

# OUTSIDE THE LARGER CITIES, THE MAIL TRIBUNE IS UNQUESTIONABLY THE GREATEST FEATURE NEWSPAPER

## ON THE PACIFIC COAST!

This is true regarding not only Number, but Superior Quality of Features



### Features for All the Family!

Here is a partial list. Read them over and compare them with those in any other "small city" paper between Seattle and San Diego.

#### —and Sunday Morning Features

##### SOCIETY PAGES

Two and sometimes three pages are devoted each Sunday morning to society happenings of the week. Weddings, parties, club activities and all little bits of gossip in the society world may be found on Irene DeLosh's pages.

##### SPORT NEWS

The Sunday Sport page has a special appeal to the men-folks. Here the country's most able sport writers "cover" the big sporting events on the gridiron, diamond, fairway and in the ring while Mail Tribune writers supply accurate, first-hand sport news of southern Oregon.

##### AUTOMOBILE SECTION

Motorists will find, in the Sunday Tribune's illustrated auto section, a wealth of interesting news and valuable information pertaining to the motor car industry. The Flivver Sam column will make a hit with young and old.

##### JUST KIDS

is another popular comic strip which always delights the juvenile readers of the Sunday Mail Tribune.

##### SCHOOL NOTES

All of the news of the schools of Medford and the Rogue River Valley may be found, in condensed form, every Sunday morning in the Mail Tribune.

##### COMIC SECTION

A 4-page pink sheet every Sunday with page of Bud Fisher's famous Mutt and Jeff comics, another page of Fontaine Fox's inimitable Turnerville Trolley funnies and still another page in which Sol Hess gives the homey happenings in the Nebbs family. These are the three most popular comics of the decade. CAMERAGRAMS give a full-page photographic glimpse of the news of the world.

##### SMUDGE SMOKE

Art Perry is again with the Mail Tribune readers on Sunday mornings with his SMUDGE SMOKE column, which, in genuine laugh-provoking wise-cracks, rivals his own daily Smudge Pot. Pertinent press comments, timely editorials and Ye Poet's Corner complete the Sunday editorial page features.

#### DAILY RADIO BROADCAST

Southern Oregon people may enjoy the last-minute news by radio when they tune in on KMED, the Mail Tribune-Virgin broadcasting station. This paper was the first newspaper between Portland and Oakland to adopt the radio as a regular medium for news transmissions, a service now growing in popularity by leaps and bounds.

## THE MAIL TRIBUNE

Is unquestionably the GREATEST FEATURE PAPER on the Pacific Coast among the outstanding "small city" dailies.

### EVERY-DAY FEATURES

#### ARTHUR BRISBANE

Every day — the best known and highest priced editorial writer in the world. He comments upon and interprets the news exclusively in Southern Oregon for the Mail Tribune. Whether or not you always agree with him, you can't resist reading him. The Mail Tribune was the first newspaper in Oregon to carry "Brisbane's Today."

#### WILL ROGERS

Recognized as the foremost humorist in America. The Prince of Wales says, "I admit I can't resist Will Rogers. I subscribe to an American newspaper, for the sole reason of getting his latest." Will Rogers is featured daily on the front page of the Mail Tribune, his "wise crack" of the day being sent directly by wire.

#### ABE MARTIN

Also a daily front page feature. George Ade has termed Abe Martin, the best and "most characteristic American humorist of the present generation." His quaint rural wit is unsurpassed.

#### DR. BRADY

There are newspaper doctors—and newspaper doctors—but by general agreement Dr. Brady is king of them all. Never dull, frequently witty, Dr. Brady is above all distinguished by his sane judgment, up-to-date spirit and common sense. Thousands of intelligent people in the country "consult Dr. Brady first." He has been a daily feature of the Mail Tribune for many years.

#### DAILY COMICS

MUTT AND JEFF, BRINGING UP FATHER, THE NEBBS. Who, young or old, doesn't know them, and laugh at them? The three outstanding comic strips of a comic-strip age. Every day they appear in the Mail Tribune, a constant source of delight to nearly 20,000 readers. In downright humor, sustained interest, and up-to-the-minute-timeliness, these three features have always been and still are absolutely in a class by themselves.

#### CROSS-WORD PUZZLES

The new AP feature daily,—good mental exercise for the young and not too easy for the grown-ups. A great diversion for all the family every evening.

#### DO YOU REMEMBER?

A daily ten-and-20-year-ago-column, taken from back files of the Mail Tribune. A link between the present and the past — one of the most popular features ever started by the Mail Tribune, particularly appreciated by the old-timers, but interesting to all as a sidelight on what Medford "used to be, compared to what it is now."

#### SMUDGE POT

By Art Perry. This column has been conducted by Commodore Perry in Medford for almost 20 years, and is generally recognized by newspapermen as being the best column of the kind in the entire state. Perry's quaint and original sayings have not only been quoted week-to-week in the newspapers of the Pacific coast, but have appeared frequently in the Literary Digest and the "New Yorker." Only a few months ago, Punch, England's famous humorous weekly, quoted Medford's "Smudge Pot." It is a daily feature and an amusing variation of it is published every Sunday.

#### QUILL POINTS

Robert Quillen, the author of this column, has an international reputation, and is the most widely quoted paragrapher in the country. With humor, satire and sound sense, nicely mixed, this illustrated-column, is probably more frequently and favorably commented upon than any other feature running in the American press.

Then there are the regular fiction serials, a daily feature by famous authors both of this country and abroad.

A Daily Radio Resume "On the Air"; regular letters of piquant interest from Hollywood's Movieland and New York City.

Daily reports of all sports and timely sport articles by special writers of national reputation.