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"Everyone in Southern Oregon reads the Mail Tribune"

Daily and Sunday

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Dairy Products in Diet

IF WOMEN were logical creatures, the dairy industry would be in the midst right now of the greatest prosperity in its history. Most women are trying to economize in their household budgets, and the logical way to do this is to buy more dairy products and less of other foods. But it is quite apparent that the women are not using this method, for the period of financial depression has not brought any increase worth talking about in consumption of dairy products.

But let's not be like Adam. Let us take the blame ourselves and admit that the fault lies with the dairy industry and not with the women. For its part, the dairy industry has failed to rise to an occasion and has let go by an opportunity for sales promotion work the like of which may not occur again for years.

A quart of milk will supply one-half the food essentials for an adult for a day. This is not a secret. A quart of milk costs let us say, 14 cents. Therefore 14 cents will buy one-half of a day's food supply.

Has the dairy industry gone out and told its story to the public in the strong, aggressive way that other food commodities are using in gaining public attention? Is the dairy industry ready to match the advertising and promotion expenditures of other foods?

The dairy industry has provided during the past year some good examples of brand advertising. This certainly has its purpose and its place. But the purpose of brand advertising is to get a share of the dairy business that already exists to lure a milk customer from the dealer across the street.

Industry promotion, including industry advertising, is intended to create new business in which all may share and to guard the dairy industry from inroads that are being made by other foods. And in this the dairy industry has not yet scratched the surface. But other food commodities are very busy.

The orange growers, to give an illustration that is near us, are spending \$2,500,000 this year for industry advertising to the consumer. They are spending this money to market a crop much smaller in value than the milk yield of many states. Per capita consumption of oranges is increasing much faster than consumption of milk. The growers are receiving a very satisfactory price.

And if anyone tells you that the orange industry and milk industry are not competitive the answer is, as Jimmie Gleason would say, "Is zat so?"

Any food that seeks to enter the human stomach is a competitor of dairy products!

A man, if he has money to pay for them, can buy and use 50 suits of clothing. He can have three automobiles or four, and get enjoyment out of them. But the food that he can buy and use is limited to the 1600 pounds a year required to fill the normal stomach three times daily. The market for food has an arbitrary limit imposed by the human stomach. When more of one food goes in, it can only mean that another has been partly or wholly crowded out.

Perhaps what the dairy industry needs is readjustment of its ideas about sales and advertising costs. Foods which compete with dairy products allocate as much as 5 cents on each dollar of sales for advertising. It pays them to do so. Does the dairy industry spend even one cent on the dollar for this purpose? The probable answer is nearer one-fourth of a cent. By Sam H. Greene, secretary-manager California Dairy Council, in The Milk Dealer.

SUNDOWN STORIES



THE MILK PLANT

By Mary Graham Bonner

The cows were milked and John and Peggy were given fresh drinks of milk, and it was warm and nice just as it always had been in the old days.

They certainly wanted to see the milk plant. And now it came along and landed on the landing platform of the air farm.

A pilot got out of the plane and another man with him. "All ready with the milk?" they asked.

"All ready," replied the man who owned the air farm and some of those with him.

"We haven't been late with the delivery," they said.

But now instead of carrying the enormous bottles and huge tubs of milk to the plane a machine lifted all the bottles from where they were right into the plane where they fitted into their places in almost a second.

Even the bottles and tubes looked quite different from the old time ones and John and Peggy had often seen.

Everything worked by machinery. The milk was in the plane in hardly any time as John and Peggy had seen and now they were about to be off when the pilot of the milk plane invited them to go along with him.

They accepted this invitation quickly. The pilot explained to John how his plane worked, but said he could not talk to them for the next few minutes as he would be too busy guiding the plane.

Now they whizzed through the air, and they stopped every few seconds to let off milk in the most remarkable fashion—the pilot of the milk plane speaking to them between these stops.

Tuesday—Air Deliveries.

Portland—Columbia Contract company bid \$1,204,806 for repairs to south jetty at mouth of Columbia river, involving about 700,000 tons of rock and construction of necessary railroad trestle.

Headquarters—Extensive improvements made to public school buildings prior to opening for school.

Talks To Parents



FEMININE INFERIORITY COMPLEX

By Alice Judson Peale

Among the strange things which the newer psychology has unearthed is the fact that women possess a natural sense of inferiority.

One frequently hears girls who state openly that they want to be boys, but I have yet to hear a boy say that he wished he were a girl.

The original source of this feeling in girls is said to be in the anatomical differences between the sexes, but undoubtedly it becomes a problem when it is augmented by factors that come into play during the years of development.

The pressure of feminine inferiority which every girl child feels may result either in compensatory efforts leading to real and of an adequate achievement, or it may persist in the form of ungratified and distorting personality traits.

The jealousy which some women obviously feel toward men, simply because they are men, does not make for personal happiness or for pleasant family life.

Unfortunately, the hangovers of attitudes and customs long out of date serve in many instances to reinforce the girl's feeling of resentment at her femininity, making it far more difficult than it would otherwise be for her to become adjusted.

