

MEDFORD MAIL TRIBUNE

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Ye Smudge Pot. The cigarette, that was careless and started the fire, was about five feet nine, and weighed 165 pounds, and ran real fast for all its 50 years.

WE HOPE NOT, BUT—(Kansas City Times). It has become increasingly evident that the trouble at Washington was precipitated by a few radicals in the bonus army.

TIMELY QUOTATION—"Man is the only animal that weeps—or has any cause to."—(Mark Twain).

A brick wind sprang up unexpectedly Saturday evening, and caused almost as much devastation as a campaign lie, propelled by a campaign liar.

Robert Wilcox, bro. of Lyle Wilcox, Jr., who punched Mother Earth with a nose-dive, in which he used his nose, has again bunged up the member in the same manner, and is convinced this globe has too much exercise.

A circus is coming. Many fathers will take their sons, so they can see the elephant that stepped on Papa's pocketbook.

The guy, who used to boast that he did his last work in the second year of Grover Cleveland's first term, is now walling that he has been unable to get any work to do, in the Hoover administration.

Woodrow Woodpecker has a sort of idea from trying to drum the count Chinese (An Fool) Pheasant. The Count has made quite an impression with the feathered set, and has been the honored guest at a number of henhouses, fence post and weedy glade affairs.

Editorial Correspondence

ROCKFORD, Ill., Aug. 7.—Here is some real news—news that can be placed under Dana's old definition of a man biting a dog.

After a week in this vale of economic tears, we have found a large business that is not only making money, but has made money throughout the depression.

Even more striking,—it was only founded 8 years ago, it lost money during the boom period, it started to make money for the first time during the year of the Big Bust,—1929.

It is the one ray of sunshine in this world of gloom—i. e. the Chappel Horse factory.

Have you ever heard of Ken-L-Ration which Rin-Tin-Tin has declared (under his own signature) to be his favorite food? Or of Kit-E food, or Ken-L-Biskit, or Pup E Crumbles, or Ken-L-Sopet? Well they are products of the Chappel horse factory over on the east side, and at the present moment they are being shipped to all parts of the world.

Being told of the "one prosperous business in Rockford" we made a trip to the plant yesterday, and had a talk with P. Earl Chappel, production manager who with his brother, P. M. Chappel, established the business less than a decade ago.

Why horse flesh? Well in the first place horses—or were—very cheap, particularly unbroken horses from the western plains. Then the horse, of all animals is least subject to disease, his blood being used universally in the preparation of medicines, serums, and a variety of biologic products.

Surrounded by can factories, furniture factories, iron factories, etc., etc., which are idle or only running part time, this factory is a sight for sore depression eyes. It is a PERFECT picture of bustle, optimism and enterprise.

But we want to emphasize the advertising feature of Chappel brothers success again. A visit to this going concern would cheer up anyone in these depressed times, but it PARTICULARLY warms the cockles of the heart of a newspaper man,—who has nothing but advertising to sell.

SMART EVENING GOWN OF BLUE MAROCAIN. PARIS (AP)—The Honorable Mrs. Reginald Fellowes is among smart women of the continent who have adopted dark blue for evening wear.

LUNCHEON OUTFIT MADE IN BLUE AND WHITE. WASHINGTON (AP)—Mrs. Cary T. Grayson wore at a recent luncheon a dress of white silk figured in tiny design in blue.

Capri Will Have Harbor. CAPRI, Italy.—The high commissioner for Naples has set aside \$328,000 for construction of a harbor for this romantic island.

had been created and that demand supplied. A NEW DEMAND CREATED,—explaining that, explains why this horse factory, is the only paying concern in Rockford, why it failed to make money during the boom, and has made money during the depression.

Let anyone (if there IS anyone) who doubts that advertising is the unalterable ESSENCE of modern business success, talk things over with the Chappel Brothers! They had a good product and a new one, produced at a low cost, but from 1924 to 1929 they failed to make money for the good and sufficient reason, that the world at large did not know what they had. It took five years of advertising, in newspapers, in the Saturday Evening Post, and over N. B. C., to tell the world what they had and thus create that demand.

