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This Is Insurance Week

IT'S a rare week that can go by these days without having some special celebration connected with it. There have been music weeks, health weeks, navy weeks, home owners week, and Made in Oregon weeks. Now it appears, we are having a national life insurance week, which started yesterday, and is being duly observed over the air, through the press, and at various and sundry luncheon clubs.

Well the life insurance companies have earned a week for self congratulation. They have something to talk about, for life insurance in marked contrast to Big Business in general, has made an enviable record during the depression, while during the past twelve months it has gone ahead by leaps and bounds.

In 1934 for example, new purchases of life insurance increased 10% over 1933,—or in round figures an increase of over a billion and a quarter dollars!

WE hear a great deal about how the government has been spending money for relief since 1929. Yet during this same period the people of this country, as beneficiaries of life insurance have been paid more than 13 billion, an average of about \$2,700,000,000 a year—equal to about one-tenth of all wages paid and several times greater than all federal relief expenditures.

What does this mean? Well, in the first place, it means, the people have had money to spend, for life insurance premiums must be paid for in cash. It also means, there has been an absence of confidence in the usual forms of investment, and increased confidence in the older and safer forms of investment, among which insurance ranks high. In other words the depression has helped life insurance.

In the third place it means, that in spite of all the weeping and wailing and claims that conditions instead of getting better are getting steadily worse, this country has not only turned the corner, but has been slowly but surely improving in a business way for at least a year and a half and probably longer. With \$98,000,000,000 of life insurance in force and with purchases increasing at the rate of 10% a year, no other conclusion is possible. The people can't spend such sums of money without having it.

AND finally it means, that however convinced the professional prophets of national disaster may be that the country is going to the demeriton bow wows and nothing can save it, the man in the street—the average citizen—does not share this pessimism, refuses to be stampeded by it, and retains his simple faith in the stability of this country, and its ability to successfully survive the perils that beset it.

Otherwise there would be no such diversion of billions of dollars into life insurance, for if this country is doomed to crash on the rocks, certainly the life insurance companies will crash with it. No person convinced Bolshevism is near would put his savings in a business, which Bolshevism would destroy.

SO the life insurance companies are entitled to a period of celebration, during which they may point to their record with pride and satisfaction. It is a fine record of achievement, and it is a record, which the people of the country, are justified in accepting as certain evidence that not only is recovery well on its way, but the foundations of recovery are being built not upon the sands but upon the rock, of safe, sane and conservative investment.

The Railroads Wake Up

AYE verily the railroads are waking up. The Rip Van Winkle sleep of self complacency, and idleness, is certainly over. No surer sign could one wish than the startling change in railroad publicity technique.

A friend in the Middle West has sent us an example of what the railroads are now doing in this direction. For years newspapers have received canned dope from the railroads press agents, given one glance at the first paragraph and promptly consigned same to the waste basket. Old stuff, railroad folder honey, the same old apoplexian. If the railroads insist on that sort of junk let them pay for it.

But it is different this year. Newspapers in the East and Middlewest are printing the railroad patter free gratis and who can blame them. It is first class stuff. It is alive, fresh and has a punch. Listen to this for example, reproduced on the editorial page of one of the best known dailies in the Mississippi valley:

Mother bears are having their cubs out in the Rocky mountain pens.
National park rangers are polishing up the glaciers.
Indian squaws are fibering their looms into high, weaving new blankets in ancient designs.
Charming San Diego is beckoning to the world to visit her world's fair.
Railroad shops are humming, . . . railroad trains are shining.
Signs of spring!
Signs of a western summer.
It will be a western summer, this year. Nature and the railroads and improving business saw to that. Nature spent the winter piling higher than ever the snow in the Rockies, Sierras and Cascades—snow that will keep the wooded uplands, cool and clean and enticing to the prophing vice president and the vacationing Wileys junior while the cities slife and teek.
The railroads saw to the rest—
Rates pared down to the bone this year, 'til it's almost cheaper to travel than not. The railroads—who conquered the west, then peopled it, have subdivided it now and for a ticket around \$37, or \$69 or \$86 if you choose the sleeper, you can ride some 4,500 miles around the circle.
Meals extra, of course. If you must eat, and berth additional, if you can bear to sleep while glorious mountain lakes and rivers and forests glide past your window.
And all the while the engineer does the steering, and you know there'll be no wheezing of motor in the high altitudes, no changing of tires on tortuous mountain roads, and if there's depreciation on the locomotive you don't care a darn.
And speed!
Why, when the railroads started courting you they knew you had gone modern, and so—
Start your vacation on one of those western greatbouds that are showing the way to the rest of the country.
Railroad travel in the west is at its cheapest and fastest in history!
Ride for 2 cents a mile, and nearly two miles a minute! It cost you 88 cents a mile not so long ago, and you paid a surcharge on your sleeping car ticket—abolished, now, on western lines.
And less than a decade back, you spent nearly 72 hours on the rails between Chicago and the Pacific.
Now you do it in 33 hours, or so. Vacationland is nearer by train!
Police the crowd west this summer.
Ride in air-conditioned comfort.

