

Twenty-Fifth Year

MEDFORD, OREGON, SUNDAY, JULY 6, 1930.

No. 105.

BUSINESS INSTITUTE HERE SOON

O. S. C. School of Commerce and Oregon State Retail Merchants Will Conduct Third Annual Meet July 14-15.

Bringing modern methods in good merchandising, advertising, selling, window trimming, cost accounting and checking on bad credit accounts to merchants of Medford and neighboring towns, the third annual Business Institute conducted by the school of commerce of Oregon State college and the Oregon Retail Merchants association will be held here Monday and Tuesday, July 14 and 15.

Local arrangements for the two days of meetings are in charge of a committee of merchants consisting of Robert Strang, H. E. Marsh, W. F. Isaacs, Roland Hubbard, and C. A. Meeker.

Three authorities on business methods will be in charge of the program to which merchants in other towns in Jackson county have been invited. Prof. H. T. Vance, head of courses in merchandising at Oregon State college, who has had years of experience in advertising and merchandising, will handle advertising and selling at the institute.

Business management will be under the supervision of Prof. E. E. Bosworth, head of courses in accounting and auditing and a certified public accountant.

O. F. Tate, secretary of the Oregon Retail Merchants association, will lead the discussions and conferences on store arrangement. From practical experience Mr. Tate has learned that new aggressive types of retail outlets into the merchandising field make it necessary for a detailed analysis of merchants' problems.

A special feature of this year's institute will be a window trimming contest which the three visiting instructors will judge. A grand prize will be given for the window which receives the highest score among those in competition from the 29 cities in which meetings are being held.

Manufacturers of Oregon products are cooperating with the merchants in this contest and are sending out display material and suggestions for an attractive all-Oregon products display for those desiring it.

The program for sessions the first day includes discussions on the accounting for retail business and retail credits and collections by Professor Bosworth, retail advertising and salesmanship by Professor Vance and store arrangement by Mr. Tate. The morning of the second day will be open for special conferences and visits to stores by the instructors. In the afternoon Professor Vance will discuss window trimming and Professor Bosworth will discuss store management. All three of the instructors will be available as luncheon speakers.

Although the business institutes are only two years old, 29 Oregon cities requested them for 1930. The plan was inaugurated at Baker in March, 1928, and was so successful that it was tried again in 1929 with 18 institutes being held during the spring and summer, the Retail Merchants association adopting them as its chief activity.

DRIVER ESCAPES IN APPLIGATE RUNAWAY

APPLIGATE, Ore., July 5.—(Special.) Mather Ray escaped what might have been a very serious accident recently when his team ran away with a binder. Mr. Ray had been binding grain for Taylor Rowden and was just starting for home. As he was closing the gate after taking the team thru they became frightened at something and ran down the hill, over a bank and through the fence. No serious damage was done.

BOOTLEGGERS KILLS WIFE AND SUICIDES

WENATCHEE, Wash., July 5.—(Special.) Henry Ruhl, 46, shot and killed his wife, then committed suicide here yesterday following a family quarrel. Ruhl, convicted bootlegger, returned from an outing and his wife refused to get his breakfast. Their six children, four girls and two boys, told of fears their father had struck the mother, and then drew his revolver and shot her after she threw a dish at him.

McNary—Guiding Star of Senate

A Close-up Of Oregon's Senior Senator



Senator Charles L. McNary

The following was written by one who mingled with the Senate. It is, therefore, an "inside the Senate" view.

Headlines seldom chronicle the activities of Senator Charles L. McNary of Oregon, these days. Yet McNary has become the greatest constructive force in the Senate today. That is, he is the man who is getting things done.

Results, after all, are what count in legislative leadership. Charles McNary is the modern Murray Crane. He doesn't puff-blow and whisper like the pious Crane, although he does wear rubber heels and modulate his voice. Yet he speaks with the utmost candor. "Honesty is the best policy," is the McNary slogan. Crane and McNary methods differ in that degree: the results achieved are the same. They get votes and votes mean action.

Unfortunately, McNary is not the titular leader of the senate. That laurel wreath adorns the classic brow of the bluff, genial Jim Watson of Indiana. The Oregonian bears modestly the title of Assistant Republican leader. He is loyal to his chief. Whatever he does, he does in Watson's name. The hand is the hand of McNary; the voice is the voice of Watson. McNary conceives the strategy and executes the maneuver; Watson gets the credit. But Watson is quick to say that he leans heavily upon the slender young man of 55 from Oregon.

