

MEDFORD MAIL TRIBUNE

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Smudge Smoke

A small crime wave swept the city during the week, the chief sufferers being gas silos and hamburger stands...

ALL ABOARD AND FULL STEAM AHEAD!

IN ANOTHER part of the paper today, the announcement of the expansion program of the Mail Tribune, predicted in this column a few weeks ago, is made.

As stated at that time, the reported sale of this paper was absolutely untrue. No sale has been made, no sale has been contemplated.

With absolute faith both in the future of the newspaper business and the future of Medford and Southern Oregon, the owners of the Mail Tribune decided the time had come to back up that faith in a practical way—take advantage of a quiet period, with its low prices and low construction costs, to prepare for the return of that growth and prosperity, which it believes is "just around the corner."

THIS expansion program, as shown in the news story above mentioned, is an extensive one and involves a material increase in the Mail Tribune's investment. Not only will there be a complete internal reorganization calculated to give greater efficiency in every department, but new equipment will be installed, including a modern rotary "color" press, a Ludlow, another new linotype, giving the paper a battery of five machines and improved and up-to-date facilities in the business and news offices.

AS BEFORE stated, this change involves no new policy, it is merely a continuation and extension of the Mail Tribune's ESTABLISHED policy—its constant effort to give the people of Medford and Southern Oregon the best newspaper that its resources can produce—merely another forward step in its desire to make the Mail Tribune—as far as it can be made—the best "small city" newspaper on the Pacific Coast.

To take such action at this time, requires some courage, and involves some risks. But we wish to pin no laurel wreaths on our assembled brows. All business enterprises demand courage, and no business can advance without taking risks.

BUT we do believe—or at least we hope—that such action at this time, will not only prove to be of ultimate benefit to this newspaper, but will be of immediate benefit to the community.

For with so many wailers at the wailing post, the action should contribute toward dispelling some of the prevailing gloom, and revive the courage of those who have seemed to forget that Medford IS as it has always been, and will always continue to be, THE "BEST LITTLE CITY ON THE COAST."

GENTLEMEN—A MIRACLE HAS BEEN PERFORMED

IT BEGINS to look as though "Willie" Hearst and "H" Johnson might be left out in the cold. Outside of Senator Borah, who abhors agreement with anything, as nature abhors a vacuum, there seems to be no stampede to the standard of anti-moralism agitation.

Even Democratic leaders are falling into line. Yesterday morning J. H. Shouse, the Democratic national chairman, endorsed President Hoover's action, and a few hours later Senator Robinson, Al Smith's 1928 running mate, followed suit.

But far more serious to the Hearst-Johnson hopes is the action of the stock market. If the stock market is—as most everyone believes—a true barometer of business conditions—then this epoch-making action of President Hoover has actually ended the depression.

We don't mean it has transformed bad times into good times, or that the boom days of 1929—or any approach to them—have returned. But we DO MEAN that the back of the panic has been broken, and that, while there may be further fluctuations, the general trend of business will hereafter be up, not down.

AND when all is said and done, in the land of the free and the home of the brave, BUSINESS IS WHAT COUNTS. Call it money worship, crass materialism,—call it any names you wish. That doesn't change the fact, it IS TRUE.

If business conditions do continue to improve,—if from day to day conditions get better and better, instead of worse and worse, then war debt or no war debt, prohibition or no prohibition, high tariff or low tariff,—nothing will prevent President Hoover's re-nomination or his re-election.

A WEEK ago President Hoover was the most unpopular President since Taft. Today, we have Will Rogers' word for it that he is one of the most popular. And this has all been done by the war debt moratorium. If this business improvement continues, Hoover wins; if it doesn't, he loses.

Rather childish, isn't it? But as a very acute observer of humanity remarked a long time ago, we are all nothing "but children of a larger growth."

A metropolitan is a man proud of living among several million people he doesn't know and doesn't like. So they want a new title for a film dealing with the life of bees. What about "Busy Little Sinners!"

THE DREAMERS They Need "Breaks" (Houston, Tex., Chronicle)

You don't like dreamers—think they are impractical. Certain kinds of dreamers, however, are needed in the world. Every advancement in civilization has been made possible by a dreamer who thought out the idea.

FLIGHT OF TIME FIFTY YEARS AGO THIS WEEK From the Files of The Mail Tribune

Monday Main street thunders nightly to the head of Co. T drilling, under the direction of Capt. Vance and Lt. Foss, in order that the boys will be ready in case of a call to Mexico.

