

ASIA JOINS THE BEAUTY PAGEANT AND BUYS ROUGE

WASHINGTON, D. C., June 1.—"Thou shalt find thy happiness on earth through prayer, love and perfume."

Thus commands the Koran to all true believers. Cosmetic concerns of Christian countries, including the United States, are devoutly eager to have Moslems fulfill the exhortation as it relates to perfumes and, of course, use their products. Super-salesmen, sample men, advertising, pretty packages—all the tricks of western trade, line up back of the Mohammedan Bible, the Koran. "Discrimination in favor of Moslems, however, is not countenanced. All the women of all the races and religions of Asia are welcomed to join the beauty parade," says a bulletin from the Washington, D. C., headquarters of the National Geographic society.

Huge Increase in Cosmetics Exported
The United States gets its share of the business. American exports of perfumes and toilet preparations have risen in value to \$8,550,000 per year. This represents an increase of 1000 per cent over 1910 exports. After Europe, Asia is our next best customer.

Although dental creams, face powder and rouge bulk large in American cosmetic exports to the Far East, beautification in the Orient is by no means limited to a save-the-face-and-you-save-all campaign. The Philippine Islands, for example, are the United States' best customer for toilet soap, third best for perfume, and second best as buyers of talcum and other powders.

The "secrets of make-up" are mostly familiar facts of history to Chinese women. The famous beauties of Cathay employed many of the modern "ye beauty shoppe's" arts. They used the eyebrow pencil, rouge, face cream and hair oil, and with such skill that their charms "tempted the moon to hide its face and the very flowers to feel shame." That was in the days when a British woman's idea of cosmetics was a head-to-foot coat of blue clay paint.

Eyebrow Pencil Ousts Charred Twig

"Chinese women welcome better beauty tools. They have given up the charred willow twig of Ming maidens for the modern eyebrow pencil, rejected the silk rouge pad for the modern compact, banished sheep tallow creams for improved cold and vanishing creams, and turned from musk and sandalwood to more delicate perfumes (although the oriental countries prefer much stronger perfumes than please the occidental nations). Unlike many other oriental states, China now supplies its cosmetic trade chiefly by home manufacture."

"Trade in certain cosmetic products is dominated (with exceptions) by different western countries selling in the Far East. French eau-de-cologne and higher priced perfumes usually rule those particular markets. British and German cheap perfumes, and British face creams and toilet soaps make large sales. The United States, probably by virtue of the world-wide respect for its dentists and dental schools, commands the dentifrice market. Its powder compacts also enjoy wide sales."

NORWEGIAN FLIERS SCOUT FOR WHALES

OSLO, (AP)—Capt. Hjalmar Riiser-Larsen and Capt. Lutwold Holm, who were companion heroes of the search by planes for survivors of the 1928 Italian disaster in the Arctic, are planning to go to the other end of the world and try a new method of finding whales this summer.

They have joined a whaling outfit which will fish in the waters near Bouvet island in the south Atlantic. The airmen will scout for whales from planes. They are also to be official motion picture recorders of the expedition.

GREEKS OPPOSE ITALIAN PLAN OF ISLAND CHURCH
ATHENS (AP)—It is reported here that the Italian government is about to separate the Orthodox church in the twelve Dodekanese islands, occupied by Italy since 1912, from the Ecumenical Patriarchate and form it into a self-governing church.

Dodekanese residents of Athens are protesting vigorously against the change.

Hunt's Craterian Today



BOBBY WATSON AND BARBARA BENNETT IN "HUNT'S CRATERIAN."

Five original song hits are included in "Hunt's Craterian," now playing at Hunt's Craterian. It has been billed as an extravaganza by the producers, the first great musical review ever to be made, an effort to produce what is actually a full blown musical show in film form.

Coming Attractions

At the Rialto

"The Lone Wolf's Daughter," coming to the Rialto theater tomorrow is another of the Lone Wolf stories by Louis Joseph Vance. Bert Lytell comes to the screen as the famous crackman. The colorful and luxurious appointments of antique auction rooms, palatial residences and country estates made gay by weekend parties furnish ideal backgrounds for the mystery, action, intrigue and plot of a pair of international crooks, who are the "Lone Wolf's" daughter as a decoy. Her love affairs prove a snare for the crackman, who is taxed to the limit of his skill and ingenuity in sliding out from under the arm of the law.

