

MEDFORD MAIL TRIBUNE

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There is nothing the matter with any of the crop of candidates for governor, except that all leave the impression they would get up and go on the stage, if a magician asked them.

Mrs. Frank J. Gould has "very beautiful feet." She walks as though she were dancing, like a race horse... The State Liquor Control commission announces it has "aimed three new blows at bootlegging and bootleggers."

Astoria reports a sea serpent off the Oregon coast. It was reported to the north end of the state to see something besides the mythical "Portland oligarchy" or Wall Street chasing a professional friend of the farmer.

O. Terrill of Lake Crk., H. Offenbacher of the Applegate, and Royal Brown of E. Point spent Saturday in town, dressed up and not running for anything.

HOW FARMERS ARE SAVED! (Lakeview Tribune). "Big Business is behind the scheme says Gill and his executive and the anti-sales tax committee. And do you know how many farmers are really represented on these two committees? Among their 12 active members? Not one!"

N. Y. Boy Oregon Star. EUGENE, Ore.—(UP)—Sam Liebowitz, registered from Brooklyn, N. Y., is the outstanding star of the University of Oregon freshman basketball team. He plays guard and is generally high point cover for the university's front line. A teammate of his is named Faust, also a guard.

What of It?

THE Oregon City Enterprise, has enterprisingly discovered that Congressman Charles H. Martin, registered as a Republican in 1928, changed his registration to that of a Democrat in 1929, and subsequently was elected to congress, as a representative of the latter party.

Convincing evidence is presented on the first page of the Sunday issue, in the shape of photostatic copies of General Martin's registration cards.

Well, what of it? Millions of Americans did the same thing. President Roosevelt would never have been elected if citizens registered as Republicans had not transferred their allegiance to the opposing party.

Changing party labels is one of the easiest things we Americans do. The process goes on at a terrific rate at every election. If it didn't obviously one party would be in control of this country indefinitely.

Because General Martin is now a candidate for governor in the Democratic primaries, should that fact disqualify him for having done four or five years ago, what hundreds of thousands of American citizens did before him and have been doing ever since?

We think not. The only important question as we see it, is what sort of a governor would General Martin make, if he WERE given the job?

That is the sole question in the primaries, for the Republicans and Democrats to decide, and that will be—OR SHOULD BE—the sole question for the people to decide at the fall election.

The Easy Marks

BUT, of course, it won't be. We don't carry on elections that way—unfortunately. Practically everything but the candidate's fitness for the job will be considered.

Most of us claim to be sick of cheap politicians, and professional demagogues, but when an election comes around, only a small minority can resist them. Theoretically we don't like self starters and self seekers, but the primaries will be as full of them, as a fig is full of seeds, and unless some miracle happens those that make the most noise and hand out the biggest promises, will get the most votes.

WE learn little by experience. "Cheap light and power at no cost to the taxpayers" caught them at the last gubernatorial election, and some similar catchy slogan—perhaps the same one—will catch them at this.

A candidate needs nothing but the gift of gab, the crust of a gold brick salesman, a yen for appealing to class hatreds and prejudices, and he is bound to break the tape far ahead of those who confine themselves to real issues and try to talk common sense.

This has always been true to some extent, but it is particularly true at a time of general dissatisfaction and discontent. Of course if six months hence, or even in two months, economic conditions should materially improve, there might be a different story to relate.

But while conditions are better—compared with what they were a year ago, they are VASTLY improved—they are still far from what we had come to regard as normal.

So the demagogues and rabble rousers will still regard the old army game as sure fire; and the welkin promises to ring for months with the visions of that Promised Land, which a vote for any one of them will bring.

The Way Out

AND the people—at least a large number of them—will fall for it. And then after the votes have been counted, and everyone has settled down and the time comes for those alluring promises to be redeemed (and they aren't because in the nature of things they CAN'T be) then there will be an outcry in the other direction, and those chiefly responsible for the mess, will be most vociferous in their outcries against it.

So another "new deal" is demanded. And again the self seekers and self starters come out, each claiming of course he is the only one qualified to get it, and the silly farce is run through all over again!

Ho Hum!—so the dance of life goes on. WE wonder why public business in this country isn't conducted as efficiently as private business. The answer is simple.

