

HERE AGAIN! THE MAIL TRIBUNE'S *Annual*

# BARGAIN DAYS

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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 NEWSPAPER—The Mail Tribune.

Production costs have advanced sharply with increased cost of newsprint, freight rates, etc. The publishers of the Mail Tribune have found it necessary to announce a moderate increase in subscription rates, effective September 1st to meet this situation, feeling that it is important NOT to change from the high standard of news and feature service to effect essential savings. These new subscription rates actually amount to **LESS THAN ONE-THIRD OF A CENT A DAY!**

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Increased speed Associated Press teletypes assuring faster news service from the four corners of the globe. In addition to this, the Mail Tribune features 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 . . .**

With politics holding the stage in this history-making time, the daily first page Tribune feature—"The Capital Parade" affords the latest inside information for readers who follow the ever-changing political picture. Joseph Alsop and Robert Kintner, experienced and able writers, edit this important daily column.

**Manhattan Gossip . . .**

"Man About Manhattan," by George Tucker, offer interesting gossip of the nation's great metropolis for those who delighted in the somewhat similar column by the late O. O. McIntyre. It's another daily feature of 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!

**Complete Sport News . . .**

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

**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 health problems to him.

**Sunday Colored Comics . . .**

Four full pages in color, are regular Sunday features in addition to the regular comic page. These added funnies are "Mutt and Jeff," "Mickey Finn," "The Nebbs," "Toonerville Trolley," "Stimp O'Dill," and "Cicero's Cat."

**Strange As It Seems . . .**

John Hix's universally popular illustrated feature dealing with unbelievable oddities is a part of the Tribune's fine array of features.

**Five Popular Comics . . .**

Every day, the followers of the funnies will delight in Guyas Williams' famous cartoon, "The World at Its Worst" as well as such comics as "The Nebbs," "Smatter Pop," "Tailspin 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 are popular 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 the Mail Tribune!

**Flight O'Time Column . . .**

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

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If you are unable to call at the Mail Tribune office and renew your subscription, we will gladly have your carrier call if you will phone the Tribune office 75—and leave your name and address. Regardless of how you subscribe, your carrier is given credit. Or you may mail your renewal to the Circulation Department and we will credit your subscription for another year and mail you your receipt.



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All subscribers must be paid up to Sept. 1, 1938 to entitle them to the Bargain Rate.