

MEDFORD MAIL TRIBUNE

"Everyone in Southern Oregon Reads The Mail Tribune"

Daily Except Saturday

Published by MEDFORD PRINTING CO. 27-29 North Fir St. Phone 3-4141

ROBERT W. RUIHL, Editor

ERNEST R. GILSTRAP, Manager

HERB GREY, Advertising Mgr.

E. C. FERGUSON, Managing Editor

ERIC ALLEN, Jr., City Editor

HARRY CHIDMAN, Telegram Editor

HENRY L. GREEN, Sunday Editor

OLIVE STARCHER, Society Editor

GERALD LATHAM, Circulation Mgr.

An Independent Newspaper

Entered as second class matter at Medford, Oregon, under Act of March 3, 1879

SUBSCRIPTION RATES

By Mail—In Advance

Daily and Sunday—One year, \$9.00

Daily and Sunday—Six months, 4.75

Daily and Sunday—Three months, 2.50

Daily and Sunday—One month, 1.00

By Carrier—In Advance

Ashland, Central Point, Jacksonville, Gresham, Phoenix, Talent and other points

Daily and Sunday—One month, \$12.00

Daily and Sunday—One month, 1.00

All Terms Cash in Advance

Official Paper of the City of Medford

Official Paper of Jackson County

United Press—Full Leased Wire

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Advertising Representative: WEST-HOLIDAY COMPANY, INC.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

1100 Broadway, New York, N. Y.

Editorial Correspondence

Lake Mohonk Mountain House, May 16—Quakers don't like whoopee and they do like peace and quiet. It is remarkable how the Messrs. Smiley, who own and operate this immense property, within 90 miles of the greatest city in the country, get what they want. It is no easy job, but they do it. We doubt if there is another hotel in the country—perhaps the world—that operates under such a system, and even more extraordinary, makes it work.

The Smileys refuse to advertise, for example. The New York Sunday papers are plastered with resort ads winter and summer, but you never find the Mohonk House among them. Yet for over 80 years the Mohonk has operated 12 months a year, through good weather and bad, good times and the reverse, without missing a meal or a substantial balance at the bank.

During the winter when business is slack only a part of the 305 rooms are available, the main dining room is closed and a boys' school is operated until the last of May when the summer tourist season really starts. It is a very good school, too, they say—for the young fry principally. We saw them marching through the halls and environs, bright-faced and cheerful.

Not only is advertising taboo, but the Smileys make no effort to get business in other ways.

Service is good, the atmosphere cheerful and friendly, but there is none of the typical "greeter" technique—either over the phone or in person. In fact over the phone if the applicant is not known and has never been a Mohonk guest before, there may be a certain lack of enthusiasm on the part of the management. There is probably no definite screening, although certain types of tourists are conspicuous by their absence, but there is not the slightest eagerness to get business in evidence. All of which is so contrary to the prevailing American practice and spirit, that it is not only refreshing but we believe is a factor in the popularity of the place. After all it is human nature to resist a too-aggressive salesmanship and to want what is not too easy to get.

There is a massive stone-tower atop "Sky Top" erected to the memory of the founder. But a better memorial and perhaps just as permanent—is the hotel itself. For inside and out, in form as well as spirit, the Lake Mohonk Mountain House, is we believe, in all essentials, much as it was when the late Andrew Carnegie first became an enthusiastic guest—the old post bellum photo groups in the rooms, the red plush chairs, worn carpets and Sunday school organ in the "parlor" (also an upright piano with the keyboard missing, resembling a gentleman of the old school in his Sunday best but minus his dentures).

All these things add up to an early Victorian atmosphere, which is completely authentic and genuine. We mean it is immediately apparent to the visitor, that this "horse and buggy" setting isn't synthetic, isn't "put on" in any sense. It is merely "as things were," a protest against change, a refusal to keep up with the progression in the modern commercial sense, a determination to preserve and perpetuate the simplicity and integrity of the past.

