

### TOURIST BUSINESS EXPECTED TO SET RECORD THIS YEAR

Inquiries Received From Prospective Visitors Indicate Heavy Travel — Advertisements Add Pull

SALEM, April 20.—(AP)—Oregon's 1938 tourist business will set an all-time record of more than the 1937 total of \$40,000,000, Harold E. Say, head of the highway department's travel bureau, said today, basing his estimate on the 18,000 inquiries that have been received this year from every state and 30 foreign countries.

The number of inquiries is 18 per cent above the record on the same date last year.

200,000 Cars in 1937. Last year 200,000 automobiles came to Oregon from other states, the automobile tourists spending \$20,000,000, Say estimated that tourists coming by other means of transportation spent an equal sum.

"It is certain that the tourist business will set a new record this year, although the business recession makes it doubtful that the increase over last year will be large, Say said.

"There are two factors which are helping us considerably. One is that Washington and California are carrying on extensive advertising campaigns, so we'll get lots of their business.

"The other factor is that travel bureaus over the country are promoting travel to the west, influencing people to 'See America First' rather than go to foreign countries."

Ad Pull. The state is spending \$75,000 this year for advertising space in national magazines. In the Saturday Evening Post of Tuesday, there was a full page of color advertisement featuring Crater Lake, the Portland Rose Festival and the Poppleton Round-Up. There was a half-page picture of the lake.

In the same issue was a two-page ad. for Washington state, Say pointing out that many tourists going to Washington will come through Oregon.

### BROWNSBORO CALF WINS SHOW PRIZE

Second place in the senior class of 4-H Club Hereford baby beef calves was won by Merton Bradshaw at the South San Francisco junior fat stock show last week. More than 40 head of calves were exhibited in the class and, according to the county club agent, who accompanied the Jackson county delegation to the show, competition was very keen with calves being exhibited from California, Nevada, Utah, Idaho, Montana and Oregon.

More than 3,000 entries of steers, lambs and market hogs were shown. All animals were sold through the auction ring Thursday morning and all exhibitors and their parents were guests of the San Francisco Business Men's Commercial club at a banquet Thursday evening.

F. W. Stephens, general manager of the show, announced that the 1939 junior fat stock show would be held on Treasure Island in conjunction with the world's fair.

Closing time for Too Late to Classify Ads is 1:30 p. m.

Use Mail Tribune Want Ads.

### JUDGE SUMMERS TO SPEAK THURSDAY AT TOWNSEND MEETING

Judge M. C. Summers of LaVerne, Cal., widely known writer on business economics, will be principal speaker at a mass Townsend meeting at 7:30 p. m. Thursday, in the high school auditorium. His subject will be



Judge M. C. Summers.

"Money, bank credit, tax laws and the general welfare act as the way out."

The jurist has been lecturing on taxes and business problems since 1934, and has toured nearly every state in the union. "I would like to tell the people of Medford about the general welfare bill, now in the house ways and means committee, and then answer their question concerning it." The bill embodies the Townsend plan.

The young people's orchestra of Eagle Point will entertain from 7:30 to 9 o'clock, when the judge will take charge. The next 15 minutes will be devoted to singing of Townsend songs by a member of the Summers party. The public is invited to hear Judge Summers' interesting discourse.

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### WILL ISSUE NEW AIRMAIL STAMP

A new, two-color 6-cent airmail stamp will be issued by the post-office department as part of national airmail week events, May 15 to 21. Postmaster Frank DeSouza announced today.

The new stamp will be placed on sale on May 14 at Dayton, Ohio, home of the Wright brothers, builders of the first successful airplane, and St. Petersburg, Fla., scene of the first passenger flight. The stamp will be made available at other postoffices during the week.

The stamp will be printed in blue and red. Central design will be an eagle with outstretched wings, bearing in its talons a shield, olive wreath and bundle of arrows. At the top of the stamp will be a panel of conventionalized wing design.

JACKSONVILLE OPERETTA TO BE GIVEN THRSRDAY

JACKSONVILLE, April 20.—(Sp.)—The high school operetta, "Tune In," will be given in the gymnasium Thursday evening. The cast is made up of members of the boys and girls glee clubs. The program will be enhanced by the school orchestra, and a good entertainment is assured for the evening.

### HOME ECONOMICS SPRING FESTIVAL SLATED APRIL 30

Home economic extension county committee met yesterday with the home demonstration agents Mrs. Dorothy Bishop to complete plans for a spring festival to be held at the senior high school Saturday, April 30, beginning at 1 p. m.

This year marks completion of 20 years of home demonstration work in this county. The exhibits which will be on display will give an intimate glance into the various activities that keep over 400 homemakers intensely interested throughout the county.

A planned program for the afternoon session will begin at 2 o'clock. Mrs. Anselma Sager, state home demonstration leader, will tell the group of the progress of the home extension program in Oregon during the last 25 years.

Mrs. Eileen Perdue Buxton, acting specialist in clothing, will give an illustrated talk on "The Completed Costume," emphasizing good and poor lines for the various types of figures.

The dramatic festival play to be held in the evening in the high school

### WILKINS PLEADS FOR MORE CARE IN NAMING OFFICIALS

Mac Wilkins, prominent Portland advertising executive and president of the Portland and Seattle advertising agency, Mac Wilkins and Cole, Inc., was guest speaker at Tuesday's meeting of the Medford Rotary club. A large attendance of Rotarians and guests heard Mr. Wilkins voice a plea for Americans to interest themselves in their own government and use greater care in their selection of public officials. He stressed the importance of voters analyzing the platforms of political candidates and looking to them for an accounting of their stewardship of public offices.

