

Medford Tourist Finds Cannes Within Reach of Middle-Class Pockets

Ed. Note: Clarence J. Toy of Medford, who is making an extensive tour of Europe, gives below his third of a series of letters written for the interest of Mail Tribune readers.

CANNES, France, Sept. 8.—(Sp. Correspondence)—Before the European nobility and the social set made Cannes the social center that it is today, nature first prepared the way. The shoreline on which it is situated, one arc of which opens to the south and the broad, blue expanse of the Mediterranean.

The diameter of this circle must measure about 10 miles, and dotted along the edge are all the towns and villages which go to make this section the most famous playground of Europe. The rise and fall of the tide in the Mediterranean is measured only in inches, and the sandy, gently sloping beach and warm water of the sea provide as nearly perfect swimming conditions as one could possibly wish.

Although Cannes has been exploited and advertised mainly from the point of view of the wealthy and the social registerites, the town is mainly supported by the middle classes and the families of salaried workers. It is something of a surprise to find that as a rule, hotel and restaurant prices are lower than in the level generally prevailing in Paris. Of course, there are the extremely swanky hotels glittering with the fashionable wealth and titled aristocracy of all Europe, but for every one of these there are five or more where Mrs. Jones, or her European equivalent, and the youngster can have a clean and comfortable room for 15 francs and up per day. Likewise the meals. Twelve or fifteen francs will buy a dinner in Cannes as satisfying and palatable as only a superbly cooked French dinner can be, and while that price ranges considerably more than the general level of food in the states, it is only because the present unfavorable exchange rate makes it so.

So while it is the wealthy minority which has made Cannes the social rendezvous for the summer season, it is the middle class which has, in reality, supported the city. As a general rule, France is a flat, rolling sort of country, and as a result, the seashore is the accepted vacation spot. And during the past few years while the American tourist horde has rather distinguished itself by its absence, the hotels have had to rely mainly on their own countrymen for patronage. This fact naturally lowered the price level until a vacation for the average comfortably situated French family is no more expensive in many cases than living at home.

The busiest spot in Cannes is a shop called the "Monoprix," in other words where one price prevails, and in reality it is the French equivalent of the American five to a fifty cent chain store. An ice cream stand in Cannes will do a much larger business than an exclusive champagne shop, and most of the merchants are quickly realizing the fact.

But as a beach, Cannes simply cannot be excelled, whether it be Southern California, the beach at Waikiki, or Palm Beach, Florida, and it is this fact, and not the presence of the Prince of Wales or the Duke of Spitenwhistle that brings the summer throng of happy people to get fried in the hide-peeling Mediterranean sun.

The roads of France, at least those of any importance, are uniformly good. Much wider than those of England, and with plenty of service stations and garages scattered along the way. And touring, for many Frenchmen, seems to be undertaken in the spirit of high adventure, rather than merely moving himself across the map from one point to

fields, or talk with the husbands who are watching the prize hogs at the fairs through Kansas (not the farmers who are winning the prizes), you will receive much information. The thing the farmer seems to be interested in primarily is how the AAA program is going to affect him personally, not whether the program is right or wrong. He wants to know how much he can grow on the lower sixty acres, and that sort of thing. Many farmers will not even mention the subject of politics unless you first bring it up.

If you do, you are likely to reach the conclusion that President Roosevelt is no longer considered a deity in the farm belt, as he was a year ago, but that he is still well thought of.

Most farmers, discussing Washington personalities, will put in a bad word for the Men R. Roosevelt has around him. There is little complaint through here about the way the AAA has been administered (except some minor jealousies caused by discrimination). But many a farmer will tell you the weakest point of the new deal is its personnel.

Also the farmer is thinking and discussing spending, taxes, the federal debt, the budget. Collectively he is not a frugal person, necessarily so. He does not care much for spending, because he is able to do very little of it himself.

That is where Landon fits in, he is the farm picture. If he runs, it probably will be on a promise to improve federal administration on a number of new deal moves, rather than abolish them all.

The farmers through here seem to like AAA Administrator Chester Davis, but do not care very much for Agriculture Secretary Wallace. It is amazing but true that they know little and seem to care less about Prof. Tuttle. The brain truster ensconced in the Walsh mansion back in Washington is farther from their thoughts than Ethiopia. Apparently his rural resettlement program only hits the backwoods.

