

NEW COPCO HEAD GUEST OF FORUM FOR NOON LUNCH

C. M. Beaver, newly appointed vice-president and general manager of the California Oregon Power company, was the guest of honor and principal speaker at the Thursday noon luncheon of the Copco Forum, held today. A large number of Copco employees were on hand to greet their new executive and a fine meeting resulted.

Jack Thompson presided as chairman and introduced a number of those present for short impromptu talks on various subjects. Of special interest was a review of Copco forum activities by R. R. Daniels, who stated that the weekly forum luncheons had been held regularly for a period of eight years. These meetings were instituted in 1921 for the purpose of a periodic get-together luncheon for the employees of the company, which would be of mutual benefit to all. They are conducted on a strictly informal basis, many times with no set program and some interesting programs have developed. Many noted speakers have addressed the forum on topics relating to the electrical industry, community development and other interesting subjects. Attendance is optional with the individual employee and has ranged from a small group to a gathering of 150 or more.

Mr. Beaver, in addressing his new "partners in progress," complimented the Copco organization on their forum activities and told of the various meetings and activities of the Mountain States Power Co. He also suggested the interchange of athletic relations between the two companies and stated that inter-company baseball and bowling contests might be worked out to advantage. Mr. Beaver expressed his pleasure in meeting the members of the Copco forum and assured them that he would endeavor to be a regular attendant at future forum meetings whenever possible.

FISH SCREEN TOPIC AT SPORT BANQUET

A description and explanation of the new fish electric screen now being installed at Gold Ray Dam will be given at the annual sportsmen's banquet to be held in the main dining room of the Hotel Medford, by one of the men in charge of the work there, as a feature of the evening's program. The banquet will start promptly at seven o'clock.

Charles Lockwood, president of the state association, will be among the many distinguished visitors present, according to the committee on arrangements. The Josephine county delegation will be headed by Wilford Allen, Joe

TARKINGTON REGAINING SIGHT



Booth Tarkington, Indiana novelist, will regain the normal sight of his right eye, doctors said, following a recent operation at Baltimore. The author had lost the sight of his right eye and his left eye also had been failing.

DEPUTY GWYNN IS HONOR GUEST OF I. O. O. F. CONCLAVE

The arrival of Special Deputy Monte Gwynn, I. O. O. F., of Boise, Ida., on the Shasta this noon, was one of the most spectacular events of the four-day grand lodge session, which opened Monday and is ending today.

The high school band, in their snappy red and black uniforms, marched and struck formations under the leadership of John Oliver, chief of staff, department of Oregon, for half an hour before the train pulled in.

As the Shasta arrived, the military unit of the lodge stood at attention. The visiting official was presented by the committee to the leader, who in turn presented him to the other Patriarchs Militant.

The deputy grand are was escorted by the military body and the band to the grand lodge headquarters, where he extended greetings from the grand sire, unable to attend on account of illness. From there the body proceeded to the Rebekah assembly, where he repeated the same greetings to them.

Fifteenth street in Corvallis may be paved this summer.

Wharton and senator Ed Miller of Grants Pass, Oregon, will arrive from Klamath Falls, Eugene, Portland, Salem and other points throughout Oregon.

NOVEL ADVERTISING CAMPAIGN CREATES TRAVEL INTEREST

Civic leaders of a great many Pacific coast communities have voiced their appreciation of the splendid results derived from the Associated Oil company's "Roads to Romance" advertising campaign. The schedule of large copy advertisements, now appearing in this paper are of interest from the historical viewpoint, as well as being educational.

The background illustration is taken from billboard and magazine layouts, created from the first Wednesday evening "Roads to Romance" radio program broadcast each month.

The entire campaign is designed to create travel interest, to entice more motorists to get in their cars and "Go—where the Roads to Romance lead" and to see the many worth while spots that can be so easily reached by motor car.

Subjects used so far this year have been: "The Declaration of a Peace Treaty by Transilla"; "The Love Story of Ramona"; "When Tracy the Outlaw Ruled"; and this month, "The Lewis and Clark Expedition."

The tie-up between newspapers, magazines, billboard posters, radio and literature make this one of the most complete and well-rounded advertising campaigns ever developed by a Pacific coast oil company.

O'Brian to Assist WASHINGTON, May 23.—(AP)—John Lord O'Brian of Buffalo, New York, has consented to become assistant to the attorney general in charge of anti-trust and commerce law cases.

SILVER FLEET ON GOODRICH TREADS CONTINUES TRAIL

A day spent in the war zone in Mexico last month and a week of fun in Hollywood are highlights of a five months' trip through 23 states with the Goodrich Silver Fleet, four of the sunburned pilots told a Mail Tribune reporter Wednesday, soon after the cars arrived here.

H. E. Schaeffer, ex-commander in the United States naval air service, and now connected with the Goodrich company, has charge of the fleet. As soon as the caravan of 15 cars arrives in a town for an official stop the pilots step from their cars and line up while the welcoming committee greets them. Yesterday Mayor A. W. Pipes, members of the local traffic force and W. A. Folger, former treasurer of the rubber company in Akron, Ohio, greeted the group at the court house.