The girl who grows up in a family where she has reason to feel that the boys are given greater freedom, better educational advantages, that their future is far more seriously planned than her own, is bound to have difficulty in managing the feelings of resentment and jealousy which result.

You can help your daughter to accept her womanhood by letting her feel that there is no discrimination in social privileges or obligations, and that there are very obvious compensations for her feminine inferiority.

EDEN PRECINCT

EDEN PRECINCT, Ore., Sept. 11.—(Sp.)—Your correspondent accompanied Mr. and Mrs. E. C. Lockwood out to the Barnum orchard Wednesday to look at their new place, and I must say I never saw a finer drop in the valley than they have this season. Edna, tree is bending to the ground with its lowest and most uniform fruit I have ever seen. The trees had but one good watering.

J. E. Fish of North Talent is handling off some of his fruit, bananas. The rain caused lots of ripe ones to crack, but they are smooth and of fine color and the next picking will not be injured.

School commenced in Phoenix last Monday with a large enrollment in all grades. Prof. Whitman is again the principal.

Mr. and Mrs. Austin Welt have returned from Crater lake to their home in Phoenix. The family will remain but Mr. Welt still has employment at the lake and has gone back.

MOON OF DELIGHT

by Margaret Bell Houston

SYNOPSIS: Nelly Belais does not understand when her grandmother, Mrs. Belais, tells her she is engaged to be married. Nelly's father, Mr. Belais, is a doctor. Nelly's mother, Mrs. Belais, is a doctor. Nelly's grandmother, Mrs. Belais, is a doctor. Nelly's grandfather, Mr. Belais, is a doctor. Nelly's great-grandmother, Mrs. Belais, is a doctor. Nelly's great-grandfather, Mr. Belais, is a doctor.

Chapter 14
ADRIAN INTERFERES

JUANITA stood at her window watching Kirk ride away. She hoped he would turn and wave. There! Juanita waved back. The trees hid him.

She leaned against the window jamb, closing her eyes. She must tell him this afternoon. But she had had her happiness. All her life she had prayed for such happiness as had been hers in the garden. It was love, after all. And love was like this. What wonder it had brought havoc to the world—ecstasy—death.

The maquette slept still. The world had changed. . . . Juanita looked down at the pearl ring on her finger. Kirk had taken it off, had held it in his closed palm, then slipped it on her hand again. "That keeps the bond," he had said, "until I get the other."

"Don't bring the other," she had answered, "until—" She had meant to say, "Until you know everything." But she was aware that such a precaution would be disregarded by him. Nothing could make any difference, he had told her. It was heaven—and she had until four o'clock this afternoon to keep that blind assurance against her heart.

Four o'clock—in the library. They would be uninterrupted there, as no one but himself ever invaded it.

"We'll have our conference in the window seat, where my grand father used to deliver all his homilies—and they had about as much effect on my behavior as yours will have this afternoon."

And so she had not said, "Until we have had our talk," but "Until I go."

"I'll go where you go, young woman!"

"Back to the Tijen."

"You aren't going back to the Tijen. The first thing I know the maquette will be away with you. She's smelling mice around here, as it is, but can't tell which mouse smells the worst—Adrian or me. The only place you're going from here is to the paragon—next door to my house in New Orleans. Old Dr. Bruce is the only man you'd ever see to see, if I have anything to do with it."

But she had said again, "Please wait, Kirk. Dear. For the ring, I mean." Had said it so earnestly that he had promised, smiling a little, holding her close. "I'll wait, Juanita."

Juanita started. Lorena was knocking at her door. Mrs. Belais wanted to see her.

Juanita said she would come. She had not wanted Kirk to tell Nelly, but he had begged. Nelly would be glad. He quite overlooked the fact that their engagement was not a reality, and would be until after she had talked with him—if then.

There were no doubts in Kirk's mind as to himself or Nelly. Yet Juanita knew that even though Kirk's blindness might carry him to foolish lengths, Nelly would see clearly where Kirk was concerned.

"And I want them to see clearly," Juanita told herself. "But I'd like a little happiness—just for today." Talking with Nelly told the fairy tale out of it. And all too soon.

Juanita smoothed her hair, rumpled by Kirk's caresses, dabbed powder about her eyes that had so lately known tears, went down the hall.

Nelly was all aglow. She told Juanita in frail, icy arms. "I'm so happy," she said. "I'm as happy as Kirk."

Kirk reached home early and went upstairs to dress—knickerbockers and sweater, wool stockings and light-weight leather coat the proper regalia for Tarpon Point for which they would start at five o'clock. He hurried down to the library that he might be there when Juanita came.

All the way home his thoughts had been with that meeting, not because of what she might have to tell him, but merely because he

all grades. Prof. Whitman is again the principal.

Mr. and Mrs. Austin Welt have returned from Crater lake to their home in Phoenix. The family will remain but Mr. Welt still has employment at the lake and has gone back.

J. T. Edwards is having a big well put down at his home north of Phoenix.

Packing houses at Phoenix have been closed for over a week. The apples are not ready to pick for some time yet.

James Allen is exchanging hay for a lot of sweetwood, and is having it brought to his home south of Phoenix.

