

ONLY OLD MAIDS COULD OWN LAND PRIOR TO 1821

Unmarried ladies of a century ago may not have remained single because they were lacking in culture, points out the National Association of Real Estate Boards in its weekly story. For staying away from the altar was the only way the gentle sex could keep intact any property they might happen to possess.

Less than a hundred years ago a married woman could not own property outright; she could not sell her land or will it to her children without her husband's consent, but single women had all the property rights they enjoy today.

Then, when a woman married, her husband secured an interest in her land. He became the owner of her wages and even her clothes, he was entitled to the rents from her holdings and the profits from any business in which she might engage.

Today a husband is only the other party who got married, for long before the girls got the vote, wedded women secured the right to be property owners.

The association quotes on this subject, its general counsel, Nathan William MacChesney of Chicago who points out that, under the common law that governed this situation before the enactment of special legislation, a woman's legal identity vanished when she stepped up to the altar.

The common law, explains General MacChesney, is made up of a system of elementary rules and judicial decisions which are continually expanding to meet the progress of society.

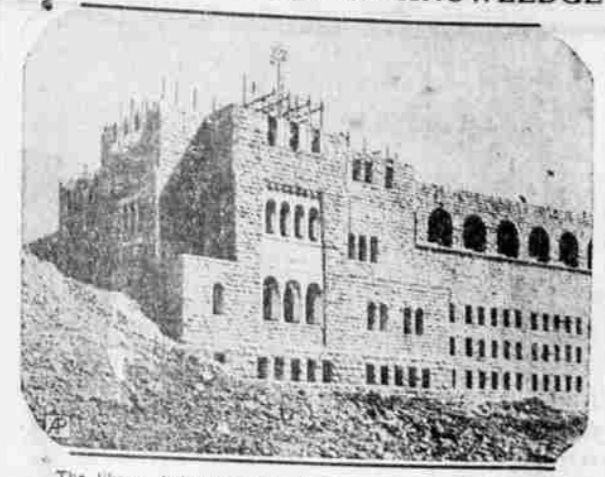
Thus, under the common law, up until 1821 in some states and much later in others, the effect of marriage was to produce what is called in the law books "unity of person-ality, the husband and wife being one person. The wife lost entirely all legal rights possessed by a person acting in her own right. But the husband, through some manner not explained by attorneys then or now, remained, after marriage, as fully capable of acting in his own right as before. As a result of this situation, a husband, favorably disposed, could not even make a grant of land to his wife; nor could a wife do likewise, though in her case the marriage gave the husband an interest in her land.

A husband became entitled to the rents and profits from a wife's lands as long as the marriage relation existed; and this right of the husband also extended to any lands which came to the wife after her marriage.

This was the situation of married women also in England where wedded ladies today cannot cash checks without their husband's endorsement. Less than fifty years ago only the queen or queen consort could sue and be sued; she alone could take grants of land from her husband or from strangers and she alone could make contracts.

In England the married women's property act of 1882 destroyed the husband's rights in his wife's personal property and enabled her

STOREHOUSE OF JEWISH KNOWLEDGE



The library building of the Hebrew university in Jerusalem, now in the course of construction. The library will contain 130,000 volumes.

to acquire such property also. In 1821, the state of Maine, by statute authorized a deserted wife to sue, make contracts and convey real estate as if unmarried. States of a similar character followed in other states, and today women are certainly in a better position in the matter of their worldly goods. They can own the land now, buy or sell it. They can even go into the real estate business.

HIGHT TRIBUTE CO. ADVERTISING AFTER YEARS OF EXPERIENCE

The story of the S. S. S. company's advertising is interesting not only because they have the distinction of being one of the oldest "national" advertisers of the kind in the United States, but because the company is today among the largest of all newspaper advertisers in their line of business in the world.

This institution's appraisal of newspaper advertising is clearly set forth in the following statement by a company official. "A comprehensive test of all the recognized forms of advertising exploitation, extending back to the crude methods of nearly one hundred years ago, has convinced the proprietors of S. S. S. that one medium alone now serves their requirements best—the newspaper.