Like all other European countries, cars in France are limited by price, taxes, and general upkeep to the well-to-do classes. The French equivalent of the Ford sells in the neighborhood of fifteen hundred dollars, and gas at 2.10 per litre doesn't make the burden any easier. At the present exchange, that is the equivalent of 69¢ per gallon.

For this reason, practically all of the freight trucks on the French roads, and there are plenty, are Diesel powered. A good deal of experimentation is going on in the direction of Diesel cars, too, but none are in general production as yet.



(Continued from Page One)

When he came into office in 1932, the tax levy was the lowest since 1916 and collections fell short of appropriations by \$1,721,000. He nipped the costs, taking a voluntary 25 per cent cut in his own salary. He raised the tangible property tax from 1.33 mills to 1.88 and started a state income tax system.

Within a year, he was in a position to reduce the property tax from 1.88 to 1.50 mills, on the lowest property assessment since 1909. (The income tax still ranges from 1 to 4 per cent above \$1500 for married persons.)

Landon also put through the legislature a "cash basis" system, preventing municipalities from testing future tax warrants for expenditures, except in dire emergencies. Numerous similar steps have been taken by him, enforcing gas taxes, reducing license tag fees, requiring publication of budgets and hearings of complaints.

While it is true that the depression caused a far less severe relief situation in his farm community than in many industrial centers, the record is still unique. His state is one of the few which does not now have a state sales tax for relief purposes.

Partisan enthusiasts through this central farm belt will wag their fingers in your nose and tell you they know the farmer is strong for the new deal—or is dead set against it. The fact seems to be, he is neither. If you talk with impartial farm editors who catch the farmers in the

READERS ADVISED TO PLACE ORDER FOR PAPER EARLY

Mail Tribune Office to Be Open Tomorrow Till 10 P. M. to Assist Public—Low Rates End October 1

Mail Tribune bargain days are readers who contemplate taking advantage of the extremely low annual rates now in effect are urged to place their subscriptions before the final day to avoid the confusion of a last-minute rush.

The bargain period ends at 6 p. m. Tuesday, October 1, and orders by mail must be postmarked not later than October 1 to be entered under the special rates.

To accommodate subscribers who cannot get to the Mail Tribune building on week days, the office will be open tomorrow from 8 a. m. to 10 p. m.

Bargain days are an annual feature of Mail Tribune service and it is the only period of the year that the daily and Sunday papers is offered at reduced yearly rates. After October 1 no other reduction will be available until next year, the customary rate of 80 cents a month becoming effective again next Wednesday.

During the bargain period annual subscriptions may be obtained for only \$5 for carrier delivery and \$3.50 for mail delivery in Jackson, Josephine and Siskiyou counties.

Results obtained this year will far surpass those of the past few years.

MINISTERS TO MEET IN ASHLAND MONDAY

The secretary, Dr. Geo. P. Kabele, announces the first regular fall meeting of the Rogue River Ministerial association in the Congregational church, Boulevard and Morton St., Ashland, Monday, 10:30 a. m. Dr. Sidney L. Gulick, many years a missionary in Japan, and since for 19 years a secretary of the federal council of churches in America, will be special speaker.

There will be a fellowship dinner of the pastors and their wives at noon; the pastors' wives joining them in this association as regular participants in their meetings.

THE GRANGE

Eagle Point Grange. Plans were completed today for the accommodation of a large attendance at the "booster" celebration to be held by the Eagle Point Grange tomorrow evening at 8:00 o'clock. Refreshments will be served and a program and dancing meeting. At the Eagle Point Grange meeting September 8 55 members and three guests were present. The meeting was addressed by Lulu Taylor, C. P. Davies and I. R. Kline.



"At last, I've found the way to make good coffee"

Be Sure Your Coffee has the "Strength Essential"

You've tried many coffees, probably, looking for the one that gives you better flavor regularly.

We think your search is ended—with M-J-B, the "Strength Essential" Coffee, and we ask only that you try it. Make it mild, medium, or strong and have full flavor at any "strength", regardless of your method (drip, percolator or pot). Hear your husband's compliments and see him smile.

Yes, the "Strength Essential"

in a coffee is like the "flavor essential" in vanilla. You use vanilla to obtain the flavor you like best in foods. Use M-J-B's "Strength Essential" Coffee for exactly the same reason—the most delicious coffee at any "strength" that you have ever known.

