

FARM REVENUES SHOWS 1.9 BOOST UPON INVESTMENT

WASHINGTON, Aug. 25.—(AP)—Revised estimates of 1933 farm income losses by the bureau of agricultural economics indicated farmers received a return of 1.9 percent on their capital investment last year compared with a loss of 4.2 percent in 1932.

Gross farm income for 1933 was estimated at \$3,985,000,000, including the value of products used on the farm. An additional \$271,000,000 was received in benefit payments by farmers who reduced production under the AAA, raising the total income to \$4,256,000,000, compared with \$3,331,000,000 in 1932.

Due to increased cost of machinery, tractors, automobiles and building repairs, operating expenditures last year were listed as \$1,463,000,000 compared with \$1,455,000,000 in 1932.

In 1933, farmers had \$2,823,000,000 cash income left after deducting total production expenses of \$2,737,000,000 which was increase of \$1,000,000,000 over 1932.

The total income available for return on capital for the operators labor and management in 1933 was \$2,827,000,000. After deducting \$2,261,000,000 as wages of operators and unpaid family labor there remained only \$566,000,000 as return for capital and management. The net capital of farm operators totaled \$19,079,000,000 last year.

ROWELL, GILMORE OFFICIAL VISITS

For the purpose of discussing the present advertising and sales drive of the Gilmore Oil company with C. W. Ellis, district manager, Mr. B. A. Rowell, manager of refined oil sales for the concern, was in Medford last Thursday. Rowell is one of the most widely known oil executives on the Pacific coast and has a big circle of friends here among the independent dealers.

"Never before in the history of our concern has an advertising campaign been so well received by the motoring public," declared Rowell upon his arrival. "The motorists of today is power minded; he wants to know all about the gasoline that makes



B. A. Rowell

exceptional performance possible in modern motor cars.

"In our advertising copy in the newspapers we are telling the motorist of Gilmore's application of the principle of controlled power to gasoline. We explain fully the action of this motor fuel, how it performs like smokes powder in a long range gun with tremendous energy concentrated on the piston head for the full stroke.

"There is no doubt in my mind that this is the type of information... and the type of product... that modern motorists want. The thousands of favorable comments we have received on this new and frank advertising definitely confirms this."

Rowell said the Gilmore concern was thoroughly convinced that newspaper advertising is the most effective medium for modern business and that his firm has made plans to carry on a consistent campaign during the entire year.

"When you have a real news story to tell the motoring public, the newspaper is the place for it," Rowell pointed out. "We have a news story in controlled power and of course newspapers are receiving a major portion of our appropriation."

Following his conferences here, Rowell intends to visit other Gilmore branches of this division before returning to the home office of the concern in Los Angeles.

Use Mail Tribune want ads.

It's always cool at Murray's

WIFE KEEPS LIST OF HER BEATINGS

UNIONTOWN, Pa., Aug. 25.—(AP)—Seeking a divorce from Clarence Reynolds, of Indianola, Pa., Mrs. Olive Edith Reynolds, of Grays Landing, just presented a day by day account of her married life. Part of it read:

"April 7, 1924, burned on leg by stove litter; July 2, 1924, choked by husband and threatened with death; June 17, 1927, kicked into unconsciousness; October 12, 1928, kicked out of bed; February 10, 1930, face disfigured with hot poker; February 15, 1930, threatened with death by shooting; March 21, 1930, disfigured by finger nail polish; March 22, 1930, forced to leave."

Business Better Automobile Field, Says "Bill" Allen

Indicates that southern Oregon people are in a car-buying frame of mind this fall, William Allen, Medford's Dodge and Plymouth dealer, delivered four Dodge passenger and commercial cars during the past week in addition to one Plymouth.

The Pierce-Allen Motor company has announced a reduction in Plymouth prices, made possible by the lower cost of shipping through the use of the new Evans loader equipment which eliminates decking charges.

With Rogue river valley motorists showing an increasing interest in the new automobiles particularly this month, Mr. Allen expressed optimism regarding the immediate future for Dodge and Plymouth sales.

Card of Thanks

We wish to express our sincere thanks to our many friends for their kindness and the beautiful flowers during our recent bereavement in the loss of our father, Jessie Offenbacher and family.

Use Mail Tribune want ads.

Murray's Art Hairdressers 41 S. Central - Phone 363

THE back of your hairdress should have as much attention as the front. Our hair setting is beautiful all around.

Make an appointment for your new Fall Permanent.

Suggestions by Brophy's JEWELERS

Engagement and Wedding Rings Ensembles

"Brophy's never sacrifice quality to make a price"

\$18.75 to \$500.

