

— THE MAIL TRIBUNE IS OREGON'S FASTEST GROWING NEWSPAPER —

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THE Mail Tribune's annual BARGAIN DAYS... an opportunity to subscribe to YOUR newspaper at substantially lower rates... For nearly thirty years, this paper has served this community—has expanded its service and facilities to keep pace with a growing trade area. From time to time, new equipment has been added; news service improved; carrier service perfected... Full United Press night telegraph service has been secured to augment the Tribune's dependable Associated Press wire... This means more complete news and detailed coverage of sporting and other events which occur at night. America's finest syndicated features—the pick of the nation's writers—the funniest funnies and the best of serial novels are featured—in fact, every effort has been made to make the FINEST POSSIBLE NEWSPAPER out of southern Oregon's OWN NEWS-PAPER—The Mail Tribune. The publishers of the Mail Tribune are glad to again announce BARGAIN DAYS at the same low rates featured as in the past few years... One of the west's finest daily newspapers is available to YOU for approximately ONE CENT A DAY — that's REAL VALUE!



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Associated & United Press Services

Increased speed Associated Press teletypes have just been installed assuring faster news service from the four corners of the globe. In addition to this, the Mail Tribune has added the full United Press night service. No finer facilities for securing world news are obtainable! Press news pictures, too, through the media of the telephoto and airplane, give Tribune readers actual scenes from big news events thousands of miles distant—within a few hours!

Timely Editorials...

The pen of Robert W. Ruhl, which brought to the Mail Tribune the coveted Pulitzer Award for 1934 offers pertinent editorial comment for readers of this newspaper!

Inside Political News...

Paul Mallon brings to Mail Tribune subscribers the "News Behind The News" from the Nation's capitol... an important daily feature with politics holding the stage during these history-making times!

O. O. McIntyre...

This famous columnist's "New York Day By Day" is considered one of America's finest newspaper features—so, of course, it appears daily in the Mail Tribune!

Perry's "Smudge Pot"...

In Arthur Perry's outstanding laugh column appears delicious bits of humor and philosophy... His Smudge Pot is "smoking" every day in the Mail Tribune.

Jenkins' Column...

Frank Jenkins entertainingly discusses the news of the day and tells southern Oregonians interesting gossip and facts concerning the country in which they live.

City and Rural News...

A capable news gathering staff augmented by scores of rural correspondents scour the entire southern Oregon country for all the news worth reading!

Flight O'Time Column...

From the files of the Mail Tribune come news and gossip of ten and twenty years ago... This column is interesting to Old-timers and New-comers alike!

Daily Continued Story...

Interesting novels, written by the popular authors of the day, appear in serial form in the Mail Tribune... This feature, alone, is well worth the Tribune's subscription price!

Personal Health Service...

No Mail Tribune feature is more popular than Dr. William Brady's Health column. In addition to offering daily health hints, Dr. Brady will personally advise Tribune readers when they submit their health problems to him.

Sunday Colored Comics...

Two full pages in color, one in black, plus a full page of world news photographs, is an added Sunday feature in addition to the regular comic page. These added funnies are "Mutt and Jeff," "The Nebbs" and "Toonsville Trolley."

Strange As It Seems...

John Hla's universally popular illustrated feature dealing with unbelievable oddities has recently been added to the Tribune's fine array of features.

Five Popular Comics...

Every day, the followers of the funnies will delight in Gloyas Williams' famous cartoon "The World as It Was" as well as such comics as "The Nebbs," "Smatter Pop," "Talliepin Tommy" and "Ben Webster's Career."

Daily Cross Word Puzzle...

Since cross word puzzles are indispensable to some newspaper readers, the Mail Tribune has not forgotten these fans... A brand new puzzle is published every day!

Daily Society Happenings...

The doings of Medford and southern Oregon society is covered every day in the Mail Tribune while on Sundays two pages are devoted to social and church activities.

Automobile News...

The Mail Tribune's automobile pages, with weekly travelogues, are popular new additions to features of this paper. The Tribune's aggressive "Safety Campaign" promoted in the Automobile section has received the enthusiastic approval and appreciation of many public officials.

Side Glances...

Humorous bits of gossip concerning interesting southern Oregonians appear daily in this newly added column in the Mail Tribune!

Complete Sport News...

Full accounts of world sports, plus localized sporting news is featured in the Tribune. With the newly added night United Press service, sporting events of importance night and day will be given in detail to fans over the Tribune's own loudspeaker system.

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