In private business, we look before we leap, we are guided not by our emotions but by our common sense. We don't put our money into the hands of the man who talks loudest and promises the most,—we put it in the hands of the man whose character and whose past record, give the best promise of success. In other words we analyze, we investigate, we find out what we are getting for our money, before we hand it over,—and when we find a man who has made good, who has shown his competence and reliability, we don't kick him out just because we want something new or because some untired person out of work, claims he could do the job better.

We keep him,—when the opportunity comes,—we promote him. Thus an efficient organization is built up, based upon merit, and the private business is successful.

When we, as a people pay as much attention to public business—or say half as much—as to private business, then we will really be on the road, to that GOOD government we all desire, but which, because of our susceptibility to the demagogues and self seekers and self starters, is so guarded hard to get.

Osteopath Killed In Fall Off Bluff. PENDLETON, Ore., March 18.—(AP)—Victor Reeder, 28, Pilot Rock osteopath, was fatally injured Sunday in a fall over a high bluff on the Walla Walla-Pendleton highway one mile east of Pendleton. Reeder became separated from a group of friends while walking across fields adjoining the highway and apparently climbed through a fence at the top of the bluff while confused about direction, only to plunge to his death on the roadway below.

Personal Health Service

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. No reply can be made to queries not conforming to instructions. Address Dr. William Brady, 295 El Camino, Beverly Hills, Cal.

THE INJECTION TREATMENT OF HERNIA

A reader sent a letter of thanks to me for my recommendation of the ambulant treatment of hernia. He had received the treatment and was delighted with the results. He mentioned the name of the doctor who gave the treatment. So I asked the doctor how some. Here is what the doctor says about it. "Dear Dr. Brady: I became interested in this form of treatment in 1930, and strange as it may seem, my interest developed from reading your articles in the paper. At that time my brother-in-law, Mr. ... wrote you and later my brother, Mr. ... attorney of ... wrote you also. When I found my relatives were finding out things about hernia that I did not know I decided to look into the subject. "My brother consulted Dr. ... of ... and received several treatments in his office. I accompanied him once or twice, and Dr. ... invited me to attend his hernia clinic at the university where he and his associate, Dr. ... have had remarkable success in the injection treatment of hernia. At the time I was attending the clinic ... Clinic sent one of their staff to learn the method and it is my belief that this man is now using the method in the "Clinic."

The doctor adds one detail which seems worthy of mention. The solution he uses, the solution they have found most satisfactory in the hernia clinic where he studied the method, is a very simple solution which any doctor can readily prepare for himself. I warn both doctors and patients to beware of the racket that certain unscrupulous interests are attempting to set up—marketing a semi-scientific solution for the injection of hernia. Any doctor who knows no better than to be so exploited, or rather to permit his patients to be so defrauded, does not deserve public confidence. I am ashamed to say that too many of the brethren who have written me concerning this method of treatment have betrayed their incompetence by mentioning that they have used some such nostrum. The solution which competent physicians use for the injection of hernia is as cheap as dirt and in no way complicated or difficult to prepare or obtain. I do not offer to tell anybody the recipe or

QUESTIONS AND ANSWERS. Smoking and the Wind. I smoke about 10 cigarettes a day. I notice no ill effect when I am much outdoors and participating in active sports, but in the indoor season if I try to run even a short distance I quickly become winded. (E. G. W.) Answer—Tobacco in any quantity tends to weaken the "wind" and the endurance. If you hope to excel in any athletic activity you had better worry along somehow without the drug. My Three's a Big Haw-Haw. Here's a big Haw-Haw. Between the ages of 17 and 20 want to ride horseback. I have been informed this sport is injurious to a girl's health. (Mrs. L. H. F.) Answer—If my daughter misused out on a chance to enjoy a ride, or a swim, or a dance or whatever healthful game or play she likes, just because she is a girl or a woman, she'd get a big haw-haw from her old man. I can tell you. Better use your almanack to start the fire, and get a book on physiology instead. Expectant Mother Needs Her Iodine. Will it harm the baby if I continue taking my iodine tablets? I am 4 1/2 months pregnant. (Mrs. H. E. J.) Answer—No, it will be good for the baby just as it is good for you. Ed Note: Readers wishing to communicate with Dr. Brady should send letters direct to Dr. William Brady, M. D., 295 E. Camino, Beverly Hills, Cal.