Raymond Hatton at Rialto Today

Raymond Hatton, who is seen as the city editor in "The Office Scandal," which comes to the Rialto theater today, reverts to the type of character roles that made him a favorite of the fans. With Phyllis Haver, who is starred in the production, Hatton plays several scenes of genuine pathos and drama. While Hatton undergoes a change in character in "The Office Scandal," Miss Haver's work is a clever combination of comedy and drama that rises to great heights in the final scenes.

Auto Row Gossip

Two beautiful Marquettes, the newest cars on the market, were on display at the Scherer Motor company's show room for the first time Saturday.

These moderate priced Buick-made cars made their premier appearance throughout the United States yesterday. Both models being shown by Scherer are sedans, one dark blue and the other green.

The fact that the Marquette is an unusually easy driving car, has hydraulic shock absorbers and an attractive interior will appeal to women drivers. Visitors at the show rooms were enthusiastic in their admiration for the new cars.

A. E. Mannon, Hudson Essex district representative with headquarters in Portland, is a business visitor in Medford this week end. Mr. Mannon is making arrangements with the local agency for the national contest for Hudson Essex dealers, which will continue through the month of June.

W. E. Stevens, formerly a salesman with the Pierce-Allyn company, left here Saturday afternoon on a motor trip to El Paso, Texas. Mrs. Stevens and their small son accompanied Mr. Stevens in a new Chevrolet sedan. They will visit friends there for several weeks.

Armed with his piano-accompanion, H. F. Lange, vice-president of the Armstrong Motor company, left here Friday night on the Shreve special train for Los Angeles to attend the convention.

Before venturing such a long distance with the valuable accompaniment, Mr. Lange took out insurance on the instrument to cover every possible mishap including smashing and dropping.

The Pierce-Allyn company has completed plans for installing steel bin equipment in the parts department. The new fixtures are considered necessary because of the increased popularity of Chevrolet parts.

B. L. Sanderson of the Sanderson Motor company attended a meeting of Oakland Pontiac dealers at the Benson hotel in Portland Wednesday evening. Plans were formulated for the summer selling campaign throughout the state. L. M. Drees, Pacific coast regional manager of the Oakland Motor car company, San Francisco, presided over the meeting.

Goudy Hogan, bookkeeper at the Armstrong Motor company, is expected to return to Medford today from Portland, where he spent the past week on a business and pleasure trip.

The largest power press in the Ford industries, outside the frame presses for the Model A automobile is used to shape fenders, wheel housings and radiator shells at the Lincoln automobile plant. It weighs 250,000 pounds and stands 24 feet 10 inches above the floor line. Three feet of the structure extend below the floor level and it has a foundation 11 feet 9 inches deep.

Edward A. Cuddeback, parker, has given Loyola university of Chicago \$200,000 for a library.

DISTRIBUTION BIBLES DURING PAST YEAR EXCEEDS ALL MARKS

NEW YORK, N. Y., June 2.—

In the circulation of the scriptures during 1928 the American Bible society by going beyond the 11,000,000 mark in its issues of scriptures, surpassed all previous records of distribution. The distribution was made in 182 languages. This achievement marks the fourth year in succession in which the Bible circulation of each preceding year has been exceeded.

In China, just emerging from the throes of a significant revolution, the American Bible society distributed over 4,500,000 volumes, the largest circulation in the history of the society's work in China.

The society also reports multiplying opportunities for larger scripture distribution in the republics of Latin America. In the West Indies agency, demands for scriptures were largely from those who were not affiliated with the churches, a definite campaign resulting in the greatest circulation in ten years. Bible coaches are being used increasingly by the society's agency in the Argentine to reach remote places in Uruguay and Paraguay, that the Bible may be made available to those not yet reached by the Bible workers. In Mexico the demand for Bibles is greater than the supply.

