

MEDFORD MAIL TRIBUNE

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Official Paper of the City of Medford (Official Paper of Jackson County)

MEMBER OF THE ASSOCIATED PRESS

Advertising Representative: WEST HOLLIDAY

Member Oregon Newspaper Publishers Association 1938

Ye Smudge Pot

A number of citizens have picked out the highway, on which they will take a chance on having an auto accident, during the coming Labor Day holiday.

The football games the past week left the Wilkinson palpitating worse than any time since the 1936 presidential campaign.

Russia and Japan nearly went to war the past week, over a hill in Siberia, not as big as Rocky Annu, and no better looking than Coker Butte.

E. Ulrich the prospect mt-wm, stockman, umpire, and school director, towned Tulsa. He came in to stand close to a barber.

Grocers are now introducing an innovation in roasting ears, by cutting a French window in the product, so the lady buyers can see the middle of the corn, without husking same, and saying Oh! Shucks!

The weather has been warm, and one night last week, the natives eschewed blankets.

Statistics showed Jackson county residents did not buy as much liquor as some other sections, but it caused them to yell louder Saturday nights.

Alexander Hamilton, 5, has been up to Diamond Lake, and narrowly escaped a paddling, for paddling in same.

A gold mine has been discovered in Sixkyou county that in spots runs \$50,000 per ton. If it don't turn out to be another dream, like a railroad to the coast.

Mosquitos continue quite plentiful and rapacious, but are biting the female shank at their own risk.

It Pays Oregon To Advertise

ADVERTISING-MINDED Oregonians are spending \$100,000 of gasoline tax money each year to tell vacationing motorists about "air-conditioned" Oregon and urging them to "Drive Oregon Highways."

Statistics prepared by the Travel and Information Department of the state highway commission, which administers this sizeable advertising fund, reveal some interesting facts concerning tourist travel in this state.

Twenty million dollars were spent by motorists from out of state last year, making the tourist business one of Oregon's most substantial and profitable industries. The average expenditure was slightly over \$100 for every car entering this state!

Here is NEW CAPITAL attracted to Oregon. It finds its way into ALL channels of trade; in some manner or other, all Oregonians profit by this influx of pleasure seekers.

The phenomenal success of California's extensive programs in past years, with resulting population growth and industrial expansion, is convincing proof that it DOES pay for a state to advertise.

NECESSARILY, Oregon's tourist promotion efforts have been restricted in past years; budgets have not provided for the program of advertising the state really needed.

We are now on the right track, however, and added funds will be forthcoming as Oregon's important tourist industry expands. The present year has been a real test for Oregon's advertising program.

Because of economic conditions, general tourist travel as reported by most of the national parks and by other states is off approximately 10 per cent. Oregon travel, however, maintained 1937 levels up to July 1st!

The registrations of out-of-the-state cars for the first six months of 1937 were 53,030 cars. For the corresponding period this year the registrations were 53,122!

After checking the reports already received from resorts, auto camps and hotels, state officials optimistically predict that July registrations will be well up to the July 1937 mark.

THERE is no better yardstick with which to measure the pulling power of Oregon's advertising campaign.

The state's Travel and Information Department has used good judgment in the planning and execution of Oregon's tourist promotion program. Exhaustive surveys were made to determine the habits and needs of the touring public BEFORE the initial campaign was launched.

With a limited budget, every advertising dollar had to count! Wisely the services of a successful advertising agency were enlisted to complete the task of preparing appealing copy and choosing the most effective media for Oregon's tourist messages.

The program was intelligently and thoroughly handled; Crater Lake, by virtue of its important place among the tourist attractions of the west, has been emphasized throughout the campaign. One notable example was a full page Crater Lake color advertisement in the Saturday Evening Post.

THE Travel and Information Department has printed and will distribute over 350,000 pieces of literature and maps when the end of the year rolls around. This department will also have distributed over 100,000 pieces of literature advertising various communities of the state.

The success of Oregon's tourist promotion program has been successful to a gratifying degree! Over 50,000 inquiries have already been received this year, a 10 per cent increase over the corresponding period of 1937. State officials estimate that this number will exceed 60,000 before the end of the year.

A healthy interest in Oregon is being manifested by vacation-minded people throughout the nation and Canada! As the tourist industry expands, Oregon's ability to increase her advertising efforts and improve her highways will correspondingly be extended.

The people of this state have good reason to view with optimism the bright future of her tourist industry. Those who "Drive Oregon Highways" in years to come will bring with them a new, greater prosperity for this state!—H. G.

Let There be Light

Lord, what fools these mortals be! Those are the words of Puck in "A Midsummer Night's Dream" written by Shakespeare back in the days of the horse, the coach and the litter. And though, it is true, the words bore no relation to problems of travel, there is a temptation to echo them now every time the constantly mounting statistics of death on the highway point to the tragedy of these beautiful summer nights.

"A Midsummer Night's DRAMA" is a modern drama that no man wrote. Nevertheless, it is one in which thousands play a part after the curtain of darkness has fallen over the highways and over the busy city streets. . . . And thousands die!