Among the first things the commander did after the fleet parked at the Lewis Super Service station was to check up on hotel accommodations for his 12 pilots. Other towns on their schedule have had conventions and shortage of rooms. A large Mack truck brings up the rear of the Silver Fleet procession. Contrary to the opinion of many people, extra tires are not carried in this big car, but a trunk for each man makes up its load, one of the pilots explained.

The 15 cars in the caravan are all traveling on the same Goodrich Silvertown tires on which they started from New York City. Several of the pilots optimistically declared that they expected them to be going strong at the end of the 40,000 mile tour which will be completed sometime in November, according to plans.

Commenting on the tour, Phil Lowd, of the Lewis Super Service station said, "The fleet demonstrates that good tires give good care will give astonishing service. The tread shows no appreciable wear. It's a wonderful advertising campaign."

The pilots keep daily records of the performance of the tires on their cars by measuring the depth of the tread and are compiling data that will show at the end of the tour how the tires stood up under various kinds of roads and weather conditions.

Yesterday afternoon four of the pilots piled many cameras and photographer's equipment into a car and went out into the valley to take pictures for their collection which numbers about 6000 to date.

Leaving Medford early this morning the Silver Fleet continued its route north.

R. H. WHITEHEAD HOME AT PROSPECT COTTAGE

R. H. Whitehead, local capitalist, who recently returned from San Francisco, where he spent the winter, is now comfortably located at Whitehead cottage, Prospect, where he says he is at home to his many friends from Medford and Jackson county.

In spite of his 83 years, he well known local man is enjoying the best of health and is planning some interesting fishing trips and short excursions with his friend of long standing, "Dad" Grieve of the Prospect resort.

Brisbane's Today

(Continued from Page One.) Just how 160 men can keep 17,840 men from dropping into any one of 32,000 retail rum stores, is not clear, but Mr. Whalen's ideas are usually good.

In the old days New York had 8000 saloons and 8000 policemen, one saloon to one policeman, and about the same number of school teachers.

Now it has about two speak-easies for each policeman. There is a difference between prohibiting and preventing.

Dr. Cooper, federal commissioner of education, tells the Association for Adult Education that the United States voters "have an average education of sixth or seventh grade levels." He recommends further expansion of adult education.

What citizens lack is not education, but interest in their government. Lack of interest is proved by the vote of only 50 in 100 that could vote.

A little more "fractions, algebra and geography" won't help voters to solve the problems of our increasingly complicated social and economic life.

At the beginning of his term, President Hoover, in accordance with custom, received all visitors to the White House—Tom, Dick and Harry—on three days each week, then wisely cut public receptions to two days a week. Now receptions are reduced to one day a week, Wednesday.

Another improvement would be to eliminate public receptions entirely. The President is not elected to be a curiosity, shaking hands but to attend to public business.

The public should be content to study and know the President in the things that he accomplishes.

Virginia Hogan, 12-year-old Irish American girl from Omaha, wins the national spelling bee, and, this will surprise you, Teru Hayashi, a Japanese boy, was number four in the competition. "Janacec" eliminated him.

Classified advertising gets results.

MONTGOMERY WARD & CO.

Phone 286 117 South Central, Medford, Ore. Store Hours, 8 A. M.—8:30 P. M.

Final Clearance Sale of MID-SEASON COATS



at 1/2 price



Coats for Spring

Coats for Dress

Coats for Every Occasion

\$29.75 Ladies' Coats Now Reduced 1/2 Price **\$14.88**

Ward's unmatched bargains are now reduced one-half. Now you can buy a coat of \$35.00 value for the low price of \$14.88—This group includes coats for both sport and dress wear.

\$11.88 Outstanding Values—Formerly Sold for \$23.75

Nowhere but Ward's can you find such outstanding values as these. Beautiful Coats of slenderizing lines. Some with flat summer furs. Sizes for Matron and Miss.

\$19.75 Coats for Women Now Priced at **\$9.88**

Every woman can afford to buy a new spring coat when priced like this. Unquestionably these coats are \$25.00 values. Sport Coats—Dress Coats. Sizes for all.

Another Great Group

Women who demand bargains will find them here. This group is made up of our regular \$14.75 and \$9.75 coats—values that sell in many stores for \$19.50 now priced at— **\$8.95**

Children's Coats Cut 1/2

Children come in for their share of the bargains too. Beautiful models for children aged 6 to 14 are also being offered at 1/2 price. We offer this group and two others—\$2.98 and \$2.48. **\$3.98**

Never before have we collected such an all-inclusive array of smart and exceptional styles . . . in plain tailored and fur-trimmed coats . . .

Your size is here!
Your color is here!
Your style is here!

at much less than you expected to pay . . . Come in Saturday and get your coat!

Saturday, May 25th

FASHION FLOOR . . . WARD'S

CAMEL CIGARETTES

WHY CAMELS ARE THE BETTER CIGARETTE

Camels contain the choicest tobaccos grown . . . expertly blended for matchless taste and fragrance.

They have a welcome mellowness and mildness that you will find in no other cigarette. Smoke them as often as you like, Camels never tire your taste.

The quality of Camels is never permitted to vary.

Only a superior cigarette could have won and held world leadership for all these years as Camel has done.