Three years ago they started cashing in on that advertising. Today they are spending more for advertising than ever before, and will increase their appropriation as time goes on.

"Produce a good article, then tell the world about it," that is all there is to the Chappel brothers' success, that is all there is to any business success in this day and age.

The only advantage the Chappels have enjoyed is that they discovered a new field, hitherto unexplored, and were the first to take advantage of it.

The present writer admits he has a sentimental prejudice against a horse factory. We didn't enjoy looking at the herd of rather sad looking quadrupeds in the stock yards. We have always placed the horse somehow on a higher scale than the steer, and the idea of butchering "Old Dobbin"—or young Dobbin for that matter,—was,—and is—repugnant.

But we admit there is no legitimate basis for the prejudice—it is entirely sentimental. In Europe, people have been eating horse meat for generations. Moreover, don't worry, gentle reader, that your next can of tongue or corn beef may be Rockford "horse." This plant is inspected by the government, just as all packing plants are inspected. The same stringent laws of purity and cleanliness are enforced. Every package containing horse meat is plainly marked "horse meat." Nothing for human consumption except liver extract for the treatment of anemia, is produced at the Chappel plant.

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Today

By Arthur Brisbane Hop, Skip, Jump. How to Use Airplanes. For Nursing Mothers. Russia Is Building.

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HEARST RANCH, San Simon, Cal., Aug. 8.—Shattering Olympic records and world records is part of the routine, at the Los Angeles games. You should see some of the extraordinary athletic feats, and there is still time. The games last until the 14th of this month.

Some sports are more widely interesting than others. For instance, everybody, in boyhood has spent hours, doing the "hop, skip and jump." You hop on one foot, then skip, then end with a broad jump. Thirty-five feet was a good jump, at Jackson school house, in Fannwood, N. J.

Chuhei Nambu, of Japan, is world champion for all time, with a hop, skip and jump of fifty-one feet, seven inches. Try it, with a running start, measure off fifty-one feet and see how much of it you cannot cover.

It is called by the Olympic authorities "hop, step and jump," but "skip" is better.

The fifty thousand meters walk, about thirty miles, interests us all, because we all walk. The British are the best walkers and William Green, of Great Britain, won the event in four hours, fifty minutes, ten seconds.

Jan Kusocinski, of Poland, won the ten thousand meters race, in thirty minutes, eleven seconds, a new world record. You observe that men can run much faster than they can walk. They achieved their sprinting powers long ago, with the hairy man from the next valley chasing them with a sharp flint fastened at the end of a stick.

They learn success in other directions in much the same fashion now. The stick and flint are missing, but competition takes their place.

Out here, airplanes are used to save time in business, their use is taken for granted, and schedules arranged accordingly.

Soon, Arthur Loew, foreign manager for Metro-Goldwyn-Mayer, starts his regular tour inspecting theatres. He takes, by ship, to Australia, a powerful airship owned by Hal Roach, whose movies you know.

From Australia, having flown to inspect theatres there, Mr. Loew flies to Singapore, inspects the Metro theatres in China and Japan, then flies across India, and down to Johannesburg in South Africa, where new theatres are to be opened.

Recently Loew and Hal Roach made an inspection flight in South America, starting from Mexico City stopping at Lima, Peru, Santiago, Chile, Buenos Ayres and Rio de Janeiro, completing the round trip in twenty days, with plenty of time at each stopping place.

In a few years any long distance travel, other than by air, will be unknown, except among a few, very old fashioned. The sort that, during the Paris exposition, refused to go upstairs in hotel elevators.

Sometimes a woman, anxious to nurse her baby, that it may have every chance, finds that it is impossible, and many good mothers have been cruelly misjudged, in consequence.

Very important is the announcement of the Carnegie Institute that scientists have discovered the hormone, or gland secretion, that causes milk production.

Admirable substitutes for mother's milk have been developed, but there is, as yet, no absolute substitute, especially for the first six months of the child's life. In those months, mother's milk protects the child from various infantile diseases. In the young infant, the leucocytes or white corpuscles that attack disease within the system, lack power.

