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Official paper of Jackson County.

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Smudge Smoke

Reg Parsons of the Tillamook and Seattle, Wash., is in our midst again. The last time the writer saw Reg, he was depicted in the Seattle Times, as temporarily stationed on the business end of a shovel, and registering quiet activity.

The heat continues delightfully intense. Let everybody enjoy the torridity while he may, as next December there will be a deficit of same.
Verno (Shotgun) Canon, the Democratic stalwart and crossing watchman expressed himself as regretted, at seeing the picture of S. Sumpter Smith in the Oregonian.

Once upon a time halcyon-cheated gents went swimming in the evening, without touring the Main Stem all afternoon, garbed in a suit, and a robin egg blue bathing suit.
E. Ulrich of the Elks Grk. region was down the 1st of the wk. and became enamored of hantam golf.

The Austin car made its bow here last week. This vehicle is a low rakish, runfinch craft, that can pass under a boxcar at the crossing, and use Milady's hand bar for a garage.
There is still considerable talk around that the government has gone haywire and cuckoo.

Many compliments have been paid the water of this vicinity, but to date it has failed to yank the burg on the front page, like a good, big football team. Our water cheers but does not incite, and has neither a head or a bile. It is squatted frooly on lawns and fives.
The rarest of all rare creatures is the man who gets a lot of money without letting a lot of money get him.—Brooklyn Times.

We can't go to Iceland for the celebration, but if Ireland will come down and over here, we'll celebrate.—Knickerbocker Press.
It's just the old problem of distribution. There's enough illness for everybody, but the wrong people have it.—Brooklyn Times.

A doctor says some people are apt to get dizzy when walking by the sea. They see people swimming before their eyes.—Passing Show.
The political bug you hear so much about must be the fabled straddlebug.—Greenville (S. C.) News.
Discretion is the quality that prompts a missionary to burn the newspapers from back home. Ellanboth Journal.

A blindfold-boxing tournament was held last week at a village fete. Blind-man's bluff, bluff, so to speak.—The Humorist.
The Okmulgee, Okla., chamber of commerce, seeking to have every person in the city counted in the census, offered free theater tickets to persons turning in an unenumerated name.

WHEN WILL GOOD TIMES RETURN?

LOOKING over our files we discover that a year ago today Banker Shaw of New York, on arriving from Europe, declared the United States was enjoying an era of prosperity unequalled in world history and that this era was certain to continue.
"There is not a cloud on the horizon," declared Mr. Shaw. "For over a year the croakers have veined with alarm, and predicted a Wall Street collapse, but prices instead of going down have continued to go up. This will continue for the simple fact that this country is now not only the money center of the world, but the center of industrial growth. The fact that everyone overlooks is that a great change has taken place, the standard of living has so raised in this country, that an entirely new economic era has dawned. The rank and file not only demand more things, they have the money to pay for them. That means greater prosperity for years to come."

Only those people with very short memories will deny that this statement accurately represented the prevailing psychology in July, 1929. Nearly everyone was buying stocks and making money on them. Those who saw danger ahead were disregarded as pessimists, blind to the glorious opportunities of a new Golden Age.

Yet 90 days later this country was overtaken with the very disaster that the croakers had so long predicted. The Wall Street bubble exploded with a bang, and billions of paper profits vanished overnight.

Ever since then the prevailing psychology has been pessimistic as only a year ago it was the reverse. An officer of the Guarantee Trust Company of New York, probably too poor to take a trip abroad, likes to remark:
"There is no point in kidding ourselves. We are in the midst of a widespread and serious depression, and this depression promises to continue for two or three years, perhaps longer. We can't raise ourselves by our own bootstraps although that is precisely what some of our whistling optimists are trying to do. This is not an American depression but a world-wide depression. Decline in commodity prices can't fail to delay recovery. Even if there is real progress in the autumn, it can't be swift enough to reestablish business on anything like a normal level."

The point we wish to make is this: Banker Shaw unquestionably expressed the view of the majority a year ago. There is no doubt that his Guarantee Trust colleague, expresses the view of the majority today.