Special on Electric Clocks

New Haven Electric Clocks. Reg. price \$14.75. Special price \$6.45

OVERCOATS Priced Ridiculously Low

One Group of OVERCOATS \$19.50 Values \$10.85

One Group of OVERCOATS \$22.50 Values \$13.85

One Group of OVERCOATS \$30 Values \$18.85

SUEDE JACKETS Extra Special \$4.95 All sizes

One Group of DOBBS' HATS Also other famous makes included. \$5 and \$6.50 val. \$3.85

West of the Date Line

By Herbert H. Hilscher, F. R. G. S.—Explorers' Club

NO. IV. West of Date Line

Coney Island may be a New York institution but it has a strong competitor in Aakusa Park in Tokyo. More than thirty cinemas, a huge Buddhist temple, miles of shops, sell everything from 2nd hand shoes to beans, bananas and baby dolls.

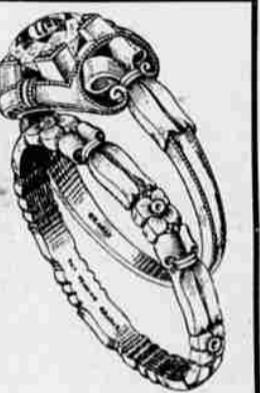
The patent medicine man, the herb doctor and the fantastic man with the long flowing hair and regal beard who specializes in potions for pale people all do a thriving business. Human nature is the same the world around and in Japan the rice fed farmer from the sticks falls for nick-nacs as easily as Ezra from Emporia.

In Japan you see very few Japanese or foreigners driving their own cars. There is a very good reason. The chauffeurs union is so strong that the police department will not issue a permit to an ordinary individual unless he passes an examination that is as exhaustive and complicated that even the smartest are doomed to fail. It is assumed that if a person is wealthy enough to own a car he can afford a chauffeur too.

At the Florida Dance Hall in Tokyo there is a very keen competition between the two hundred pretty maids who dance with you about five minutes for three cents. Each girl dresses as smartly in the latest western clothes she can afford and the whole lot of them are good dancers. But of course every girl cannot get a customer every dance. One cute gal solved the problem. Instead of dressing western clothes she affected the Chinese costume, made up her face in Shanghai manner—and now the gay blades go for her in a big way.

Not only is her costume distinctive, but the Chinese skirt is open at the side—controlled by ornamental frogs, that a charming expanse of shapely limb may flash in view at most every step. When dancing with a tall person she undoes a frog or two or three above the knee and the advertisement brings results. She sells every dance from 4 p. m. until 11:15 when the dance hall closes.

Japan is a fine o'clock country. You soon find this out when you try to go slumbering, but a late dinner or a sandwich at midnight. The movies start at 8 p. m. and lights are out at 10 p. m. The most notorious of



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If Adolph Hitler were to visit the Far East, he would be pleased beyond measure. In many places he would see the Swastika and would turn to Hermann Goering and say, "Why haven't you told me that the Nazis have captured East Asia?" And with up-raised hand in salute he would point to a huge Swastika at the peak of the great Buddhist temple in Aakusa park. It is only fair to the dictator of Germany to inform him that the Swastika is an ancient Buddhist symbol and its origin was forgotten long before the Austrian stage painter became the boss of Unter den Linden.

Janet Gaynor sells coffee, dresses, bicycles, patent medicines and electric bed warmers in Japan. Clark Gable's picture recommends the comforts of bamboo baby carriages and across the page boots tooth paste. Mary Pickford sells gloves — and what's more wears them in the advertisements. All this happens because the Japanese are fond of pictures of American movie stars and their pictures lend interest to advertisements. These photographs are of course used without permission. But that is of little moment as there is nothing in Japanese law to prohibit the practice.

It is not uncommon to see the New York and Palm Beach socialites strayed in Vogue, Vanity Fair and Town and Country, appearing in Japanese advertising, and I am sure they would be dismayed and embarrassed beyond words to know some of the things they are apparently recommending.

Why is it that the world over, prize fighters and the ladies so often go together? Japan is no exception. Here wrestling between super-enormous mountains of fat and brawn bring forth the personal fame of some of Japan's most famous athletes. And are they dolled up quite often as a token of affection "Mr. Lardo" will appear in the ring with a star plastered on his hip or back. Do you have to ask who placed it there and why? Japanese wrestling looks more like cock fighting to us. There are only twelve falls, twelve lifts, twelve twists and twelve throws allowed. And imagine the quaintness

of these 300 pounders tossing salt into the ring simultaneously so that they shall be purified and their spirits be in sweet harmony as they grapple with each other!