Among the old framed photographs is one of former President Taft—also a frequent guest (so much more impressive and aristocratic-looking than his sons—one feels if he could return and roam through the halls viewing his venerable, bewhiskered and dignified contemporaries, he would not only feel perfectly at home, but disagree with his elder son that times have changed so radically and dangerously in the past 30 years, with the police-state just around the corner!

This is the gas-engine age on the ground and in the air. But not at Mohonk. No motor car can be parked within five miles of the hotel, nor can any be driven by the owner (or his chauffeur) to the hotel—or stop at the main entrance under the stone porte-cochere. No. Every car approaching is halted at Mountain Rest transfer point, and the desires of the party determined.

If they wish to drive up to the hotel, an official guide takes the wheel, and proceeds to drive in such decorous fashion that not a splat is made, but from time to time the engine threatens to sputter and stop entirely. But meanwhile the hotel office has been informed of the approach, there is no blowing of horns, squeaking of tires on the curves or any more manifestations of haste or jollity than would be proper in an adequately policed funeral procession. After debarkation the official guide drives the car back down the hill to the distant transfer point where it remains until the time of departure, except in case of some emergency or urgent call.

Needless to add this is rather an unusual procedure, in this high powered day and age. Nor were we able to get any light on the matter from the management as to the precise purposes. But it is apparent to anyone that such a system makes it impossible for motor tourists to drive hell-bent up to the hotel for a look-see and down again; no joy riders can come within gunshot of the place night or day, and obviously there can be no side road parking. Also if anyone contemplates jumping the hotel bill, it will have to be afoot, as gas engine transportation by land or air, is out.

There are huge cow-barns, horse-barns and carriage-barns in the neighborhood. They also date back to the Grant administration and more surprising all are functioning much as they have since 1869. All are built as things were built then of heavy stone and hard oak—built to endure, not for show. The carriage barns, largely three-seated hickory buckboards (with a driver) can be hired for excursions over the many smooth, shale-surfaced roads, also riding horses are available (a couple of the grandchildren were given equine work-outs) and the Guernseys furnish the hotel with milk (if one gets down to the meal a bit late, a strange sight meets the eye, none other than a glass of milk with a thick collar of cream on top!

The little mountain lake on the bank of which the hotel is built, is fed by springs, is clear and blue and full of trout. Canoes with oars are furnished for those who wish to fish, or roam about and NOT fish! Among the latter over the week-end were many well nourished girls in slacks and "Vassar" sweat-shirts (Poughkeepsie is only 18 miles away) most of them accompanied by young men in overalls. (Perhaps they were from Yale, perhaps not).

In the morning the Medford party—half of them—tried fishing with flies (very sporty) but not a strike. This seemed unusual. But around noon it was partially explained when a net containing several pads of fresh hamburger was lowered into the pool under the hotel porch, and before one could say "Jack Robinson" there were around a hundred trout ranging from a quarter of a pound to four or five pounds dashing in and out, several of them getting caught in the meshes of the net and unable to get out. One of our frustrated sportsmen rescued three of them—just the size for a delectable luncheon dish—and contemplated utilizing same in this fashion, but was persuaded by one of the district members to not noticeably assuaged when later in the day one of his New York friends came in with a nice string of the "beauties" which he swore were caught on flies—just a matter of know-how and the approved technique!

Well, we wouldn't give much for a trout—or any other fish—that would take a fly on a HOOK in preference to a hunk of fresh hamburger, WITHOUT one—no good for BRAIN-food at any rate! —R.W.R.

COMMUNICATIONS

Letters to the Editor must bear the name and address of the writer although under certain circumstances the use of pen name or initials for publication is permissible. The Mail Tribune reserves the right to edit all letters with a view to clarification and concision. Letters submitted for publication must not exceed 400 words.

The Phoenix Festival

To the editor: I am writing in reference to the recent Phoenix Spring Festival.

I believe that the people of Phoenix are to be congratulated for their spirit, effort, and the cooperation they all put forth to make the festival the success it was.

They now have the Youth Center building that they have all been working so hard to achieve, and they will all be working to complete and outfit their building, for the use of not just one group, but the whole community.