New rules prevent parties for students of Milwaukee State Teachers college from being accredited at taverns and roadhouses.

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 E. Camino, Beverly Hills, Cal.

IS IT FATTENING?
Straight cod liver oil or halibut liver oil is just as fattening as so much butter or lard. It is not for its fattening effect that doctors prescribe fish liver oil, but for its vitamin content.

How to stop ten months old baby from sucking the bedclothes. (Mrs. L. R. W.)
Answer—Dip edges of clothes in the solution made by steeping some quassia chips in a quart of water. Let dry. This imparts a very bitter taste, which is harmless. A few ounces of the same decoction given as an injection after a simple soap and water enema is a good remedy for pinworms.

Effects of use of oleomargarine in place of butter and tallow in place of lard. (B. F. B.)
Answer—No objection to use of such substitutes provided the diet includes at least a pint of fresh milk daily.

Fine Complexion
I want lovely skin as well as healthy skin. If my skin will remain fine without spending seven dollars—that's what I pay every time a cosmetic I want to know it. (E. G.)
Answer—I am sorry to think the skin or the map can be nourished, beautified or improved by smearing it with fancy creams. Plain soap and water, for young skins, and plain oil or standard cold cream such as the three names already mentioned after the Pharmacopoeia formula for cold cream (Ointment of Rose Water), for older skins, is all the care the complexion needs. Send stamped envelope bearing your address, for monograph on Care of Skin. Inclose ten cents if you wish also one on blackheads and pimples. (Copyright 1935, John P. Dille Co.)

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

NEW YORK DAY BY DAY

NEW YORK, May 14.—Richard Le Gallienne, now nearing 70, becomes more and more a recluse in Paris. In true poetic style he lives in a cob-webby attic and for years summed himself at cafe tables, wearing a velvet jacket, flowing tie and wide Latin Quarter hat.
But lately his friends remaining there scarcely ever see him. He satisfies his material desires by turning out an occasional sonnet for American consumption. A pronounced admirer of the music found along city streets as Rue Papillon (Butterfly), Rue de Paradis and Place du Desir.

Le Gallienne, born in Liverpool, Eng., came to America to be a business man and for seven years endured the routine grind at an office desk, but overnight abandoned it and became the most prolific of poets. Since that time he has written more than 60 books besides voluminous verses for magazines.
The legends have it he did not see his talented American daughter, Eva Le Gallienne, due to a separation from his wife before she was born. Until the actress was starting on Broadway. One night he saw her but in his lights bought a standee's ticket and watched her from the back row.

Germany's five most popular American writers in the order named are: Sinclair Lewis, Theodore Dreiser and Ernest Hemingway. In Holland, Dreiser leads, with Lewis second. One of the most popular Yankee authors in England is Charles G. Norris. Hemingway, despite his "Death in the Afternoon" is not popular in Spain.

The Grand Central subway shuttles between midnight and 1 a. m. are known as the "jag specials." They are packed with the jovial types who called it a night and are going home. Rarely is there belligerence. The mood is entirely playful and always there is a card. There was one the other night whose antics were likened, just as he was leaving, the train at Times Square, by skimming the cat between two of the straps. And scattering all his change and things from his pockets.

A returning newspaper man from England finished with Lloyd George's family. He was ushered into a charming old dining room with huge napkins at each place. The ex-premier unfolded and shook his. In one corner was a nest hand-embroidered button hole which he fastened to one of the upper buttons of his waistcoat. And then he looked at "all set" smile.

Comment on the Day's News

By FRANK JENKINS
INTERESTING item from Rome: "The war office tonight issued a decree offering a bonus and three weeks furlough to any recruits in the conscript class of 1911 who wanted to marry."

THE bonus amounts to \$50 lire, which in rubber dollars of the United States of America is equal to \$41. The furlough, which is a military term meaning leave of absence, lasts three weeks.
So, if you are an Italian conscript soldier, aged about 24, and are tired of soldiering and want a break in the monotony, all you have to do is to hold up your right hand and say "I'm willing" and find yourself a bride and go off for a three-weeks honeymoon, with the government paying all the expenses—providing you can hold your expenses within \$41.

OF course, as is usually the case, there's a catch to it.
When you get back from your honeymoon, you're pretty apt to be shipped to Africa to fight the Abyssinians, and while you're away fighting your wife will be expected to present a son and heir to you.
It takes cannon fodder to run dictatorships with military ambitions.