Some genius may find a way to develop that particular hormone on a big scale, for cows, and help solve the dairyman's problem. You might have the one hundred quarts per day cow.

Lady Drummond Hay's article on Russia's airplane program, published yesterday, should be sent to everybody in our government, and to all financiers of importance. Some of them do not like to think about paying for the world's biggest air fleet, forgetting that there is no cheaper defense. But they would pay, rather than admit that Russia rules the air.

Personal Health Service

By William Brady M. D. Signed 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 INFANTILE PARALYSIS SCARE

Somewhere or other there is almost always a polio-myelitis scare, I infer from the inquiries coming in from anxious parents. We have good reason to believe, though we do not yet know definitely, that this disease is a respiratory infection, that is, the germ or virus of the disease is usually carried from one person to another in the secretions from the mouth, nose or throat of the patient or a healthy carrier, just as diphtheria or measles or whooping cough is spread. It may do no good, but it does no harm anyhow, to use a simple solution of a heaping teaspoonful of boracic acid in the pint of boiled water as a mouthwash, or gargle or nasal spray three or more times a day, if there is a local outbreak of infantile paralysis. I don't know whether this will prevent catching the disease, but I do know that such a solution is as efficient as any known antiseptic preparation one can use for such a purpose.

The attack of polio-myelitis (infantile paralysis) begins very much like ordinary acute sore throat, grippé, coryza or other cxi (Common Respiratory Infection). After a few days of such mildly febrile illness the patient complains of pain or tenderness or heaviness or weakness in some particular muscle group, usually in one limb, and the limb gradually becomes weak or paralyzed, though generally only partly powerless, that is, it is not entirely immovable.

The disease is infectious or communicable only during the febrile stage, say the first week or ten days of the illness. After that, the paralysis remains for weeks or months, but the condition is no longer infectious and the patient is not a menace to anybody. The paralysis or paresis (weakening) of the affected muscle group is merely the aftermath or result of the illness, and is not in any sense an illness in itself. Whether the victim fully recovers the use of the affected muscles or only partly regains control or fails to show any improvement, there is no reason in the world why the general physical and mental health should not be quite as sound as though no attack of infantile paralysis had occurred.

The great remedy in the stage of invasion is rest. Most intelligent folk know that a day in bed is the best first aid treatment for most acute illnesses. Well, if the illness

Lady Hay, who has flown around the world and knows airplanes, believes, after visiting Moscow, that Russia firmly intends to surpass the French air fleet, now greatest in the world. The Russians announce themselves prepared already to dispose, by air bombardment, of Japan's floating war fleet, should Japan attack Vladivostok. Two thousand mechanics are manufacturing planes for Russia, as rapidly as possible.

The statement that "Russia's aircraft industry is already greater than that of the United States," may be exaggerated, but it calls for attention.

One more man with "a plan" is a well meaning Austrian Baron Karl Ferdinand Tinty of Austria. He plans to open his ancient castle, Schallburg, on the wide, swift flowing Danube, as a haven for the world's great minds. There "exchanging ideas over their pipes," far from the disturbing crowd, the great minds will solve all the world's problems and do away with its ills.

They will do nothing of the kind of course. That will be done, gradually, by men that were little boys that grew up on solitary farms, or little boys that grew up in the slums and realize what human suffering means. It will be done by scientists working in their laboratories, increasing men's power, and by the dull, invincible power of the masses, occasionally throwing off injustice, with one powerful gesture, as in the French revolution, and more recently in the Russian revolution.

Dreadful mistakes, and injustice sometimes follows such gestures, but improvement, in the end, comes.

Jenkins' Comment (Continued from Page One)

"BUT" you may say, if you are a shallow thinker and not as well informed as you should be, these increases in stock prices mean nothing to ME, or other average

SAN FRANCISCO'S NEW HOTEL OXFORD. Every Room with Tub and Shower. Single \$2.00 & \$3.50. Double \$3.50 & \$5.00. Twin Beds \$4.00. NOTHING HIGHER. Garage Service. Theodore A. Haase, Mgr. MARKET and MASON STS.

