

MEDFORD MAIL TRIBUNE

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GOOD MEDFORD ADVERTISING OVERLOOKED

WHEN Medford's new water system was first established, the Mail-Tribune made a suggestion that attractive fountains be placed at the Pacific Highway entrances to the city, inviting all tourists, and the world at large, to have a drink, and fill their canteens with the finest drinking water that could be found on the Pacific Coast between Vancouver, B. C., and the Mexican line.

This has never been done, but we still believe the suggestion a good one. Everyone in Medford appreciates this water, and as time goes on more and more outsiders are appreciating it. But aside from its intrinsic value, our water system has an advertising value which, we feel, has never been properly utilized.

The construction of such fountains, hitting every incoming and outgoing motor tourist, so to speak, in the eye, would go far toward allowing Medford to realize on the publicity assets of this great natural resource which, under present conditions, are largely wasted.

Such fountains could not only be made attractive and useful in themselves, but would be automatic broadcasters of one of the most valuable assets any city on the Pacific Coast enjoys. The fountains would cost money, but, from the standpoint of profitable community advertising, we can think of no better investment.

MEDFORD'S AIRPORT MUST HAVE MEDFORD WATER

WE all know what advertising Medford has received through the construction of its new airport. Thanks to the Ford Motor Company, Medford is now marked with a red star on the national air map.

And as above mentioned there is the invaluable water system. But, while the airport is rapidly nearing completion, there is no hookup there with this water system. And, according to our information, it will take several months to make this hookup.

This connection would be an expensive one, no doubt. But with all residents in the section between the airport and the city limits clamoring for water, it would seem that some arrangement could be made, whereby the cost could be so distributed, that the burden either upon the city or the water department would not be excessive.

Here certainly is something that must be done, and at the earliest possible moment. A Medford airport without Medford water is too grotesque even to contemplate.

Incidentally, with the inevitable growth of air travel, an appropriate fountain at the airport would also be of unquestioned advertising value.

JOHN BULL DOESN'T CHANGE

ENGLAND is opposing the Young plan because she believes continued coal deliveries from Germany will further depress the British coal industry.

Because she wants money for internal improvements and therefore doesn't like to have reparations payments limited to the sum she must pay the United States.

Because she fears the new International bank will be placed outside of London, and compete with the Bank of England for her gold reserves.

All of which demonstrates that when it comes to hard-headed business, the difference between a Labor government and any other government in England is largely a difference in name.

The Pantages case in Los Angeles will bear watching. Here is a multi-millionaire on the one side and a penniless girl on the other. Pantages declares he expects to be indicted and tried, but he never expects to be convicted. Considering the history of similar cases in the past, his confidence is justified. "Twenty million dollars can't do wrong!"

There is one type of publicity bound we have never understood. Namely, the man who confesses to a dastardly crime he never committed merely to get in the newspapers.

It seems incredible that any two girls with enough sense to drive a car alone, should not have enough to rapidly drive by any hitch-hikers asking for a ride.

Now is the time when an increasing number of the population wish they had time to rest up from their vacations.

Well, if Mr. Hoover is to reduce military expenses by eliminating unessential things, now would be a good time to sell a stuffed shirt.

Nature restores the balance. The bonds of matrimony don't last so long now, but think how long the improvement bonds last.

Mergers are becoming popular. And if you don't know what a merger is watch a small boy on a hot day with an ice cream cone.

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 should be typed and written in ink. Owing to the large number of letters received, only a few can be answered. No reply can be made to queries not conforming to instructions. Address Dr. William Brady, in care of this newspaper.

Research Work on a Popular and Ill-Hero Unrecognized Ailment.

Credit for the discovery of this new ailment is due Mr. L. E. B., who, naturally desiring to inform the most representative audience, immediately contributed his original report to this column. Mr. B. gave his disease no name in his original article.

Of course it is necessary that a new disease have a name. Indeed, that is important in the attainment of popularity. Look how a popular bad breath ailment achieved recognition as halitosis.

In choosing names for diseases we should strive for simplicity so far as may be consistent with descriptive accuracy. It is a grievous mistake, I think, to name diseases after discoverers. Already we are burdened with Bright's disease, Racz's disease, Morton's disease, Addison's disease, Hodgkin's disease, Graves' disease, Stokes's disease (the disease), Parkinson's, Pott's, Raynaud's, and scores of others less familiar to laymen. So I propose that we christen L. E. B.'s disease hyperexoria, a plain and unassuming word which any school boy who has a term of Greek can readily understand. For the benefit of the reader who has not mastered Greek, hyperexoria means too much appetite. Hyperexoria does not mean too much eating for patients whose chief complaint was anorexia (too little appetite) that no one ever thought of the direct strain of the opposite state would find himself in, until L. E. B. introduced the new disease.

"I do not seem to have anything wrong with me," apologized Mr. B. "unless it is my mother's appetite. I think this is the matter with me. Good, many people, I think I could always eat twice as much as I do but I don't."

Laurel Cornaro must have had some vague conception of hyperexoria when he wrote his "Art of Living Wrong" in the time of Christopher Columbus. But it remained for L. E. B. to give the world its classic description of the malady, also the best known remedy for it. Read it again: "I think I could eat twice as much as I do but I don't."

