

MEDFORD MAIL TRIBUNE

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Smudge Smoke

A trans-Atlantic steamship company last Wed. very kindly invited your crew to go to Egypt next February, and Thurs. an irate woman very gruffly ordered us to go some place else.

Autos with the carcasses of bounding deer, who will bound no more, are careening through the big districts, these days. Seven were counted on the Main Street Thurs. Not counting the 4 times each re-appeared on that artery.

Diek Alford has moved his folks up to Eugene, where his paw, a son of Stanford, will be close to the Old Oregon campus. He did not get up there in time to be painted green as penalty of losing an argument over this year's game.

A \$2333.33 automobile was purchased last week by a citizen, who does not own an orchard, and never intends to.

A number of veteran readers of the Oregonian are here from Portland this week, but have to eat their breakfast without it.

Atty G. Newbury was ramming around Thurs. looking for grapes, and alleged, affirmed, asserted, and averred that he could not find a grape in town, that was ripe, further alleging, asserting, averring and affirming that said grapes were picked, plucked, and packed from their said vines too hastily.

Farmers are complaining that the lack of rain is killing the grass, and the Bates Boys' most loquacious chinwagger is also worrying about it.

Punkin pies are tickling the palates of local epileptics, and all is well.

Humdingers, Inc., have started fall spraying of apple-orchards, and some civic back scratching is underway.

Brisbane's Today

(Continued from Page One)

Killing three negroes. It would not seem so willingly to save them from a criminal life.

Drugs and alcohol do not lose their power, even under prohibition.

In California an unfortunate young moving picture star, recently known all over the world, is dying and the government seeks those that sold her drugs that ruined her career and her health.

In New York a talented young woman of the stage calls upon her physician, is seized with convulsions and died before he can see her.

The medical examiner, Dr. Gonzalez, examining the corpse, says, "Nothing unusual. Alcoholic psychosis."

Nothing unusual, with prohibition in the constitution and all the power of government trying to enforce it. The old saying about leading a horse to water seems to apply to human beings.

Daily Meteorological Report

Sunday, Oct. 6, 1929. Medford and vicinity: Sunday, fair; not much change in temperature.

Oregon: Sunday, fair; not much change in temperature.

Local Data: Temperature (degrees) 52-74; Highest (last 12 hrs.) 75; Lowest (last 12 hrs.) 50; Rel. humidity (pct.) 63; Precipitation (inches) 0.00.

State of weather: Clear Cloudy. Total precipitation since September 1, 1929, 0.00.

W. J. HUTCHISON, Meteorologist.

AN IMPORTANT MEETING IN MEDFORD

THE annual meeting of the Oregon Horticultural Association in Medford the middle of November, may well prove to be one of the most important gatherings ever held in Southern Oregon.

For if present plans are successful, pear growers from every section of the Pacific Coast will be represented—from San Jose on the South, to Yakima on the North,—the most representative gathering of pear growers, ever held in the history of the industry.

While all problems affecting pear culture will be considered, a special effort will be made to get together all large pear sections on the coast, behind a comprehensive advertising campaign, nation-wide in scope.

FOR many years the Mail Tribune has advocated such a program. But not until this year has such a plan been tried with the initiation of an advertising and special selling campaign of Medford Base in the city of Detroit.

As was plain at the outset however, and has been demonstrated since, no one section, can put on an advertising campaign, that will be successful from a nation-wide standpoint, or achieve the maximum results, for the simple reason that no one section, has adequate resources.

But the pear industry of the Pacific Coast as a whole can, and we heartily commend this effort to make it possible. The citrus industry of California has shown what amazing results can be accomplished in this direction. And while citrus fruits no doubt possess certain advantages over more perishable products, that similar results could be accomplished for pears is as certain, as anything in this uncertain world can be.

AT any rate the effort is well worth trying,—in fact it is in our judgment the most practical and worthwhile movement, ever initiated by the State Horticultural Association. And if the enterprising and progressive spirit of the local pear growers, is reflected in other districts on this coast, then November 13th to 15th, 1929, promise to go down in history as a supremely important milestone in that industry's progress.

For once let the people of this country know the pear, and in steadily increasing numbers demand it, and increase in profits for the pear grower not only becomes certain, but his prosperity becomes permanent.