A Square Shooter's Power McNary does not drive, nor does he lead; he guides. And his steeringmanship is so gentle and deft that it is a pleasure to go along with him. The first essential of this art is the confidence of one's colleagues, which he has in abundance—from Summit to Norris, from Glass to Wheeler, the extremes on both sides of the chamber. He gained it by "square shooting." When he says a thing will be done, it is done and done on time. It is the secret of many another political success.

McNary is Western. He has no false dignity, no delusions of grandeur. His colleagues call him Mack or Charley. He has carried the day many times by sheer popularity alone. It is difficult to resist this persuasive man with a merry twinkle in his bland blue eyes.

His real ability lies in knowing the man or men to pick in a pinch. He knows the background and the politics of every man in the senate. He is an amateur psychologist. He knows where an emotion is being touched and aroused. He seldom asks for a vote. He merely points the picture and lays it before the prospective voter. Senators usually elect to follow his uncanny judgment.

The Oregonian is one of a comparatively few senators who thinks beyond pet measures and re-election. His is the clearest head and the quickest perception of a political or legislative situation in the senate. Call it vision or clear thinking, but McNary can map out a situation months in advance and it ends just as he forecast it would. He did that on the farm bill. His predictions on the tariff bill have come to pass at every juncture. Long ago, he said the President would have his way on the debenture and flexible provisions.

His skillful handling of the Administration's farm bill won McNary the recognition of President Hoover. Since that time he has been a frequent White House consultant. McNary is not an Administration "adviser"; nor is he a "yes-man." If he were the latter, he might be consulted more frequently by the president; and if his advice had been taken on matters pertaining to the senate the president might have avoided many difficulties. That, of course, is the way the senate crowd feels; there is no disposition in that group to conceal their lack of faith in Hoover methods nor their personal dislike for the president.

When asked his opinion, McNary speaks his mind and lets it go at that. It is not generally known, but it is no secret, that McNary advised against the special of congress which brought the president so much grief. But the president chose to follow the advice of Senator Borah, who insisted that agriculture be relieved at once. The president might have kept out of hot water by following the suggestion of McNary on the debenture while the farm bill was under consideration in the sen-

ate committee on agriculture. He urged the president to write a letter which would have killed the plan in committee. The president decided to wait until the debenture got on "third base" in the senate. He got two rebuffs from the senate for his delay. The House saved the day for the president.

Had McNary yielded his judgment to some of the White House satellites, who presumably spoke for the president, there would have been a grand row over Republican committee assignments. Young Senator La Follette wanted to follow his father on the finance committee. He outranked all applicants in seniority—a rule insisted upon by McNary—until the eleventh-hour. The application of Senator Goff was an objection inspired move to stop La Follette. McNary would have none of it. He disregarded White House pressure, smoothed over the dangerous situation and won the good-will of the Progressives.

That act of fair-play is a part of McNary's big program—an amalgamation of the Republicans in the senate. He sometimes whimsically describes himself as a "soft-balled" Progressive, which is fairly accurate. But he is a strict party man. He is sincerely interested in the success of the Hoover administration and is there to give his best talents to that end. But above all he is interested in the continued success of the Republican party.

McNary knows the Progressives can not be driven into the fold with a club, with "sons of the wild jack-ass" jokes, or sneers about "backward states." Persuasion, not force, is his method. He never loses an opportunity to drive a wedge between the Insurgents and the Democrats. Recently, on the Norbeck proposal to repeal the national origin clause of the Immigration law, ofered as an amendment to the Harris bill to place Latin American on a quota basis, McNary was responsible for the strange sight of regular and insurgent Republicans voting together. Given time, he is in a fair way of producing that picture regularly.

The complete list follows:
Baker, 7; Benton, 2; Clackamas, 30; Clatsop, 2; Columbia, 10; Coos, 16; Crook, 2; Curry, 2; Deschutes, 3; Douglas, 6; Gilliam, 5; Harney, 4; Hood River, 4; Jackson, 18; Jefferson, 4; Josephine, 7; Klamath, 4; Lake, 4; Lane, 6; Lincoln, 3; Linn, 12; Malheur, 4; Marion, 20; Morrow, 7; Multnomah, 360; Polk, 2; Sherman, 5; Tillamook, 1; Umatilla, 4; Union, 12; Wallowa, 2; Wasco, 2; Washington, 8; Wheeler, 2; Yamhill, 5; total for Oregon, 584.

2 MORE KILLED IN GANG FEUD

CLEVELAND, July 5.—(P)—Two men were shot and killed, one while inside of Frank Milano's restaurant and the other just as he stepped outside today. Both are believed to have been "put on the spot" in a bootleg war.

One of the men was identified as Joe Porello, head of Cleveland's worn sugar business since the murder in October, 1927, of "Big Joe" and John Lonardo.

The other was Sam Tilocco, Porello's right hand man.