The machine S. S. S. is declared to have had its beginning in a formula originated by the Cherokee Indians hundreds of years before the white man learned of it, Captain H. L. Denard was given the ancient formula written out in Cherokee characters on a piece of tanned deer-skin, by a Cherokee chieftain who had been mortally wounded, and whom Captain Denard was befriending. This formula, involving seven different medicinal roots, is claimed to be still the formula used.

J. C. Bagwell, advertising manager of the company, says: "The formula of S. S. S. was recorded at the courthouse in Perry, Ga.,

over 100 years ago, but it was not until shortly after the war between the states that the formula was sold to Colonel C. T. Swift, who in 1876 sold a controlling interest to him, Rankin & Lamar, wholesale druggists, Mason and Atlanta, and the Swift Specific company was incorporated.

"S. S. S. advertising started in a very small way, largely with such mediums as signs tacked up on little boards along the roadside, on the sides of barns. There was some little newspaper advertising, too, in its early days. Just as fast as the business grew, the company increased the amount of advertising done.

"The company has been ever alert in its attention to this great factor of success, and has endeavored to be progressive in the character of advertising it put forth as time went on."

E. H. Come, chairman of the board after telling of the merits of their product, pays a high tribute to newspaper advertising. He said: "No product is going to thrive where newspaper advertising has to make the second and third sales. You may depend and confidently on good advertising to make your first sales for you—but unless your product possesses real merit, don't expect your newspaper advertising to keep on making your sales for you.

"The 'graveyard' is made up of small advertisers who take a small sum of money, set aside for their advertising expenditure—and then failing at producing the desired results, blame it on the newspapers.

"Although newspaper advertising constitutes by far the bulk of all our advertising now, that doesn't mean we haven't tried other mediums, and tried them in a big way. For example, at one time we tried putting our S. S. S. signs, broadcast, over several states as an experiment. But we have always come back to the newspapers."

The Mail Tribune has carried S. S. S. advertising for years.

Her Pies Could Feed Army
HILLSBORO, Ill. (AP)—Brides who can't master the art of pie baking should see Mrs. Dora Wilson of Hillsboro. In the last 11 years she has baked 200,000 pies for the restaurant she and her husband operate, with 8,000 hams thrown in for good measure.

Hoover, Jr. Builds Radio Net In West Where Dad Got Start

LOS ANGELES—45 Here in the "golden west" where his father started a career that brought him wealth and international fame as an engineer before he was 49, Herbert Hoover, Jr., has buckled down to the job of building a radio network for aviation.

It is a network that will help safeguard passengers who make the air-rail journey from coast to coast. Technical assistant to the president of Western Air Express, young Hoover is in charge of developing communications for that company.

The New York Central, the Chicago and Alton and the Santa Fe railroads are establishing an air-rail line in conjunction with the Western Air Express from New York to Los Angeles. The aviation company has been operating a 12-hour air passenger service between Kansas City and Los Angeles.

In addition to his radio work with the Western Air Express, the president's son has held an amateur radio license for some time. His station, with the call letters 6-NH, is located at Palo Alto, the Hoover family home. A few years ago, he was attached to the radio laboratory at the Bureau of Standards in Washington.

Recently he and Frederick Ter-



HERBERT HOOVER, JR., man of Stanford university

man of Stanford university were granted a license for an experimental short wave station. The station is to be employed for radio instruction at the university and for the study of the very high frequencies above 22,000 kilocycles.

Clean rags wanted at the Mail Tribune office.

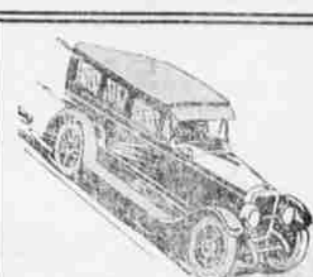
DOUBLE BALLOON TIRE LIFE WITH PLENTY OF AIR

Being free, air is regarded as unimportant by otherwise careful motorists. So observes Sam Jennings, local Fisk tire dealer. He adds "back of free air, cash and oil, does, prove an unnecessary and wasteful expense in motor car operation."

