

MEDFORD MAIL TRIBUNE

Daily, Monday, Weekly MEDFORD PRINTING CO. 29-27-25 N. H. St. Phone 75

AN IMPORTANT WEEK FOR PEAR INDUSTRY

THE program of the Oregon State Horticultural Society, which meets in this city Tuesday, confirms the prediction that this promises to be the most important meeting of pear growers the country has ever seen.

As a result the meeting should be marked by an interchange of ideas and experiences, which should be of genuine and lasting benefit to the pear industry of the Pacific Coast as a whole.

While the program committee has carefully avoided placing undue emphasis upon the matter of advertising, this paper, at least, will be considerably disappointed if the gathering does not result in a general agreement upon a pear advertising campaign supported by the pear growers of the Pacific Coast as a whole instead of by the pear growers of Southern Oregon alone.

We realize there are many obstacles to the immediate completion of such an arrangement. But the benefits to the entire industry are so apparent that, it seems to us, at least a preliminary step could be taken at this time, and various differences ironed out at subsequent meetings.

SOME MORE GOLF

THE decisive victory of Jack Hueston, Medford professional, over Walter Hagen, former American and British open champion, deserves a word or two of comment.

True, Hagen was decidedly off his game on the second nine, but to defeat the world's greatest competitive golfer, under any circumstances, is a feather in the cap of any golfer, and Hueston in every way deserves the congratulations he is receiving.

Moreover, this victory, in our opinion, comes at the right time. If ever a golfer has been pursued by an unlucky jinx, the Medford pro has been. Always a good golfer, one thing and another has conspired to keep him from the position in Pacific Coast golf to which his abilities entitle him.

This victory should—and probably will—give him the encouragement he needs, and the self confidence in competitive play that has in the past been lacking. We see no reason why Hueston should not go far in the golf game, which will be a good thing for him, and a good thing for Medford.

THE contest Friday brought out another interesting point regarding this popular but frequently exasperating sport; namely, the importance of good physical condition.

Hagen was all square with Hueston on the first nine, and only one stroke behind him in medal play. But on the second nine the "Great Haig" played a brand of golf that was a delight to every duffer in the gallery.

His tee shot on the 10th was a mile in the rough beyond the green, and he had to take a 5 on a par 3 hole. He dubbed his tee shot on the 11th and barely made the hill a hundred yards away, his second was over the green, and he again had to take a 5. On the 13th he was all over the lot, and had to take a 6 on par 4. He came in with an 80, on a course with a 70 par.

THE answer was physical condition. Hagen admitted it, explaining he had been obliged to stay up late to catch the S. P. train at Eugene, and the Cow Creek curves had disturbed his usual sleep. He looked like a million dollars, but that was on the outside; he felt, he said, like less than 20 cents within.

They say golf is an old man's game. It isn't. It's a young man's game. The only old man with a chance is the man who has kept himself in perfect physical condition, and then the young man will win, other things being equal, nine times out of ten.

And this is as it should be. A game that demands such perfect physical condition is a fine thing for everyone participating in it. The more men and women who participate in the game and take it seriously the better for all concerned.

There are two degrees of bluff—Sheer and Sheerer. The Chinese have a fine racial pride. They had rather fight one another than the Reds.

Why do movie stars urge orange blossoms? The grapefruit is the one that gets in the public eye.

Perhaps the world has few great leaders now, because there are so few individuals, dumb enough to be followers.

The representative form of government makes an interesting study. The trick is to discover what it represents.

Talkies aren't true to life. The woman always waits until the man finishes what he has to say.

Parity means peace and economy; and if a Quaker and a Scot can't put it over the case is hopeless.

Jonah's whale was meditating. "I've got inside information," said he, "and ought to get a prophet out of this."

Well known Chinese writers disappear and never are heard of again. Probably promoted to the job of writing editorials.

Americianism: Men laboring to provide luxuries to make their women happy; women bored stiff because life is too soft.

As we understand the two groups in Washington, one hopes to make the other dry, and one hopes to make the other dry up.

A monopoly doesn't lessen the worth or need of advertising. Observe how publicity has increased the consumption of sunshine.

