

MEDFORD MAIL TRIBUNE

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Weather Versus Stocks

THE stock market is going up. What if it should continue to soar, until the high prices of a year ago are equalled?

IN fact when it comes to the economic future, no one knows anything about anything. All business prophesying, whether by experts or non-experts is one grand and glorious guess.

At least that is this column's conviction, after several years observation and experience.

Which reminds us, of Mark Twain's famous remark about the weather,—a great deal of talk about it, but so little DONE about it.

There is, in certain circles, even more talk about business—present and future. But however heated and stimulating the conversation, how LITTLE is done about it!

Business, like the weather, has a way of doing as it likes regardless of conversation,—and especially regardless of predictions. There is in fact a certain contrary streak observable, in both phenomena.

TAKE the situation a year ago, for example. At least six of the country's leading economists, headed by Roger Babson, saw inflation ahead, therefore advising the purchase of common stocks as a hedge against it.

Not one saw any serious clouds on the economic horizon. Not one foresaw a stock market tumble, which would lead to a steady DEFLATION, reaching a recognized economic recession, and finally spreading out and crystallizing as a second DEPRESSION.

Not one. Yet that is precisely what happened.

THE fact that not one of the same authorities, at the present writing, foresees, any material improvement in the business picture, at least until Fall—if then,—means exactly nothing at all.

It may turn out that way of course,—but it is just as likely to turn out the exact reverse.

The local weather man may check up his data today, see nothing threatening on the horizon, and so proclaim "Tomorrow will be fair and warmer."

It may turn out that way of course. But it is just as likely to turn out the exact reverse, as it did only a week ago, with snow in the hills, and chattering teeth on the floor of the valley.

IN other words, economics is no more an exact science, than weather predictions are. Both are based upon certain facts and certain probabilities,—but the deductions from them come under the heading of guess-work and nothing more.

Business, like the weather, has a way of disregarding all the soothsayers and seers,—the factual background and the deductions therefrom—and behaving at any given place and time, according to laws which it alone obeys, and which no human, understands.

A Sure Cure

THE above is one reason why there is such confusion prevailing,—why all of us, are wandering about, more or less lost in a fog.

We are on our way, but haven't the slightest idea where we are going. And what is worse, no one else knows,—or if they think they do, others equally reliable think the exact reverse.

THE writer has just completed a speech by Senator Byrd, lambasting the Roosevelt administration for its recent pump-priming action,—"just another shot in the arm," which failed before and will fail again. And the Senator has his expert economists, to support his contention.

But at this point along comes the above mentioned Roger Babson, who stands no better than any of the other experts, but no doubt stands as well. (At least he was one of the few who predicted the economic tailspin of 1929.)

And what does Babson think of the SAME pump priming program?

Here is a portion of his latest proclamation: "Business isn't bad. Retail trade is only off 15% in the densely populated sections, where the recession is hitting the hardest. In the agricultural districts it is only off 2 or 3 percent. Factory production however is off 40%."

"So we find this pump priming attempt is coming when natural business adjustment is in its final stages. This huge addition to the purchasing power of the nation comes just when business was about ready to lunge ahead of its own accord. Another thing. This same pump priming should be a major force to prevent the usual seasonal let-down. It may start business upward in the very near future instead of awaiting the fall months. If I were a manufacturer making a product sold to the general public, or if I were in an industry selling to the factories that sell generally, I would be getting ready to get my share of that \$5,000,000,000."

"Also if I were in one of the so-called heavy industries, whose products will be used greatly in the type of construction contemplated, I would be getting ready too. I believe that if business in toto would match the government expenditure,—match it in spite of any fears they might have of the future trend of legislation, match it in spite of their probably warranted distrust of the administration,—that we would quickly be on the way up."

So what? Well it leaves us about where we were,—one expert predicts one thing, another the reverse,—no one knows what to believe whom to believe, or where we are.

BUT this much is certain,—or at least as certain as anything in an uncertain world CAN be.

If by common consent the people of this country WOULD accept Mr. Babson's view as the correct one, and act accordingly,—conditions would not only improve at once, but continue to improve, for a considerable period,—at the least a year.