Mrs. E. C. Gaudinier of Talent and her sister, Mrs. Pearl Barrett, were trading in Medford Saturday.

Personal Health Service

By William Brady, M. D.

Signa letters pertaining to personal health and hygiene, not to disease, diagnosis or treatment will be answered by Dr. Brady if a stamped self-addressed envelope is enclosed. Letters should be brief and written in ink. Owing to the large number of letters received only a few can be answered here. No reply can be made to queries not conforming to instructions. Address Dr. William Brady in care of the Mail Tribune.

THE HOSPITAL FOR INSANITY.

Insanity is a disease. Yet some states are so backward or benighted that they have laws requiring that the patient's mental condition be testified to and passed upon by a jury. This pending of the sick person's infirmities before the public is brutal and it reflects upon the intelligence of the people who tolerate such medieval practices.

Barbarous tribes subject their mentally sick members to torture, neglect or death. Some of our states go about it with greater refinement, but quite as effectively.

In New York there are four ways in which patients may get into the state hospitals for the insane, and these hospitals are the very best places for such patients, no matter whether they have great wealth or none. Here are the four ways:

1. Voluntary act of the person desiring treatment. In order to gain admission to the hospital the patient must be able to comprehend that he is ill and he must be able to remember the details of his admission. I know two professional men who enter state hospitals in this way from time to time for treatment which they know is best given in these hospitals.

2. By physician's certificate on request of a relative—the family doctor gives the certificate, in a case where the patient does not understand the details of voluntary admission or does not appreciate the necessity for hospital care.

3. Emergency certificate of health officer upon which a person can be detained for 30 days, for cases acutely ill requiring immediate care. This should obviate the wretched practice of keeping insane persons confined, even for a few days, in jails or police stations.

4. Petition or request of a relative, examination by two physicians and an order of commitment by a judge of any court of record.

There is still prevalent among people who are uninformed or whose ideas about insanity and its treatment are gained largely from fiction, a feeling that it is unfortunate or tragic to enter a hospital or sanitarium for treatment of mental trouble. These institutions should encourage more visiting by the public for the visitor who sees for himself the atmosphere and the wholesome spirit in the hospital is sure to recognize the advantage of such care and treatment for any one with mental disease.

Too often the attitude of superintendents and other officers in these hospitals is a lazy, callous indifference to the public opinion. If not the medical superintendent or his medical staff, then some special representative of such an institution ought to serve as good will officer and break down this harsh attitude and childish horror, most

Formula of some sort you gave to paint over scars with—Mrs. S. L. Answer—No, it is a paint to conceal white spots, but it might make some smooth scars less conspicuous. I have had a temporary make-up. It consists of 1½ ounces zinc oxide, 1½ ounces of calamine powder, 1½ ounces glycerin, and a pint of water. Add drop by drop, till the right tint is obtained, scented (10 to 30 drops may be needed).

Paint for White Spots. Formula of some sort you gave to paint over scars with—Mrs. S. L. Answer—No, it is a paint to conceal white spots, but it might make some smooth scars less conspicuous. I have had a temporary make-up. It consists of 1½ ounces zinc oxide, 1½ ounces of calamine powder, 1½ ounces glycerin, and a pint of water. Add drop by drop, till the right tint is obtained, scented (10 to 30 drops may be needed).

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BAND OF ELK SEEN NEAR PICTURE ROCK

BEND, Ore., Sept. 11.—(AP) John A. Runge, in charge of construction on the Fremont highway, reported here a band of more than a dozen elk was seen grazing in the vicinity of the Picture Rock section last week.

Roseburg—Umpqua Valley Fresh Fruit Growers, Inc., opened Eden-bower packing plant employing about 30 local persons.

GRAY HAIR AND SCALP TROUBLES

EASY TO GET RID OF SHE SAYS

New York User Of Amazing New Tonic For Scalp And Hair Praises It To The Sky.

TREATMENT AT HOME RESULTS WONDERFUL

"A few years ago I began to suffer with itching of the scalp, then dandruff and finally my hair began losing its natural color and turning gray. In October of 1925 I heard about this wonderful Lea's Hair Tonic made down South and experts cannot detect its use, the daily change back to youthful color is so gradual, and of course it has no unpleasant odor and doesn't stain. Fastidious men and women are delighted with it. If the reader desires to try Lea's on positive guarantee of delightful results or money back, get a bottle of druggist. If he hasn't it yet ask him to order of his jobber, or you may send dollar bill to Lea Tonic Co., Brentwood, Md., and bottle will be sent return mail to your home or expert treatments and not at all like the horrid old-time preparations. A big plant makes it now and is introducing it in this city and vicinity. Lea's Hair Tonic is a clear, pleasant liquid, rubbed into the scalp with finger tips. Even experts cannot detect its use, the daily change back to youthful color is so gradual, and of course it has no unpleasant odor and doesn't stain. Fastidious men and women are delighted with it. If the reader desires to try Lea's on positive guarantee of delightful results or money back, get a bottle of druggist. If he hasn't it yet ask him to order of his jobber, or you may send dollar bill to Lea Tonic Co., Brentwood, Md., and bottle will be sent return mail to your home or

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