packages we've carried are boxed when we get them home.

At low tide this beach, hard enough for automobile racing, presents a perfect airplane landing field 200 feet wide, five miles long and the quiet waters were made to receive hydroplanes.

In a short time commercial airplanes will bring passengers here from New York in three hours, and to Palm Beach and Miami in two or three more hours. If you doubt that, wait and see.

Meanwhile, you might buy yourself some good waterfront, at present inaccessible, for lack of railroads and highways. Airplanes require a netter.

What electric transportation did for suburbs within 30 miles of big cities, flying machines will do for beautiful places within 1000 or 2,000 miles of great population centers.

On Friday or Saturday, for 16 years away, the father and mother will leave Chicago in one airplane for a week end on the Pacific coast, son and daughter will fly the other way to Florida, or the Gulf coast, and they will all meet in Chicago the following Monday.

Time and distance have been annihilated, an excellent thing for the human race and real estate values. This writer is able to announce that the "National City Bank crowd," headed by Chas. E. Mitchell, propose with their new airplane company to develop commercial flying and, having out their hand to the control, they will not turn back.

Lay good land on the Atlantic, Pacific or Gulf coasts and buy desirable flat hill tops on mountain tops. Fly it is here.

Quill Points

The desire to kick the pants of foolish and joyous youth isn't inspired by superiority, but by envy.

The cave man had weaknesses, but no silly inspired in the jungle boasts a fear that lasts until our day.

By all means educate the girls. Somebody must qualify to do the spelling for financial wizards who dropped out at the fourth grade.

Correct this sentence: "A passing grade is good enough," said the parent, "and you must neglect your out-door play in order to study."

Notice Py thians

Once a Pythian, always a Pythian. There are many true Pythians in Medford and vicinity who are not affiliated with Talsman Lodge. We are requesting them to communicate with C. E. JACQUA, 594 West Jackson, Phone 1155-W, or with J. W. Wakefield, phone 17.

GUARANTEED WATCH REPAIRING
Brophy's
 JEWELERS
 MEDFORD, ORE.

The popular girl has few real advantages. She just gets 16 strings of imitation pearls for Christmas instead of one.

Fable: Once an office man got the afternoon off and didn't waste the forenoon getting ready for it.

DANCE

Wednesday AND Saturday Nites
WALKER'S
 MEDFORD'S NEWEST PAVILION

ONYX POINTEX HOSIERY

For women.....\$1.95

INSURANCE

First Insurance Agency

A. L. HILL, Manager
 Phone 105 • 30 N. Central
 Medford, Oregon

Hotel Medford Cigar Stand
 A. C. BEVAN, Prop.

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