MEDFORD'S FIRST A. B. C. NEWSPAPER

THERE has been nothing more striking in the development of the newspaper business the past ten years, than the growth of the A. B. C.—the audit bureau of circulations.

It seems yesterday that scores of newspapers—particularly the smaller dailies—were fighting this organization, on the ground that it was a combination of big city papers and big city advertisers, to injure the business of the so-called country press.

Now if there is any newspaper, large or small, fighting this organization we don't know its name. Instead of fighting it, 90 per cent of the newspapers, dailies, large and small have joined it, and at a recent meeting of the Oregon State Editorial Association, it was stated and not denied, that the A. B. C. had done more for honest journalism than any system ever devised.

THIS is true. And it has also helped the advertiser. In fact the organization was originally formed by Eastern advertisers, so that when they bought advertising they might know, regardless of what any newspaper claimed, precisely what they were buying.

The A. B. C. has been so successful, that today, its mark on a newspaper's circulation, has relatively the same authority in the advertising trade, that the mark "sterling" on a piece of silver has in the jewelry trade.

An A. B. C. endorsement not only establishes the size of a newspaper's circulation but its quality. Some idea of the stringent regulations of this organization may be gleaned from the fact, that only the paid subscriptions are counted, a subscriber more than six months in arrears is not regarded as a subscriber.

THIS may seem to the layman like carrying an audit to needless extremes but advertising experience has demonstrated otherwise. It is now an accepted axiom in the advertising world that only the individual that wants a newspaper and pays for it, qualifies either as a legitimate subscriber or to the advertiser as a potential customer.

As the size and quality of the Mail Tribune circulation in Medford and Southern Oregon has been generally known, for many years, we never felt until recently that the expense and added work incident to securing an A. B. C. membership was justified. But with the rapid growth of foreign advertising this situation changed, and this paper decided that both in justice to its advertisers and to itself, it should become an A. B. C. newspaper.

So an application has been filed and in a short time, Medford will have its first A. B. C. newspaper. If there are any advertisers who do not know the standing of the A. B. C., we are confident they have only to investigate the organization to agree that the securing of this service, will not only be of benefit to this paper, but of even greater benefit to them.

If only the nations could arrange a parity of suspicion.

All work and no play makes jack for the sanitarians.

The Conservative party always wins in the long run. Americans are contented more frequently than they are mad.

Lindbergh keeps on demonstrating that flying is perfectly safe if Lindy is the pilot.

A democracy is a land where birth counts for little and anybody can earn the right to snub those of his own class.

If it's true that Mr. Einstein can work any mathematical problem, perhaps he can tell us how to determine the number of calories in hash.

Dry agents show us how to make every shot effective in war. Teach soldiers to stumble and fire accidentally.

"A yes-man at the office; "Yes, Ma'm," at home.

16 PAY FINE HERE FOR INTOXICATION

The city court had a good run of business last month, which was very profitable for the city, the 29 cases bringing into the city treasury in all \$114 in fines, according to Judge Taylor's detailed report to the city council.

There was 16 cases of intoxication, and of these eleven men forfeited \$10 each, three forfeited \$20 each, and one forfeited \$15, while another was fined \$10.

There was one fine of \$25, for possession of liquor and one \$10 for disturbing the peace, and of eleven traffic violations 8 persons were fined \$10 each, two \$15 each and one fine of \$100 together with suspension of license.

One other case was investigated by the court but not docketed.

LITERARY COURSE STILL AVAILABLE

Due to the interest shown in the course, Miss Mozelle Hair of the University of Oregon

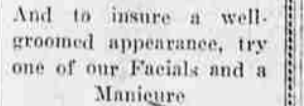


"NATURAL" PERMANENTS Are INDIVIDUAL

Free Shampoo and Finger Wave Given with each Permanent

And to insure a well-groomed appearance, try one of our Facials and a Manicure

Wineland Beauty Shop Hotel Medford Phone 61



"REALISTIC" PERMANENT WAVES

Given by expert operators who keep your wave looking attractive by professional resetting.

Milady's Beauty Shoppe S. Central Phone 1374



Radio Service Laboratory's RADIO COLUMN

HELPS to wake you up!