You'll save money also because it makes more cups per pound. You can't fail with M-J-B, so try it now.

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Grocery SPECIALS



SATURDAY

Week after week, hundreds of thrifty housewives make it a practice of buying all the Foods for their tables at Luman Bros. There must be a very good reason. They are pleased with both the quality and the price and would not hesitate to recommend this store to you. . . . But why wait? Tomorrow (Saturday) would be a good day to make the start. We'll be looking for you.

FIG BARS Extra Fresh 2 lbs. 25c

SUGAR 10 lb. bag 53c

CHOCOLATES Old Fashioned 2 lbs. 25c

PEANUT BUTTER For the Sandwich Children's 2 lbs. for 35c

NUT MARGARINE Very Fine Quality—Try it— 2 lbs. for 25c

SWEET CORN Golden Bantam No. 2 tins 2 for 25c

KRAFT'S Salad Dressing, pts. . . . 25c Salad Dressing, qts. . . . 45c Velveeta Cheese— 1/2 lb. pkg. 15c; 2 for 29c

WEEK-END MEAT SPECIALS

Choice R. I. Red Hens, lb. 20c
R. I. Red Fryers, Choice, fat. Lb. 23c
Beef Pot Roasts, Choice cuts, Lb. 12 1/2c
Short Ribs, Prime Beef, lb. 10c
Veal Shoulder Steaks, lb. 15c
Swiss Steaks, cut to order, Lb. . . 20c
Sausage, Country Style, lb. 15c
Shortening, 3 pounds for 39c
Cheese, An Extra Special, lb. . . . 19c

MILK

OREGON MILK Tall Can 6c Per Case \$2.85
BORDEN'S MILK 3 cans for 19c Per Case \$2.95

FANCY NORTHERN PEAS No. 2 Tins 2 for 25c

PRUNES EXTRA GOOD QUALITY 4 lbs. 25c

QUALITY FLOUR

Klamath Falls Bouquet Flour 49 lb. sack \$1.55
Gold Drop—a High Grade Flour 49 lb. sack \$1.69
Now Is the Time to Buy

POTATOES

Klamath Falls, No. 2s 50 lb. bag for 45c
Klamath Falls, No. 1 50 lb. bag for 70c

Van Camps Pork and Beans No. 2 1/2 2 for 25c



Bulk Mince Meat 2 lbs. for 19c

BAKING DEPT.

Tasty—Oven-fresh!

We'll Be Looking For You Saturday

The easiest and most satisfactory way to decide upon what to buy in breads, cakes, pies, cookies, etc., for the week-end is to step into Luman Bros. Bakery Department and have a look at the marvelous displays in the showcases. There's everything here you can think of, and many choice productions from Fluhler's ovens you, perhaps, have not even heard about. Anyway, you'll not only be tempted, but you just can't help buying. We'll be looking for you.

SATURDAY SPECIALS

Maple Bars . . . Dozen 19c
Chocolate Hermits Dozen 23c
(Chocolate—Nuts—Raisins)

FRESH VEGETABLES

Large Selection—Garden Fresh

APPLES

Delicious, fine eating. Extra good quality 6 lbs. 20c

Watermelons, pound 3c
Cantaloupes 3 for 10c
Casabas, med. 10c ea.; large, ea. 15c
Tomatoes, field ripe 4 lbs. 10c
Lettuce, solid 2 heads 9c
Grapes, fancy local 3 lbs. 19c

TURNIPS
CARROTS
GREEN ONIONS
RADISHES } 3 bunches 10c

LIBERTY MARKET

E. R. PECH, PROP.
CORNER MAIN AND GRAPE
PHONE 164 WE DELIVER

The Home of Good Meats, Swift's Gov't Inspected Meats

Be A Hero In Your Own Home

When you bring home the Bacon . . . Or whatever variety of meat your wife has ordered . . . You will always please her if it's from the Liberty Market!

BEEF VEAL
PORK LAMB

Beef Roast, per lb. 12 to 18c
Shoulder of Lamb, lb. 16c
Picnic Hams, lb. 27c
Bacon, half or whole, lb. 40c

Al Stewart's Capon Fryers and Roasters
RHODE ISLAND RED UP
FRESH OYSTERS FRESH FISH
ALL KINDS OF LUNCH MEATS