A CONSIDERABLE number of crackpots in this country have the idea, or at least profess to have it, that WE need a dictatorship.
The notion of this more or less old fashioned and perhaps stick-in-the-mud writer is that we'd better leave things as they are, even though it may be none too good since the demagogues have begun to get the upper hand.
Honeymoons at government expense look pretty good at first glance, but somehow the cannon fodder idea that is back of them leaves a bad taste in American mouths.

STILL, we may be sneaking up on the same idea from another angle. Claude Ingalis, the erudite editor of the Corvallis Gazette-Times says in his paper:
"The birth rate in this country is the lowest since 1915 and were it not for the 20 million on relief it would be as low as the stock market. But these on relief are said to be having the largest families and increasing as fast as nature will permit."

DO you reckon the brain trust of Old World ideas on us in the past few years under the guise of a new deal, has been bitten by the cannon fodder bug and is putting something over on us in the name of relief?
One never can be quite sure what the brain trusters really are aiming at.

Communications

To Much Radio Advertising
To the Editor:
I wish to comment on our Radio Programs throughout west coast in respect to the advertising on the air Sunday evening.

In listening to Mothers Day program over KNX, Hollywood, I must say they had a very good program; a program that would give any sincere listener, good reflection, but before you could digest the thought, here comes an advertising voice that simply does not fit in with the serious.

HOTEL LAREMONT
Enjoy...
all the benefits of a country estate in town.
Tennis, riding, golf, dancing, sport nights to insure sound sleep. Excellent meals at moderate family prices. Large outside rooms with bath \$10.00 and \$20.00. Ideal location overlooking Golden Gate. convenient to all Bay area. Write today for descriptive booklet.

Flight 'o Time

(Medford and Jackson County history from the files of The Mail Tribune of 10 and 20 Years Ago.)
TEN YEARS AGO TODAY
MAY 15, 1925.
(It Was Friday.)
Floyd Hall, escaped California convict, who staged a reign of terror in the Sacramento valley, is captured in a lodging house.

William Jennings Bryan, a statesman, is hooded by Brown university students for his views on evolution.
The polls for the school site election opened at 2:00 o'clock this afternoon, and citizens, after a heated two weeks' campaign, flock to the polls.
Gov. Pierce proclaims "Old Friends" week in state.
Sheriff Jennings seizes still and three men on the Applegate.
Valley strawberries reach local markets.

TWENTY YEARS AGO TODAY
MAY 15, 1915.
(It Was Saturday)
Italian population clamors for war with Austria; deadlock reigns over all European battlefronts.
Mrs. Elmer Childers is entertained by the 500 club of North Phoenix.
Fred Wall went to Medford Friday to get some incubator chicks.—(Riverside Rippler).
The Raymond-Whitcomb company of Boston was already booked 14 trips to Crater lake with the Rail Taxi company.
Surfacing of country roads with buckshot gravel starts throughout the county.
Charles Ray, a high school student, was fined \$5 in the police court Saturday afternoon by Police Judge Gay for speeding. Ray was arrested after a long chase, not knowing the law was after him.

Rummage Sale In Central Pt. Will
CENTRAL POINT, May 14.—(Sp.)—Central Point Health unit will hold a rummage sale May 17 and 18 in Central Point. Anyone having any articles they wish to contribute may call Central Point, 197, by Wednesday morning and the committee will call for them.
The unit appreciates the co-operation they have had in the past five years from several individuals.
Central Point is the only town in the state of Oregon to have a health house and the local committee has worked diligently to pay for it. They are now on their last payment and will appreciate very much the assistance of anyone interested.
Have Hinson's "Hot" and butter some delicious Double K Nuts for your next party.

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DRIVE IN FOR LOWE BROS. QUALITY PAINT AT BIG PINES LUMBER CO. PHONE ONE

All Summer - Bargain Round-Trip Fares East
DAILY MAY 15-OCTOBER 15
From Portland
Chicago . . . \$ 86.00 \$ 68.80 \$ 57.35
New York . . . 124.40 107.20 85.75
Atlanta . . . 107.00 89.80 77.45
Boston . . . 131.48 114.28 102.83
Detroit . . . 98.30 81.10 69.65
Kansas City . . . 72.00 57.60 48.00
New Orleans . . . 101.40 81.15 67.60
Philadelphia . . . 122.85 105.65 94.20
St. Louis . . . 81.50 65.20 54.35
St. Paul . . . 72.00 57.60 48.00
Toronto . . . 103.35 86.15 74.70
Washington . . . 120.75 103.55 92.10
Other Eastern points in proportion.
Return limit October 31. *Return limit 65 days with longer limit at slightly higher fares, none beyond October 31.
Standard tickets honored in all classes of equipment, tourist tickets in new type tourist sleeping cars and coaches, coach tickets in new type tourist sleeping cars, etc., in all equipment. Sleeping car charges per additional.

BERKELEY California