

MEDFORD MAIL TRIBUNE

Published by MEDFORD PRINTING CO. 25-27-29 N. 7th St. Phone 15. ROBERT W. EHL, Editor. An Independent Newspaper. Entered as second class matter at Medford, Oregon, under Act of March 3, 1879.

Editorial Correspondence

AGUA CALIENTE, Mexico, March 30.—When prohibition was repealed everyone predicted this splendiferous Mexican spa would fold up, and join the other casualties of the Great Depression.

But nothing of the sort happened. Today Agua Caliente is the most popular week-end resort in California, and we can furnish first hand evidence of the fact, after seeing a score of cars drive up to the entrance, and then drive away, because the place was full up and Caesar's in Tia Juana was having hard work to take care of the overflow.

How come? The answer we take it is, that one Baron Long is a vera smart hombre. The Baron isn't REALLY a baron, having been born in Indiana and moved west to seek his fortune many years ago. But he manages Agua now, as well as the Biltmore in Los Angeles and the General Grant Hotel in San Diego, and when it comes to running hotels or racing stables, mahogany bars or swanky gambling clubs, the Baron knows his onions.

Yes indeed. Our information is he is making a sensational success of all three establishments and having been a guest at two of them we see no reason to doubt it.

And we would say the Baron's recipe for beating the depression is essentially a very simple one—giving the dear American public more for their money than they can get anywhere else.

There is no question about that at this extremely attractive resort. Considering EVERYTHING, rooms, food, service, and recreational facilities five dollars will go farther here than anywhere else on the North American continent—or at least after a three day test that is OUR opinion. And the Baron has been very smart about it.

The Agua Caliente hotel could very easily have been killed by prohibition repeal if it had catered solely to those who wished to cross the line and go on a prolonged week end bust, after the fashion of the old hoop or up saloon days. Or it could have been killed if it appealed solely to those with more money than sense—the gilded and flaming youth from Hollywood and Los Angeles for example. In short in spite of its really delightful architecture, beautiful grounds, and many attractions, if Agua Caliente had been allowed to degenerate into just another "tough joint" it would have long since passed out of the picture.

As it would if it had catered only to the idle rich, when thanks to the depression this class in America practically vanished. But from the outset these dangers have been carefully avoided. There is nothing sanctimonious or straight laced about Agua Caliente. HARDLY! The hotel boasts one of the largest and most gorgeous bars in the world, gambling of all kinds goes on full swing in the Casino day and night, and from 7 p. m. until daylight, dancing in the dining room to the strains of a splendid Mexican orchestra, practically never stops—but the salient note of the place nevertheless remains, essentially respectable, entirely decent,—particularly at luncheon time one might say touristy and middle class.

Luncheon costs a dollar, it not only includes a delicious three course meal, perfectly served, but a bottle of wine, and a musical floor show that is typically Mexican and in every way first class. Not surprising that luncheon at Agua Caliente, is placed on practically every tourist's program in southern California.

Another thing. The hotel proper, where one sleeps, and may if one wishes have tray service, is entirely removed from the whoopee portions of the establishment. Corks may be popping or dice rattling in the Casino, the wedding party from Anaheim may have reached the hula-hula stage in the ball room, but in the hotel all is as quiet and peaceful as Happy Camp at midnight.

All in all quite an achievement, that is to sustain such a balance—go pretty far in all directions and not too far in any—it takes brains and executive skill of a high order. The Baron—or those he hires to do the job—must have both.

There is also swimming in a warmed tiled pool, tennis and horseback riding and an 18 hole golf course, where the pros hold their tournament in January and where a dub can battle over hill and dale all day for only one dollar. If you stay a week, these things will cost you nothing!

We hope this doesn't sound like a "reader ad" for the Agua Caliente. That is certainly not our intention. But the place has really interested us, as an example of clever and skillful hotel management, during what have probably been the toughest days in the hotel business in the history of this country. The secret of this success as stated at the outset, appears to us to be giving the people a little more for their money than they can get anywhere else.

In this verdict we have left out entirely the horse racing and gambling features—horse races over the week end, gambling all the time. That business of getting your money's worth assumes you DON'T try to pay your expenses by picking winners in EITHER direction—in short that either you cut out the gambling ENTIRELY, or are that rare specimen that can strictly confine gambling to entertainment—only wager not only what you can afford, but are perfectly willing to lose and then forget it.