NEW YORK DAY BY DAY BY O. O. McIntyre

NEW YORK, March 19.—Diary: Up, thanking the Lord for a quick recovery from 48 hours of chills and fever, the steekiest I've been since crossing the Atlantic in an 80-mile an hour gale. But distressed over a delivery delay in Mrs. J. Holbrook Blinn's bid to break in and see what's missing in Robert Lorraine and Mary Manning. So grinding out my screed and with my wife to Anne and Will Hamilton's and Lord and Lady Sackville there. Then in leisurely frosts through the old Chelsea district and came upon a manufacturer of cuspidors, a quaint and rusty magic outfit, and the once shabby office of old Pearson's.

Flora Zabelle Hitchcock and Christine Benham to dinner and to see "Dodsworth" the second time, liking it better than any other play this season. And between acts talked to Sam Goldwyn and Billy Rose. Later with Lucy Virginia Long to Major Bow's midnight spread for the Clark Gables, and talked awhile to young Gene Raymond.

The Fred Stones quit their Forest Hills home to occupy the Rex Beach Central Park West penthouse this winter. Within three days after their departure, their manor had been robbed four times by neighborhood vandals. Fred, gazing out a window, thought it over a long time. Finally he arose and declared: "I think I'll break in and see what I can find. Everybody else is."

Raymond Hackett is Lillian Gish's most persistent stage Romeo. There are few of her plays wherein he is not the "love interest" and is always Armand to her wistful Camille. Someone tells me their love is old and staid, but friendship minus any real romanticism. They read plays together, play backgammon and he is one of the few with whom she appears in public for tea.

An undying legend is the sterling English actor A. Matthews. He is a member of his company and it's long a bit of gossip at the Lamb's where a troupe is known as a "mat-moet." The further exaggeration is that while he has spent much time in England, he was born in America. The fact is Matthews has hair that bushes out so quickly he has to be cut out every week. And he was born in Yorkshire, England, coming to New York first in 1910 but staying only a few months. He returned in 1921 in "Bill Dog Drummond," in which he scored his biggest success, and has been here most of the time since.

General Petroleum Doubles Advertising



Attributing much of its unequalled marketing success in 1933 to the power of newspaper advertising, General Petroleum Corporation will practically double its newspaper space appropriation for its 1934 sales campaign, which gets under way Saturday, March 24, according to an announcement made today by W. B. Curtis, sales promotion manager for the company.

Advising them to "get set for our biggest selling year," Curtis flashed word to this effect yesterday to the company's divisional managers in Washington, Oregon, northern and southern California and Arizona. Curtis also notified General's divisional heads that, starting the 24th, the company's advertising will break simultaneously in 190 newspapers on the Pacific Coast in one of the most comprehensive sales campaigns of the company's history. Word has been abroad for some time that General intends to introduce an entirely new gasoline this spring, but details regarding the product have not yet been made public. It is known, however, that every effort will be made to better last year's record, when public acceptance of General gasoline was so phenomenal that the company made a greater increase in taxable gallonage than any other major distributor on the Pacific Coast.

Leads Competitors. In a statement accompanying notification that the campaign is about to be released, Curtis said: "Last year was not noted for a high degree of prosperity or for heavy buying; yet, in spite of that fact and the additional fact that only three of the major gasoline distributors on the Pacific Coast showed gallonage increases in 1933 as compared with 1932, General Petroleum topped the three by better than a four-to-one gain. We

Comment on the Day's News

By FRANK JENKINS. SAM INSULL, attempting to flee from Greece, where the water was beginning to get too hot for him, is discovered, and the Greek government, angered by his attempt to sneak away, will send him back to the United States to face charges of embezzlement and larceny. He might as well have stayed and faced the music in the first place.

SOME good advice, in case you care for advice—if not, skip this: DON'T get too reckless with other people's money. It's pretty certain to get you into trouble sooner or later. If you DO get into trouble, stay and face the music. It will cause you no more grief in the long run, and people will think a lot more of you.

PERHAPS, you may say, those who get into trouble because of being too careless with other people's money don't care what people think of them. Don't fool yourself. EVERYBODY cares what people think about him and what he does. WE read in the headlines that the threatened big strike in the automobile industry is postponed. That is good news. The postponement, to be sure, is only until next Tuesday, but even that helps. Between now and Tuesday, calmer counsel may prevail and the strike may be averted.

A BIG strike, right now, would do a lot to recovering business about what a hard frost does to the newly sprouting vegetation. WE read in the dispatches that the passage of House Bill 8461, introduced in congress by Buck of California, may boost lumbering. Perhaps. But the thing that will boost lumbering most of all will be recovery of business, so that people will have the money with which to buy lumber. Mere passing of laws can't turn the trick.