It is a paradox of this age of light that we continue to carry on the potentially most dangerous activity of the time in comparative darkness—continue to drive at mile-a-minute speeds over highways that are as lacking in illumination as those over which the coaches rattled from Boston to Worcester 200 odd years ago.

UNTIL major highways and main city streets, at least, are provided with really adequate illumination and are made as modern and safe at night as they are in the daytime, there can be but one salvation—common sense!

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, 285 El Camino, Beverly Hills, Calif.

A WORD TO THE GLUTTON IS WASTED

I notice some columnists gracefully stand aside and let their readers serve as guest conductors when they, the columnists, want to go fishing. But darn it all, I can't go fishing any more, for I hate to kill a fish just for sport. However, I am a quill writer, and I am training a few readers, so that if I ever am caught and sent to jail we can keep the health of the country up to snuff until I get out again. J. D. C. has something to tell you gluttons. Anyway it will do you no harm to listen to his advice.

An English judge once decided that a man is drunk when, due to the influence of liquor, he cannot do properly what he is trying to do. Thus a man sitting in an easy chair might be sober as far as sitting in the chair were concerned, although unable to walk across the room without reeling. On the other hand, if a single cocktail impaired his judgment so that he tried to beat a train to a crossing, or slowed his reaction time so that he failed to apply his brake promptly enough to prevent collision, the man would be regarded as intoxicated.

Reading this set me to thinking about gluttony. We commonly think of a glutton as one who is an enormous eater, one who stuffs himself. Following the reasoning of the English judge, would not one who, through lack of self-control, eats any amount that is more than he can digest, or any viand which he cannot properly dispose of, qualify as a glutton?

Why not call things by their right names? When we have an attack of biliousness, acidity or dyspepsia, why not acknowledge that the probable cause is gluttony?

Why not recognize that the many alkalis, antacids and laxatives urged upon us through every medium of communication today are addressed to and for the use of gluttons? (J. D. C.)

I have cluttered up a whole column many a time and said less than J. D. C. says in a night letter. "Biliousness" or "bilious attacks"

and spinner. Add a white bucktail to the spinner. I lost those on a recent fishing trip and the kit needs replenishing. The lines will cost \$1.30 each and the spinner 90 cents. That makes \$3.50 in all. Hope I can spare up \$3.50.

And outside of that there isn't a single thing I have to do, except, of course, write today's column. Think of it, if I hurry and everything comes off as per schedule, I'll have 20 whole minutes to myself to waste and squander for my very own.

The Capital Parade

planned in reassignment's interest, to a mere four-day jaunt. Conservatives have greeted these signs of presidential softness with howls of joy. If they were able to make an unbiased judgment of the situation, they should, on the contrary, be desperately gloomy. For the one thing most feared by American conservatives at the moment is a third term for Franklin Delano Roosevelt. And if the president softly lets matters slide, they will arrive at a position where the third term agitation will be unavoidable.

The immediate purpose of the purge has been to give the president control of the Democratic party. If he does not get that control, he cannot nominate his successor in 1940. And unless he is allowed to pass on his successor, he will be sure that the cause of new deal principles is lost. To save his cause, the betting is twenty to one he will run again.

Coast Nudists Meet ESTCADA, Aug. 6.—(AP)—With four states, Oregon, California, Washington and Montana, represented, the west coast regional conference of the American Sun Bathing Association was underway at Camp Hesperia today, about 200 persons reported in attendance.

ROSLIE LESLIE Invites her clientele to Ethelwyn's Beauty Salon.

Cloverhill GOLDEN GUERNSEY Grade "A" Whole Raw Milk

Medford's PREMIUM MILK, produced and bottled in one of Oregon's most modern and sanitary dairies!

Delivered daily by WING'S CLOVERHILL GOLDEN GUERNSEY DAIRY

Phone 523-R-4

Comment on the Day's News

By FRANK JENKINS NOTE this headline: "Japs Make Peace Overtures." The overtures are made to the Russians, and the Russians indicate that they are willing to talk, under certain conditions. The conditions are not TOO difficult.

HAVING noted these things, go take a look at the map. You will see that Vladivostok is dangerously close to Tokyo. At Vladivostok the Russians are reported to have a huge modern airplane base. From this base Russian planes could strike menacingly at Tokyo and other Japanese cities.

You will also note that the point on the Siberian border where the fighting has been taking place is the point where the Japs would probably strike if they were striking at Vladivostok.

IT'S JUST possible, you see, that the Japanese made a demonstration in force at Vladivostok, but found the Russians present in EVEN GREATER force—and so decided to withdraw and talk peace.

In any event, it rather looks as if there wouldn't be a Russian-Japanese war RIGHT AWAY.

YOUNG Douglas Corrigan who started as an unknown from New York to California and wound up famous in Ireland, has just returned to New York by boat. He didn't get tangled up in his directions this time.