One frequently hears Agua Caliente can afford to give such value to its patrons because it more than makes up on its gambling revenues what it loses on its hotel. That may be—although a hotel man in San Diego told us, Agua sometimes loses as much as \$5000 per day on roulette alone,—that is when the breaks are against the house.

However, we wish it clearly understood what we say of Agua Caliente, refers to it as a hotel—and hotel ONLY—NOT as the American Monte Carlo. Getting your money's worth, if you are the type who can't hear the dice rattle, the little ball spin, or the cry from the barrier "They're off" without turning your pocket book upside down,—and betting across the board—well as Kipling didn't say—that is DECIDEDLY another story!

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. No reply can be made to queries not conforming to instructions. Address Dr. William Brady, 265 El Camino, Beverly Hills, Cal.

NOTES ON RELAXATION.

In 1929 Dr. Edmund Jacobson of the Physiological Laboratory, University of Chicago, gave to the profession the results of twenty years of study of neuromuscular tension and relaxation, in a volume issued from the University of Chicago Press, entitled "Progressive Relaxation." On occasion I have recommended this book, too, always with a feeling that perhaps the reader would wonder, as I did on first reading, what it was all about. But I believed Dr. Jacobson had of an important therapeutic principle, a valuable remedial measure which had not been adequately developed in practice, and with each new rereading with the provoking work I found more and more meat in it.

Cluttering up this domicile of dawdle is a good vanload of books, mostly medical. I keep them, not because the bindings look beautiful on the shelves, but because every time I look at them I am freshly reminded what a sucker I have always been for medical books and what suckers most doctors are. Among the rows on rows of volumes which are not worth shelf space as professional implements or reference works, it is comforting to find that in all the extravagant years I've been grabbing at medical publications, but I have collected a yard of books which contained fresh meat, not old stuff warmed over. Oler's "Practice" (often called the doctor's bible), McKenzie's "Exercises," MacKenzie's "Heart," Rosenau's "Hygiene," Howell's "Physiology," Sherman's "Nutrition," Duffie's "Diabetes," McNamara's "Hemorrhoid Injection," McCollum and Simmons' "Food and Health," Darwin's "Emotions," Cannon's "Fear," and I shouldn't wonder if Jacobson's "Relaxation" pushed its way in amongst these honest books, along with Alvarez's "Nervous Indigestion," U. S. labor department children's bureau's "Infant Care," and Mother's "Hygiene for Women."

Not the present edition, for it needs simplification or clarification, so ordinary doctors can get the hang of it. But a new edition which will be more in the vein of Dr. Jacobson's excellent little book "You Must Relax," published by Whitties House, New York, 1934.

Now I began to get the idea, on reading this book which Dr. Jacobson got out for the simple layman. I hope the popularity of the little volume will inspire him to have another go at it and this time try to talk down to us ordinary doctors, too. Most of the stuff published in

books, magazines and "courses" on "nervous control" and "how to relax" seems nutty to me. But then, you neurotics know what a crude, ignorant, parasitic one I am about nervous impotency, so we need not dwell longer on that. Suffice that it is not so plausible as the bunk merchants make it sound, to lift oneself with one's own bootstraps.

It is physically impossible to be nervous in any part of your body if in that part you are completely relaxed, observes Dr. Jacobson, and he undertakes to teach progressive relaxation in this excellent little book as a direct and specific treatment for what is frequently called "nervousness" or "nervous tension" is excessive muscular contraction or muscular rigidity, according to Dr. Jacobson's view, and whether this is the whole story or not, it will pay such individuals to learn how to relax in their useless muscle work.

QUESTIONS AND ANSWERS. Vacuum Bottle. Is it all right to put milk that has curdled and water mixed in it in a vacuum bottle, for feeding the baby, when I have to be away all day?—Mrs. F. B. W. Answer—Better first bring the milk to a boil for only a moment, and then let it cool a bit before you put it in the vacuum bottle. Be sure to give the baby some fresh fruit juice daily. Detailed instructions in "Baby Book"—for a copy send dime and stamped envelope bearing your address.