COUNT THE MAIL TRIBUNE YELLOW BOXES ON COUNTRY ROADS AND HIGHWAYS

It's A Good Way To Check Country Circulation

EVERY COUNTY OREGON LISTED AT C.M.T. CAMP

Period of Training Half Over With Increase in Attendance — Every Day Is a Busy Day.

VANCOUVER BARRACKS, Wash., July 5.—(Special)—With the 30-day training period half over, for the nearly 700 boys who are here in the Citizens' Military Training camp, prospects are good for the most successful, and certainly the largest camp in the nine years of citizen training here. Major General John L. Hines of San Francisco, Oregon and the five counties in the Corps Area, inspected the C. M. T. C. activities last week, and expressed his surprise and satisfaction at the quality of work, the high type of young men enrolled and at the progress shown in the few days the boys had been trained.

The enrollment this year is more than 100 greater than last year, and represents every county in Oregon and the five counties in southwestern Washington, this being the district served by Vancouver Barracks.

The C. M. T. C. boys have their own band, drum corps and bugle corps, and athletic groups, and keen competition is shown in various sports, which occupy much of the hours and evenings. Drill, discipline and citizenship training fills the morning, starting off with 40 minutes of brisk physical exercise.

Reveille is sounded at 5:45 a. m., and breakfast is at 6:30. From this time until retreat at 5:30 p. m., and later taps at 10 o'clock, the boys are busy with training and recreation, leaving little opportunity for homesickness or ennui.

At the end of the camp, only two weeks off, each of the 700 boys will leave camp for his home, sturdier, more manly and more conscientious of his responsibility as a citizen. Incidentally, past records show that the boys gain in weight, an average of eight pounds.

Multnomah county has furnished 350 out of the 584 boys from Oregon or just half the grand total of 695, which includes 111 from the five southwestern Washington counties. Clackamas county was second with 90 and Marion third with 20. Tillamook county sent only one student, while next low honors with two students each, were shared by Benton, Crook, Curry, Polk, Clatsop, Wallowa and Wheeler counties.

LENINGRAD, July 6.—(P)—The "North Research Institute" this summer has an expedition exploring Severnaya Zemlya, an Arctic island near Franz Joseph Land which has never been thoroughly examined. The explorers may spend next winter on the island.

Ashland Normal Audience Enjoys Talk By Humorist

(By Eva Nealon)

Lots of people can talk. Lots of people can write. Lots of people can talk and write. Stoddard King, columnist of Spokane, Wash., author of "What the Queen Said," "Listen to the Mocking Bird" and other collections of humorous poems, is one of the few. He can do both. He proved the fact Wednesday afternoon to the audience which gathered in the auditorium of the Southern Oregon Normal School, Ashland, to learn how and why "To Become a Poet."

The mind and voice of King are aided in promoting a laugh contagion by his facial expressions which make the most of dark eyes and thick, dark brows which continue far round the corners of his forehead, where most people's brows decide to stop.

The more serious the pose the author assumes before entering a new poem, the less serious the subject the audience may anticipate despite all his statements to the contrary, for veracity is not one of his selling points.

"It was really to become a social success that I became an author," he told his audience yesterday after convincing the crowd that publication of three books entitled him to the name. "An author," he continued, "does not have to memorize poems before he speaks them. He is allowed to read them from the book and

calls the entertainment a recital." He then told his listeners of his great desire to be one of the social successes, "who are bogged to recite poems" at afternoon teas and parties. He realized he could never memorize the poems, so he wrote them in order to surmount this obstacle.

Speaking of mass production, which he declared has invaded the realm of poetry with as much emphasis as the automobile industry, he informed his audience that he has already written more poems than Keats produced in a lifetime, but begged them not to "look down on Keats for that."

"Eight years ago," he stated, "I started on my manufacturing career. In the mass production system I write a poem every day. I always start with an idea or a jingle. Never use both—it is wasteful." When he has neither an idea or a jingle in mind, as other "go-get-em" poets he writes something and he calls his something "fired poems."

"We have it all over the old poets," he added, "I steal my titles from the very best authors." After giving his reasons for becoming an author and ways of doing the same, none of which will be included in text books at the normal school, he read groups of poems from his three books, and ended with the one which will be featured in his next publication, "The Raspberry Tree."

BUTTE FALLS HAS COUPLE OF FIRES

CRATER LAKE, Ore., July 5.—(Special)—The Butte Falls fire department was called out twice within an hour Monday night. The house on Oak avenue near South street, which belongs to Mrs. Duprey of Medford, was destroyed, but the efficient work of the fire fighters checked any spread of the flames. An hour later fire broke out in the rear of another house belonging to Mrs. Duprey, but was extinguished before such damage was done. The second house is located very close to that in which the Albert Nelson family lives on West Main street.