For as stated so many times there is plenty of money. Crop prospects were never better. The only vital thing lacking for reasonably good business is public confidence and if Babson is right there is no excuse for that.

And with the return of public confidence how the wheels would hum!

It is really so simple, and could be so easily attained, the wonder is "we the people," don't stop talking depression and thinking depression, and merely by thinking good times,—presto—HAVE them!

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.

CORRECTING A CID STOMACH

The only way to find out whether stomach acidity is hyperchlorhydria, that is, excessive secretion of the normal acid of the gastric juice, or fermentation acidity, that is, production of lactic and butyric acids in the undigested or partly digested starches and sugars which undergo fermentation when food remains too long in the stomach, as it does when the normal hydrochloric acid secretion is deficient, is by a chemical test of the gastric juice or contents taken with stomach tube an hour after a simple test meal.

If the acidity is hyperchlorhydria, whatever it may indicate, these rules should be obeyed by the sufferer:

- 1. Avoid all acids such as vinegar, pickles, sour foods.
2. Avoid all raw fruit except banana—more about banana presently.
3. Take no soups or meat extractives such as gravies, consommé or bouillon.
4. For you all apples or condiments are bad medicine—this includes too much salt in or on food, pepper, mustard, hot sauces, catsup.
5. No sweets, no honey, no lasses, no candy, and reduce your sugar allowance to one-half the amount you have been taking—in or on any food or drink.
6. No corn, no nuts, no entire grains, no bran.
7. No alcohol in any form.
8. No tobacco.
Never eat hurriedly, but take time to chew your food well and do not wash down morsels with drink. In the healthy individual an important part of digestion of all carbohydrate food (sugars and starches) goes on in the mouth, the action of the enzyme ptyalin in the saliva. This continues after the food is swallowed. If the food is gulped down without mastication, the stomach and the pancreas have an additional functional burden to carry. If the stomach is low in acid the undigested starches and sugars undergo fermentation with the formation of gas.

Persons with hyperacidity should regularly take five or six small meals daily, not three large meals. Calcium Carbonate (Ged) Antacid. Preferable to sodium bicarbonate (soda, aleratus) or magnesium (milk of magnesia) to neutralize excessive acidity in the stomach and relieve such symptoms as heartburn, water-brush or "gas," is prepared chalk, otherwise known as calcium carbonate. It may be obtained in five-grain or ten-grain tablets. Ten grains, beat taken crushed to powder, will

relieve acidity for four times a day or grains three or four times a day of whenever acidity causes distress. Soda reacts with acid in the stomach to produce considerable carbon dioxide, a gas. The by-products of this reaction is rather purgative. Magnesia is still more so. Chalk is not purgative—it is commonly used as a mild remedy against diarrhoea associated with acidity. Moreover calcium carbonate disturbs the acid-base balance of the blood and tissues less than soda or magnesia does.

QUESTIONS AND ANSWERS

Sodium Citrate is Right. When I sent to the drug store for one ounce of citrate of soda, to make up the Pool Proof Cough Medicine, they sent me sodium citrate. I suppose it is the same thing, but I want to be sure. (Mrs. T. P.)

Answer—Yes, sodium citrate is the right name for citrate of soda, just as sodium bicarbonate is the right name for bicarbonate of soda. Sodium citrate was formerly used in the modification of milk for infants, so it is a pretty safe medicine.

Injection Treatment. Following a suggestion in one of your good articles I had the injection treatment for piles. Allow me to report that this is a wonderful method—it was practically painless, and I have had no further trouble in that way. (W. B. H.)

Answer—Fully 95 per cent of all cases of piles are now treated by the ambulant injection method. Only a few old-timers still operate.

Tobacco Habit. What is the treatment you recommend to break the habit of smoking? I feel that I am smoking far too much. (Miss C. J. L.)

Answer—Send a stamped envelope bearing your address and ask for the monograph on Tobacco Habit. (Copyright 1938, 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, Calif.

SEMI-ANNUAL CLEARANCE. Coats - Dresses - Hats. ETHELWYN B. HOFFMANN

Flight o' Time

Medford and Jackson County history from the files of the Mail Tribune 10 and 20 years ago.

TEN YEARS AGO TODAY

June 24, 1928. (It was Sunday) Crater Lake road now in perfect condition.