Fish Oil. I have been taking haliver oil capsules every day for four months and find I have not had so many colds this winter. Would you advise me to continue taking them, and if so for how many more months?—Mrs. P. W. E. Answer—No. You can get adequate vitamin D from metabolized vitamin D milk, and plenty of A from eggs, liver, kidney, butter, raw carrot, cod-liver, cream, cheese, spinach. Who Can Diet When Not Thirsty? Some doctors say drink 8 or 10 glasses of water a day. In his book on diet Dr. Hay says to drink water only when thirsty. Who is right?—T. F. Answer—I think it would be a pretty severe punishment to drink when not thirsty. Yet some elderly, feeble persons drink a glass or even a whole pint of water first thing each morning, and what's more they take it warm, and believe it or not, some of 'em stir a little salt in it— which I think would be bad hygiene even if it were good to drink. (Copyright, 1935, John F. Dille Co.)

Ed Note: Persons wishing to communicate with Dr. Brady should send letter direct to Dr. William Brady, M. D., 265 El Camino, Beverly Hills, Cal.

George Jessel, to relieve the tedium of a movie house tour that keeps him in his dressing room much of the day and night for his five appearances, is dashing off his memoirs. They will reveal a vivid stage life that began at the age of 8 when he was a Grand Street boy and includes intimacies with celebrities from the Crown Prince to Max Baer. It will be titled: "Twenty Five Cents 'Till Two O'clock"—the affiche so usual in front of the picture theaters.

Personal nomination for the most don't-care-of the radio performers Ramona of the Whiteman crew. Ramona, incidentally, has been the collegiate choice for several seasons. When the lads are down from New Haven or over from Princeton wooing it up they always try to round up for a broadcast. Ramona is a tall, thin, brunette, not beautiful but interesting looking in a sort of gawky Zsa Zsa Pitt style. She likes to be called "Shine on Harvest Moon." I remember a night at Proctor's Fifth Avenue, which was quaintly enough on Broadway, they received 15 encores. They were gracious but exhausted and Miss Bayes almost whispered, "We love you but cannot sing another note." So the audience flattered to its feet and cheered. Never have I seen such demonstration in the theater. Next day they were married.

Hammerstein's bawdy old Victoria was the most eagerly sought coliseum for launching the newest Tin Pan

Personal nomination for the most don't-care-of the radio performers Ramona of the Whiteman crew. Ramona, incidentally, has been the collegiate choice for several seasons. When the lads are down from New Haven or over from Princeton wooing it up they always try to round up for a broadcast. Ramona is a tall, thin, brunette, not beautiful but interesting looking in a sort of gawky Zsa Zsa Pitt style. She likes to be called "Shine on Harvest Moon." I remember a night at Proctor's Fifth Avenue, which was quaintly enough on Broadway, they received 15 encores. They were gracious but exhausted and Miss Bayes almost whispered, "We love you but cannot sing another note." So the audience flattered to its feet and cheered. Never have I seen such demonstration in the theater. Next day they were married.

Hammerstein's bawdy old Victoria was the most eagerly sought coliseum for launching the newest Tin Pan

Hammerstein's bawdy old Victoria was the most eagerly sought coliseum for launching the newest Tin Pan

Hammerstein's bawdy old Victoria was the most eagerly sought coliseum for launching the newest Tin Pan

YOU may have noted, in a casual sort of way, that he is doing his pondering down in Florida, surrounded by every winter luxury; and it may have occurred to you that you'd like to be on the sun-drenched Florida sands and do a little pondering on your own account. Don't begrudge Hopkins his few days of sunshine and palms. In the back of his mind as he ponders is this thought: "No matter how hard and loyally I work, no matter how good a job I do, I'll get little credit for it, for NOBODY gets much credit for working for the public." That is absolutely true. So let's not envy him his stay in Florida. He'll pay for it later.

SENATOR POPE, of Idaho, tells congress Idaho's potatoes are in danger of being chowd off in the Eastern markets by foreign competition. It's like this: Holland has a surplus of potatoes and wants to keep up the price at home, so she's dumping the surplus at a low price here. Senator Pope urges that immediate action be taken by the state department to "stop such imports and, if necessary, RETALIATE."

That is to say, stop Holland from dumping cheap potatoes here and at the same time turn around and dump cheap potatoes in Holland, who will immediately take steps to stop us from doing what we stopped her from doing. Really, it sounds like a pup chasing its tail, doesn't it?

Home portraits of family groups and children at Special Prices. Shangle Studio, Phone 1308. Use Mail Tribune want ads.

Woods Lumber Co. Jackson at Genesee Phone 108

ALL TEACHERS REMAIN AT WILLIAMS CREEK. WILLIAMS CREEK, April 1.—(Sp.)—All of the present teachers were retained for next year through action at the last meeting of the Williams school board. The staff includes A. B. Collett, principal; Miss Mel Carter, assistant high school teacher; Miss Bousman, upper grades, and Miss Suva, primary grades. Use Mail Tribune want ads.