FRANKFORT-ON-MAIN, July 5.—(P)—"Frankfort-on-Main is full of remarkable sights—Gothic" reads a cancellation stamp which local postal authorities have adopted to advertise the city. The quotation is from the great writer's "Dichtung und Wahrheit."

STEPHEN MATHER HONORED AT LAKE

CRATER LAKE, Ore., July 5.—(Special)—On Friday, July 4, at 3 p. m., a small Hemlock tree was planted on the rim of Crater lake, dedicated to Stephen T. Mather, who until his sudden death last winter was director of the national park service. Judge Alex Sparrow, former superintendent of Crater Lake National park, made the dedication address. The ceremony was very impressive to the onlooker.

Several musical selections were given by vocalists from the lodge. A large crowd attended the dedication, many of whom were easterners acquainted with the deceased.

Similar exercises were held in every park in the United States in honor of Stephen T. Mather.

Mickey Cochrane, catcher of the Athletics, has a brother, Archie, who is playing first base on a college team.

STATE HEALTH BOARD ISSUES SWIM 'DON'TS'

Mermaids and Mermen Warned to Take Precautions and Avoid Polluted Water—Safety First Note Sounded.

SALEM, July 5.—The Oregon State Board of Health has issued the following bulletin regarding swimming and swimmers, under the title:

Where Do You Swim? Swimming is unquestionably one of the most delightful and healthful of exercises and should be encouraged in every way. If you haven't already learned to swim by all means do so. It not only provides a very enjoyable form of recreation but it might and often does, prove very practical use. Where to swim should be given careful consideration. The Willamette river below Cottage Grove for the greater part is polluted and swimming is not safe from a health standpoint. There are hundreds of rivers and lakes throughout the state, some near by and some far away, which are frequented by swimmers or bathers. The water in many of these is relatively safe, in others it is not. Short of having a test of the water at the point in which you expect to swim and at a time when this body of water and its surrounding cottages and buildings are being used, there is no way of knowing definitely the purity of the water but there are a number of points of observation which will be helpful in determining the probable safety of a swimming place.

(1) Always remember that a water is not safe to swim in unless it is safe to drink.

(2) Don't place confidence in the appearance of the water. A water may look perfectly clear and still be grossly polluted.

(3) Pay particular attention to the location of the lake or stream and its drainage. What are the possibilities of pollution from cottages? Are there streams running into the body of water in which you intend to swim, and if so do they contain water of known purity or may they be polluted by drainage from the territory through which they run? In addition to having safe water the swimmer should safeguard himself with respect to a number

of other points.

(1) Never go into deep water far from shore unless a good swimmer or boat accompanies you. A severe cramp will drown the very best swimmer.

(2) Do not go in bathing until one hour and a half, preferably two hours, after eating.

(3) If over-heated, cool off gradually before entering the water.

(4) Never dive into water without first determining its depth and the possible presence of rocks or other obstructions.

(5) Do not over-expose yourself to the sun. Take only a few minutes at a time in the sun until after you have developed a protective coat of tan. Learn to swim and enjoy it but be sure that you swim in safe water and that you use reasonable precautions to avoid possible accidents.

KING CAROL MAY NOT GET QUEEN

BUCHAREST, July 5.—(P)—Although it had been understood that King Carol II had intended to see his divorced wife and young son off for the Rumanian royal summer residence, the king was not at the railway station today when Queen Helen and Young Michael entrained.

This was taken as indicating that the reconciliation of the royal pair may be further off than believed of late.

It is understood that legal proceedings seeking annulment of the divorce decree will be started next week, but court circles said today that the necessary legal investigations might require some time. Reports persist that the king and queen will be reconciled eventually.

ROW BOATING ON LAKE ERIE FATAL

ST. THOMAS, Ont., July 5.—(P)—The fate of three men who attempted to navigate Lake Erie in a frail skiff was revealed yesterday when fishermen, hauling up nets, brought the bodies of two of them to the surface.

The victims were Stanley A. Winters, 30 years old, a salesman of Cleveland, Ray Carroll, 30, a salesman from Detroit and Oscar Layne, 21 of Fairview, Kentucky. The fishermen found an overturned boat and then pulled in the net with two bodies entangled in the meshes. The third body was found floating nearby.

NO MORE SECRETS

About Circulation

The Audit Bureau of Circulations was formed by large advertisers and publishers, who desired to give actual circulation, and to put a ban on circulation secrets and claims.

Newspapers willing to have their records closely checked by impartial auditors belong to the Bureau, and the number of papers they sell is published to the world.

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The Mail Tribune

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