We guess it's true that - happiness - prolongs life. Your interest in things will be awakened by a radio from

Radio Service Laboratory "ELECTRIC WIRING CO." 22 S. Grape Phone: Office 335; Res. 1442

tion division announced yesterday that those who were unable to attend the first meeting of the university extension class in literature, Thursday evening, may still enroll by paying the registration fee of \$7.00. The class will meet weekly on Thursday evening, from 7 to 9, at the Junior high school.

According to Miss Hair the course in literature is the finest of several courses, which will be offered in Medford in the future as the demand warrants. The credits given in the extension courses go toward graduation. The offering of courses in education

is part of a general expansion program that includes all the important towns of Coos Bay and southern Oregon.

An indication of the high quality of work offered by the Extension division is found in the fact that Professor Willie Nelson Collins, a national authority in the field of literature has been chosen to instruct the first class here. Those who have taken work from Prof. Collins state that Medford is fortunate in securing a course instructed by a man of Professor Collins' standing.

Classified advertising gets results

ETHEL WYNN E. B. HOFFMANN. Announces the Services of An EXPERT MODART CORSETIER. Monday and Tuesday Only October 7th and 8th. Phone Us for Appointments

Dear Lois (extract from Norma's letter) Don't you love pretty clothes? Why, I just couldn't exist unless I were dressed up for my picture in the Sunday supplement. Expensive? Not at all! I go to COATS - DRESSES - SPORTSWEAR Mann's 14 NORTH CENTRAL

"I'll take your car, sir" "It Is Cool in San Francisco" Service, Quality, Hospitality. The MANX HOTEL SAN FRANCISCO

NO parking troubles exist at The Manx. The doorman takes your car when you arrive and places it in a garage connected with the Hotel. Just hand him your key as you leave the car—that's all. Located in the heart of the City—near everything. Service, Quality, Hospitality. The MANX HOTEL SAN FRANCISCO

NEXT TO CRATERIAN Larry Schade YOUR FAVORITE JEWELER SINCE 1918 Watch and Jewelry Repairing

SOUND ADVICE If you were to ask advice of every successful man in the world, the first thing that each of them would tell you is, start a bank account today. You respect the opinion of successful people in other matters, why not in this one of such vital importance to you, especially when the advice is so easy to follow?

DR. JUD RICKERT OPTOMETRIST 222 EAST MAIN ST. PHONE 474 CITY CLEANING & DYEING CO. "Partners in Community Development"

"Who left the cellar light on?"



The answer should be: "Who cares?"

The present cost of electric current is so little that it isn't worth the bother of running up and down stairs to turn lights off. And light is always a protection anyway.

Use light freely. You get so much for so little.

Southern Oregon Electric 409 E. Main. Phone 889 MORRIS B. LEONARD H. O. FROHBACH Agents for EDISON MAZDA LAMPS

This Store Now the FRANCHISE DEALER for the New Instant-Light Aladdin Mantle Lamps and Supply Parts. Every home without Electricity should have and enjoy this remarkable Aladdin: lights instantly. Burns kerosene without danger, odor, noise, smoke or trouble. Furnishes an abundance of highest quality Modern White Light at the lowest cost of all. Come in and see this wonderful New Instant-Light Aladdin demonstrated and learn how it will save your money and your eyesight as well as beautify your home. Present Aladdin Users Will Find at this Store a Complete Line of Supplies for Aladdins of All Models

Medford Furniture & Hardware Co. 6th and Bartlett Phone 35-J

CLASSIFIED ADVERTISING GETS RESULTS

You don't have to be a crystal gazer Reaching out for distance with some sets is like crystal gazing—if you try long enough your chances are that you will find something, although never two nights the same. We know what our sets will do and what you can do with them. We'll tell you frankly and then we'll be glad to let you do it. That's buying radio on proved performance. Our satisfied customers will tell you that's the only way to buy a radio. Ask them—or come in and see how it's done.

The Title It takes a trained abstractor to examine a title with any degree of certainty. Be sure of yours. Let us work with you from the moment you consider purchasing. It will cost surprisingly little. Jackson County Abstract Co. 121 E. Sixth St. Phone 41

KOLSTER RADIO Radio Service Laboratory (Electric Wiring Co.) 22 S. Grape St. Phone: Office 335; Res. 1142