We all know Banker Shaw was wrong in his optimism, isn't there similar justification for believing his colleague is just as wrong today in his pessimism?

THIS view to the student of past economic history rests on a pretty solid foundation. For in the matter of financial booms and financial panics the majority is always wrong—that is why we have them—booms and panics. We are very much like sheep. We follow the leader. When times are good we all run one way, when they are bad we all run the other—and awake too late to find in both instances we ran in the wrong direction.

At any rate, just as all things going up must come down, so all things that go down, must come up. The only difficulty is in determining the exact time for the inevitable change in direction.

THE determination of this time we shall leave to the financial experts and their prophets. But this much we will say: Just as there was too much optimism a year ago, there is too much pessimism today. And as is always the case, those individuals who refuse to go to either extreme, will be those who will profit most—getting out before the panic is one case, getting in before the boom in the other.

DON'T WASTE CITY WATER

SPEAKING of business conditions, a friend of the Mail Tribune recently presented this office with a copy of the "Girard Letter," published by the Girard Trust Company of Philadelphia.

The leading article is entitled "American prosperity rests upon wasteless production." The main point made is that if waste could be eliminated, in American industry today, the depression would vanish overnight.

It is pointed out that Herbert Hoover before he became President conducted a survey which showed that the average loss in American industry, material, labor energy and human effort is 49 per cent—or was at the time of the survey.

Thanks to this survey, and the following action by Mr. Hoover, as Secretary of the Department of Commerce, this waste has been materially reduced, but there is still much to be done in this direction.

THE moral of the tale, suddenly took on a local application when walking home late that evening, we were nearly mired in front of a Medford residence, where we decided open hoses had been left to run all night. At any rate the sidewalk was as much a meandering stream as Bear creek, and the parking space was a miniature swamp.

Should not elimination of waste, like charity, begin at home? We need not dilate upon the value of our water system, our views are sufficiently well known. Moreover there is fortunately an ample supply for the legitimate needs of a city the size of Medford.

But there is no excuse of justification for needless waste. And if such waste as we observed, becomes general, the time is not far distant when as Medford grows, we will have to return to those pesky water restrictions, which were such a source of annoyance and chagrin before the new water system was constructed.

Elimination of waste, brethren, is not only good business, it is good citizenship. The "waster" not only injures himself, but the community in which he lives.

So lets show our appreciation of our blessings in the way of a water supply, by treating it as all good things should be treated, with consideration—with regard for the rights and privileges of others as well as ourselves.

Alas! The only one that doesn't give honorary degrees is the school of experience.

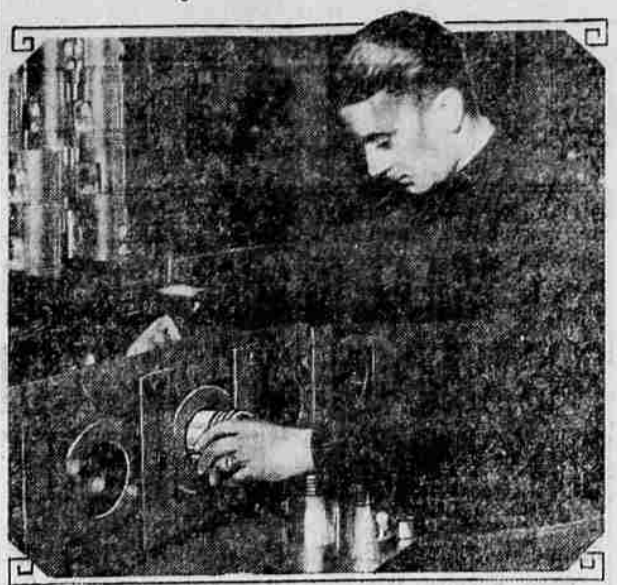
Whether Morrow is right or wrong a man who can get nominated for \$44,000 can teach the Senate a lot about thrift.