Horse Regains Kingdom As National Show Is Opened in Madison Square; Cosmopolitan Throng in Attendance

By Adelaide Kerr, Associated Press Staff Writer. NEW YORK, Nov. 9. — (AP) — Next door to the pavements of Broadway, alive with motors and ablaze with light, King Horse has once again set up his kingdom with the opening of the National Horse show at Madison Square Garden.

From Italy, Poland, the Irish Free State and Canada he came, 400 strong, to challenge the equine royalty of America, and with him came his subjects.

A "cabinet" of owners, an army of trainers, the cavalry of his country and a host of grooms and stableboys. Up in the galleries and down in the boxes an admiring throng to watch his antics.

In this age of speed the steed still has his worshippers. Motors and airplanes they use for hurrying, but the horse is still king of their world of pleasure. As one Wall street clerk expressed it: "A car's only got two gaits—fast and slow—but a horse has five, and every one of 'em is grand!"

Jewels Glitter. Park avenue was there, and Wall street, and First avenue and the East Side. The boxes were aglitter with jewels, a shimmer with silks. The peanut vendors had the time of their lives.

The garden itself was arranged in the honor of the flags of five nations. Its arena walls newly painted in pale green. Up in the grandstand, draped in the orange and black colors of the National Horse Show association, a military band played tunes between his corners.

A few minutes after 8, Arthur White, the scarlet-coated ringmaster, ex-jockey, ex-soldier, ex-prizefighter, stepped into the tanbark arena and blew his bugle and the evening show was on. Four-hundred with passengers in evening dress, recalled the society of another day. There was the black and cream coach "Venture," owned by William H. Vanderbilt, and built in England 25 years ago for his father, Alfred Gwynne Vanderbilt, built drawn by four dapple-grays.

Then came the parade of the foreign and American teams. To the strains of a military march the white gates of the arena swung open and in rode the officers of the Polish team, three abreast. Next came the craning boys of the blue-coated Italian officers, followed by the Canadians, the cavalrymen of the Irish Free State and eight American officers.

The exhibition of battery C, 16th field artillery of the United States army, was the most brilliant event of the brilliant show. To the striding strains of the band eight caissons whirled into the ring, each drawn by a dozen white horses.

In artillery formation they charged across the ring, wheeling through lanes of burning torches while the crowd cheered and burst into a thunder of applause.

Celebrate Armistice Day in Medford

WE'RE CLOSED ALL DAY ARMISTICE DAY! Join the Legionnaires! Celebrate at Medford ON ARMISTICE DAY!

If It's Economical Transportation You Need CHEVROLET GIVES IT

If It's Specialized Chevrolet Repair Service You Need OUR SHOP GIVES IT

Pierce-Allen Motor Co. 112 South Riverside Telephone 150

Smudge Smoke

T. Bill Isaacs, last week printed a list of things a gent should wear with a Tuxedo, and forgot to mention pants, which are considered the most important thing about a well dressed gent, as T. Bill ought to know.

Golfers of these parts were agog Fri. as Walt Hagen, a fair golfer was here, and met J. Hueston, Hagen has won several opens, and a couple of shuis the past season. Sid Smith met him, in his best golf apparel.

The Horticulturists of the state will meet here this week for the 50th time in a row. Among other things they will discuss the red spider.

Turkeys of the valley are being shipped to New York for mastication on the 28th inst.

The weather continues fine, and is being indirectly criticised. The critics throw up their hands, and shriek: "Beads! No rain in November! The farmers will be ruined!" This general public is beginning to think the farmer is being ruined, with too much regularity, to yield much devastation. The last time we saw Michael Hanley, the taxes and the tariff, and the weevils and the coyotes were after him. Upon his next appearance he had a new suit of clothes. One factors to the machine, at those who will tell you later, "The fog is good for you," and then skirt out for California.

Many of the orchards are installing fancy spraying systems, which increase the efficiency, and gets all the trees, and is more economical, but it won't keep the spray out of whiskers and eyebrows.

The plucking and the packing of fruit is over, and after a couple of more football games, arrangements will be made for Santa Claus, due Dec. 25.

The high school football team tangles with Ashland Monday, Armistice Day. It will be the usual hectic struggle, and there will be a great outpouring of citizens, if they don't pour out some place else. There will be a general observance of the day, because of its war memories, and to go fishing. It will be about the last chance to catch a fish this season.