"Balloon tires," he states, "need a correct amount of air pressure just as motors need a sufficient quantity of gasoline, oil and water. Tests made at the Fisk factory indicate that properly inflated balloon tires will travel approximately 1000 miles as far as tire wear is over the recommended figure. On an under-inflated tire, it was found that as little as six pounds under the correct pressure reduced comparative mileage about 25 per cent."

"With balloon tires in ordinary road condition, deeply under average uses, a weekly check-up will suffice to maintain correct pressure. Tire experts always urge

The use of a gauge in measuring two or three pounds will cut down the air, as they say "that an over-draft of miles from a balloon tire's inflation or under-inflation of only period of service."



It Back-fired

The car back-fired! Caught fire! When "The Missus" saw the brand-new car go up in smoke, she didn't like it a little bit. Our prescription for the car and for the irate wife: Automobile Fire Insurance.

For Details See
Medford Investment Co.
125 East Sixth St. Medford, Ore.
Phone 1224

The Open Road Calls... Equip NOW With GOODYEAR TIRES

and get the most out of its unlimited pleasure possibilities

Special Prices
Monday, Tuesday and Wednesday

Genuine Goodyears — with big, husky Pathfinder Treads and patented Super-twist Cord carcass. Standard lifetime guarantee. Headliners in quality. Properly mounted free.

Full Oversize Balloons	Big Oversize Cords
29x4.40 \$5.98	30x3½ \$5.25
30x4.50 \$6.89	32x4 \$9.85
30x5.00 \$8.95	33x4½ \$14.25
30x5.25 \$10.15	Other sizes at similar low prices

Liberal Trade-in Allowances on

- Goodyear Double Eagles
- Goodyear Regular All Weathers
- Goodyear Heavy Duty All Weathers

Medford Service Station
Phone 14
We Serve to Serve Again Your Tire Shop

Trade us Your Troubles
The last miles are the costliest with old tires. Save yourself expense and delays due to punctures and repairs — trade in your well-used tires.

GOODYEAR

SALES AND SERVICE

AWAY AHEAD THEN—FARTHER AHEAD TODAY

APRIL 5 1924

"Adhering strictly to the soundest principles of design, Chrysler engineers have, nevertheless, developed and applied these principles in a manner just as revolutionary as the application of steam to ocean-going ships. + + We believe that the creation of the Chrysler accomplished an all-important evolution in motor cars no less valuable than the original invention of the automobile."

—Advertisement Saturday Evening Post April 5, 1924

WHY CHRYSLER CAN'T BE COPIED

For five years the motor car industry has striven unceasingly to emulate and overtake Chrysler—yet all its best efforts and most persistent ambitions to that end have fallen far short of their goal.

As time rolls on, it becomes more and more manifest that Chrysler performance can't be copied—that only Chrysler engineering and Chrysler manufacturing methods can produce Chrysler results.

Chrysler results are uncopiable because Chrysler engineering is of an entirely new school of thought, because Chrysler ingenuity is free from the hindering and hampering influence of out-dated and hide-bound traditions.

Chrysler results are uncopiable, too, because Chrysler has the great manufacturing advantage of plant equipment as new and up-to-date as the Chrysler car itself.

So Chrysler goes marching on, strengthening its leadership, maintaining a wide margin of superiority in performance—demonstrating a virile fleetness, an eager spirit, an unwavering stamina and an unflinching smoothness other cars find impossible to equal or even approximate.

CHRYSLER "75"—\$1535 to \$1795—Eight Body Styles. CHRYSLER "65"—\$1040 to \$1145—Six Body Styles. All prices f. o. b. factory. Chrysler dealers extend convenient time payments

CHRYSLER

CHRYSLER MOTORS PRODUCT

Medford Motors
128 South Riverside Phone 762