And I believe that this is something to be admired and desired by other communities.

It goes to show what can be accomplished with hard work and the spirit of cooperation that prevails among people like those in Phoenix.

Mrs. "Mel" Melton

The federal government administers the 47 mineral springs found in the Hot Springs National park in the Ouachita mountains of Arkansas.

Use Mail Tribune Want Ads



STRICKEN with ailment believed influenza, Mrs. Robert A. Taft, wife of Republican Senator from Ohio, is taken to Washington hospital as emergency patient. (International)

Advertisement for St. Joseph Aspirin, featuring a box of the product and the text 'WORLD'S LARGEST SELLER AT 10¢' and 'Why PAY MORE?'.

Crosstown

By Roland Coe



"Don't put ANY candles on it. It's none of their business how old I am!"

On the Side—By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

My honey bride, it's we two happy side by side. When the darker days come And no sun will shine, Thou shalt dry my tears And I'll dry thine. It's we two, it's we two While the world goes by, On our wedding day. —Jean Ingelow.

Who first said: "A man is as old as he feels"? How right he was. Take Nathan Street, of Derby, England. He was married to his first wife for seventy years. Shortly after her passing he decided to marry again. He was then 90 years old. He married a comely widow of 50. The happy pair went on a bicycle tour for their honeymoon.

Oskar Davidson's celebrated restaurant in Copenhagen, Denmark, has a menu card that is 4 1/2 feet long. Among the items listed on this menu are 173 different kinds of sandwiches... "The Nine Bad Shots of Gold," by Jim Dante and Leo Diegel must be a helpful book. I am always hearing from golfers who say a study of it has greatly improved their game.

Says She. "I am exactly four feet eleven inches in height and I like it. I am a young woman of Philadelphia. The petite type of woman has a distinct advantage over the tall girls when it comes to male appeal. She can appeal to more males. Any man of five feet, four inches in height or over feels protective when with a petite or cute, little trick female. Girls over five feet, nine listed on this menu are to give men under five feet, nine a feeling of inferiority which no man enjoys. Furthermore, as your Mules & Men Department and many other experts agree, the so-called "cling-vine technique" is the most effective of all in winning a man's love and keeping it. When a girl of five feet, nine or over is dressed in a clinging vine she just makes herself look silly."

A figure of President Truman is one of those in Tussaud's world famous waxworks museum in London. When it was decided to put the Truman figure in the exhibition, there was some doubt as to how it should be dressed. Mr. Tussaud's solution was to dress it in a complete set of his favorite articles of attire as follows: A grey-checked double-breasted suit, light blue poplin shirt with collar attached, and a blue and white striped tie.

Asking. Queries from clients. I claim was David Belasco who first used the words "presents" in the program as in "David Belasco presents Mrs. Leslie Carter in Zaza." My friend says it was Charles Frohman. A. I believe your friend wins the stogie. Q. My first name is Bridget. This was once a common name in this country, but now it is rare. Have you a reader named Bridget? A. As far as I know, I have no reader named Bridget. There is a New York model named Bridget Pritchett, but I don't know whether she is a client of mine or not. Q. Has there ever been a stage play with a Yale

University background? A. Only one I know of was one titled "At Yale," in which James J. Corbett, the heavyweight boxing champion, starred. Growing Old. Human beings begin to grow old at the age of 30. That is what a group of British medical experts claim. They say one indication of this is that a person under 30 can make from 130 to 140 separate movements of the hand in one minute. After 30 they can make only 90.

Swimming. Was interested in a report that "schnorkel breathing masks" are used by men in the British navy who are learning to swim. It is said a man wearing one of these masks cannot sink. I don't know what a schnorkel breathing mask looks like or who manufactures it but am going to check. Clients with youngsters who are learning to swim might be interested.

Horses & Women. A woman I know who is 65 years old never has less than thirty different hats. One for every day of the month. She makes them herself. Says having a different hat to wear every day makes her feel thirty years younger. She certainly is a snappy looker for her age. Vaudeville. The Palace Theater, Manhattan, which revived vaudeville a year ago, is doing very well. There are still a lot of vaudeville fans around New York. Of course, the Palace is different from what it was in its heyday, but one thing remains the same. That is a notice given to all performers appearing there reading: "No objectionable material will be tolerated."