### SCHOOL DISTRICT LAND SWAP EYED

Hearing of a petition for transfer of land in the Tolo school district to the Sams Valley district will be held this afternoon by the boundary board composed of the county court and the school superintendent. Residents of both districts have signed the petition.

The land involved lies on the north side of the Rogue river, and includes the Southern Pacific railroad tracks, and property of the California Oregon Power company. The valuation is approximately \$150,000 and would make the Sams Valley district valuation \$400,000 and the Tolo district around \$200,000.

At the present time, the Sams Valley district has a school millage of 18 mills, and the Tolo district has none. There are only two school children in the Tolo district, and they are transported to another school.

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Interesting facts concerning the wealth of the United States, in gold and resources, and the comparative figures on production which account for America's high standard of living, were presented by the speaker. A solemn warning of the inevitable result of excessive government spending was voiced by Mr. Wilkins, after giving interesting facts concerning the mounting national debt of this nation. The serious effects on pres-

ent economic conditions on the youth of America were pointed out. Mr. Wilkins was accompanied to Medford by M. Rosa Mackey, Portland manager of West-Holiday Company, Inc., newspaper representatives. Following the Rotary meeting, Mr. Wilkins and Mr. Mackey, accompanied by W. A. Gates, William Walker and Herb Grey, left for Klamath Falls where Mr. Wilkins was guest speaker at a meeting of the Klamath Falls Advertising club.

### PHOENIX LADIES' AID PARTY IS POSTPONED

PHOENIX, April 20.—(Sp.)—The April party, sponsored by the Presbyterian Ladies' Aid society of Phoenix which was to have been held Friday evening, has been postponed until further announcement.

### WAKE UP YOUR LIVER BILE

Without Calomel—And You'll Jump Out of Bed in the Morning! Wake up your liver and bile. The liver should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food does not digest. It just decays in the bowels. Gas builds up your stomach. You get constipated. Your whole system is poisoned and you feel sour, sick and the world looks pink. A mere bowel movement doesn't get at the cause. It takes these good, old Carter's Little Liver Pills to get those two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c. Stubbornly refuse anything else.

### THURSDAY SPECIALS

at the  
**Economy Meat Market, Inc.**  
in new Pilly Wiggly Market 13th and So. Riverside

Leg	lb. 25c	Rib Chop	lb. 23c
Shoulder	lb. 21c	Loin Chops	lb. 27c
Breast	lb. 10c	Lamb Patties	ea. 5c

Wrapped in bacon

### ALSO

Little Pig Sausage	lb. 23c	Lean Boiling Beef	lb. 13c
Mock Chicken	25c	Pure Ground Beef	lb. 15c
Legs	6 for 25c		

Veal, Pork and Ham

### EXTRA SPECIAL

Try Our 100% Pure Chicken Loaf  
(Home made) Delicious for Sandwiches.  
See our Delicatessen Dept. Home made salads, lunch meats, etc.

PHONE 46 Step to your phone and call 46  
Free Delivery — Free Parking

START THE ECONOMY HABIT AND SAVE!

# COMPARE BEFORE YOU BUY!

## DON'T pay big prices for a Refrigerator!

### SEE the New and be money ahead



Prices Start as Low as

# 114<sup>95</sup>

Only \$5 DOWN  
Puts It in Your Home

### WARDS LOW PRICES SAVE YOU FROM \$30 to \$50

Don't be in a hurry to buy your new refrigerator! Compare before you buy! Check prices of all nationally known makes; check sizes, economy, and features! See how much more the MW offers, how much more your dollar buys in size as well as usable features! You'll wonder how Wards do it—sell such high quality refrigerators at prices that save big money! Remember this: the MW is built to rigid specifications that make it one of the most expensive refrigerators to build! See the 8 new models today!

### Wards Save You a Big Part of Every Dollar

Your refrigerator dollar buys more! Wards direct method of distribution from Factory-to-Wards-to-you eliminates the usual selling costs that others tack on the price tag.

**Food Guardian**  
Shows safe food storage temperature at all times. Placed for quick visibility.

**Food Froster**  
Cold Storage 9 molds in glass dish. Stainless steel serving tray acts as cover!

**Vegetable Fresheners**  
Extra wide, deep Hold more than 2 1/2 pecks. Keep vegetables crisp Slide easily.

**Jiffy Cube Trays**  
Press both ends of tray to remove cubes. . . quickly. No tugging, no gadgets.

**7 CU. FT. SUPREME 199<sup>95</sup>**  
Compare \$236.50 refrigerators! Large interior . . . shelf area is 15.26 sq. ft.! Speedy Freezer makes 108 cubes, 10 lbs! 3-way adjustable shelves!

**Full Family Size 5 cu. ft. 134<sup>95</sup>**  
\$5 DOWN plus carrying charge

Big freezer makes 6 lbs. of ice, 60 cubes. 13.77 sq. ft. shelf area! Interior light! Food Guardian, Vegetable Freshener!

6 1/2 Cu. Ft. Deluxe 179.95

# MONTGOMERY WARD

117 SOUTH CENTRAL TELEPHONE 383

### "Gentlemen—my Whiskey has at last reached its 3rd BIRTHDAY!"



AN EXTRA YEAR OF AGE AT NO EXTRA COST

If you could only sip the mellow richness, the robust flavor of my Bourbon whiskey—now! For my famous full 100 proof straight whiskey has been aged an extra full year in oaken casks. But the surprising news, sirs—I give you this old whiskey without charging you a penny more!

ALSO 100 PROOF STRAIGHT RYE—a rich, native rye now 3 years old, without any increase in price.

### OLD MR. BOSTON BRAND 100 PROOF STRAIGHT BOURBON WHISKEY

This Whiskey is 3 Years Old