The Japanese have great difficulty with the sound of the English letter "L". Some of the vocal contortions they go through to get around that inconceivable tax our ingenuity to understand. For example, the well known Dollar Steamship Line in Japanese conversation becomes "Darrax Yusen Kaisha"; the Imperial Hotel is Teikoku (Imperial) Hotezu and—my name is pronounced Harabart Hoch Hiroshar! I've been called many things, but never just that before.

The English language consists of 26 letters. The Japanese language has more than 10,000 characters. Every newspaper office stocks at least 6000 ordinary characters to properly inform its readers. Printers devote all these characters to the locations of all these strange characters can "see" a twelve inch column in an hour, in setting one column they walk about three miles around the type racks that invariably take up an entire floor of a newspaper building.

Julian Trivette, 13, of Winston-Salem, N. C., has built a house high in a tree in the backyard of his parents' home where he sleeps and does his own cooking.

Toggerly Bill Says:

The FINAL WINDUP

of this Sensational \$35,000 Sale Starts Monday Morning at 9 A.M.

Early Bird Specials Go On Sale at 9 A.M. Monday Morning

| | | | | |
|--|---|---|---|---|
| Shorts & Shirts 50c Values All Sizes and Colors 39c | 95c Chambray WORK SHIRTS Blue and Grey in All Sizes 69c | One Group of STRAW HATS Values to \$3.00 For Quick Dispatch \$1.00 | One Lot of CORDS \$3.50 Values Wide Bottom in All Sizes \$2.95 | All Wool Sleeveless SWEATERS Values to \$1.95 All Colors and Sizes 89c |
|--|---|---|---|---|

Your Last Chance to Buy Such Well Known Makes as Society Brand, Michael Stern and Hyde Park

SUITS for MEN

At such Ridiculously Low SALE PRICES This sensational offer positively comes to an end Saturday night at 9 P. M., September 1st. Make your selection now, pay a small deposit on any Suit or Overcoat and we will hold it for you for thirty days.



\$25. Values
\$14.85

\$30. Values
\$19.85

\$35. Values
\$24.85

OVERCOATS Priced Ridiculously Low

One Group of **OVERCOATS** \$19.50 Values **\$10.85**

One Group of **OVERCOATS** \$22.50 Values **\$13.85**

One Group of **OVERCOATS** \$30 Values **\$18.85**

One Lot of **SUEDE JACKETS** Extra Special **\$4.95** All sizes

One Group of **DOBBS' HATS** Also other famous makes included. \$5 and \$6.50 val. **\$3.85**

Stock up now on the nationally known Interwoven, Allen-A and Wilson Bros. Hosiery for Men at Slashed Prices

One Lot of Hose, 35c and 50c val. **29c**
One Lot of Hose, 50c and 65c val. **39c**
One Lot of Hose, 75c and \$1 val. **59c**

Not a Shirt-Tale—but a Real Shirt Sale

Manhattan, Cameron, Ide, Wilson Bros. and other leading brands, all included in this Sensational Selling Event!

One Lot of Shirts, \$1.25 values **79c**
One Lot of Shirts, \$1.75 val. **1.29**
One Lot of Shirts, \$1.95 and \$2.50 values **\$1.55**

Shoes and Boots for Men at Low Sale Prices

Entire Stock of Lunn-Bush, Edgerton and Weyenberg Included.

One Lot of Men's Shoes, values to \$5.00 **\$2.95**
Scotch Grain Split Toe Moccasin Shoes, \$5.00 values **\$3.95**
O'Donnell Riding Boots, \$10.50 values **\$8.85**
Field Boots, \$11.50 values **\$9.85**

Men's Felt Hats—Dress Pants

One Lot of Men's Felt Hats, values to \$3.50 **\$1.95**
All-Wool Worsted Dress Pants, values to \$7.50 **\$4.95**

Greatly Reduced Prices on the Entire Stock of Allen-A Underwear, Faultless Pajamas, etc.

Pajamas, Shirts and Shorts

Faultless Pajamas, Novelty Broadcloth and Flannellettes **\$1.89**
Allen-A, Faultless and Wilson Bros. Shorts and Shirts, 75c and \$1 val. **59c**
One Lot of Novelty Broadcloth Pajamas, \$1.95 values **\$1.55**

CHEVROLET OWNERS!

Does your car need a new fender? We have quite a large stock including fenders for the latest models. If we can fit you, prices range up to a fifty percent discount. Many other genuine Chevrolet parts equally as cheap. Buy now and with a small deposit down we will lay your selection aside. Give your Chevrolet a good overhauling while parts are cheap.

Pierce Allen Motor Co.
Dodge and Plymouth Dealers

The TOGGERY

129 E. MAIN in MEDFORD, ORE.

Sale Positively Ends Saturday Night