C. Wash Maddox, the eminent Methodist and shipologist, executed a solo Fri. eve. The number was well chosen for his deed and full baritone, after which Mr. Maddox got outside of four waffles, and a few incidentals such as chicken legs. This artist has been suffering from tantrums all week, and has been about as sociable as a young wildcat with the asthma.

Charlie Strang, the pioneer pillar was married 43 years last Sunday. He states it seems like only yesterday, so swift has been the passage of time, but ten days ago, would come closer to what it seems. He rode a horse down the Espee track, before there was a track.

Eme Britt and Dock Robinson, Jville pillars were over Thru. The latter had on his raincoat. This is a base slander on the state of the weather.

A new deluge of cigarette lighters has swept the city. They only cost .50 cents, and don't catch fire any better than the \$7 model.

This is the quiet time of the year in orchard and committee work.

R. Cowgill, W. S.C. saw his alma mater defeat OEC. The victory gave him a chance to do a little bragging, and he did. In several years, Mr. S. C. was a failure. Mr. Cowgill never mentioned her.

TALENT, Ore., Nov. 9. — (Special) Mr. and Mrs. Dennis of Medford purchased the home of Mr. and Mrs. Hubbard of this city this week, and the orchard tract owned by Mr. Speate last north of Talent was purchased by Medford real estate dealers, adding two more transfers to the list, following the deals last weeks for the four houses of Mr. Nye, and the cement block by C. E. Homes of Central Point and the Hartman orchard by Fred Lewis of Bellflower, California.

More prosperity has changed hands in the last two months in this locality than at any time previous in the same length of time.

Path City—Excavation completed for new channel at bridge which will be replaced east of this place.

More Money for Business

As the stock market picks itself up and dusts itself off after its tumble fall, the regular weekly statement of the federal reserve board discloses one important result of that misadventure.

The gigantic volume of brokers' loans held by the New York member banks has been reduced by something more than a billion dollars in the past week. To understand the possible significance of this development, it is necessary to review conditions as they existed prior to the rapid decline that set in some nine days ago.

There were in general two exceedingly serious aspects to the stock market situation, when speculation had inflated prices beyond any reasonable prospect of earning capacity. One was the constant menace of a crash. The other was the immediate hardship worked upon this country's other community like it by the extraordinary credit demands of the market. So long as the bull market held firm, the first was a future consideration, a warning of possible disaster. But the second was a present condition that could be plainly traced to the activities of the market.

Pyramiding prices and new issues had tended to call more and more credit to carry stocks. In a little more than three years the amount of credit represented in brokers' loans had very nearly tripled. By the end of August, collateral loans to members of the New York Stock Exchange had reached the unprecedented figure of almost 8 billion dollars. In September they would have reached another 8 billion dollars, the largest monthly advance ever reported. From all over this country and abroad money poured into the New York market, attracted

by the high interest rates which stock loans could command. The result was a marked tightening of credit conditions that was being widely felt. The business man and the industrialist felt it, because they had to pay more for borrowed money, an important item in their costs. The taxpayer felt it, because the credit required by his government automatically became more expensive. And the general consumer felt it, in so far as the producer was able to meet the additional charge to him. Moreover, the high interest rates were serving to check new building operations and to hamper the legitimate industrial expansion of the country.

That is why the federal reserve statement, showing a billion-dollar decrease in brokers' loans, merits attention as a good omen. The information indicates that it is being widely felt. The business man and the industrialist felt it, because they had to pay more for borrowed money, an important item in their costs. The taxpayer felt it, because the credit required by his government automatically became more expensive. And the general consumer felt it, in so far as the producer was able to meet the additional charge to him. Moreover, the high interest rates were serving to check new building operations and to hamper the legitimate industrial expansion of the country.

Whether brokers' loans are yet back to the level legitimately demanded by the real needs of the market remains to be seen. But the diminution already effected, its incidence and the lowering of the New York Federal Reserve Bank rediscount rate from 6 to 5 per cent all augur a much-needed easing of credit here and elsewhere. Despite some unfortunate losses experienced by individual speculators, it is apparent that the community, as a whole, stands to benefit.—Kansas City Star.