Tuesday Russians win great victory over Teutons on the Eastern front.

Wednesday John W. Johnson, Scott Davis, and A. H. Miller return from a trip to Four Mile Lake.

Thursday John Austin Hooper, who robbed the Bank of Rogue River, a year ago is held in Missouri for murder.

Friday Ashland plans to entertain vna through at annual Fourth of July celebration.

Saturday Mrs. John Beveridge and children leave on a visit to relatives in Illinois.

Sunday Mrs. C. W. McDonald entertains at a picnic dinner in Ashland Park in honor of Mrs. W. H. Carter.

Monday Mrs. E. Daniels entertains the Nalle Bridge club at her home on Siskiyou Heights.

Tuesday Miss Ina Cochran who has been attending the California state Normal has returned for the summer.

Wednesday Thomas M. Swann of New York City is visiting relatives in the city.

Thursday The Country Club holds a dinner dance in honor of its tennis champions.

Friday Pay Jessup Cannon and Miss Myrtle Ruth Hill of Jacksonville are well.

Saturday The United States, in the opinion of those who may be considered best able to interpret financial statistics, stands as a nation awaiting some accredited signal to make a great industrial and commercial advance.

Ray of Sunshine (Detroit News)

PROHIBITION Where Economy Lags (S. F. Call-Bulletin)

When nearly all branches of the federal government are being forced to cut expenses in the interests of economy, the prohibition bureau is not even being asked to do so.

Prohibition "enforcement" costs about fifty million dollars a year in direct expense. That means fifty million dollars wasted.

It costs something like a billion in indirect expense. That means a billion wasted.

It would be simply itself to salvage this fifty million and this billion, and the country could use both amounts on a public works program that would relieve some of our 5,000,000 jobless.

Instead, the administration is pinching the pennies for the army, the navy and the postal service and other essential departments—and refusing even to admit the stupendous annual drain of prohibition on our national resources.

Save a few million here, a few billions there—that's the trend of economy you get from your government today.

OREGON REDEEMED By Petty Spite (Salem Capital-Journal)

The exhibitions of petty spite and vindictive malice staged by Governor Meier at meetings of the board of control are somewhat dlamyatic in the chief executive of a great commonwealth. There was the case of Henry Meyers, superintendent of the prison, against whom were framed the unfounded fabrications of discharged employees and disgruntled convicts at a farcical public hearing.

The latest spectacle of reprisal spite was staged Monday, as result of the rule adopted by the motor license department refusing the issuance of special license numbers as the practice caused confusion, dissatisfaction and unnecessary expense.

The Governor then vetoed the construction of the proposed \$25,000 fire proof vault for the protection of state records, authorized by the legislature, the appropriation for which had been approved by Mr. Meier, authorized by the board, and bids for which had been called.

PAY DEBTS, SAVE Their PRESENT is Sweet Their FUTURE is Golden

YES, they can well afford to lose themselves in day dreams. For they are DOING SOMETHING to make their dreams come true. Without sacrifice, they are gradually, consistently laying the foundation for a future of independence and plenty.

Press Comment TYPICAL TAX REDUCTION

Typical of legislative attempts to reduce taxation is the new law now in effect, requiring counties to pay the state \$30 a month for the care of insane and feeble-minded patients in state institutions committed from those counties, and in turn collect, when possible, this amount from families and relatives of the afflicted.

Care of the insane and feeble-minded has hitherto been regarded as a state, not a local duty. Under the new dispensation, the state provides the institution, but the counties its upkeep.

As the majority of the inmates are without means and come from families without means, the cost of maintenance falls upon the county. Marion county alone will have to plunge up \$50,000 or more in additional county taxes, with prospects of recovering but a fraction of the amount.

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The Medford National Bank

million people have almost 10 billion dollars of deposits in mutual savings banks, with a further sum of 15 billion dollars of savings in commercial savings banks, it is plain that the American people have in their savings alone a great reservoir of liquid capital.

Despite occasional factional criticism, we believe Mr. Raskob appreciates accurately his position in the Democratic party. In fact, he knows what's due him.—Boston Herald.

You'll be happier with a CHRYSLER because it's so different

A RIDE in one of these latest Chryslers will convince you of that. Will convince you that Chrysler cars are joyously different from other cars.

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CHRYSLER "70" 4 Body Styles, \$1245 to \$1295
CHRYSLER EIGHT DE LUXE 4 Body Styles, \$1525 to \$1585
CHRYSLER IMPERIAL EIGHT 4 Body Styles, \$2745 to \$3145

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