Backers of Al Smith claim victory when they chose in Bourbon meet. Search for lost explorer Amundsen, in Arctic continues.

Herbert Strang leaves for Seattle to attend shoe convention.

Mr. and Mrs. Russell Steward arrive from Los Angeles to spend the summer.

Supt. E. H. Hedrick of the city schools departs on extended stay at Eugene.

First band concert of year to be held next Friday.

Twenty years ago today. June 24, 1918. (It was Sunday) Cooler weather follows heat wave of mid week.

War savings stamps sale grows.

Speed cop nab 15 speeders on North Riverside.

Bogus army officers defraud Red Cross and citizens.

Austrian reverses continue as Italians push advantages.

Prohibition experiments until war is ended urged as concession to labor.

Discouraging to Farmers

To the Editor: I noticed in a recent issue where a certain party was asking the farmers for hauling hay behind their cars, for having old rattle traps of cars, mortgages on their farms instead of a nice car and a bank account. Would the party please come forward with his plan for a change in this system, as we as farmers cannot see where we are justified in joggling a team and hay wagon up and down a hard-surfaced road for a distance of 10 or 20 miles for a load of hay when an old rattle trap of a car will make the same trip in a couple of hours. More humane to the horses and saving time for the farmer also.

I see where two farmers got arrested. One had a trailer without license and too wide a load while the other had a straight exhaust pipe, said to be a fire hazard. Also a farmer

with a load of strawberries was arrested for having an overload. He was weighed up and had the large excess of 90 pounds. Another farmer had a little car and was trying to make an honest living. He was hauling two tier of wood to Medford to trade for groceries and the state police informed him that he was hauling one-half tier too much and that was his beans, so now he is trying to exist without. Another farmer along had the road patching his car's tire on car and trailer was also told to reduce load.

As this occurs daily, will you please inform us farmers just what is the matter with the farmer and don't you think there is injustice here? As the farmer has no money and no way of getting any and if there is not a change made some way there will be many more names on the relief roll or starving families.

These men were trying to make an honest living. I do not know of anything more discouraging to honesty than this.

(Name on file) SUBSCRIBER Star Route, June 2nd.



Chevrolet JINGLES

INDUSTRY is the key to success, they say. Idleness, the bolt that bars the door to stay— If our forefathers had been a lazy lot— Just a shiftless bunch, content in one spot, We'd still be back in the horse and buggy days, Riding 'round in a cab or four wheeled chaise, Because they had ambition and roving ways— We've plenty of GOOD ROADS and GOOD Chevrolets!

Chevy M. Hurd Rogue River Chevrolet Main and Riverside Service Dept.—32 No. Riverside Used Car Lot—Riverside at 4th

WEST-HOLIDAY

Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland, St. Louis, Atlanta, Vancouver, B. C.

Member Oregon Newspaper Publishers Association 1938

Ye Smudge Pot

A No-Worry club has been formed in Omaha Neb. to combat the depression. Hating and scowling over a ten-year period, made no headway, so grinning to the economic state seems like a good idea. Several have started worrying for fear a No-Worry club will not be started here.

Pacific Coast concern over European dictators continues. One Journalist proposed in the event of war, Mussolini, Hitler and Stalin be sent as a unit to the front line trenches. On the other hand, there is no use making war any worse than Sherman described it.

"Neither could two girls — good girls, too, so far as wrestling merits are concerned—hold out for a half hour against Clara." — (Klamath Falls News.) — Left-handed compliment.

A daring California motorist picked up three hitchhikers. You guessed it—he was robbed. As long as a motorist is going to be a Good Samaritan, he might as well save hospital expenses and have a sufficient number of rascals on hand to combat the crime without hurting him.

MISQUES ARE HUMAN (Salem Capital-Journal) "Such slips seem bound to occur in the most careful productions. There was even a worse slip in the printing of the Bible which, because of this error, was known as the 'wicked Bible.'" The printer, inadvertently omitted the 'not' in the seventh commandment—E. S. HAMMOND."

Oregon labor, in convention assembled, temporarily shield, with considerable diffidence, at endorsing any candidate for governor. The Democratic nominee for governor beamed, and Portland Democrats hummed for his support, to no avail. Labor took no chances on jumping at conclusions and missing both of them.