Medford Trail Riders Plan Moonlight Ride. A moonlight ride has been planned by members of the Medford Trail Riders for the night of Saturday, May 27, it was announced today. The group will leave the clubhouse at 8 p. m. and refreshments will be served at the termination of the ride. Those planning to attend should call Mrs. Harrison at 2-8389 before Friday.

An overnight ride has also been planned by the group, to be held June 25, in place of the annual Klamath Falls ride this year. The ride will also be open to anyone wishing to go.

Dead line on Classified Ads. 5:30 p.m. for following day; 10 a.m. Monday noon Saturday for Sunday a.m.

Advertisement for Dairy Queen ice cream, featuring a picture of an ice cream cone and the text 'Cool Refreshing DAIRY QUEEN'.

In the Day's News

By FRANK JENKINS

All in all, it was a good election. It seems to me that the people who went to the polls (the vote WASN'T heavy) kept the public's welfare uppermost in their minds and voted accordingly. That is a good sign.

SENATOR MORSE got what amounts to a jolt. He is re-nominated by approximately two-to-one, but the unexpectedly heavy vote that went to the unknown Hoover can't be laughed off. I think it must be said that the Hoover vote was AGAINST Morse rather than FOR Hoover.

As one who voted for him, feeling that of the lot he is clearly the best man for Oregon and for the nation, I think that what happened will do him good. The Washington reporters discovered early that if they followed Senator Morse all the way he would be pretty sure to say or do something before night-fall that would make headlines. They were seldom disappointed.

Headitis is a dangerous disease. The senator contracted at least a mild case of it rather soon in his Washington career. What happened in Oregon Friday will help to cure him of it. He has a fine mind and a high sense of public duty. I feel that the people of Oregon have made no mistake in indicating that they intend to send him back to the senate of the United States.

OVER in Klamath county there was a legislative contest with a strong state-wide interest. Henry Semon, a conservative democrat and for the past 16 years a member of the legislature from Klamath county, was a candidate for the democratic re-nomination for state representative. Semon is not only out of tune with the "liberal" wing of the democratic party that is out to capture the state government of Oregon, but in past sessions had got himself into big labor's black book. So the two elements teamed together to beat him. Two good men, one a railroad worker and the other a farmer, entered the race, making three candidates for two legislative places. It was a game of musical chairs, with one having to drop out. Semon's opponents ran as a team and there was strong evidence in the returns of team voting.

On unofficial returns, however, 100 votes. He has been ever, Semon led the field by elected as a democrat many

times in the past, and it seems likely that he will make the grade again in the general election in November.

IT SEEMS probable that Klamath county would have like to give two new men a chance but at the same time wanted to keep the state of Oregon solvent and recognized that Semon is probably the best informed man in Oregon on fiscal matters (he has served for years on the joint ways and means committee) and that his long experience will give him GREAT WEIGHT in the legislature in the critically important session next winter when we might easily bankrupt ourselves as the state of Washington has done.

That, I think, is good, honest thinking and good, honest voting. HERE is a thought: Oregon is generally accepted as a politically sensitive state. It is just possible that the heavy vote against Morse, who is at least no conservative, what happened in Klamath county in the case of Semon, might be an indication that the political pendulum has swung in its long swing to the left and is beginning to swing back the other way.

Within the past year that has happened in New Zealand, in Australia and in England, abroad, and something of the sort must have happened in the Florida primary in which Senator Pepper was decisively defeated by a democrat who describes himself as a middle-of-the-road liberal.

South Dakota led all states in the production of gold during February, 1939.

No, you can't catch steelhead with worms—it takes good single or cluster eggs or a well cast fly! This colorful comment came from a Medford citizen recently who wanted to buy a modest Retirement Income Plan even though he expects to receive a company pension and Social Security. "Here's what I mean," he continued. "My wife likes to fish just as much as I do. We're planning to make our vacation last the year round as soon as I'm 65 and start drawing my 'employment' pension. But we want our old age to be a pleasant adventure—not a penny-pinching existence. We've figured everything out and we're going to need just \$50 a month more from one of your Retirement Income Plans to add to my pension. We're all set!"