In the Arabic Levant agency, with headquarters at Cairo, publication was increased 350 per cent over that of the previous year. The plates of the Turkish Bible have recently been rendered obsolete by the Turkish ruling on the alphabet, whereby the Arabic script must be replaced by Latin characters. Not a vestige of the Arabic script is allowed in the grade schools. Drummers have gone through the streets and villages all over the republic of Turkey calling upon everyone between the ages of 16 and 40 to attend the special classes opened for them. Thus millions of people will soon be able to read the scriptures who could not have done so 12 months ago.

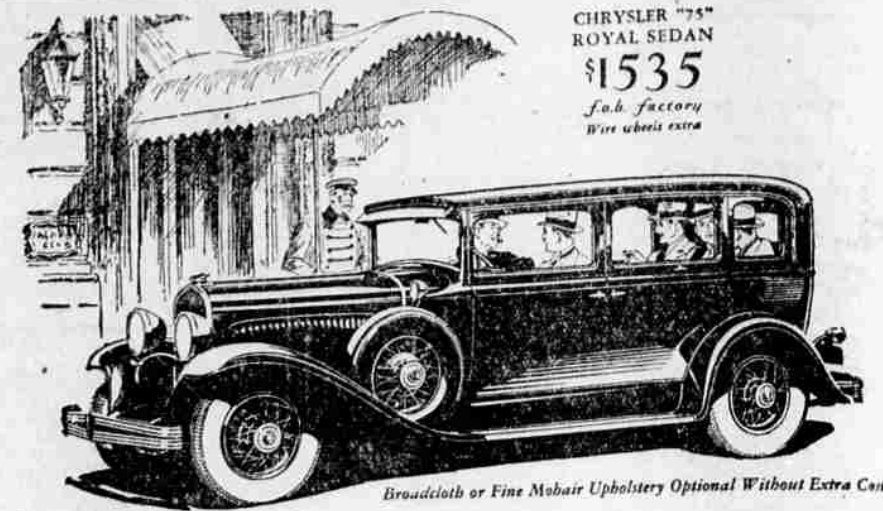
In the United States there are still many homes with no knowledge of the Bible. Throughout the northwest Bible workers found grown children who had never seen a Bible and had never been inside of a church. In the middle west, men visited over 22,000 families and found 3,000 Bibleless homes. In the southern states many young people were reached in sections of the country largely destitute as regards religious and educational opportunities. Reading classes have been formed with the chief textbook a large print testament supplied by the society. The pupils range in age from 24

to 80 years. The American Bible society began its ministry of providing embossed scriptures for the blind in 1882. During the subsequent years approximately 75,000 volumes of the scriptures in Braille

and other systems have been loaned to persons deprived of sight. During 1928 the society was able to reduce the selling price of embossed scriptures by exactly half.

MOSCOW (AP)—The village of

Exanlevka in the Shiklovsky region has asked that scientists visit it to investigate a meteor which fell near there. Many trees were burned and a vast quantity of snow melted when the fiery visitor landed.



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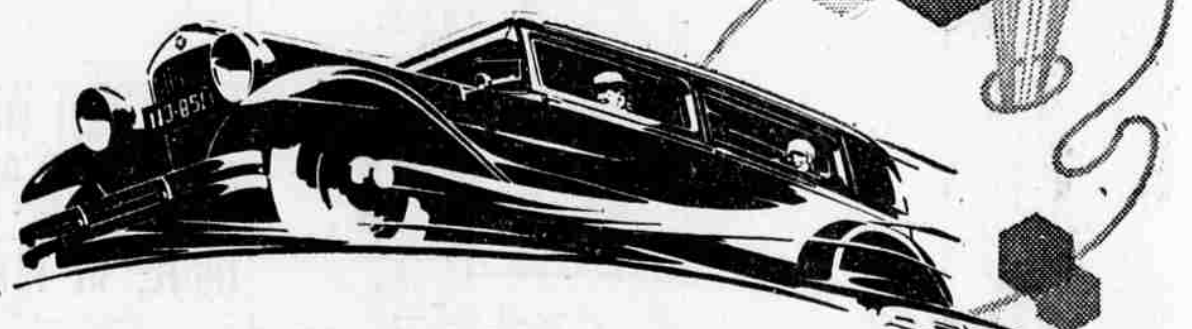
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