There is one grave danger accompanying the New Deal. It is that we may come to think of prosperity as something that may be achieved by passing laws. That isn't true. THE GRANGE. Talent Grange held its regular meeting March 15. Mrs. Alice O'Byrne was obligated in the third and fourth degrees. W. M. Peiri gave a report on the last agricultural meeting held in Medford. A very interesting program was given, consisting of a brief history of Ireland by Mrs. O'Byrne, piano solo by Beatrice Werth and a talk on weeds by R. G. Fowler. After closing grange community singing and several grange solos by O. M. Goddard were enjoyed by all. LEAGUE. Aided 106.20. ANIMALS. BOSTON.—(UP)—No less than 106,208 patients, ranging from pigs to goldfish and from alligators to honey bears, were treated by the Animal Rescue League of Massachusetts during 1933. There were 78,723 cats and 21,469 dogs.

Flight 'o Time. (Medford and Jackson County History From the Files of the Mail Tribune of 20 and 10 Years Ago.) TEN YEARS AGO. March 19, 1924. (It was Wednesday.) Bonds of the Talent Irrigation district approved by state board. George Stewart, a local boy, is a member of the OAC band, which plays here tonight. Farmers and fruitmen report a "serious shortage of moisture." Jackson county resident is found guilty of polygamy by circuit court jury. Sheriff Terrill leaves for Los Angeles to return Milan, last of the "Jones Brothers."

"On to Chicago" fund for high school basketball team grows. Gold Hill bank closes. TWENTY YEARS AGO. March 19, 1914. (It was Friday.) A. Conro Fiero, orchardist, has a rear end collision with the city street sweeper, and an argument with Councilman Emerick and Chief Hitter over the blame. A woman driver hits a boy on a wheel, and a man crossing the street with a vacuum cleaner. The police then serve notice "speeding must stop." Three bad boys, wanted by both their parents and the police, disappear. The bloom season in the orchards is two weeks ahead of normal. Assessments for trunk sewer on Riverside avenue are enjoined. The Southern Oregon Moose lodge to hold a convention. "Bulger's Goat Circling, with seven of the world's outstanding ruminants" pack the Star theater; "The International Vaudeville Company, with a live-wire soubrette" at the Page; "Blue-Eyed Sally Green" at the Isis.

Anderson Creek. ANDERSON CREEK, March 19.—(Sp)—Mr. Wyatt of Grants Pass is spending a few days on his wood ranch. Leslie Pruitt of Klamath Falls, spent last week with his brother Edgar, who has spent the winter with Frank Casey. Mr. and Mrs. Clark Riedel attended a dance at Medford recently. Edgar Schuette and his uncle Herman Schuette, were in Medford Saturday. D. C. Hale spent Monday and Tuesday with his daughter Mrs. Ethel Shann, looking after her stock cattle. Mr. Hale has spent the winter in Medford. Mr. and Mrs. James Mays and daughter Ruth, and Edward Smith were in Medford Saturday on business. Harold Rominger called at the Marquess home Sunday. Edward Smith visited his aunt, Mrs. W. F. Ehaw, over the week-end. Miss Ruth Mays was the week-end guest of Miss Clara Schuler at Mrs. Kate Wright's in Phoenix. Mr. and Mrs. Frank Marquess were in Medford Saturday evening. Howard Holtzman was the week-end guest at James MacDowell's home in Medford. Steve Linnak was in Ashland on business Thursday. Edward Smith and Miss Ruth Mays attended the morning and evening services at the First Christian church of Phoenix Sunday. M. Brown-fig of Phoenix, conducts services at which the public is cordially invited. Mr. Donlon and family was out to the valley Friday. Couldn't Afford Radio. ONEIDA, N. Y.—(UP)—Mrs. Lillian Smith, 64, who complained to a neighbor recently that she "couldn't afford a radio" to break the monotony of her secluded life, left an estate of \$15,000, it was learned two months after her death. Georgia Buys Mules. BURNS, Ore.—(UP)—Twelve carloads of mules raised in Harry county, Ore., were purchased here by Walter Shrimp for shipment to Georgia, usually classed as a big mule state itself. Signs Caution Horsemen. BOSTON, Ore.—(UP)—There are few horses left in Boston, but streets in the Beacon Hill section still flaunt signs, at the bottom of grade, cautioning drivers to "unbuck and rest your horses going uphill."



(Continued from page one)