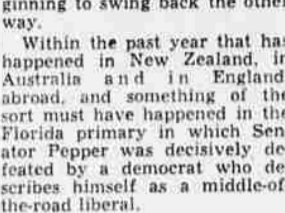
Bill Salade

PHOENIX MUTUAL LIFE INSURANCE CO. P. O. Box 693 Medford, Ore. Ph. 2-7573

Camp White, May 22—John W. Kelly, chief special services, returned to his desk today after attending a special services seminar in San Francisco, which included Oregon, Idaho, Washington, Nevada and California. The conference lasted through Friday from Monday last week.

MEDFORD FISHERMAN PLANS YEAR-ROUND VACATION

"You don't catch steelhead with worms—it takes good single or cluster eggs or a well cast fly!" This colorful comment came from a Medford citizen recently who wanted to buy a modest Retirement Income Plan even though he expects to receive a company pension and Social Security. "Here's what I mean," he continued. "My wife likes to fish just as much as I do. We're planning to make our vacation last the year round as soon as I'm 65 and start drawing my 'employment' pension. But we want our old age to be a pleasant adventure—not a penny-pinching existence. We've figured everything out and we're going to need just \$50 a month more from one of your Retirement Income Plans to add to my pension. We're all set!"



Bill Salade

PHOENIX MUTUAL LIFE INSURANCE CO. P. O. Box 693 Medford, Ore. Ph. 2-7573

Advertisement for Swem's Book & Gift Shop, featuring a picture of a graduation cap and the text 'GRADUATION CARDS and GIFTS Swem's BOOK & GIFT SHOP'.



I've Got to Rush Home and Tune In My Favorite Programs On KYJC

Your Mail Tribune Station A. B. C.

SUNDAY PROGRAMS FOR THE ENTIRE FAMILY 6:00 P.M.—Walter Winchell 7:00 P.M.—Chance of a Lifetime 7:30 P.M.—Blondie 8:00 P.M.—Drew Pearson 9:45 P.M.—Jackie Robinson TONIGHT—ON KYJC OF Course

WEDNESDAY NEWS OF THE WORLD 7:30 A.M.—Bob Garredd 11:30 A.M.—Baukage Talking 12:15 P.M.—Noon News Review 6:00 P.M.—Dinner Edition 11:55 P.M.—Tomorrow's Headlines THROUGHOUT THE WEEK ON KYJC

THURSDAY MYSTERY FANS Thrills and Chills—Hannibal Cobb . . . Five Afternoons Weekly Mr. Malone . . . Sunday Evening Sherlock Holmes . . . Wednesday Evening Gregory Hood . . . Wednesday Evening The Fat Man . . . Friday Evening ALL ON KYJC

FRIDAY HEY, KIDS . . . LISTEN!! 5:00-6:00 P.M.—Challenge of the Yukon . . . Green Hornet . . . Jack Armstrong . . . Sky King 7:00-7:30 P.M.—Lone Ranger . . . Counter Spy 7:30 P.M.—Saturday . . . Chandu YOUR PROGRAMS . . . ON KYJC

MONDAY YOU Can Win On These Programs—10:15 A.M.—The Mystery Shopper 4:45 P.M.—The Four Knights 9:30 P.M.—Baby Sitter Show 10:15 P.M.—Claus Mystery Show Every Day 8:00 P.M.—June Storey Program MONDAY EVENING ON KYJC

TUESDAY LADIES You'll Love These Programs 9:30 A.M.—Ladies Be Seated 11:55 A.M.—Betsy Crocker 12:00 Noon—Bulletin Board 1:00 P.M.—Welcome to Hollywood 3:45 P.M.—Ted Malone EVERY DAY ON KYJC

Remember! DIAL 1230 For Favorite A.B.C. Entertainment

</