Who was it that advised the young man contemplating engaging in some occupation, profession or way of life the other had followed with success? Anyway, L. E. B. gives us the healthful answer to this old modern problem. Shall I take another section of pie?

Strange how our ideas have changed in a short generation. Formerly the chief concern of doctor and patient was how to crowd more nourishment in. Now it appears to be nearly everybody's object to select food that is "strengthening" yet not "fattening," and usually any smart one but a doctor can and will tell you which foods meet this requirement.

Seriously, L. E. B. really has discovered a new disease, I think. Eating is great sport, and in many cases it is a social accomplishment; luncheon is an important factor in business circles; dining is a recognized way of building business and social relations; superfluous late suppers mark advanced stages of the disease; everything in moderation is complex to keep appetite far ahead of metabolic capacity. Maybe, after all, hyperexoria is just another indication that we can't stand prosperity.

QUESTIONS AND ANSWERS
The Impersonal Trick
Will you kindly recommend a good hospital, sanitarium or clinic where they treat nerve trouble and general run down condition. I believe I need..... (Miss N. C. A.)

Answer—I advise you to give all such places a wide berth and consult a physician or a specialist. If you need who practices under his own name. Your physician will recommend the best place to go, if your condition requires institutional care.

N. B.: No. N. B.
(1) What would you call a nervous breakdown? (2) Does it affect everybody in the same way? (3) Can it be brought about by a run-down nervous condition, from over work, worry and nervous strain? (Miss L. B.)
Answer—(1) A mistake. (2) No.

two cases are quite the same. (3) I do not know what you mean by run-down nervous condition, overwork and nervous strain, but worry, which is diluted fear, can certainly impair health, just as fear alone can produce shock and is for that reason carefully guarded against in surgery.

What, Not Lie to a Child?
Some time ago I think I saw the name of a pamphlet mentioned in your column, on how to explain the mystery of life to a young child. I do not believe in telling lies to children.

Answer—You should be careful, Mrs. B., for what would the neighbors think if they found you don't believe in lying to your children? Send a nickel to the government printing office, Washington, D. C., and ask for a copy of "The Wonderful Story of Life," issued by the public health service bureau of the treasury department.

Would I Visited Tony the Hibernal Wop?
I want to take exception to Dr. Brady's article upholding the practice of vivisection. Dr. Brady is a professed dog lover. Would he use his own Tony for vivisection?

Answer—Not until I had searched the world pretty exhaustively for some other dog that was less significant. Why, man, you couldn't harbor such an atrocious thought if you knew Dittie Roy. But that is beside the question. Do you get along without shoes, wool clothes, furs and everything that the poor dumb animals contribute to man's comfort and welfare?

(Copyright John F. Dille Co.)

Quill Points

Any town is a bum town to the man who hates the meddling neighbors.

The happy people you envy just seem that way because they haven't time to feel sorry for themselves.

How nice to live in Canada where a man can feel free without drinking mean liquor in August.

Tip: A small gratuity. Evidence that charity is expected to take the place of decent wages.

At the present rate of progress, America should have a complete network of concrete highways by the time everybody takes to the air.

Brisbane's Today

(Continued from Page One.)

ranges of mountains run east and west. Utah has one of them. All the other mountain ranges run north and south. Why?

Have the magnetic currents, going north and south, anything to do with it?

The first two white men that ever saw Utah were Spanish priests, Fathers Escalante and Dominguez, in 1776, year of the first Fourth of July.

Utah has 1251 factories now, and produces yearly enough evaporated milk to fill a row of cans reaching from San Diego to Paris, France.

F. G. Bonilla, who owns the Denver Post and gives competitors a headache, wires: "When you get into Colorado Thursday morning, you will see more agricultural wealth and growing crops than you have seen from Los Angeles to the Colorado line, an amazing statement, but true."

You will hear about Bonilla, Colorado and the city of Denver tomorrow.

Returning to Utah, one county, Box Elder, population 29,819, spends each year \$8,286,582.45. The county's assessment, \$49,161,191, averages \$7,222.74 per family.

And consider Utah's mineral wealth. Ninety-three different minerals, 219 varieties, the largest open-cut copper mine in the world. Utah Copper Company has paid \$161,991,295 in dividends.

Utah stands first among the

MAIL TRIBUNE DAILY CROSS-WORD PUZZLE

ACROSS
1. Enraged
2. Healed
3. Dried
4. American humorist
5. Lurch
6. Rejoice of a gift
7. Leaf veins
8. Leaf veins
9. Roman master's long outer garment
10. Cuts lengthwise
11. Obstructions
12. Answers ably
13. 2,1119
14. Exulting
15. Quill
16. Kind of chess
17. Worthless fragment
18. Secretary
19. Mixture of gases
20. More rare, clearer
21. Leave
22. Muscular twitching
23. More eagerly
24. East African
25. Female relative
DOWN
1. God of war
2. Fairness
3. Gracious
4. Pronoun
5. Dashed money
6. Of account
7. Eagle call
8. Black cackoon
9. Place
10. Notice
11. Reading material
12. Set in the ground
13. Past
14. Humming bird with shining white crown
15. Footlike part
16. Writing held
17. User
18. Obtain knowledge through the senses
19. Neck
20. River Spanish
21. Cotton fabric
22. Foully slang
23. Brown
24. Pawn upon the sake of
25. Lull
26. Brilliance
27. Mark of a wound
28. Part of a plant
29. Feminine name
30. Color
31. Self
32. Expire
33. Pronoun

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Do You Remember?