THE EAST is suffering from a heat wave (described in the dispatches as "terrific") in which temperatures have reached 90 in summer-resort Maine, 92 in New York and 92 in Chicago.

Out here in the West, where the summer air is DRY, we laugh at such thermometer readings and jump to the conclusion that Easterners are softies and can't take it.

We don't really complain until the mercury passes 100.

HERE'S a bit of advice: Don't accuse Easterners of being softies until you've experienced temperatures of 90 or higher in New York or Philadelphia or Washington or Chicago. The expression, "It isn't the heat so much as the humidity," originated back there.

Temperatures of 90 or better, accompanied by Atlantic seaboard humidity, are genuinely terrible.

HOTEL STAND ON UNIONISM GIVEN

PORTLAND, Aug. 6.—(AP)—Earl McInnes, president of the Portland Hotel association denied union statements that the association had a "union-smashing" policy.

"We are now and always have been willing to deal with our employes or their representatives," McInnes said. "We have, however, not been willing to permit certain unions to represent our employes against their will, nor allow our employes to be coerced into joining unions in order to work in our hotels."

Sixteen association hotels are involved in a strike with unions of hotel workers.

Butterfat Price SACRAMENTO, Aug. 6.—(AP)—Churning cream butterfat: First grade 28 1/2, second grade 27.

Flight o' Time

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

TEN YEARS AGO TODAY August 7, 1928 (It was Friday) Union Pacific, Northern Pacific and Southern Pacific talk of rail construction in eastern Oregon.

E. M. Wilson meets his cousin, S. A. Bracken of St. Paul when the latter pays him first visit in 23 years.

Movies taken of Herbert Hoover on recent visit here shown to Rotarians.

Old Methodist church building on Bartlett street leased by school board to take care of overflow students from the junior high when school opens.

City council votes against using of concrete paving on Park street.

TWENTY YEARS AGO TODAY August 7, 1918 (It was Wednesday) Allied forces cross the Vesle river; Germany plans titanic offensive to restore morale of soldiers and people after series of crushing defeats.

State highway board orders Ashland hill road paved at once.

Twelve Jackson county men leave for Camp Fremont, Cal. They print on the side of their car: "This car contains Dutch Cleanser."

Sheriff Ralph Jennings resigns as sheriff and will enter officers training school.

ATTORNEY LINKED TO KIDNAP PLOT

PORTLAND, Ore., Aug. 6.—(AP)—An order for the removal of I. G. Ankella, Portland attorney charged by federal authorities in the Spokane

district with violation of the Lindbergh law, was issued yesterday by U. S. Commissioner Kenneth Fraser. It was subject to approval by the U. S. district court here. Ankella was accused by federal officers of being the brains behind an alleged extortion plot against Thomas Lowe, Idaho rancher. Lowe, a witness at the hearing, described the visit on July 6 to his ranch of L. W. Tomblinson and Charles McCullough, both accused of kidnaping. He said Tomblinson personally taking him to Spokane. At Spokane he said Tomblinson released him on \$500 "bond." Tomblinson corroborated Lowe's story but said he had done the job at the request of Ankella. Use Mail Tribune Want Ads.



The good old American way is speed and tariffs! Enough to moon speed may mean numerous spills. . . . What a satisfactory feeling in case of a tilt, To have the SAFEST, strongest car ever built! That's why Chevrolet owners always feel proud, They know they're not candidates for a shroud. Lucky we don't charge for peace of mind. . . . Or your pocket book would have to be gold lined! Chevy M. Hurd

Rogue River Chevrolet Main and Riverside Service Dept.—35 No Riverside Used Car Lot—Riverside at 4th

JOE E. BROWN WIDE OPEN FACES LYDA ROBERTI ALISON SKIPWORTH JANE WYMAN Alan Baxter - Lucian Littlefield

SUN MAT 1:45-3:15 ROXY SUN EVE 7:00-9:15

ALL THIS WEEK OREGON SHAKESPEAREAN FESTIVAL MONDAY NIGHT "The Taming of The Shrew" Tues., Aug. 9—"Hamlet" Wed., Aug. 10—"Twelfth Night" Thurs., Aug. 11—"Merchant of Venice" Fri., Aug. 12—"Taming of the Shrew" Sat., Aug. 13—"Hamlet"

Brites' Mother On Road Home ROCK SPRINGS, Wyo., Aug. 6.—(AP)—Mrs. Margaret Britte, 66, whose hitch-hiking trip to Washington to obtain a presidential pardon for her two sons convicted of slaying three California men ended here Tuesday, was en route to her home at Sacramento today. Red Cross officials placed Mrs. Britte on a westbound train last night, and assigned her to the care of Horace Frye, Sacramento attorney, who has been defending her sons, John and Coke Britte. EUGENE, Aug. 6.—(AP)—A grass fire swept over 600 acres of the big butte directly behind the town of Lowell, 20 miles southeast of here, late Thursday evening. It was reported today by eastern Lane fire protection officials. Phone 412. We'll haul away your Use Mail Tribune Want Ads.