A New Jersey lady in court acted up and gave the courtroom throng a good laugh, by making a face and thumbing her nose at the judge. She was sentenced to six months in jail for contempt of court, whereupon the fair defendant up and fainted. It is things like this that takes all the umph out of social hellraising. A pleasant time was not had by all.

"CANDIDATES WATCH THE WIND BLOW." — (Hillside Coos Bay Times.)—It's smart to be of the wind to take advantage of a hull.

"A reception followed in the evening at Luke's Hot Pot resort. The rooms were decorated with beautiful flowers and a large crowd of relatives and friends were present." — (Wenatch (Dish) Wave.)—Delicious refreshments were served.

The Portland mosquito crisis is unchanged. The territorial rights of the mosquitoes are playing havoc with the no-socks dad of the weaker sex.

TALE OF A TAIL "My husband thinks these tales a little tame and so recounts the one concerning a lumber camp cook who hid from a cougar in the cook house barrel of beans. The cougar climbed on top of the barrel and through some mischance his tail fell through the hole left by a mixing handle.

The cougar's extremity was the cook's opportunity and he tied a knot in the cougar's tail, thus hamstringing him so the cook escaped. This was not the end of the incident however. Next spring all the little children of this mother cougar were born with knots in their tails." — (Olive Barber in the Eugene News.)

Robert Louis Stevenson, Scottish writer, was first a lawyer.

Sugar cane was brought to Europe by the Crusaders. Tahiti is about 9400 miles from San Francisco.

NORGE

ELECTRIC RANGES



LEAD in all the FEATURES

YOU WANT

- Light-signal Heat Control
Super-speed Norge Contact Heat Elements—Special Selector Switch—Fully Automatic Clock Control—Norge Utility Cooker—Special Warming Compartment—Oven Insulated on all Six Sides—Convenience Outlet on Backguard—Choice of Colored Hardware.

Be sure to see the Norge before you buy. There's a model to suit every kitchen and every purse.

TERMS NOW AS LOW AS

17c A DAY

FELDMAN ELECTRIC 237 E. Main at Bartlett Phone 937

HADLEY'S CLEARANCE

Here is an opportunity to outfit yourself for the Fourth and all Summer. The sale which all Medford awaits with a thrill of interest! On account of the Drastic Reductions all sales must be for cash and all sales FINAL! Items not advertised may be charged on your regular charge account.



Spring Hats

Clean up on group of 50 hats. Straws and fabrics, white and colors. Values to \$4.95. Choice.

99c

Hose Special

Admiration Hose. All new summer shades

\$1.35 values, pr. \$1.00

\$1.00 values, pr. . . 79c

Women's Gowns

Flowered Batiste. Regular \$1.95 values. Choice

\$1.00



ROUND FACE? You may think it hard to find a flattering hair style—let us show you how to look younger, slimmer.

80—Dresses—80

In this group you will find the season's newest spring and summer dresses. Sizes 12 to 46 in white, pastels, prints, crepes and wash silks. Regular val. to \$12.95. Your choice \$4.98

Just 70 Dresses

We want to clear our stocks of summer merchandise so we have grouped for quick clearance this fine lot of dresses. Sizes 12 to 42. Crepes, prints and plain colors. Values to \$16.95. Choice \$1.98

100—Wash Frocks—100

We have more of these than we need and we are determined to clear our racks. \$1.95 values. Choice, \$1.00

Special Sale of SUITS

Summer kool suits in white and pastel shades. Just the thing for trips and summer vacations. \$12.95 values. \$9.98

All other spring coats and suits, HALF PRICE

LAST CALL WOMEN'S SHOES!

Hundreds of Medford women have availed themselves of these values. For Saturday we have regrouped and repriced these values.

Group No. 1—170 Pairs—170

Black kids, brown kids and colors. White kid and buck. Final clearance. Values to \$4.95. Choice, 2 pair \$1.75

88c

Group No. 2—120 Pairs—120

Black, white and colors. Sandals, pumps and ties. We want to clean these up. Values to \$4.95. Choice, a pair

49c

COME EARLY! THESE WON'T LAST LONG!