Starts TODAY FULLER Paint SALE Special Reduced Prices for 2 Weeks Only. Check up on your paint needs NOW while you can buy the very highest quality paints at "sale" prices!

Pure PREPARED PAINT Reduced to 89c qt. Regular Price, \$1.10 Gal. \$2.89 Pint 53c Reg. \$3.55

FORD DEALERS GIVE YOU EXCEPTIONAL VALUE IN USED CARS

Many makes of USED CARS, taken in trade for the fast-selling New Ford V-8. Honest value for every dollar. Liberal guarantee. Small down payment and easy terms through Universal Credit Company. See the nearest Ford dealer for latest list of USED CAR bargains.

HONEST VALUE—FAIR PRICES

Adrienne's Spectacular Spring Fashion Parade

Wednesday—9:00 P. M.

CRATERIAN

20 Models Will Show You Intriguing Styles for All Occasions

There will be a colorful stage setting and feature dancing by Eve Benson's students

On the Screen: "David Copperfield"

On the Screen: "David Copperfield"

On the Screen: "David Copperfield"



Ye Smudge Pot By Arthur Perry

This is All Pooled Day, and prospects are bright for a successful year of fooling, riddling, and folly.

The state liquor commission has ruled that beer and dancing shall be divorced outside of city limits. Nothing was done about the incompatibility of whiskey and steering wheels.

Two ladies report, instead of keeping quiet about it, that they were deserted by Raymond Hamilton, the current No. 1 bandit. They were considerably put out at being jilted by the desperado, before they could be caught or shot, in his company. In best outlaw circles, it is considered good form to change blondes every third bank robbery.

What Mr. Bumble really said was, "If the law supposes that the law is a ass—a idiot, but an efficiency expert of course must correct the grammar of classic quotations or he wouldn't be either expert, or efficient" (Salem Capital-Journal)—Kerrect!

The Portland ball team is making its usual this-time-of-the-year threat to amount to something.

A business leader says this country needs men with the courage to spend money. We hereby submit this 50-50 proposition: If anyone will put up the money we'll put up the courage.—(Jacksonville (Fla.) Journal)—This is a rainbow, everybody but the put-uppers will endorse.

The Cycle club pedaled to the summit of the Skiskyos yesterday, and did not run out of gasoline.

The warm and balmy days have brought out from winter quarters hordes of industrious ants, unable to find a picnic, or pants.

Many of the Older Girls have completed their first house-cleaning spasm, and are ready to do it all over again.

The Governor has come out against pardons and paroles for citizens who insisted on getting into the penitentiary, and, is definitely opposed to turning them loose before they get in. Statistics show that a majority of criminals given another chance take it, and get back in.

NATURE VS. MAN'S GREED. A little over 20 years ago a Serbian nut called Gavrillo Princip shot an Austrian nobleman in Sarajevo. And pretty soon the price of wheat touched two dollars. And Western Kansas real estate prices blew sky high. And the McCormick people brought out a new model that would break up the firm, prairie sod at the rate of an acre a minute.

Now there has a monument in the little town of Sarajevo to the Serbian nut. And Ford county and Comanche county and Scott county and a couple of dozen other western Kansas counties which never should have been disturbed by the plow are waving around over our heads, darkening the sun, sitting under the windows, sliding down our necks.

WRITING YOUR SALES REPORT JOHN? MIND IF I LOOK?... GREAT SCOTT, WHAT'S THIS? A LETTER TO LUCY LANE, LOVE PROBLEM EDITOR!

GO AHEAD, LAUGH, BUT I'M DESPERATE! I'M CRAZY ABOUT A GIRL. SHE WON'T SAY 'YES'. I NEED ADVICE, BADLY. WILL YOU TAKE SOME FROM ME... ABOUT A VERY PERSONAL MATTER 'BO'...

THANKS FOR THE TIP NEVER DREAMED I WAS OFFENDING! I SURE WILL PLAY SAFE AND USE LIFEBOUY. 'BO' GONE... he gets his girl!

WHEN millions say, "Lifebuoy agrees with my skin," there must be a reason. There is! Scientific tests made on the skins of hundreds of women show that Lifebuoy is more than 20 per cent milder than many so-called "beauty soaps."