TEN YEARS AGO TODAY
(From files of the Mail Tribune.)
August 16, 1919.
Steelhead fishing reported better. Frank Isaacs and F. Roy Davis each catch seven and Jonas Wold two.
Bishop Hughes of Portland visits Methodist church in Medford.
Smudge: "Dave Wood has assumed management of the Cincinnati Reds and they won two games from the Giants yesterday."
Three Butte Falls boys arrested for starting forest fires.
Photographs will play an important part in approaching political campaign, according to announcement of campaign managers.

TWENTY YEARS AGO TODAY
(From files of the Mail Tribune.)
August 16, 1909.
M. L. Alford, wife and infant child are camping at Entropes, near Butte Falls.
Editorial:
The Portland Oregonian has at last noticed the Medford Commercial club's \$1000 challenge, and reprints it as something new, with the remark that the difficulty will be in having the judges agree upon what constitutes resources. There will be no difficulty on this score. Medford does not care what is selected. It has the goods, and any impartial judges will so decree. This is the third year the club has advertised its challenge and the Oregonian is to be congratulated upon its enterprise. In the course of several years, if the Oregonian persists in its search for information, it will learn that there is such a town as Medford and such a section as southern Oregon.

Fresh lobster being served at Nash Grill.
Local ranchers are hoping to get 33 per box for their pears in the New York market. They are selling in Medford at \$1.25 per box now.

John R. Allen declares Jim Hill may take over the P. & E. railroad.

Installation of Elks lodge postponed until October.

Utah has enough salt to supply the entire world for more than 500 years. Enough rock of the right kind to pave every highway, street and alley in the United States; enough marble to build a column nearly two feet thick from the earth to the moon, and coal to supply the country for 100 years to come. Also, which should please good prohibitionists, enough onyx to build a soda fountain long enough to accommodate 850,000,000 people at one time, two feet for each customer.

Best of all, Utah has a public school system as fine as any in the union.
There are in Utah now 29 times as many high schools as there were in 1903. Fewer than three out of every thousand people in Utah are illiterate. Also and finally, Utah has the largest known dinosaur deposit in the world; Brigham Young's magnificent temple possesses an organ so big, deep and solemn that it's music would make you melancholy on your happiest day.
You should see Utah, Salt Lake City.
Salt Lake is really salt. From four pails filled with water you get one pail full of salt.

Mr. and Mrs. Ralph Bonney and family of The Dalles and Mr. and Mrs. Henry Bonney and family of Klamath Falls are visiting their brother, Earl Bonney, and family at Central Point.

Mrs. G. L. Garrett, Mrs. L. H. Smith, Mr. and Mrs. C. E. Smith, brother and nephew of Mrs. C. E. Smith, made a picnic party Sunday at Grants Pass and enjoyed the swimming at the park on Rogue River.

Mr. and Mrs. Howard Mayfield and children returned Tuesday to Fort Klamath and expect to remain there a couple of weeks to attend to business in that locality.

Kodak Film Expert Finishing
Films in at 10 A. M.
Ready at 5 P. M.
PROMPT MAIL-ORDER SERVICE
SWEM'S
KODAK, BOOK, GIFT SHOP

GIRLS CLIMB TO TOP MOUNT PITT

CENTRAL POINT, Ore., Aug. 15. (Special)—Last week Miss Lota Henshaw, who has been employed at the Damon cafe, and her friend, Miss Ernestine Osbeck of Eagle Point, went to Fish Lake and while camped there climbed Mt. Pitt, returning Saturday to Eagle Point.

Mrs. A. Stewart of Portland arrived Monday morning and remained over night with her father, Ole Panney, Jr., then left for Dunsmuir, Cal., for the home of her sister, Mrs. Robert Stinson.

Mrs. Dorothy Watkins of Astwater, Cal., arrived Sunday night. She expects to spend a couple of months with her parents, Mr. and Mrs. J. B. Watkins.

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Wm. Little and wife of Gold Hill were business visitors here Wednesday afternoon.

Ed Wilson, the watermelon king and prophet of this section, is getting prepared for a busy melon season as he has a good stand and expects the demand will be good.

TABLE ROCK SCHOOL WILL OPEN SEPT. 2

TABLE ROCK, Ore., Aug. 16. (Special)—The Table Rock school board met Monday evening, August 12, to make arrangements for the beginning of school on September 2nd.

The house and grounds will undergo a thorough cleaning, the floors and woodwork will be oiled and the woodshed will be given a coat of paint.

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MUTT AND JEFF—Jeff Would Like Them Without Compound Interest