Flight 'o Time

(Medford and Jackson County) History from the Files of The Mail Tribune of 40 and 10 Year Ago. TEN YEARS AGO TODAY August 9, 1922. (It was Tuesday) Northern California sawmills advertise for workers. Oregon growers to sell their Bartlett to California canneries. Hob Deuel is in town from his homestead near Butte Falls. A. C. Hubbard to have charge of auto exhibit at county fair. Ed Lamport journeys to Diamond Lake. Bill Hart, the movie actor gets divorce from wife. Charles Hall of Coos county gives up contest on election of Gov. Olcott. Jacksonville citizens protest paying S. B. Sandefer, special dry agent, \$8800 for July sleuthing.

Communications

Plans for Band Concerts. To the Editor: The bouquet you handed to Grants Pass some time ago was very good. It is to be hoped it will aid in arousing Medford from her Rip Van Winkle slumbers, and at least make an effort to retain its past reputation of being the "Biggest Little City in the West." Where has the "Medford Spirit" gone? 12 years gone, by we have enjoyed open air concerts in the park by our splendid band. To the writer's personal knowledge, it has been a big advertisement for Medford. So far this summer we have had no concerts and I am reliably informed there will be none, owing to the scarcity of mazzina in the city's exchequer. Our neighbors to the north and to the south of us, Grants Pass and Ashland, both smaller and less pretentious towns than Medford, are still having summer concerts, which at least prove that even though the depression is world wide, the men who have charge of the affairs of these two cities are not quitters.

QUESTIONS AND ANSWERS. As a rule I find your teachings excellent, but I disagree absolutely with you about one thing. I like to brush my teeth regularly. —Miss M. B. Answer.—That is a matter of individual taste, not opinion. I see no objection to brushing the teeth if one likes to do it. As a layman you are probably not qualified to have an opinion on the hygienic question involved.

Polson. 1. Is butter color poisonous? 2. Is yeast wrapped in foil without protective cover between foil and yeast likely to contain any lead?—Mrs. T. E. 1. No—but why color butter unless for the purpose of deception? 2. Manufacturers claim there is no lead in the foil used nowadays. I know of no instance of chronic lead poisoning from such source.

The First Baby. Is a woman 35 years of age too old to have her first child? Would a slight leakage of heart give trouble in such an event?—Mrs. G. Answer.—At 35 a woman should be in her prime. As to the heart condition her own physician can best advise.

Iodin Ration. Please send me the new edition of the Iodin Ration to restore hair. I have more pep than hair.—A. G. H. Answer.—The new edition restores no more hair than the old edition did. At that a suitable Iodin ration may postpone greying and falling of the hair. Enclose stamped addressed envelope and ask for instructions for taking an Iodin ration. (Copyright, John F. Dille Co.)

Early Risers in Havana. HAVANA. — (AP) — Ernesto Sarra, Cuban drug store magnate, has had plans drawn for a \$40,000 free lodging house which will shelter 1,000 homeless nightly. Guests will be given breakfast at 5 a. m. and told not to come back until midnight.

HYDERABAD, India.—(AP)—Snatch thieves here strip to a loincloth and cover their bodies with oil so that catching them is like trying to hold a greased pig.

Notice. A. H. Bilton is solicitor for the commercial printing department of the Mail Tribune, taking the place of Art Campbell, who is no longer connected with or accept work for the Mail Tribune.

New fall shoes now on display. Real money saving values, \$1.49 to \$3.95. The Band Box & Shoe Box. Redeem your Colgate and Palmolive coupon checks at Heath's Drug Store.

\$1975 Brand New Portable Typewriters. Manufactured by Remington Co. Limited supply only. See Sample. Office Stationery & Supply Co. "Your Office Boy" 115 W. Main St.

HEY KIDS! A Big MAIL TRIBUNE-HOLLY NICKLE MATINEE! Thursday Afternoon THE AIR MAIL MYSTERY. A Gripping Adventure Serial Begins — 12 Knockout Episodes to Look Forward to. OTHER BIG FEATURES! FREE ICE CREAM From The Gold Seal Creamery. CLIP THIS AD—BRING IT AND 5c TO THE HOLLY THURSDAY