A great college president is one who can look at an old grad and make him part with \$200,000.

Cuba gets a lot of money from sponges. She cuts them loose from their rocks while the are saturated and soft.

A man is also known by your tools he keeps.

Check Pistons to Decimal Dimensions



Every Studebaker piston is checked for roundness in a master jig with a pointer resting on the piston's circumference. As the piston rotates, the motion of a dial indicates any defects. Next the piston is gauged for size above in a series of ring gauges ranged in a row, each one-half thousandths of an inch larger than the preceding one. By means of these closely calibrated master gauges, the exact diameter of each piston is checked and marked on the piston. When assembling the engine, inspectors select pistons to each individual bore size so that there is an exact clearance of .0015 between each piston and the bore it fits in. Perfect fit results.

Fifteen Years Ago This Week

(From the files of The Mail Tribune)

Monday
At a meeting of the California fruitgrowers at Stanford University, Reginald H. Parsons of the Hillcrest orchard, predicts "a great future for pears."

John Grieve of Prospect eleven contract for the building Fall-sales unit of Crater Lake Highway.

The mercury drops to 82 degrees a pleasant relief from the hot spell.

5,145 acres of land signed by the Water Users League for irrigation.

Tuesday
C. E. (Pop) Gates, republican warhorse named to introduce William Jennings Bryan, in speech in this city.

Ford factory band of 60 pieces en route to the San Francisco fair, plays at the depot.

Miss Elizabeth K. Richards and Walter P. Mundy wedded by the Rev. W. B. Hamilton.

Chandler Egan defeats Boudnot corner in the semi-finals for the tennis championship of southern Oregon.

Wednesday
Ten thousand people hear William Jennings Bryan, 'apostle of peace' talk from the city park grandstand. Keynote of address is: "America should remain neutral in European conflict."

Sid I. Brown while taking a bath sustained a badly hurt waist, when he stepped on a piece of soap. Mr. Brown grasped a gas heater in falling and scalded the flesh ere he could let go.

The annual excursion and picnic by special train of the Elks to Coletsin is announced.

Game wardens warn hunters not to rush the deer season.

Thursday
Iowa society of Jackson county holds annual picnic in Little Park, Ashland.

Comment plant at Gold Hill, now under construction, now financed J. G. Burch of Portland announces.

New York—Men's coat for winter will have upturned shoulders, and snug waists, and the coat tails will be abbreviated, fashion makers announce.

Registration of births and deaths now compulsory in state.

Friday
Charles Becker, New York police lieutenant, dies in electric chair at Sing Sing prison, protesting innocence of being gangsters to kill Herman Rosenthal, gambler.

El Paso—Pancho Villa, Mexican leader, defies American government to catch him.

N. S. Bennett took a party of seven boys to the summit of Mt. Ashland, the climb being made by moonlight.

The aged locomotive of the Jacksonville railroad sent to junkpile.

Ernest Adams defeats H. Chandler Egan for the tennis championship of southern Oregon in a hot match. Carpenter and Connor defeated Earl Tamy and Sprague Riegel in the consolation doubles.

Saturday
Police warn merchants to watch out for good-looking woman check forger.

Water Users committee halt to map further plans for securing acreage for irrigation, which is now over 11,000 acres.

Press Comment

HOOVER IN GOOD COMPANY

The nature of foreign negotiations requires caution, and their success must often depend on secrecy, and even when brought to a conclusion a full disclosure of all the measures, demands, or eventual concessions which may have been promised or contemplated would be extremely impolitic; for this might have a

Mrs. Hoover Works Puzzles
WASHINGTON (AP)—Mrs. Herbert Hoover finds entertainment in solving jig-saw puzzles when seeking relaxation. The tiny bits of wood or card board helped pass the time while she was recovering from a wrenched back.
An 8-year old Arkansas City, Kan., youth is able to speak the languages of Hungary, Roumania, Spain, France and Germany in addition to Yiddish and English.
Exports of merchandise from North Carolina were valued at \$99,574,789 in 1929.

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