French Stage Idol Says Film Colony Is Closed Corporation

PARIS.—(AP)—It was a new type of Frenchman that Maurice Chevalier took to the United States, and the French stage idol believes that explains his success in the talkies. "It's my frank impression," said Chevalier on his return here, "that the average American imagines the Frenchman is a little man with a beard and a mustache, possessing a good heart, no doubt, but inconsistent and too light-hearted.

"Some of them were flabbergasted when they saw a French chap not altogether unbalanced, who looked them in the eye and talked straightforwardly.

"I was frightened that I'd be a fizzle when I went to Hollywood, because I was to make a talking film, something I knew nothing about. In English, a language I know imperfectly.

"Oh, here, I was well received, encouraged, aided. Over there it's one thing or the other; you succeed or you get swept aside. But if you have something in your tummy, you'll be supported. But you must have the stuff to start with.

"Hollywood is an astonishing place, but somehow it gave me the effect—I was a prisoner during the war—of something like a camp for de luxe prisoners. The society of the stars is a terribly closed one. You arrive out there followed by a big reputation. You are well received, but without excessive effusion.

"We'll wait and see what he can do," they say to themselves. "Among the movie stars there is an aristocracy which has its own standards and which chooses those it wishes to receive."

Chevalier is returning to the United States in the autumn to resume his film work.

ASHLAND, MEDFORD MEN ON COLLEGE PAPER

UNIVERSITY OF OREGON, Eugene. — (Special) — Two men from Medford and two from Ashland are working on the staff of the Oregon Emerald, student daily, according to the Emerald.

Arthur Schoenl, senior in Journalism, is editor-in-chief of the publication; Bill Bowerman, freshman in Journalism, is working on the sports staff; Barney Miller, Ashland, sophomore in Journalism, is a day editor, and George Barrow, graduate student in music, will handle all music criticism stories.

This year, in line with the policy of larger college dailies, the Emerald is an eight-column, four-page newspaper.

Just Suppose....

Just suppose you were driving your car along a perfectly good highway, and just suppose you were taking every precaution against an accident. Then—just suppose some careless driver whirled around a corner on two wheels, hit you full and square. Your car was new, it was your investment in recreation and happiness. His car was an old one, practically worthless, and he was irresponsible. Neither of you carried insurance. You did not think it necessary as you were exceedingly careful—he, because he could not pay even a small premium. Now what do you suppose would be the result.

The Northwest Casualty Company The Northwestern Mutual Fire Association

offers complete protection from the financial hazards of automobile ownership. For careful drivers, worthy of joining a group of selected policy holders, we have a money-saving opportunity.

MEDFORD INVESTMENT CO. 125 East Sixth Street Phone 1224

Speed Spirit Stamina beyond anything you have ever known at its price. Watch the Pontiac Big Six on the open road, revealing top speeds such as no other car in its field can match. See it leap eagerly ahead at a green light, accelerating with unrivaled snap and spirit. . . . The Pontiac Big Six is equally far ahead of its field in stamina and long life, due to such wear-resisting features as crankcase ventilation which prevents dilution of engine oil—positive full pressure lubrication at all speeds—and the Harmonic Balancer which counteracts torsional vibration in the crankshaft. . . . And in addition Pontiac gives you more style, comfort and safety, in smart, luxurious, distinctive bodies by Fisher—and greater economy, not alone in first cost but in operation and maintenance. . . . Come in today and see how much more Pontiac offers on any basis of comparison. And learn how easily you can own and enjoy the finest car the market affords at its low price.

PONTIAC BIG SIX \$745. Pontiac Big Six, \$745 to \$895. . . . Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Envy shock absorbers regular equipment at slight extra cost. General Motors Time Payment Plan available at minimum rate. Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. . . . Oakland-Pontiac delivered prices include only authorized charge for freight and delivery and the charge for any additional accessories or financing desired. SANDERSON MOTOR CO. SOUTH BARTLETT & EIGHTH STREET Phone 1385

This little Copper Rivet at all Strainpoints Plus Extra Heavy Tested Denim in LEVI STRAUSS Waist Overalls Insure long wear A NEW FREE IF THEY PAIR FREE IF THEY RIP. Ask for Levi's Reliable Merchandise since 1853